

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 44

NEW YORK, N. Y., FRIDAY, JUNE 1, 1945

TEN CENTS

Petition FCC For Action

Tube Production Outlook Brighter

Washington Bureau, RADIO DAILY

Washington—A WPB proposal for channeling additional consumer type receiving tubes which may become available soon into the replacement market rather than into new home receivers was placed before the recent meeting of the receiving tube industry advisory committee, WPB reported yesterday. The committee recommended that this suggestion be considered at a meeting of the main industry tube committee to be held June 6.

WPB officials said they were considering authorizing production of 1,000,000 tubes a month for civilian purposes in order to maintain full use of productive facilities but that

(Continued on Page 6)

WQXR Reveals Results Of New York Area Survey

WEAF has the greatest number of listeners for any time of the day in its area, according to a survey conducted by the International Business Machines Corp. for WQXR, it was announced yesterday by Hugh Kendall Boice, vice-president in

(Continued on Page 4)

World Premiere Of Film Set For N. Y. Tele Station

World premiere of a film which dramatically depicts how the former luxury liner Manhattan went to war as a Coast Guard-manned troop transport Wakefield will be televised on WCBW, CBS station in New York

(Continued on Page 2)

To Talk Tele

Norman Corwin, chairman of the Radio Division of the Independent Citizens' Committee; Peter Lyon, president of the Radio Writers' Guild, and Gilbert Seldes, television director of CBS, will discuss television and FM, Saturday, June 23, at the Waldorf-Astoria under sponsorship of the Independent Citizens' Committee of the Arts, Sciences and Professions.

Measurement Groups Meeting Here Today

A joint meeting of committees from the Bureau of Broadcast Measurement, Inc., of Canada, and the Broadcast Measurement Bureau of the United States has been called by Hugh Feltis, president of BMB, for today at the Waldorf-Astoria Hotel.

Meeting was arranged for an exchange of information because of the parallel operations of the measurement bureaus and the desire to effect an international code of practice.

Horace Stovin, member of the

(Continued on Page 6)

Cashman Resigns Post As Vice-President Of FC&B

Los Angeles—Ed Cashman, vice-president in charge of radio and head of Hollywood operations for Foote, Cone and Belding, has tendered his resignation to the agency where he has been associated with such pro-

(Continued on Page 2)

Bernays Award Is Presented To WMCA, Nathan Straus

Columbus—Nathan Straus, head of WMCA, N. Y., yesterday was named the individual responsible "for the radio program or series doing the most to further democracy in America" during the last year and winner of the \$1,000 Edward L. Bernays radio award. Selection of Straus, in the award sponsored by the Insti-

Get your share of the \$650,000,000 annual retail sales within WLAW's .5 mv/m contour.

Adv.

Spokesman For Both TBA, FMBI Urge FCC To Relax Allocations Stand At Earliest Convenience

Washington Bureau, RADIO DAILY

Washington—In formal petition, the recognized FM and television broadcasting associations yesterday urged the FCC to adopt at once the first of the three alternative proposals for disposition of the 44-108 megacycle portion of the spectrum it announced last month it is considering. The first of the three would call for commercial FM operation on from 50 to 68 megacycles, with educational FM between 44 and 50 megacycles.

Col. William A. Roberts, counsel for Television Broadcasters Association, and Philip Loucks, counsel for FM Broadcasters, Inc., filed similar petitions for their two organizations yesterday

with acting FCC Chairman Paul A. Walker. Both stressed their belief that materials and manpower for resumption of transmission and receiving equipment will come about more rapidly than appeared some time ago, and that months of design and production engineering are being held up

(Continued on Page 2)

"Theater Guild" Show Bought By U. S. Steel

U. S. Steel Corp. will sponsor "The Theatre Guild On the Air" program series over the American Broadcasting Co. beginning Sunday, Sept. 9, 10-11 p.m., EWT, it was announced jointly yesterday by Irving S. Olds, chairman of the board of U. S. Steel,

(Continued on Page 6)

Canadian Radio To Aid In Locating Relatives

Montreal—A service to Canadians anxious to locate relatives and friends in Europe by short wave broadcasts will be started in the near future, the Canadian Red Cross Society has

(Continued on Page 4)

Case Seen Possibility As President Of NAB

Reports in industry circles yesterday were to the effect that Gov. Norman T. Case, Republican member of the FCC, will not be re-appointed at the expiration of his term this month. The former governor of Rhode Island was appointed by President Roosevelt in 1938. Although usually in dissent on policy matters with the Commission majority, Case has been universally respected both by his col-

(Continued on Page 6)

SERVING THE 7th!

Milwaukee, Wis.—WEMP is going all out for the 7th War Loan Drive, using special broadcasts WEMP whenever available and including War Bond plugs with its local time signals. It has aired interviews with servicemen just returned from the battle fronts and featured a talk by seven-year-old Johnny Bohm, the nation's youngest bond salesman.

SERVING THE 7th!

Muncie, Ind.—The "1340 Club," the mythical-ballroom-type of program heard every afternoon at 1:15 WLBC and nightly at 7:07 over WLBC, is permitting each purchaser of a \$25 War Bond to request a song to be sung on one of the shows. Plugs boosting the 7th War Loan campaign are also broadcast between station breaks.

tute for Education by Radio of Ohio State University, was unanimous in the opinion of the three judges, H. V. Kaltenborn, NBC commentator; Raymond Gram Swing, Blue web commentator; and Norman Corwin, CBS writer and producer.

The outstanding honor came to Mr.

(Continued on Page 6)

The 5000 watt power of WLAW opens sales opportunities for you in industrial N.E. Adv.

TBA, FMBI Urge On FCC First 44-108 mc. Alternative



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Cantor Coming East

Eddie Cantor will make three broadcasts from the East in June. Cantor's radio program will come from Hunter College on June 6; Mitchell Field on June 13 and Manhattan Beach, June 20. He will also participate in the Glenn Miller Bond Rally at the Paramount theater on June 5.

20 YEARS AGO TODAY

(June 1, 1925)

The expiration of the de Forest three-electrode tube patent last February has caused considerable confusion in the manufacturing field. Now that the invention is open to the public, it is difficult to distinguish between the genuine and the counterfeit which is a contributing factor in the practice of tube racketeering.

CKLW

**BEST
RADIO BUY
in the
DETROIT
AREA**

5,000 WATTS
DAY and NIGHT
800 KC
MUTUAL

(Continued from Page 1)

because of the uncertainty now prevailing.

Television has a definite assignment of seven six-megacycle bands between 174 and 216 megacycles, but receivers are to be designed to cover the six other bands below 108 mc. Design of these receivers, it is felt, will be delayed pending the final location of these six additional channels.

Represents Board Action

The TBA petition, in the form of a resolution adopted at a TBA board meeting in Philadelphia last week, specifies that the tele industry will continue to co-operate in the series of propagation tests proposed by the FCC for establishing regional standards of interference and assignment of tele frequencies. In addition, it says, in part:

"Whereas, cutbacks in use of personnel, plants and materials for military purposes in the electronics industry are now taking place and will become more rapid, while several months of design and production engineering must follow the definite al-

location of channels before civilian production in quantity can use such released labor, and furthermore, regional and individual assignments of frequencies must follow such allocation of frequencies and local construction and employment by individual stations will be further deferred;

"And whereas, technical considerations of design and wasteful interference with other services make the second alternative undesirable, and since the first alternative is preferred because of its long range superiority for television considering all factors, now therefore

"Be it resolved, that the Federal Communications Commission is earnestly requested to adopt at once for television alternate Plan No. 1 which gives television 68 to 74 mc, 78 to 108 mc, 174 to 216 mc."

FMBI Adds Provision

FMBI, supporting the TBA resolution without reservation, calls also for provision "for interim operation for existing FM stations in the band 46 to 50 megacycles."

World Premiere Of Film Set For N. Y. Tele Station

(Continued from Page 1)

on Tuesday, June 5, 8:30 p.m., in behalf of the Seventh War Loan Drive. The film is titled, "The Story of a Transport."

FINANCIAL

(Thursday, May 31)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|--------|----------|
| Am. Tel & Tel. | 173 1/4 | 171 7/8 | 172 | ... |
| CBS A | 38 1/4 | 37 5/8 | 38 1/8 | + 1/4 |
| Crosley Corp. | 38 1/8 | 37 1/2 | 38 1/8 | - 1/2 |
| Farnsworth T. & R. | 15 1/4 | 15 1/8 | 15 1/8 | ... |
| Gen. Electric | 44 3/8 | 44 | 44 1/4 | - 1/8 |
| Philco | 37 3/8 | 36 1/4 | 36 1/4 | - 1/4 |
| RCA Common | 12 1/8 | 11 7/8 | 12 | - 1/8 |
| RCA First Pfd. | 86 | 85 1/2 | 85 1/2 | - 1/2 |
| Stewart-Warner | 20 3/4 | 20 1/2 | 20 1/2 | - 1/2 |
| Westinghouse | 36 3/4 | 35 3/4 | 35 3/4 | - 1/8 |
| Zenit hRadio | 40 1/4 | 40 1/2 | 40 1/4 | - 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Du Mont Lab. | 6 7/8 | 7 5/8 |
| Stromberg-Carlson | 19 7/8 | 20 7/8 |
| WCAO (Baltimore) | 27 | ... |
| WJR (Detroit) | 41 | ... |

Cashman Resigns Post As Vice-President Of FC&B

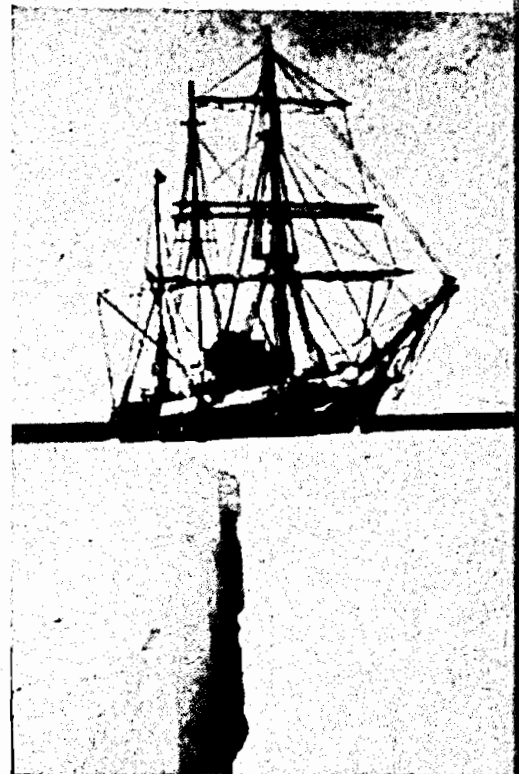
(Continued from Page 1)

grams as the Bob Hope, Kay Kyser and Jack Carson shows among others. He will free-lance as an executive radio producer, servicing eastern agencies having Hollywood originations but no offices here, and will also build package radio shows for specific sponsors.

Formerly with CBS

Cashman's resignation becomes effective coincidentally with the launching of the Ray Noble show for Max Factor June 6th, marking his initial venture into the free-lance production field.

Formerly in the production and program departments of CBS in New York for nine years, Cashman later joined Lord & Thomas as producer of the Kay Kyser show. Upon formation of FC&B, he became vice-president in charge of radio in the New York office, as well as account executive on the American Tobacco account.



Explorer

That's the U.S.S. Bear Modrec up in the Antarctic. She nosed around Little America on innumerable explorations.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

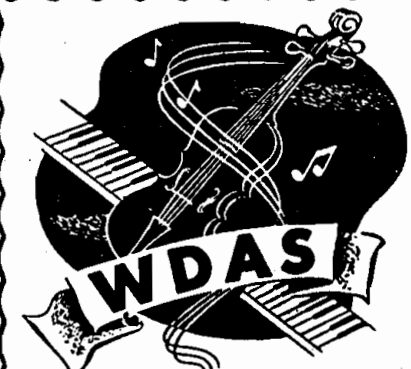
For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town... you might overlook the fact that an independent station is your big buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



MUSIC has power

WDAS is the only
Philadelphia radio station
featuring three hours
of classical music daily

No wonder WDAS audiences say "Thank You!"

RENEWED 2nd YEAR!

Radio's Biggest 5 Minute Show



"Lanny and Ginger" Grey
—The Swing-hearts of the Air—
First, sing a song.
Then play \$ing-A-\$entence.

\$ing -a- \$entence

with

"LANNY and GINGER" GREY

Now, you can sponsor this different and thrilling radio program contest in your market! A \$100,000 idea, \$ING-A-\$ENTENCE is now available within your budget! Everybody likes to PUN and \$ING-A-\$ENTENCE is a Punster's Paradise! Listeners submit entries — "Lanny and Ginger" work the accepted ones into their song, SING THE WINNERS' NAMES over the air and also give a CASH REWARD!

EXAMPLES:
"To help win the war LETT-UCE buy more War Bonds."
"I've never won a contest yet,
CON-SUMPTION be done about it?"

Proof of Results?

\$ING-A-\$ENTENCE drew over 28,000 letters first year! Renewed for second year by Royal Scarlet Coffee over WOR, New York, 9:25 A. M. Monday through Friday. \$ING-A-\$ENTENCE is a real store-traffic booster drawing thousands to your retail outlets for entry blanks. (Your label or postcards may also be used for submitting entries.)

"LANNY AND GINGER" GREY, Guild Recording Artists also heard over the Mutual Broadcasting System — 203 stations — for Four Way Cold Tablets and Defender Vitamins. Monday, Wednesday, Friday, 11:55 A. M., E. W. T.
— 35th Week —

For exclusive rights in your territory, write, wire or phone Wm. Morris Agency, New York, N. Y. \$ING-A-\$ENTENCE is available on tailor-made transcriptions.

SAN FRANCISCO

DON SEARLE, vice-president and general manager of the Western Division of the American Broadcasting Co., here for a few days conferring with KGO and network officials. He is accompanied by Mrs. Searle, and by Fran Conrad, Western Division station relations manager. From here they will go to Portland and other northwest network stations.

The Orson Welles show usually heard over KGO at 5 p.m. Sundays has been shifted to 9:30 p.m. The Eastern network program still goes out at 12 noon Pacific time.

Incidentally, Orson has a new disguise. At the big party given by the City of San Francisco for United Nations Conference delegates in the Palace Hotel Palm Court last Saturday night, the "Man From Mars" was hardly noticed because he shaved off the lip brush. Some of his pals had to start introducing him before he was recognized.

Norvell Gillespie's "Who's Lucky Tonight" program is being shifted starting this week from KPO (NBC) to Blue's KGO on Wednesday nights at 9:30.

WQXR Reveals Results Of New York Area Survey

(Continued from Page 1)

charge of sales for the latter station.

Ten thousand postcard questionnaires were sent out, of which 1,306 were returned. Of the week-day listening hours, before 6 p.m., EWT, 37.2 per cent said they listened "regularly" to WEAf; 37.1 per cent for WOR; 35.1 for WABC; 29.7 for WJZ; 15.7 for WNEW; 15.7 for WQXR; 10.4 for WMCA; 9.0 for WHN; 5.9 for WNYC; 4.1 for WINS; 3.1 for WLIB; 2.1 for WOV, and 2.2 for "others."

Of the week-day listening hours, after 6 p.m., EWT; 60.7 per cent said they listened regularly to WEAf; 53.4 to WABC; 49.1 to WOR; 45.4 to WJZ; 14.7 to WQXR; 10.4 to WMCA; 10.1 to WNEW; 8.0 to WHN; 5.0 to WNYC; 3.6 to WOV; 2.3 to WINS; 1.8 to WLIB; 1.6 to "others."

Of the Sunday listening hours, 34.7 per cent said that before 6 p.m., EWT, they listen regularly to WEAf; 34.4 to WABC; 29.4 to WOR; 24.4 to WJZ; 9.2 to WQXR; 9.0 to WNYC; 7.4 to WHN; 7.0 to WNEW; 5.9 to WMCA; 3.3 to WINS; 2.4 to WLIB; 4 to WOV, and 2.4 to "others." For the Sunday-after-6 p.m., EWT, listening results, 56.2 per cent said they listened regularly to WEAf; 48.2 to WABC; 43.3 to WJZ; 36.9 to WOR; 10.1 to WQXR; 7.9 to WMCA; 7.0 to WHN; 4.4 to WNEW; 4.2 to WNYC; 1.3 to WINS; .8 to WLIB, and .7 to "others."



Reporter At Large . . . !

● ● ● **If We Were A Sponsor:** We'd start right in and build a terrific sports show. With the vets returning from the battlefronts, sports are due for a boom like we've never seen before. . . . We'd run right out and grab the town's newest, liveliest and freshest comedienne in town—boisterous, uninhibited Nancy Walker from "On the Town," before some other smart radio lad got to her. And before the ink dried on the deal, we'd pair her right up with Bert Lahr in what could be the greatest clown team in the biz. . . . We'd grab—but fast—the rights to Damon Runyon's classic short stories which would be a lead-pipe cinch for the air. The guy's written over a hundred of them, half of which, at least, are really boffo. . . . We'd hustle over to "21" and huddle with Michael Arlen about dramatizing some of his best-sellers. We happen to know he's more than receptive to the idea. . . . We'd crack down on all that clowning that goes on during many a rehearsal—especially the bedlam on that afternoon kid thriller series. . . . And while we're at it, we'd try and talk some sense into those male leads who take such advantage of the manpower shortage by parading out all their prima donna tactics. Today they're getting away with stuff that would have got them tossed out on their ear in pre-war days. They come in late for rehearsals—have a condescending attitude toward one and all—start out-directing the director and beef about the size of their parts. . . . We would cut out playing up to the studio audience at the expense of the air listeners—and, finally, we would tell our emcees that the basic ingredient of a good master of ceremonies is the ability to convince listeners that he likes people. If he still didn't know what we meant, we'd make him listen to Ralph Edwards, Jay C. Flippen or Arlene Francis—and learn.



● ● ● **Newest label to enter the big league competition is Cosmopolitan,** headed by Harry Bank, formerly associated with James Roosevelt in Globe Prod. Bank has set up a 19-acre production layout in L. I., with an immediate capacity of 200,000 pressings a week, with double that figure expected by August. Charles Halle, formerly with Columbia, will be chief engineer. Paul Noble comes over from Decca to take charge of pressing and Del Taylor has left RCA-Victor to supervise plating. First releases in stores June 15.



● ● ● **Small Talk:** Al Jolson ordered by his medico to cancel his scheduled "Atlantic Spotlight" guster tomorrow. . . . Inside on Eddie Bracken folding up his show is that 'he can't find writers.' Hmf. . . . Herb Moss will try his hand at directing Broadway legit shows for the summer. . . . Robert Merrill spotted in the Hildegard summer replacement with Sigmund Romberg's ork, starting June 12th. . . . Joe DeSantis taking a year off from his acting chores to devote himself exclusively to sculpting. . . . WINS airing the Monday nite fites from Queensboro, with Tedd Lawrence doing the blow-by-blows. . . . Frances Cheney getting the femme lead opposite Roland Young in "Topper" . . . Larry White readying "And Then I Wrote," said to be one of the best musical ideas since the "Hit Parade" . . . The CCNY Award for top recording series which went to the Ziv Co's "Calling All Girls" neglected to mention that the directing-musical-writing combination of Jeanne Harrison, Hank Sylvern and Ken Lyons also rates a nod. Same trio is represented on "Boston Blackie" . . . Diane Courtney, Danny Webb, Edith Fellowes, Larry Douglas, Monica Lewis, Jean Merrill, Shelah Bond, Cpl. Harvey Stone, to mention a few, slated to entertain Sunday at the Suffolk Air Base in L. I., sponsored by the Sports Broadcasters' Ass'n. . . . Lenore Lonergan, gravel-voiced child star of Broadway's "Dear Ruth," will be the central character of a new series auditioned at NBC tagged "By Ginger, America's No. 1 Copy Girl." Show was auditioned for an oil sponsor through Cecil & Presbrey, Inc. The 17-year-old Lonergan, who has always played a child demon on the stage, is best described as a femme Henry Aldrich-Eddie Bracken-Andy Devine character.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

A NEW order for eight one-minute announcements and renewal orders for 156 one-minute announcements and 52 station breaks were included in new business announced this week for station WMAQ (Chicago) by Oliver Morton, manager of the NBC central division national spot sales department. Londonderry Ice Cream Mix, through McCann-Erickson, Inc., ordered the eight (live) one-minute announcements to run two a week for four weeks. Armour and Co., (Chiffon Soap Flakes) through Foote, Cone & Belding, Inc., renewed a schedule of 156 live one-minute announcements to be aired three a week for 52 weeks, effective June 8, and the Fred W. Amend Company (Chuckles) through George H. Hartman Company, placed the renewal order for 52 live station breaks to run one a week for 52 weeks, beginning June 17.

Paul Neilson has joined the WBBM news staff as analyst and commentator. His news analysis and commentary may be heard Monday through Friday from 8:00 to 8:15 a.m., CWT, and from 6:00 to 6:05 p.m., CWT. He may also be heard Sundays from 12:15 to 12:30 p.m., CWT.

Canadian Radio To Aid In Locating Relatives

(Continued from Page 1)

announced. The service, which is being arranged through the international service of the Canadian Broadcasting Corporation, will be confined for some time to Holland and Czechoslovakia and will be included in regular broadcasts to those countries already being broadcast by the CBC. Personal messages of not more than 50 words will be accepted free of charge at local Red Cross branches on forms supplied by the society. The message will be broadcast in the language of the country for which it is intended and in English.

Stork News

Los Angeles—Beverly Barnes, wife of Jay Stewart, KNX-CBS announcer, gave birth to a daughter, Jamie Ann, May 27th.

Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION

FROM THE INSTITUTE FOR EDUCATION BY RADIO—

AWARDS TO NBC OWNED AND OPERATED STATIONS AND CO-OPERATING ORGANIZATIONS

First Award, Religious Broadcasts: "SALUTE TO VALOR," planned and produced by National Council of Catholic Men. WEAf, New York, and NBC.

First Award, Women's Programs: "CONSUMER TIME," planned and produced by the War Food Administration. WRC, Washington, and NBC.

First Award, Public Discussion Programs: "UNIVERSITY OF CHICAGO ROUND TABLE," planned and produced by University of Chicago. WMAQ, Chicago, and NBC.

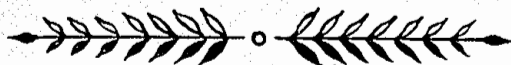
First Award, Programs for Use in School by Elementary Children: "STANDARD SCHOOL BROADCAST,"

planned and produced by Standard Oil of California. KPO, San Francisco, and NBC Pacific Coast network.

First Award, News Interpretation Programs: H. V. KALTENBORN, presented by Pure Oil Company. WEAf and NBC.

Honorable Mention, Cultural Programs: "WORDS AT WAR," planned by NBC and the Council on Books in Wartime. WEAf and NBC.

Honorable Mention, Personal and Family Life Programs: "THE BAXTERS," planned by National Congress of Parents and Teachers. WMAQ and NBC.



AWARDS TO NBC AFFILIATED STATIONS

First Award, Cultural Programs (three): "STAGE 45," CBL, Toronto, and CBC. "MULROONEY'S NEW YEAR'S PARTY," CBL and CBC. "MONTREAL DRAMA," CBM, Montreal, and CBC.

First Award, Programs for Use in School by Primary Children: "YOUR STORY PARADE: TEXAS SCHOOL OF THE AIR," planned and produced by Texas State Department of Education, WBAP, Dallas-Fort Worth, Texas, and Texas Quality Network.

First Award, Programs for Use in School by Junior and Senior

High Pupils: "CONSERVING CANADA," produced by CBC. CBL and CBC.

Honorable Mention, Programs for Use in School by Elementary Children: "NEWS TODAY—HISTORY TOMORROW," planned and produced by Rochester public schools, visual education department. WHAM, Rochester, N. Y.

Special Mention, Personal and Family Life Programs: "ALCOHOLICS ANONYMOUS," planned, produced and broadcast by WWJ, Detroit, Michigan.

CITATIONS . . . JUSTIFIED



Once more, the National Broadcasting Company acknowledges critical recognition of its programming—with full acceptance of the fact that citations are incidental to popular acclaim . . . that the value of awards lies in disinterested improvement of *all* radio.

The Ninth Annual American Exhibition of Educational Radio Programs has honored NBC by 5 first awards and 2 honorable mentions to its owned and operated stations—by 5 first awards, one honorable mention and one special mention to NBC affiliated stations.

In accepting these educational citations, NBC

wholly concurs in the Exhibition Judges' statement:

"The only justification for competitions such as this is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions . . . only for laurels to be used simply for publicity purposes . . . are not worthy of recognition by the industry."

NBC takes pride in the educational contributions of the entire American radio industry. For itself, it pledges emphasis on and continual improvement of outstanding educational and cultural broadcasting—as a proper complement to its schedule of America's most popular entertainment programs.

National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America

Case Seen Possibility As President Of NAB

(Continued from Page 1)

leagues and Commission staff members, also by the various branches of the industry.

There has been some speculation concerning the possibility that Case will accept an important industry job, with his name mentioned as a logical man to take over the now-vacant NAB presidency.

Case frequently found himself in conflict with the rest of the Commission—usually finding himself voting with T. A. M. Craven on matters affecting industry interests. On the other hand, he has not been a "soft spot." He has maintained a reputation for fairness and often disappointed industry quarters who hoped for his support when he found he could not conscientiously vote as they desired.

'Theater Guild' Show . . . Bought By U. S. Steel

(Continued from Page 1)

and Lawrence Langner and Theresa Helburn, co-directors of the Theatre Guild, Inc.

The full-hour productions of adaptations from theatrical plays and musicals will not be limited to Theatre Guild productions, but will draw material from "the most popular productions in the entire theater," it was pointed out. And whenever possible, the stars who appeared in the stage versions of the productions will be called upon to re-create their original roles in the radio productions. BDD&O is the agency for U. S. Steel.

Buys Spot Time

RKO Pictures through Buchanan & Company, Inc., is contracting for spot time advertising the "Wonder Man" picture starring Danny Kaye.

Send Birthday Greetings To

June 1

| | |
|----------------|-----------------|
| Ray Heatherton | Werner Janssen |
| Frank Morgan | Marshall Pope |
| Erik Rolf | Edgar Fairchild |
| | Milton Samuel |

June 2

| | |
|-----------------|----------------|
| Betty Adams | Frank Arnold |
| Lillian Cornell | Tony Gilman |
| Ben Grauer | Walter Teitley |
| Hedda Hopper | Gladys Heen |
| | Louis Shoobe |

June 3

| | |
|---------------|----------------|
| Ruth Carhart | Bob Hutton |
| Herman Larson | Joey Nash |
| Jan Peerce | Dave Rose |
| | Warren Sweeney |

Bernays Award Is Presented To WMCA, Nathan Straus

(Continued from Page 1)

Straus as creator of the series "New World A-Coming," and three programs from the series, introduced a year ago, were submitted for the judges' consideration. The programs were: "The Vermont Experiment," "The Negro and Housing" and "There Are Things To Do."



NATHAN STRAUS

Thirty-three programs or series were placed in nomination for the \$1,000 Bernays Radio award by radio editors of newspapers and magazines. All were considered by the final judges after a preliminary committee had studied the entries and submitted summaries of the programs. Due to the exigencies of the times, the final judges were able to spend only a few hours together in New York and their final balloting was by wire but they were unanimous in picking the series, "New World A-Coming" and Mr. Straus as their first choice for radio's top honor in this judging. Essentially the program honored deals with inter-racial fellowship as a "motivating factor in community welfare and considers the proper projection of this theme as much a part of the station responsibility as its commercial programming."

The program series is aimed to promote racial understanding and a study of the aspirations of the Negro in America. At its core is an evaluation, a sympathetic and understanding evaluation of the Negro as "The Barometer of Democracy."

Judges Comment

Short comments from the panel of eminent final judges accompanying their decisions, attested that station WMCA succeeded admirably in its endeavor. Said Corwin: "New World A-Coming" is an excellent demonstration of the principle that democracy begins at home. The series is fighting a fearless and socially responsible program based on the profoundest truth ever postulated to wit: that all men are created equal.

"What impressed me was that the series promoted the practice of democracy where there were tangible difficulties to overcome and doing it with high professional skill," stated Swing.

Said Kaltenborn: "New World A-Coming" is an excellent example of what can be done by any independent radio station in advancing the interests of an under-privileged minority group in the region which it serves. I should like to see every radio station in the U. S. select a similar

project and handle it as intelligently, unselfishly and successfully, but it must be good radio as well as good social service."

Eleanor Roosevelt has been invited to make formal presentation of the award at a special broadcast over WMCA on Sunday, June 10, when the trio of final judges also are expected to be present as well as Dr. I. Keith Tyler, director of the Ohio State University Radio Institute.

The Bernays radio award to Mr. Straus and station WMCA is the latest in a long list of honors that has come to this notable independent station. WMCA this year won its fifth consecutive first award in the annual American Exhibition of Educational radio programs, sponsored by the Ohio State Radio Institute. WMCA also has won numerous other awards and citations by organizations and institutes connected with the radio industry.

"New World A-Coming," focussed on every aspect of life in Black

Straus Gratified

Nathan Straus, president of WMCA, commenting on the award yesterday said:

"We are deeply grateful for this award from an eminently qualified and distinguished group of judges. The Bernays Radio Award for our "New World A-Coming" program really belongs to the people responsible for the project—Mitchell Grayson, Roi Ottley, Canada Lee and Helen Sachs Straus. We, at WMCA, will try to conduct the programming of the station so as to continue to deserve the confidence and support of the listening public."

America, is themed to Roi Ottley's best-seller of the same name. In order to bring the story to radio, WMCA purchased the title and broadcast rights to the book and then endowed the City-Wide Citizens' Committee on Harlem for the duration of the series. Mitchell Grayson produces and directs the series and has also written scripts. Other script writers since "New World A-Coming" premiered on March 5th, 1944 have been Michael Sklar, Roi Ottley, Joseph Gottlieb, Sol Panitz, John Farley and Saul Carson. Canada Lee has narrated most of the programs, with Jerry Sears and his orchestra providing musical background. Original theme music is composed by Duke Ellington and James Lozito.

Husing To Broadcast Derby

Ted Husing has been chosen to again broadcast the Kentucky Derby from Churchill Downs on Saturday, June 9, over CBS and the Dominion network of the Canadian Broadcasting Corporation. It will be Husing's 14th broadcast of the turf classic. He will be assisted by Jimmy Dolan.

Tube Production Outlook Bright

(Continued from Page 1)

there was no assurance this figure could be reached during the present transition period because of the changing demands of the military.

In order to provide the greater number of people with radios at the earliest possible moment, H. W. Van Twistern, government presiding officer, said it is proposed to make these tubes available for maintenance and repair. Scheduled by the industry maintenance and repair tubes, they would be placed on a higher plane than unrated orders for new civilian sets.

Will Aid Home Set Field

WPB said channeling the first surplus into the replacement field will put more home receiving sets in operation. Surveys have shown, they said, that approximately 90 per cent of American homes had radios at the start of the war. Of these homes however, approximately nine per cent are now without reception because of the shortage of replacement tubes.

It is estimated further that it would require an average of one-and-one-half tubes per set to put the home receivers now inoperative back in service. This means, for example, that if channeled into replacements the first 1,000,000 tubes to become available would restore 666,666 sets to operation whereas the same 1,000,000 tubes would equip only 200,000 new five-tube sets.

60,000,000 Tubes Needed

On the basis of figures supplied by the industry, WPB officials said it is estimated that it would require 60,000,000 tubes, for at least the first year to satisfy the replacement demand and restore a reasonable stock position in distribution channels.

The committee was given the following figures on total standard receiving type tube production during the last five months:

December 11,500,000; January 12,000,000; February 11,100,000; March 12,900,000 April (est.) 13,000,000.

Measurement Groups Meeting Here Today

(Continued from Page 1)

Canadian BBM board, and Walter Elliott, research director of the Canadian organization will attend the meeting. Committees of BMB will be represented by Linnea Nelson, John Allen, D. E. Robinson and representatives of the A.A.A.A. Feltis will preside.

PUBLICITY MAN—Writer—radio, electronics background—to prepare articles on product development and company activities for semi-technical publications and general press; able to assemble data from engineers; prepare photographs; line up publicity campaigns; write copy. Submit details to: Personnel Administrator, Radio Corporation of America, RCA Victor Division, Camden, N. J.

Program Parade . . .

INSTANCE BENNETT COMMENT—WJZ-C. Mon. through Fri., 1:15 p.m. Here's a program that seems to have a hard time making the grade. Script reads unnecessarily dry and voice sounds uninspired. Time past where women chit-chat programs get by unless they have plenty on the ball.

★
TWEEN-US-GIRLS—WOR-MUTUAL. Suspending. A riot of a sleeper that somebody going to knock off quick. Smart gals with smart tongues (Landi, Kilgallen, etc.) and boy-girl problems around with sophisticated impunity while Richard Rodgers takes care of "The Male Strikes Back" department. If future shows can keep to the standard of the one we heard this is a natural.

★
CK KIRKWOOD SHOW, CBS, 7:15 p.m., Wednesday, sponsor, Procter & Gamble—A wildly amusing comedy show with Kirkwood striving for the spontaneity and nonchalance of a Bob Hope. Gags, some old and some new, evoked periodic laughter and spotty applause from poorly miked audience. Kirkwood could use better timing and pacing.

★
AN YOU TOP THIS—NBC. Saturday, 10-10 p.m. Colgate-Palmolive-Peet Co. program also heard Wednesday at 7:30 p.m. over WOR for Kirkman soap. Handsome laughter for the most part via a variety of old and new jokes, majority of them old but still funny. Danger that the show runs into too often is not only ridiculing unfortunate characters, but mainly it casts reflections on various races at an inopportune time. True all races and religions for that matter get it, but the material and delivery harps too much on the same lines.

★
DX POP—CBS. Monday, 8-8:30 p.m., Person Drug Co. (Bromo-Seltzer). Parks and Warren Hull, manage to peek out the important war plants, out-the-way camps that others avoid, veterans' hospitals and other points which cannot but help originate a warm human-interest program. Rather an "interview" type program than a quiz, handsome presents are made to all hands. But most important of all is, that the program has been doing it for years, not waiting for war to visit a hospital. Always highly entertaining.

COAST-TO-COAST

— CALIFORNIA —
LOS ANGELES—Ethel Murtha Hurley BBD&O copywriter here was awarded first prize by the Women's Advertising Club of St. Louis for the best radio commercials. Miss Hurley's winning commercials were on "This Is My Best." . . . **SAN FRANCISCO—**\$25.00 winner in a recent Blue Network promotion writing contest sponsored by Don Searle was Barbara Clausen of KGO continuity acceptance. . . . "Dave" Greene, native Californian, is new KQW sales head.

— CANADA —
TORONTO—"Invitation to Music," 13-week series over CKEY, presenting outstanding Canadian artists of the concert world, will remain on the air until August 12. . . . From the CKEY new business report: Campbell Finance Corp.; Canadian Insecticide and Chemical; Cat's Paw Rubber Co.; Crystal Beach Co.; Carter Products, Inc.; Atlas Chemicals; Imperial Oil Ltd.; J. B. Williams Co. Ltd.; G. M. Coughlan (chimneysweep).

— SOUTH CAROLINA —
SPARTANBURG — According to chief engineer Clyde Burdette, WORD has not lost a minute's air time in five months, outside of power failure which doesn't count with him. . . . Swing enthusiast, Ace Rickenbacker, has gone the way of all southern announcers—Hillbilly. . . . WSPA, through its farm editor Cliff Gray, is playing an important role in improving the area's dairy cattle by helping promote an artificial insemination program.

— CONNECTICUT —
HARTFORD—Paul W. Morency has presented to Yale University library, the State library and that of the Hartford Board of Education an album of recorded excerpts from the NBC D-Day program carried by WTIC. . . . Under the title "Opportunities for Service Men," WHT is helping returned veterans find employment in industry. Three or four service men are interviewed on each 15-minute weekly program which is handled by Mitchell Better.

— SOUTH DAKOTA —
YANKTON—During a recent special 15-minute broadcast over WNAX, the Sioux City Oriental band thanked WNAX for their assistance in the band's drive for playing cards for hospitalized veterans, and paid tribute to Mal Murray, announcer-emcee, who with only two announcements brought in over 3,000 decks. Total of 7,000 decks collected were forwarded to Bob Hawk in New York.

— ILLINOIS —
CHICAGO—Recent newcomers to the WBBM announcers' staff are Garnett Marks and Roy McKee. Marks has been in radio many years as announcer, emcee, newscaster and sportscaster. McKee has been an announcer in Oklahoma and Texas. . . . Charlotte Morris, WJJD singer-pianist, is now starring on her own program, "Swing with Charlotte," heard Monday through Friday at 11:30 a.m. . . . New educational feature on WJJD is "Let's Learn Spanish," heard three-times weekly at 6:45 p.m.

— ARIZONA —
TUCSON—Announced as "another extra" by Tucson's station for real public service," KTUC will make a courtesy award of \$25.00 each week to the city's most courteous salesperson, chosen by a secret shopper. Presentation will be made during a broadcast each Sunday afternoon. . . . **PHOENIX—**J. Howard Pyle, KTAR program director, will leave shortly for an assignment in the South Pacific.

Tele Company Incorporates
Albany—Telecast Corporation of America has been granted a charter to carry on advertising business in New York. Capital stock consists of 20 shares, no par value. Incorporators are: Emanuel Rothstein and Lillian Rittner; Albert Levine, New York. Attorney Nathan S. Briskman, recorded the incorporation papers.

AGENCIES

ELECTRIC APPLIANCE DIVISION of Westinghouse will feature during June in all its advertising, including radio, a description of its home freezers for post-war use. Radio business of the company is placed through McCann-Erickson.

FEDERAL ADVERTISING AGENCY has elected to its board of directors Wallace H. Wulfeck, vice-president of the organization.

CHARLES A. HAMMARSTROM has joined the New York office of Paul H. Raymer Company. Hammarstrom has had wide experience in advertising and radio as an account executive with Morse International, Inc., Kenyon & Eckhardt, Inc., and Kelly, Nason, Inc.

G. BENNETT LARSON, manager of WPEN, Philadelphia, owned and operated by the Philadelphia Evening Bulletin, announces the appointment of Headley-Reed Company as national advertising representatives, effective today.

PLANTATION DISTILLED PRODUCTS, INC., Philadelphia, has appointed The Joseph Katz Company, Baltimore and New York, as the advertising agency for its new brand, Plantation. Plantation will be distributed nationally by Kinsey Distilling Sales Company, Inc.

ANY BONDS TODAY?

By Gracie Allen and George Burns

Illustrated by Gregory D'Alessio



"Take it easy, lady. My assistant must have stopped to buy a War Bond."

CONTINENTAL RADIO PRODUCTIONS

announce the production of

NELL DARLING'S "HOLLYWOOD DIARY"

The Romance of the Pioneer Days of Motion Pictures with the tears, the laughter, and the actual voices of the men and the women who made motion picture history . . . dramatized

WITH AN ALL STAR CAST!!!

by electrical transcription

FOR PARTICULARS . . . SUITE 323 . . . 6381 HOLLYWOOD BLVD. HEMPSTEAD 8171

Ladies and gentlemen...



NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program" ... WALTER WINCHELL

"Your program tonight best writing I've heard in years" ... EDDIE CANTOR

"A Radio institution" ... NEWSWEEK MAGAZINE

"Goodie Ace is America's greatest wit" ... FRED ALLEN

"The best entertainment I've ever heard on the air" ... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. **ZIV** COMPANY

NEW YORK

2436 READING ROAD
CINCINNATI, OHIO

HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 45

NEW YORK, N. Y., MONDAY, JUNE 4, 1945

TEN CENTS

Nets Ready Summer Sked

House Budget Group Hears Plea For Radio

Washington Bureau, RADIO DAILY

Washington—The OWI Domestic Radio Bureau, during the week of May 7, placed Government messages in 477 national and network shows and 43,218 announcements on 893 stations, George Ludlam, bureau chief, told the House Appropriations Committee in hearings on the OWI budget just released by that committee. The committee recommended an overall budget for OWI of \$35,000,000, compared with the \$42,000,000 asked. This is a cut of over \$18,000,000 from the 1945 budget.

According to Neil Dalton, chief of

(Continued on Page 10)

Affiliates Advisory Board Meets At CBS June 6-7

Columbia Broadcasting System's Affiliates Advisory Board will hold its second meeting of the year on June 6 and 7 at network headquarters in New York City. Board members who will attend are: C. T. Lucy, WRVA, Richmond, Va., chairman; Arthur Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif.;

(Continued on Page 10)

Compton Leaving WOL; Plans Move To New York

Walter Compton, presidential announcer for Mutual and WOL for the past eight years and news director of WOL, has resigned from the station effective July 1. Understood he plans to come to New York after that date with a view toward going into the production end of radio.

SERVING the 7th!

Detroit—School children and bankers are using WWJ to sell War bonds. Public and parochial schools WWJ combine to produce dramatic and choral appeals twice a week through "Gallant Gallery," and, for the first time, local bankers gather for "Round Table" talks once a week to promote all-purpose bonds other than Series E.

ABSIE Bowing Out

London—American Broadcasting Station in Europe will close and return to BBC the broadcasting studios and transmitters in London on July 4. ABSIE, founded on April 13, 1944, broadcast more than 24,000,000 words in English, German, French, Danish, Norwegian and Dutch and originated eighty-five messages from Gen. Dwight D. Eisenhower to peoples of Europe. Station also relayed programs from New York, Washington, San Francisco and Honolulu.

Musicians Strike Affects WSAI, Cincy

Cincinnati—WSAI has been unable to agree with Oscar Hild, president of Local Number 1 of the American Federation of Musicians upon the terms of a fair and equitable contract for the employment of musicians. As a result, there is now a work stoppage of local musicians. In an effort to reach an agreement, the radio sta-

(Continued on Page 11)

Short Wave Transmitters Being Retained By OWI

Washington Bureau, RADIO DAILY

Washington—No immediate change in the short wave transmitter setup of OWI is anticipated despite rumors that private interests seek the return of transmitters turned over to the

(Continued on Page 9)

Many Summer Replacements Signed Up With Some Clients Still Shopping; Usual Sustainer Shifts On Tap

By M. H. SHAPIRO

Managing Editor, RADIO DAILY

With scores of shows involved in the shuffle, summer replacements while fairly well set in some quarters, are still wide open in others. Considerable number of shows will run through the summer and the usual number of commercials will take their summer hiatus. Some of the programs along with the same client, will

(Continued on Page 8)

NAB Sales Managers Discuss Code Revision

Sales Managers Executive Committee of the NAB has passed a resolution which seeks to include the manner of presentation, as well as wording of copy, in the NAB code, according to Arthur Hull Hayes, (WABC) heading the committee. Hayes stated that the committee is asking the study

(Continued on Page 11)

Mexican Foreign Minister Voices World Radio Views

San Francisco—Ezequiel Padilla, Mexico's foreign minister, in a statement issued Friday called for "a radio world organized for and living in peace."

"The future growth of radio and the rise of a Commonwealth of Na-

(Continued on Page 2)

Ralph Edwards Chalks Up \$6,816,750 War Bond Sales

Ralph Edwards and his "Truth Or Consequences" program have sold \$6,816,750 for the current War Bond Drive, 95 per cent of which were of the "E" denomination. "Truth Or Con-

(Continued on Page 9)

'Midwest FM Network' Asks FCC For 3 CPs

Washington Bureau, RADIO DAILY

Washington — Applications were filed with the FCC Friday for three stations to be a part of the Midwest FM Network, Inc., a net of FM stations to be controlled by Col. Robert

(Continued on Page 2)

MBS Program Dept. Augments Its Staff

Dorothy Ann Kemble, director of continuity acceptance for the American Broadcasting Company, resigns from that post to head a similar but newly created department at the Mu-

(Continued on Page 2)

★ THE WEEK IN RADIO ★

FMers & Tele-ites Urge FCC To Act

By CHARLES MANN

REPRESENTATIVE aggregations of FM and television have signed formal petitions asking the FCC to adopt promptly the first of the three alternative proposals for disposition of the 44-108 megacycle portion of the spectrum which has been under consideration since last month. The first of the three would call for commercial FM operation on from 50 to 68

megacycles, with educational FM between 44 and 50 megacycles. The petitions were signed by Col. William A. Roberts, counsel for Television Broadcasters Association, and Philip Loucks, counsel for FM Broadcasters, Inc., and were filed with acting FCC Chairman Paul A. Walker.

Highlights: FCC Chief Engineer

(Continued on Page 9)

WLAW covers the highest industrial payroll area per 1000 population in Mass. Advt.

Let WLAW do your selling in 181 cities and towns of industrial N.E. Advt.

SERVING the 7th!

WBNX, Bronx, N. Y., is broadcasting every Sunday, from 5:30-6 p.m., "Keeping the Bell Ringing."

WBNX a half-hour program of music, vocals and other entertainment during which the replica of the Liberty Bell in the bond booth on Liberty Bell Bridge is rung each time somebody buys a bond. Broadcasts are live, done at the Bridge.



Vol. 31, No. 45 Mon., June 4, 1945 Price 10 Cts.

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

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

FINANCIAL

(June 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg., Net. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio.

OVER THE COUNTER

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

Wedding Bells

Elizabeth Wragge who plays Peggy Young in Elaine Carrington's series "Pepper Young's Family," was married on Friday, June 1st to Raymond Glendon, engineer on NBC.

20 YEARS AGO TODAY

(June 1, 1925)

Private radio receiving sets are being installed in the cells of such convicts at Sing Sing prison, Ossining, New York, as can afford the luxury. Frank E. Dalton, aquatic expert, is conducting a series of "radio swimming lessons" over W O R.

Advertisement for Blue Network (W, M, F, F) with text: CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET SPOT SALES, INC. Pop.

Coming and Going

JIM O'BRYON, publicity director of Mutual, is expected back this morning from Chicago, where he had conferred for several days with Midwest executives.

GEORGE OLSEN and the members of his band are in Milwaukee, Wis., where they will broadcast tonight's stanza of the "Spotlight Bands" series over the Blue Network.

HILDEGARDE and MAYOR FIORELLO H. LA GUARDIA have returned from St. Albans, L. I., where they guested on "The Road Ahead" program from the servicemen's hospital.

VERA EIKEL, administrative assistant to Walter Craig, radio director of Benton & Bowles, is on her vacation.

PEARL BENNETT BROXAM, formerly program director at WSUI, Iowa City, has arrived in Cedar Rapids and has taken over her new duties as public service director of WMT.

JOE SEIFERTH, JEAN TIGHE, THE AIRLANE TRIO and other members of the WJZ Victory Troop, have returned from North Carolina, where last week they gave their 358th and 359th shows at Pope Field.

LOLA WOURSELL, publicity director of WOV, is taking her vacation at East Hampton, L. I.

JAY JOSTYN, of the "Mr. District Attorney" program, is expected back today from Chicago.

DANNY KEELER, announcer on KSL, Salt Lake City, is back at the station following an absence of two weeks because of illness.

PHILLIP WHITTEN, of the Mutual network's sales staff, went down to Philadelphia Monday to attend the testimonial to WIP's Stony McLinn, given by the Sandlot Baseball Assn.

FRANK SINGISER, Mutual commentator, has left for Chicago, from which point the next few days' broadcasts will originate.

MBS Program Dept. Augments Its Staff

(Continued from Page 1)

tual network effective June 18, it has been announced by Phillips Carlin, vice-president in charge of programming of MBS. With this new appointment, the number of persons affiliated with the Mutual programming has reached approximately twenty-five, more than twice the number when Carlin was made the programming executive at the close of 1944.

Miss Kemble, before her ABC affiliation, was appointed assistant to the director of continuity acceptance at NBC in 1937; when she became the continuity executive at ABC in 1942, she was also in charge of literary rights and script routing.

In addition to the above appointment, Bud Fishel, a free lance writer, has been appointed an associate script editor.

Midwest FM Network, Inc. Asks FCC For Three CPs

(Continued from Page 1)

R. McCormick, publisher of the Chicago "Tribune," which is licensee of WGN, Chicago. The three locations sought are at Grand Rapids, Mich.; Ft. Wayne, Ind., and Peoria, Ill.; with a fourth application pending for Milwaukee.

The Milwaukee application was filed by Wisconsin Radio, Inc., but

Mexican Foreign Minister Voices World Radio Views

(Continued from Page 1)

tions are closely connected," said Padilla, in the statement to John Salt, North American Director of the BBC. "The full and efficient utilization of the far-reaching potentialities of radio depend to a large extent on international accord."

Echoing the feelings of many other nations, Padilla points to radio's "amazing development, within the span of a few years" and to "the outstanding role it has played in the winning of the war," claiming they "betoken its paramount importance in the post-war world."

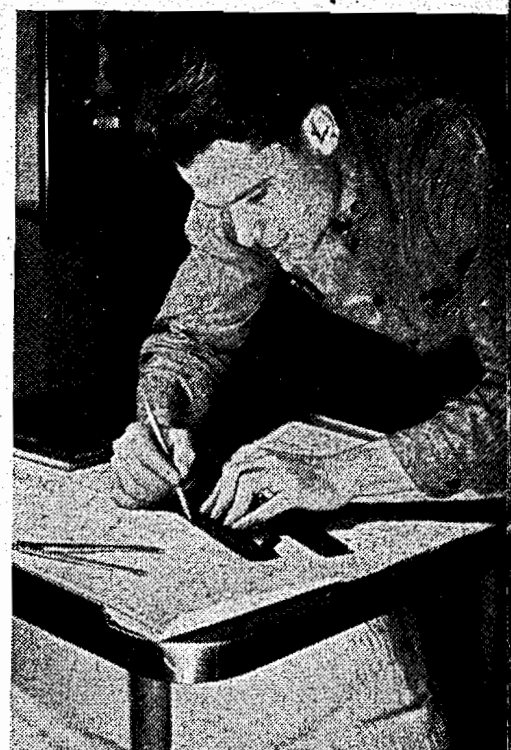
Mexico is the fifteenth nation to respond to BBC's poll of UNCIO delegations. Other nations replying to date include: Australia, Belgium, China, Czechoslovakia, Ethiopia, France, Haiti, Liberia, Luxembourg, Norway, The Philippines, Syria, Union of South Africa and the United States.

Southernaires On Coast

The Southernaires, vocal group, have arrived on the West Coast for a series of concert appearances in and around Los Angeles.

it is believed that corporation might be dissolved and the application come under the corporate structure of the Midwest FM Network.

An FM application for Dayton, O., was filed by WHIO, in that city.



Officia U. S. Navy Photo

Cutting a "fix"

That quartermaster on a submarine is cutting in a "fix" on the chart table. He knows exactly where he is.

And that's a mighty comforting thought to anyone anywhere... to know exactly where you are. And it's particularly true if part of your job is trying to cut a "fix" on radio time buying.

With so many wave lengths and call letters to choose from... it can get to be a muddled course.

We can speak only of one city... Baltimore... and one station... W-I-T-H.

If you want to know exactly where to buy the greatest number of listeners for the lowest cost... if you want to know exactly who gives your sales story a chance to produce...

Then you'll cut your "fix" at 1230 on the dial in Baltimore—W-I-T-H, the successful independent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

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.



Edward Wallace, WTAM'S WAR CORRESPONDENT TELLS CLEVELAND

"I was there!"

14 months in the South Pacific, EDWARD WALLACE actually saw our fighting men blast the Nips out of their holes. He wallowed in steamy jungle... slept in fox holes... survived the invasion of the Trobiand Islands and narrowly missed getting "rubbed out" on Cape Gloucester. . . . With WTAM since May he is the *first actual radio combat* war correspondent to serve Cleveland. Another *first* for WTAM, the Cleveland station that's also *first* in day and night listening... and *first* in all program popularity polls too.



EDWARD WALLACE, stripped for action in New Guinea. Now ace commentator and News Director at WTAM, Cleveland.

FIRST in CLEVELAND

WTAM



50,000 watts

Represented by NBC SPOT SALES

LOS ANGELES

By RALPH WILK

COLUMBIA's star and emcee, Jack Kirkwood, is a second-hand bookstore hunter from 'way back. And it was in a second-hand bookstore a couple of years ago that Jack found one of the original Joe Miller Joke Books, which is valued at one thousand dollars.

Arch Oboler's new book, "Arch Oboler's Omnibus," which contains 30,000 words of comment on his life in radio, will be off the presses sometime in June. Included in the book are 13 of Oboler's plays which he likes best, opener of which is "Strange Morning," the play with which he began his present Mutual-Don Lee series.

John Baker, handsome young baritone star of Mutual's "Steel Horizons," is having screen tests at Republic Pictures.

Charlotte Greenwood likes the boys and girls in service . . . and what's more, they love her. And, so anxious to make them happy and keep them happy, she's limited the audience to service personnel for her Sunday afternoon program heard via the Blue Network of the American Broadcasting Company.

John Morris, who has been an engineer with NBC for 14 years, moves into the network's production department, succeeding Robert Dwan, who has enlisted in the U. S. Maritime Service.

Can. Army Transmitter Goes On The Air At Ottawa

Montreal—The Canadian Army's largest and most powerful short wave radio transmitter is on the air and a ceremony to mark its inauguration was held at the Chateau Laurier, Ottawa, with Navy and Air Force officers and civilians who have participated in the Dominion's wartime communications activities attending. Transmitter is one of seven of its kind to be constructed in Canada by Federal Telephone and Radio Corporation of Newark, N. J., affiliate of International Telephone and Telegraph Corporation, specialists in high frequency radio equipment.



Radio Is My Beat . . . !

● ● ● All this talk about Kate Smith switching to the Blue in the fall is substantiated still further by the rumor now that Norman Corwin will be retained in that CBS spot after the summer series is over. . . . "Time" mag seems to be sniping away at the B'way columnists one by one. The other week it was Winchell and Wilson. Now it's Dan Walker who's being taken over the coals for his predictions which fail to happen. Well, that's still better than that Hollywood air columnist with his predictions of things that have already happened! . . . Mutual's Phil Carlin is looking for a 'personable man to bring out the women.' In sum, Dud Williamson, former emcee of "Queen for a Day," is on his way to the coast and the spot has to be filled right away. Phil says the man will be well paid if he proves he can handle a different queen every day. . . . Life's little ironies: A couple of years ago, Maxine Keith had a local show and her big dream was to get on a net. Today she's got a Mutual spot—with no local outlet! . . . Gloria Vanderbilt bewildered by those Hollywood reports about her taking piano lessons—which she isn't . . . Local radio scene will miss Pvt. Leon Berger (brother of Warner flack Milton Berger) who was killed at Okinawa. . . . Wonder if there were any red faces up at NBC when they noticed the World-Telly's rave story on Ed East & Polly—mostly about their WJZ spot with only a one-liner reference to their NBC stanza. . . . Zeke Manners will be a pappy in August. His frau is the sister of Parkyakarkus, who just sold his show to Old Gold. . . . "Counter-Spy" replacement on the Blue will be "Sportsmen Club of the Air," with Dave Newell, editor of "Field & Stream"; Jim Hurley, outdoor ed of the Mirror and Roland Winters as chairman. Vic Seydel will direct. Vic, incidentally, starts commuting to Pittsburgh July 1st when "Steel Horizons" shifts to that scene. . . . Tom Slater taking a show Friday to the Marine Air Base at Cherry Point, N. C., with Milton Berle as emcee. Sunday he goes to Quonset Point Naval Base, R. I., with Nan Fabray, Danny Webb, Edith Fellowes, Terry Allen and Jan Clayton. Any performers who can make either trip should contact either Tom at Mutual or this desk.



● ● ● According to an announcement by Major Frederick Brisson, Chief, Office of Radio Production Hq., Army Air Forces, there are now 10 overseas combat reporter teams assigned to "The Fighting AAF," Gen. H. H. Arnold's new weekly radio show featured on Saturdays over the Blue. Their assignment is to record via special Army wire-recorders combat action in bombers and fighter planes over enemy targets. Recordings are then short-waved or flown back here for use on the air show.



● ● ● Ralph Edwards, whose "Truth or Consequences" stanzas are hotter than a bride's first kiss, seems to have injected the same pep into his current Bond Tour. At one performance at Long Beach, Calif., before an audience of 4,100 persons, he succeeded in turning over a bond sale of two and a quarter million bucks—the highest per capita showing in the country. To date, his contribution toward the Seventh Bond drive adds up to over eight million—with a grand over-all total of some 400 million. Oh yes, and incidentally, the Hooper shows a gain of 2.3 for T. or C.—practically the only Saturday nite airtel to show a tilt of any kind. However, that's hardly news to Uncle Ralph, who has top-rated that tough Saturday nite spot for the past five years.



● ● ● Radiokays: Ben (Daily News radio ed) Gross' weekly air chatter on WHOM. . . . Cyril Armbrister's smooth production job on "Major North, Army Intelligence" . . . Dizzy Gillespie's blazing trumpet at Three Deuces. . . . "Sounds of Battle," penned by Chris Cross—his fourth novel in two years.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

"HYMNS of All Churches" and "Betty Crocker," 15-minute programs which have been heard on other networks during the past seven years will be aired over the American Broadcasting Co., effective Monday, July 2, under their present sponsorship, that of General Mills, Inc., Minneapolis. The program will continue to originate from Chicago studios. The contract, which was announced by Gil Berry, sales manager of the American Broadcasting Co., central division, is for 52 weeks and was placed through Dancer-Fitzgerald-Sample, Chicago. "Hymns of All Churches" will be aired four times weekly and "Betty Crocker" once a week. Cheerioats will be the product advertised by General Mills on both shows, to be aired from 9:30 to 9:45 a.m., Monday through Friday. Other General Mills programs on the same network are "Jack Armstrong," Monday through Friday, 5:30 to 5:45 p.m., CWT, and "The Lone Ranger," Monday, Wednesday and Friday from 6:30 to 7:00 p.m., CWT.

The \$1,000,000 sales mark in war bonds and stamps is expected to be reached within the next two weeks at the WMAQ, NBC war bond booth in the main lobby of the Merchandise Mart, headquarters of the NBC central division, according to John F. Whalley, business manager of the central division. Sales at the end of last week had reached \$997,980. The booth is operated part time by the wives of several NBCites, including Mrs. George Stone, Mrs. Don Elder, and Mrs. Alex Dreier. Mrs. Norman Barry, wife of Lt. Norman Barry, NBC announcer on military leave, heads the booth operations.

Emmert's Post At WEAF Being Temporarily Filled

Ray Barrett, announcer, is temporarily doing the farm chores formerly projected by Mert Emmert, who recently resigned because of disagreement in programming policy. The WEAF program is heard across the board at 6-7 a.m., EWT.



"Since Zeko started advertising over WFDF Flint, our job is mighty risky."

Every 24 Hours
51
 SPONSORED
 NEWSCASTS
 UP-AP-INS
W-I-N-D
 CHICAGO
 560 Kc. 5000 WATTS



Music

under the direction
of

MARK WARNOW

1940 1945

NEW YORK PHILHARMONIC ORCHESTRA
STADIUM CONCERT—FEATURING PAUL
ROBESON IN "BALLAD FOR AMERICANS"

WESTINGHOUSE PROGRAM
JOHN CHARLES THOMAS—NBC

BLUE VELVET SERIES
CBS AND PARAMOUNT SHORTS

HELEN HAYES THEATRE OF THE AIR—CBS

VICTOR AND SONORA HIT PARADE RECORD ALBUMS

NEW YORK PARAMOUNT—5 Weeks

MARCH OF TIME—NBC

WE THE PEOPLE—CBS

U. S. TREASURY TRANSCRIPTIONS
"Music For Millions" "Treasury Salute"
and "Sing For The Seventh"



now!

signed exclusively for radio
by the
American Tobacco Company
for
YOUR HIT PARADE

• *Publicity* — DAVID O. ALBER ASSOCIATES • *Management* — MUSIC CORP. OF AMERICA •

NBC *Thesaurus* . . .



THE MUSIC OF MANHATTAN

Glorious musical program with every feature of top network shows from thirty-piece dance orchestra to Dixieland jazz combination, playing music scored by the nation's top arrangers. Seven individual specialty groups and vocalists provide unlimited program combinations. Scripts provided for three half-hour shows per week. *117 selections.*



ALLEN ROTH AND THE SYMPHONY OF MELODY

NBC THESAURUS spared no effort to make this a quality show. Allen Roth, outstanding conductor of modern music, gives finesse to every arrangement from boogie woogie to opera. Roth choruses and soloists lend lovely voices to many brilliant arrangements. *335 selections.*

THE GOLDMAN BAND

As America marches to Victory . . . an air of timeliness surrounds each stirring march . . . drum beat . . . cymbal clash . . . in this distinguished THESAURUS program. "Music in March Time" of this famous band directed by Edwin Franko Goldman is combined with stories of great composers of martial music and folklore of their rhythms. *78 selections.*



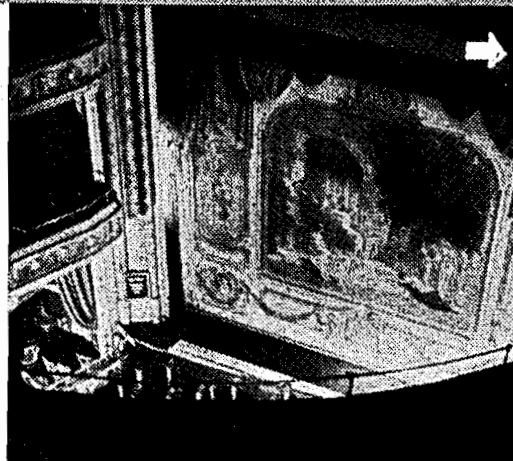
VINCENT LOPEZ AND HIS MUSIC

Arrangements rich in beauty . . . an orchestra of talented musicians . . . rare piano interludes by a master of the keyboard . . . that's Vincent Lopez and his Music—a THESAURUS program that is a valuable "name" asset to any station. For Vincent Lopez is a name of long-established public favor. *125 selections.*



I HEAR THE SOUTHLAND SINGING

From the opening theme song of the Golden Gate Quartet to the sign-off of this unique THESAURUS program . . . this is American negro music at its best. The Golden Gate Quartet presents rhythmic spirituals . . . original folk songs . . . tells tall tales and stories from "De Good Book." *105 selections.*



MUSIC HALL VARIETIES

Early vaudeville days are musically recaptured in this new THESAURUS program. Original arrangements 1905-1920 are played by an old style pit orchestra directed by "Professor" Patrick Ciricillo. Bas profundo John Barton, the Knickerbocker Four and Betsy White add further flavor. *106 selections.*

SLIM BRYANT AND HIS WILDCATS

For the best in hillbilly entertainment . . . it's this network-quality THESAURUS program. Slim and his gang are specialists . . . skilled entertainers in this field. Everybody responds to the warmth and sincerity of their ballads of the Old West, hoe-downs, novelties, square dances and comedy songs. *57 selections.*



JAZZ JAMBOREE

Designed for teen-agers with "the beat" and connoisseurs of jazz, this new THESAURUS program presents the unforgettable rhythms of Charlie Barnet, Tony Pastor, Teddy Powell. Jazz classics tied together with a listenable script written by swing authority Muriel Reger (editor of "Jazz" magazine). *219 selections.*



. . . and these prominent musical artists too:

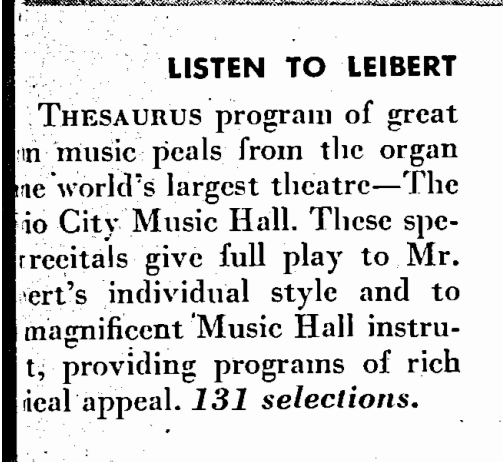
XAVIER CUGAT BOB HANNON TED STEELE THOMAS L. THOMAS HORACE HEAL
THE JESTERS LAWRENCE WELK SHEP FIELDS HARRY HORLICK

Best programs exclusive to subscribers



SWING AND SWAY WITH SAMMY KAYE

Thanks to this THESAURUS program . . . your library can now claim the absolute tops in "sweet-swing" music. Sammy Kaye is headmaster of that school. His compelling dance band . . . his parade of singing favorites . . . set all America swinging and swaying. *102 selections.*



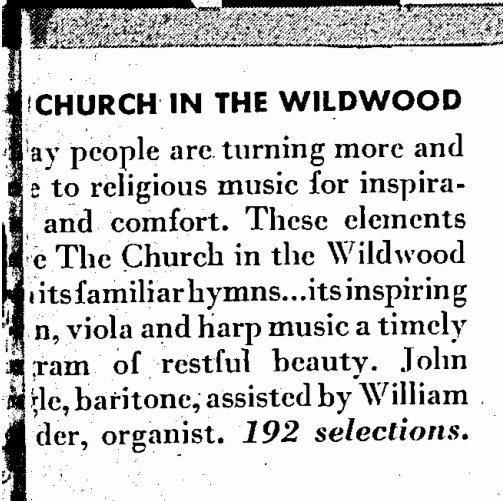
LISTEN TO LEIBERT

THESAURUS program of great music peals from the organ of the world's largest theatre—The Radio City Music Hall. These spectacular recitals give full play to Mr. Leibert's individual style and to the magnificent Music Hall instrument, providing programs of rich musical appeal. *131 selections.*



NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

A THESAURUS program of musical comedy favorites that turns back the pages of musical memory. A string orchestra of 25 musicians, all members of the incomparable NBC Symphony, bring to life again the immortal melodies of Herbert, Gershwin, Romberg and others. *94 selections.*



THE CHURCH IN THE WILDWOOD

As many people are turning more and more to religious music for inspiration and comfort. These elements of The Church in the Wildwood—its familiar hymns . . . its inspiring organ, viola and harp music—a timely program of restful beauty. John H. H. H., baritone, assisted by William H. H., organist. *192 selections.*



Here are two pages of radio's best selection of great recorded musical shows—exclusive to our subscribers. They are the result of a survey conducted by NBC THESAURUS. It all happened when THESAURUS decided to take the guesswork out of "what kind of service and programs stations wanted for local broadcasting."

THESAURUS representatives asked hundreds of men and women who build and broadcast local programs day after day, "What should be the ideal library service offer?" . . . then tabulated the facts. *Result—this 5-point plan:*

- ① A service that is especially designed for radio with plenty of short instrumental selections . . . vocals separate.
- ② Material that is exclusive to your station in your town.
- ③ Music that is not available on phonograph records.
- ④ Enough selections by every performer to make programming worth-while.
- ⑤ "Network quality" arrangements, musicians and vocalists.

If you are considering a new library of recorded music look into these programs . . . 48 individual musical shows for each week's programming . . . all built around the 5-point plan for your needs by America's Number 1 Musical Program Service—NBC THESAURUS.



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

1945 — RADIO'S 25th ANNIVERSARY — PLEDGED TO VICTORY!

Nets Ready Summer Sked

Vary Summer Fare As Favorites Vacation

(Continued from Page 1)

move to new networks come fall, but the outstanding business of the replacement reveals for the most part, a fool-proof type of program, with few unknown quantities scheduled to be heard during the hot months.

Shifting of shows from one network to another, particularly name talent is somewhat in greater proportion right now than in many previous summers. In some instances, shows have been set by the agency and client, but the network, not being officially informed, classifies the spot as still not set. Moves also concern sustainings as well as commercials, the former being moved around to fill gaps here and there.

NBC Replacements

Set-up on NBC indicates changes every day in the week. Mondays finds "Cavalcade of America," going off July 2, and scheduled to return Sept. 3, with nothing set as yet for replacement and probably taking in a sustainer in the 8-8:30 p.m., EWT spot. "Voice of Firestone," continues through the summer with guest soloists, with Richard Crooks going off until fall. "Bell Telephone Hour," expected to run through summer. "Information Please," not definite but expected that Rise Stevens and concert orchestra will fill in. "Carnation Contented Hour," staying on for summer, also "Dr. I. Q." which follows it.

Tuesdays: Auto Lite Show, Ginny Simms, "Date With Judy" and "Molle Mystery," remain on NBC for the summer unless plans are changed. Fibber McGee & Molly, not definite but probably Victor Borge, King's Men, Billy Mills and orchestra to fill in. Bob Hope, will have a replacement in "Man Called X," with Herbert Marshall. Hildegard, will have Sigmund Romberg, orchestra and guests as a replacement. Last two shows become effective this week. Fibber McGee stays on until June 26, but will not return until Nov. 1. Hope and Hildegard return Oct. 11.

Wednesdays on NBC finds "Mr. and

Mrs. North" and "Mr. District Attorney," remaining on all summer, also Billie Burke show. Eddie Cantor show will probably run all summer sans Cantor. Kay Kyser, goes off for the summer on June 27, and possibly Phil Harris will replace him. This was not definite. Return date still undetermined.

Thursdays finds a pretty clean sweep of NBC night commercials going off for a vacation. These are Bob Burns, who may be replaced by Philo Vance series from New York; Maxwell House Coffee Time, off for the Summer, will have Burns & Allen resuming the 8-8:30 p.m. time on NBC as of Oct. 4. Sustainer will most likely fill in. Dinah Shore now off will have "Adventures of Topper" start there this Thursday. Bing Crosby leaving July 5, will be back Sept. 27, and probably have Edward Everett Horton fill in from New York as a replacement. Jack Haley-Joan Davis show going off but date not set, with Miss Davis going CBS in the Fall. Rudy Vallee going off later this month, has no replacement set as yet which is also the case with Abbott & Costello, leaving the air June 21, with return date undetermined as yet.

Friday on NBC will retain "Highways in Melody," "Waltz Time" and "People are Funny." "Duffy's Tavern," leaves this week and the replacement will be "Correction Please," with Jay Flippen. Amos 'n' Andy leave late this month with Dunninger set as replacement, along with orchestra and guests.

Saturday finds "National Barn Dance," "Can You Top This" and "Grand 'Ole Op'ry," remaining on for the summer, on NBC. Teel Variety Hall (Beatrice Kaye) scheduled to go off early next month, with no replacement definite; "Truth or Consequences," also going off early next month with no show set to replace. Judy Canova, nothing definite on when vacationing, returning of a replacement.

Sunday Shows Remaining

Sunday finds 11 out of 16 shows, all of them commercial excepting "The Army Hour," remaining on the air all summer. These are: Ford Show which will be found in the 2 p.m., EWT slot; Westinghouse, which follows, with John Charles Thomas, off the last two weeks in July and all of August; World Parade, Army Hour, RCA Show, General Motors Symphony, Catholic Hour, Fitch Bandwagon, Merry Go Round, American Album and Hour of Charm. Great Gildersleeve, sked for a hiatus beginning July 1, has nothing officially set as a replacement; Jack Benny, has Wayne King and orchestra and singer as a replacement; Charlie McCarthy, not set last week, but probably will be by now; Comedy Theater will have the new Old Gold show "Meet Me at Parky's" with Parkyurkarkus.

Blue has more than a dozen programs involved in summer changes. As of yesterday, the Philco show with Paul Whiteman, went on its half-

hour schedule, 6-6:30 p.m., EWT leaving the 6:30-7 p.m. period as a sustainer. General Baking with Friendship Ranch comes from NBC Saturday evenings and is heard on the Blue (10 stations at 12:30-1 p.m.

Ladies Be Seated, beginning Monday June 19, five days weekly, 3:45-4 p.m., EWT will be sponsored on the Blue by Quaker Oats, with the preceding 15 minutes as a sustainer, "Hymns of All Churches," sponsored by General Mills starts on the Blue July 2, Monday through Friday, with "Betty Crocker," being heard one day during the week, possibly Monday or Friday. "Jack Armstrong," also sponsored by General Mills, 5:30-5:45 p.m. Monday through Friday, continues the summer as a sustainer and goes commercial again on Sept. 3. "Dick Tracy," 5:15-5:30 p.m. Monday through Friday, continues through the summer with Tuesday and Thursday sponsored locally. Sweets Co. of America, which sponsors the show Mon., Wed. and Fri., returns as the sponsor Sept. 10.

"Spotlight Bands" Vacates

Ted Malone, (Westinghouse) shifts Monday June 11, to the morning, 11:45-12 noon, Monday through Friday. Blue Correspondents at Home and Abroad, takes the 8 p.m. slot. "Spotlight Bands," vacates the Blue June 15, with filler undetermined as yet. "Miss Hattie," leaves next Sunday, June 10, filler now being readied for the Sunday 3:30-4 p.m. time. "Ford Musical," Fridays 8-8:30 p.m. went off with last week's show and the filler for the summer on the Blue is "Pages of Melody" from WGR Buffalo. "The Singing Lady" (Irene Wicker) starts June 25, Monday through Friday 5:45-6 p.m. as a summer replacement for "Captain Midnight." "Betty Moore" goes off the Blue next Saturday; no replacement. "Lois Long and 3 Suns," off Sat. June 23, 11:45-12 noon. No replacement by Chatham Mfg. Co. Earl Godwin (Hastings Mfg. Co.) off June 28, no replacement for the 8-8:15 p.m. time. "Gillette Fights," will start on the Blue Sept. 7 10-10:30 p.m., EWT on Fridays.

Many CBS Switches

Sunday on CBS finds Adventure of Ozzie and Harriet, having their 6-6:30 p.m., EWT time filled by "Silver Theater," with Conrad Nagel, effective June 17, for International Silver. "Toastie Time" with Fanny Brice, leaves the 6:30 p.m. time and "Report to the Nation" goes in on June 17. Kate Smith Hour at 7 p.m. will have "Columbia Presents Corwin" for the first half hour starting June 17, while General Foodstake takes a hiatus. Otherwise Sunday is fairly quiet as to changes, with CBS.

Monday finds Jack Kirkwood (Monday through Friday) show starting the hiatus July 2, to August 17, for Procter & Gamble. Burns and Allen leave CBS and Joan Davis takes the time over Sept. 3 (8:30-9 p.m., EWT), for Lever Bros. Lux Radio Theater will have Marlin Hurt (Beulah) in

Several Big Names Will Change Webs In Fall Return

the 9:30-10 p.m. segment effective July 2. On Tuesdays Chesterfield "Music That Satisfies," goes off June 21, in the 7:15 p.m. time. "Innocent Sanctum" for Lever Bros., starts its vacation July 3 and returns late August.

Wednesday on CBS which also has the Chesterfield and Kirkwood show leave their respective times open for Jack Carson show for Campbell Soup goes off June 20 and "The Saint" fill in. "Which is Which," for Old Gold has "Detect and Collect" as the replacement effective June 13. Thursday apart from the Kirkwood and Chesterfield shows there is "Death Valley Days" which takes a hiatus as of June 21. Friday departures are Kirkwood, "Friday on Broadway" for Anacin going off and Jerry Wayne show for Borden comes in July. Durante and Moore, take off July 6 and in the spot for United Drug will be Ray Bolger as replacement. Durante returns August 30.

Saturdays on CBS has "The Garden Gate," going sustaining at 9:15 a.m. and "The FBI in Peace and War," for P & G takes a hiatus July 7 to August 18. Al Pearce show at 10:15-10:45 p.m. will have the time filled with the sustainer, "Assignment Home."

Several Mutual Changes

On Mutual, "Abbott Mysteries" will be the replacement on Sunday afternoon for "Quick as a Flash," for Helms Bros Watches, effective June 10. "Starlight Serenade" replaces "Treasure Hour of Song," on MBS for Cont. June 7, Thursday at 9:30-10 p.m.

"Symphony of the Americas" will be heard 8:30-9 p.m. on Mutual for Reichold Chemical Co. and Jean Goldkette orchestra on the same night takes the 9:00-9:30 p.m. times which fills the hour formerly held down by the Detroit Symphony Orchestra. "Sherlock Holmes" stories take hiatus as of today, 8:30-9 p.m. and its sponsor Chesapeake and Ohio R.R. is not using a replacement. In the time however will be a new comedy. Prof. Boodini and Bertram: "Let's Face the Issue," Sundays on Mutual 5-5:30 p.m. is being replaced with "Adventures of Father Brown," based on G. K. Chesterton stories. "Crooked Square," mystery stories will replace Dale Carnegie during his show's 13 week hiatus beginning June 17. Program on 201 outlets is sponsored by Lee Hat Co.

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

WROK

WILL DO A JOB FOR YOU
ROCKFORD, ILLINOIS
✓CHECK WITH HEADLEY-REED

AGENCIES

ROBERT MITCHELL has joined Grant Advertising, Inc., at its New York office as account executive. He was formerly associated with Cann-Erickson, Inc. and Synder Black, Inc. . . . **ROBERT A. WINTER**, recently discharged from the United States Army, has also joined the New York office of Grant Advertising, Inc., as an account executive. He formerly was associated with Ruthrauff & Ryan, Inc. and Lambert & Jones, Inc. Due to increased account activity, the New York office has taken additional space in the Empire State Building and now occupies most of the 76th floor.

PENNSYLVANIA INDUSTRIAL CORP., through its agency, J. M. Mathes, Inc., is launching a campaign to acquaint the public with the various uses of Sphero both at the present time and in the post-war era.

ELLIS G. BISHOP, has returned to the Royal Typewriter Company as advertising manager following three years with the Office of Price Administration.

WEISS & GELLER has been appointed to handle the advertising of Ansie Watches, New York.

LUCIEN LELONG, INC., Chicago, has placed its account in the hands of Grey Advertising agency.

W. S. HILL COMPANY, Pittsburgh advertising agency, has moved to new and larger quarters in the Arrott Building, Wood Street at Fourth Avenue, occupying the entire 17th floor. The agency's former address, for almost half a century, was 323 Fourth Avenue.

MBS Offers Arthur Hale For Co-Op. Sponsorship

News analyst Arthur Hale is available for co-operative sponsorship on Mutual, B. J. Hauser, director of co-operative programs, has announced. The program is heard Tues., Thurs. and Sat., 7:30-7:45 p.m., EWT, over MBS stations. Hauser explained that the program is available for sale at stations which do not have a primary coverage in sale areas of Richmond Oil Company of New York, which sponsors the program on many of these outlets. Hixon-O'Donnell is the field's agency.

THE WEEK IN RADIO

FMs & Tele-ites Urge FCC To Act

(Continued from Page 1)

George P. Adair and 60 radio engineers, including representatives from the industry, the military, other Government agencies and the Commission's engineering department will participate in the program of studies on FM transmission in the 44 to 108 megacycle band, to be concluded by the end of summer. . . . **RADIO DAILY** conducted a survey last week, the results of which disclose that the larger outlets have no plans to reduce their news staffs; nor do the sponsors plan any discontinuations of news programs. . . . Spot sales point to a rise during the next few months.

Spotshots: The Edward L. Bernays award went to Nathan Straus, president of WMCA, who is "responsible for the radio program or series doing the most to further democracy in America" . . . From a WQXR survey, WEAJ has the greatest number of listeners for any time of the day in its area. . . . Now reports have it that Gov. Norman T. Case will be the next NAB prexy. . . . Ed Cashman, vice-President of radio for Foote, Cone and Belding at the Coast, has resigned. . . . WOR will build three large studios for Mutual programs. . . . H. M. Faust will be the new manager of the MBS central division. . . . Lt. Col. A. A. Schechter, now with Gen. MacArthur,

will be welcomed at Mutual when and if. . . . The NAB urges the press to help keep the channels of communication uncensored and unimpeded. . . . The McClatchy Broadcasting Co. is sponsoring a "little theater" movement with the idea of training talent for radio after the war. . . . Walter J. Damm, general manager of WTMJ, Milwaukee, was re-elected president and Ted. C. Streibert, prexy of WOR, was re-elected vice-president of FM Broadcasters, Inc. . . . John Quayle Cannon has resigned as administrative assistant to the Attorney General to join the legal staff of RCA-Victor. . . . Former FCC Chairman James L. Fly's name has been mentioned for the NAB prexyship. . . . A strong majority is behind the Dondero Bill which is designed to keep the AFM from interfering with educational broadcasts. . . . Organizations representing the United States, Great Britain, Australia and other countries are seeking an agreement for co-operation in the elimination of radio reception interference by various electrical devices.

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

Ralph Edwards Chalks Up \$6,816,750 War Bond Sales

(Continued from Page 1)

"sequences" has broadcast War Bond shows from Bakersfield, Santa Barbara, Glendale and other West Coast cities in its current series of war bond appearances.

Lillie Engel, in charge of "T. Or C's" New York office, is en route to the Coast to take over the production chores for the six remaining programs, with the program starting its summer hiatus after the July 7 program.

Short Wave Transmitters Being Retained By OWI

(Continued from Page 1)

government at the outbreak of the war. At present approximately 30 transmitters are operated on the East Coast and 10 on the West Coast. Some OWI transmitters may be transferred to Army, according to reports.

Harry James Replaces D. Kaye

Harry James and his orchestra will replace Danny Kaye for the summer months on CBS starting June 8. Kaye returns to the network on October 5.

SAN FRANCISCO

PERRY Ward, "laughmaster" of "What's Doin' Ladies?" originated from KGO's studio A last week Monday, Tuesday and Wednesday. A Fashion Show followed the 2 p.m. Wednesday, May 30th show, for wives of the UNCIO delegates and press and radio women at which the costumes of Allied Nations were modeled.

David Wills, Edward Tomlinson and Ray Henle are continuing to handle the Blue UNCIO coverage. Tomlinson is featuring interviews of visiting delegates. His latest was the May 26th interview with Dr. Pedro Velloso, foreign minister of Brazil and chief of the Brazilian delegation.

Takes WATL Post

Atlanta—Walter P. Speight, Jr. has taken over his new duties as general manager of WATL in Atlanta, Georgia. For the past six years, Mr. Speight was commercial manager of radio station WTMA at Charleston, South Carolina.

Stork News

Ted and Mrs. Cott have a new son, born to them Friday, May 25, at the Flower Hospital. The boy, unnamed yet, is their second and weighed seven pounds, 15 ounces. Cott is the program director of WNEW.



ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer—a poor audience for such talent.

Be sure your program has a worthy audience! Use:

WCBM

Baltimore's Listening Habit

John Elmer President
George H. Roeder General Manager

FREE & PETERS, Inc., Exclusive Nat. Rep.

ACCOUNT EXECUTIVE WANTED

MERGER OF 4A AGENCIES OFFERS AN OPPORTUNITY TO ACCOUNT EXECUTIVE CONTROLLING SUBSTANTIAL NATIONAL BILLING.

HERE HE WILL FIND THE RIGHT OPPORTUNITY. BETTER REMUNERATION. FULL AGENCY SERVICE AND CO-OPERATION. OUR ART, SERVICE, COPY AND RADIO HEADS ARE AMONG THE BEST KNOWN AGENCY MEN.

Particulars held in implicit confidence. If anonymity is desired for first contact, reply through third party. Box 172, Radio Daily, 1501 Broadway, New York 18, N. Y.

WANTED

Experienced Announcer, Good Opportunity for Capable and Dependable Man. Apply Manager, Radio Station WPTF, Raleigh, North Carolina.

Program Parade

CORLISS ARCHER, CBS, 9:30 p.m., Thursday, sponsor, Anchor Hocking Glass Company—Satirical insight into home life with Janet Waldo as Corliss Archer mirroring emotions of modern maidens. F. Hugh Herbert's scripting enhanced the talents of cast.

☆

ARCH OBOLER SHOW, MUTUAL, 10 p.m., sustaining. Oboler should bury his head in the sand for the 15 minutes of pointless sophistication called "Ostrich in Bed" inflicted on average American listeners the other night. He is entitled to strut, however, for the amusing "Report to My Relatives" ably narrated by Bruce Elliot as Sgt. Sudy Moran from Brooklyn.

☆

GLAMOR MANOR—WJZ-ABC, Mon. thru Fri., Noon. The Dr. Jekyll-Mr. Hyde show of daytime radio. On audience participation days it is grand entertainment. On script days it is dull and listless. Cliff Arquette is likeable and quick on the trigger but at five-a-week can rise no higher than his material. Rising rating probably due to audience participation experimentation.

☆

GLOOM DODGERS—WHN, New York, 9 a.m. Various sponsors. A gay, informal radio cocktail. Full band, never follows the same pattern and contains everything in the book. Fast pace and Broadway wise talent make this a day time variety romp. Good N. Y. buy for small sponsors.

☆

HEADLINE EDITION, WJZ-ABC, Mon., through Fri., 7-7:15 p.m., EWT. The format is what the title connotes. Headline stories of the day or moment are dramatized in the March-of-Time technique. The script and production departments are given most competent support. Open for cooperative sponsorship.

☆

TREND OBSERVATION—Tune in anywhere, anytime and one is apt to find one of those husband and wife things. They are being overdone to the detriment of all. Like all air shows they are only as good as their material and in these early summer days that's what many of them have everything else but.

House OWI Budget Committee Hears Ludlam Plea For Radio

(Continued from Page 1)

the OWI domestic branch, "in our radio bureau V-E Day does not mean any great change in the work to be done. The radio bureau is an organization for the clearance of government radio messages and the allocation of available time on the air. The number of radio stations and the networks they serve will not be reduced."

Although a 40 per cent reduction in the number of Government programs is to be looked for eventually, Dalton said, it will be some time before the reduction is realized.

The program bureau of the overseas branch, it was revealed, has suffered a reduction of 200 workers—from a staff of 750 to 550, practically all in New York. This is the program which prepares shortwave programs in 21 languages. The committee was told these programs have been extremely effective in breaking the morale of enemy troops, and that they have been heard extensively in Eur-

ope while the Nazis were still in control.

It was pointed out also that Hollywood stars have made a number of transcriptions for broadcast in Europe—Charles Boyer to France, for instance.

OWI Director Elmer Davis reported that the most recent estimate of the number of radios in Germany (Feb., 1942) was 15,812,000, with the Japanese estimated to have 5,500,000 radios at the time of Pearl Harbor. The number for today in both countries would be considerably lower.

OWI is now operating 29 short-wave transmitters on the East Coast, 26 for voice and three for Morse, along with 10 voice transmitters on the West Coast. Of these 18 are privately owned. The 19 Government-owned transmitters were erected at a cost of \$5,424,000.

Another 14 OWI owned transmitters have been installed overseas, it was pointed out.

Affiliates Advisory Board Meets At CBS June 6-7

(Continued from Page 1)

F. C. Eighmey, KGLO, Mason City, Ia.; E. E. Hill, WTAG, Worcester, Mass.; I. R. Lounsbury, WKBW, Buffalo, N. Y.; Clyde Rembert, KRLD, Dallas, Texas; John Rivers, WCSC, Charleston, S. C., and W. H. Summerville, WWL, New Orleans, La.

CBS executives who will attend all meetings are: Paul W. Kesten, executive vice-president; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; Frank K. White, vice-president and treasurer; Herbert V. Akerberg, vice-president in charge of station relations; Howard Lane, director of station relations, and William A. Schudt, Jr., station relations eastern division manager.

Other CBS executives who plan to meet with the CAAB group for the discussion of specific network operating topics include: Douglas Coulter, vice-president in charge of programs; Earl H. Gammons, director of the Washington office; William C. Gittinger, vice-president in charge of sales; Peter C. Goldmark, director of engineering research and development; Paul M. Hollister, vice-president in charge of advertising and sales promotion; William B. Lodge, director of general engineering, and Charles H. Smith, market research counsel for the CBS network sales department.

Clete Roberts Touring

Clete Roberts, American Broadcasting Company correspondent, who made the first broadcast from liberated Crete last Sunday, May 27, has started off on a tour which will take him to various places in the Levantine area. After leaving Athens and Crete, Roberts will be heard in broadcasts at subsequent dates from Istanbul, Ankara and Palestine.

Bob Hope Regains 1st Place Among 'First 15' Shows

Climbing back to first place after relinquishing it to Fibber McGee and Molly for a two-week period, Bob Hope again leads in the first-fifteen in the Hooper-ratings for May 30. Hope has been in the number one spot since Dec. 15, 1944, except for the May 15 report.

Top ranking program measured in terms of the number of listeners per set registers one newcomer in "Greenfield Chapel Service," which is in fifth place in this category.

Current Hooper report reveals an average evening audience rating of 8.4, which is a decline of 1.2 since two weeks ago. Average sets-in-use reported are 27.5 and is 5.1 less than the last report, but 3.4 more than a year ago at this time. Average evening audience available is 77.1 a drop of 0.7 since the last report and an increase of 0.9 from a year ago.

Walter Winchell has the largest number of women listeners per listening set, with 1.64; Upton Close achieved the largest number of men listeners per listening set with 1.01 and the Lone Ranger led the children listeners with 1.04. Radio Theater (Lux) had the highest sponsor identification index with 89.1.

RCA Preferred Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America, held in New York, Brig. General David Sarnoff, president, announced that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from April 1, 1945, to June 30, 1945. The dividend is payable July 2, 1945, to holders of record at the close of business June 11, 1945.

EQUIPMENT

Stewart-Warner Distributor

Motter Electric Company, subsidiary of 106-year-old George F. Motter's Sons Company, York, Pa., has been appointed distributor in the Altoona-York territory, it has been announced by Stewart-Warner Corporation. Firm will handle post-war Stewart-Warner home radios along with other nationally advertised electrical lines. George F. Motter is president and treasurer and Melvin Beck, secretary and assistant treasurer.

Pacific Coast Outlet

In a move to expand radio manufacturing, the Bendix Aviation Corporation will manufacture a complete line of radios and radio-phonograph combinations for marketing on the Pacific Coast, it has been disclosed. The new move, according to W. Hilliard, general manager of the radio division in Baltimore, is to give dealers and buying public quick service and lower costs.

Westinghouse Manager

B. A. Rowan has been appointed radio sales manager for the northern district of Westinghouse Electric Supply Company. Rowan, who will make his headquarters in Milwaukee, has been identified with sales and advertising since 1924, when he started in the marketing research and national advertising department of Milwaukee newspaper.

Frances Langford's New Show

Los Angeles—Frances Langford will start on the NBC Chase & Sanborn show, Sunday, June 3rd. Program which will be known as the "Chase & Sanborn Summer Show," stars Frances Langford, with Spike Jones and His City Slickers, and guitarist, Tony Romano. Charlie Ruggles has been selected for the guest spot for the June 3rd show, with Groucho Marx appearing on June 10th. Announcer is Ken Carpenter.

IN EASTERN NORTH CAROLINA

WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over \$100,000,000
Write Us Today for Our
New Informative Folder

TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representative
FOR JOE & CO.
New York • Chicago • Philadelphia

Exclusive!

CUBS '45
BASEBALL

W-L-N-D
CHICAGO

560 Kc. 5900 WATTS

NAB Sales Managers Discuss Code Revision

(Continued from Page 1)

the acceptability of the "sound" of commercial copy as well as the acceptability on paper.

Various sub-committees were announced by Hayes, as a result of action taken at the recent meeting of a committee in San Antonio. These sub-committees follow:

Committees Listed

1. Sub-committee to Study a Procedure to Establish an Advertising Agency Recognition Board: Stanton Kettler, WMMN, Fairmount, West Va., chairman; James V. McConnell, WCBC; Harold Sonderland, KFAB, Lincoln, Neb.; William Doer, Jr., WEBR, Buffalo.

2. Sub-committee to Study the Implications of the Policy of Complete Disclosure of Audience Measurement Information: Frank Webb, WGL, Fort Wayne, Ind., chairman; Henry I. Crystal, Edward Petry & Company, Inc.; Howard S. Meighan, Radio Sales; Sam Bennett, KMBC, Kansas City.

3. Sub-committee to Study the Block Selling of Time to Brokers for Retailing to Different Advertisers: John Cutler, WSB, Atlanta, chairman; W. Knodel, Free and Peters, Chicago; Ben. Laird, WOSH, Oshkosh, Wis.; Ken Church, WCKY, Cincinnati.

For the study and review of the acceptability of products and copy, the committee has asked the NAB board directors to appoint a committee primarily from its Code Board, with presentation of the NAB Sales Managers Executive Committee, Program Directors Executive Committee and National Market Stations Committee.

Hayes also announced, after hearty praise of their efforts, the continuation of sub-committee studying standards and revision of the standard contract.

The San Antonio meeting, also reviewed in detail the clinical test of broadcast advertising by Joske's department store in the Texas city, adopted recommendations for standardization of the rate card format, and okayed the final draft of proposed NAB-AAAA standard contract for spot broadcasting.

WEAF's New ET Feature

WEAF will carry the NBC-Radio Recording Division's Thesaurus program "The Music Of Manhattan" as a sustainer beginning June 2, 6:15-7:45 p.m., EWT, it has been announced. Negotiations were handled by Tony Provost, program manager of the station. The ET program features Norman Cloutier and his orchestra, Louise Carlisle and Willard Young, vocalists.

PRODUCTION MANAGER-PROGRAM DIRECTOR

Highly successful record in raising Hooperatings. Four years' Network production experience applied to local independent has resulted in substantial increase in Hooper in one year. Eastern location preferred. Box 174, Radio Daily, 1501 Broadway, New York 18, N. Y.

WHO'S WHO IN RADIO

WILLARD D. EGOLF

PRACTICALLY everything he was associated with in the past seemed to anticipate Willard D. Egolf's present association with the National Association of Broadcasters. His vocational affiliations have been in the field of advertising, law and broadcasting. In February of 1943, a special committee of the NAB board of directors appointed Egolf director of public relations for the NAB, filling a post that was vacated by Col. Edwin M. Kirby who is now with the War Department. Since that time Egolf has handled varied assignments for the industry: secretary to the Program Manager, Executive Committee, the Radio News Committee and the Code Committee.

Egolf has been vice-president of the Advertising Federation of America since 1942. At one time he held the governorship of the southwest district of A.F.A., which includes Texas, Oklahoma, Arkansas and Louisiana. He also served two terms as president of the Tulsa Advertising Federation. He is chairman of the A.F.A. War Advertising Committee and a member of the A.F.A. Code Committee recently appointed to redraft the advertising profession's standards of practice.

Although his family tree branches from Indiana and Pennsylvania, Egolf is an Oklahoman by adoption. As a young lawyer, he went to Florida to take leases in the boom era of 1925. His assignment completed, he was attracted by the demand for publicity and advertising men, in which he had attained a background as college magazine editor while in the Law School of Oklahoma University. He served for a year as director of advertising and publicity for Walter W. Rose Investment Company, of Orlando, then returned to Tulsa to become account executive and counsel on copyrights, trademarks and trade practices for the Rogers-Gano Advertising Agency of Tulsa and Chicago. In 1932, he left the agency for the commercial managership at KVOO, also serving as special counsel. Eleven years with KVOO, during which time his contact with NAB began as a member of the Sales Managers Executive Committee, led to his present appointment.

He is a member of the Oklahoma State Bar Assoc., the American Bar Assoc., the Federal Communications Bar Assoc., and is associate editor of the Federal Communications Bar Journal. He lives with his wife, Grace, and two children in Chevy Chase, Maryland.



Lawyer-Radio Exec.

Musicians Strike Affects WSAI, Cincy

(Continued from Page 1)

tion offered to pay a salary of 60 dollars for a work week of 12 hours demanded by the union. But the union refused to accept the salary offered.

"The union, in this time of critical labor shortage, also insists on a greater number of musicians than the station requires," Walter A. Callahan, general manager of WSAI said. The station requested the services of the Department of Conciliation of the United States Department of Labor, which the union has refused. The station will continue its operations without the services of local musicians until the controversy is decided.

Public Service Program Skedded For WHOM

"Free Speech At the Crossroads" is the title of the new program series which will invite public opinion to be expressed over WHOM, starting Mon., June 11, 7-7:30 p.m., as a weekly series. Dr. William Agar, executive vice-president of Freedom House, will analyze topical issues, and Dale Morgan, will seek reactions from the man in the street.

KXOA Broadcasting

Los Angeles—Radio station KXOA, Sacramento, which went on the air Sunday, May 20th, got its official salute Friday, May 25th, from all of the Don Lee stations. KXOA now a part of the Don Lee Broadcasting System, makes the 39th full time station for that network. Lincoln Dellar is manager of KXOA.

J. D. Colvin Joins Blue As Audio Facilities Eng.

General engineering department of American Broadcasting Co. has added to the staff J. D. Colvin, in the capacity of audio facilities engineer. Colvin has an extensive background of experiences in design, installation as well as development of audio systems for broadcasting stations in many parts of the country.

Co-Op Series Planned

Announcement that "Adventures of Charlie Chan" will be presented over the American network on a co-operative basis beginning Monday, June 18, was made yesterday. Each story will be dramatized in five episodes and will be heard Monday through Friday each week from 6:45 to 7 p.m.

Send Birthday Greetings To-

June 4

- Marvin Kirsch
- Jack Arnold
- Erno Rapee
- Ed Lindstrom
- Jack Hollister
- Carlton E. Morse
- Charley Urquhart
- Sidney Breese
- Irving Chilman

Lily Pons Will Guest On Telephone Hour Tonite

Lily Pons will be guest star on the Telephone Hour on the NBC this evening, from 9 to 10 p.m. Eastern War Time. Although Miss Pons returned from her most recent four-months' tour overseas about a month ago, this is her first singing radio appearance in the United States since December of last year.

Flippen Gets Summer Spot

"Duffy's Tavern's" summer replacement over NBC will be the quiz show "Correction, Please," featuring Jay C. Flippen as emcee, and Jerry Sears orchestra. It bows in June 15, in the 8:30-9 p.m., EWT. timespot.



- But if you wish to put the
- ACCENT on Southern Sales
- . . . then YOU ALL will consider setting up branch offices or factories in "The Magic Circle".
- For further particulars write Edney Ridge, Director

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

W.B.I.G.
GREENSBORO, N. C.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— INDIANA —

KOKOMO—Some of the new shows WKMO is bringing listeners starting July are "The Saint," "Big Town," "Let's Pretend," and the New York Philharmonic Orchestra. Station is airing as a public service, "This Is Our Duty," for the local American Legion post. FORT WAYNE—Norm Widenhofer, known to listeners throughout the middle west as Norm Carroll, is now associated with WGL as sales promotion manager. . . . 7th War Loan was co-sponsored by WOWO and women's division of the War Finance Committee with "Luncheon With Uncle Sam," guesting 12 returned servicemen.

— IOWA —

CEDAR RAPIDS—Spot announcement series being aired over WMT for the Collins Radio Company, well known in radio communications, lead off with: "the words that you hear are coming to you over a transmitter made by Collins Radio Company right here in Cedar Rapids."

— MASSACHUSETTS —

BOSTON — "Life at Gilchrist's" originating over WNAC and the Yankee Network today, 6:30-6:45 p.m., directly from the department store, will have "The Answer Man" show as its main attraction. Bill Hahn, announcer, will do the questioning, and Gail Christie will give the commercial. . . . HOLYOKE—The Mechanics Savings Bank has joined five like institutions enrolled on the WHYN program schedule. Mechanics is sponsoring "Music For Sunday" on a 52-week basis.

— NORTH CAROLINA —

ASHVILLE—WWNC's "Our Billy" has been renewed for 13 weeks by J. Allen Smith & Co.; Belk's Department Store has purchased "Yesterday's Headlines," Addison Busch syndicated feature, five-minutes daily. . . . GOLDSBORO—Fred Fletcher, Tobacco Network president, was the speaker at a recent Kiwanis radio week celebration, at which Harry G. Bright, WGBR general manager, accepted the station's award. . . . CHARLOTTE—Camp Meeting Choir, close-harmony spiritual singers, will be guests of the Carolina Hayride, June 2, on WBT. . . . Frank H. Jeter has been appointed farm commentator at WPTF.

— COLORADO —

DENVER—Bill Gillin, KLZ sportscaster, has a fan letter from a member of the State Penitentiary baseball team. Says the letter: "Our team won its first game last week, 7-5, and even though we're behind prison walls, they can't keep us from stealing. Four of our boys stole second, and one of them stole home." . . . GRAND JUNCTION—KFXJ calls it a blitzkrieg of sales that was marked up last week and closed with the sale of the largest single block of time ever sold to one advertiser in the outlet's history.

— MICHIGAN —

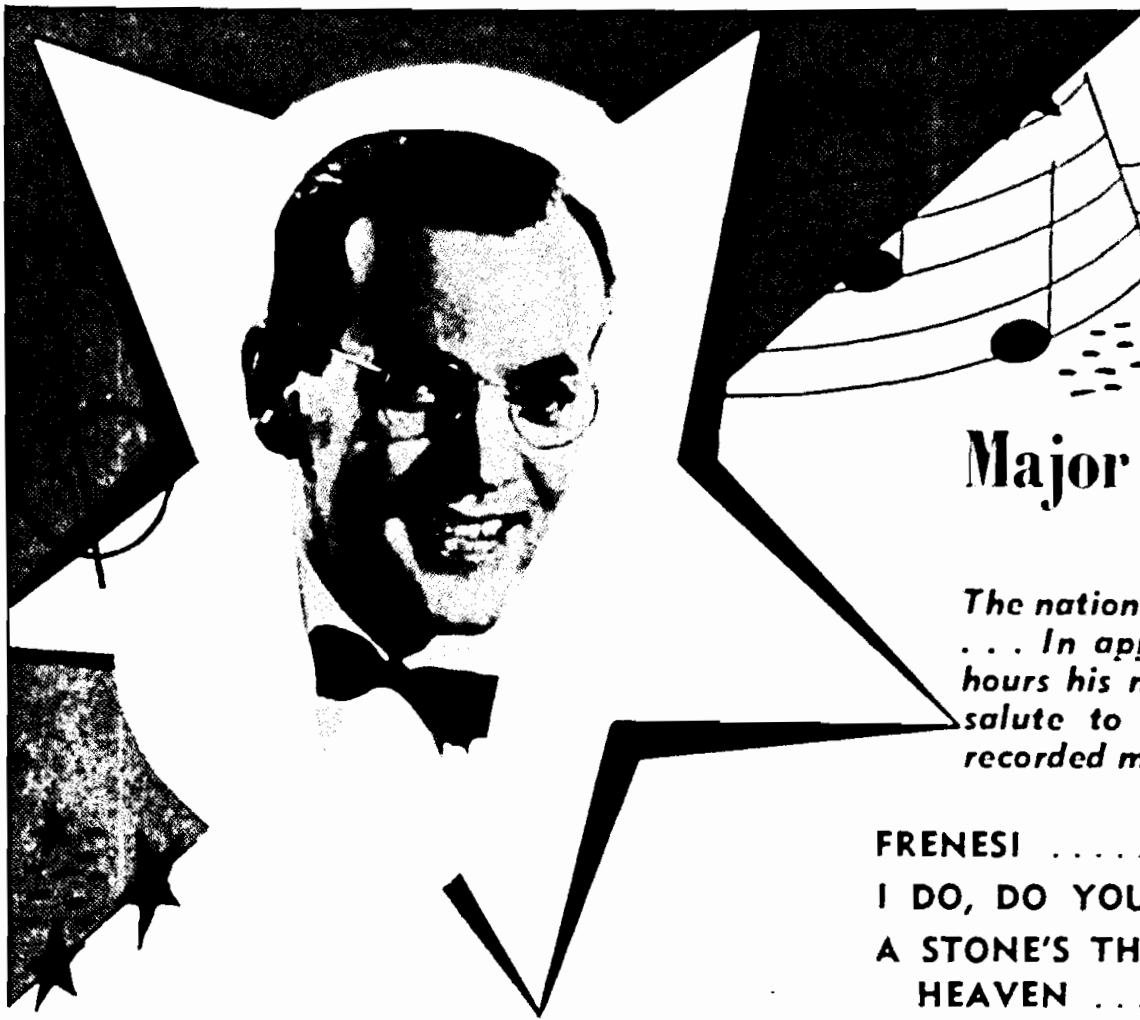
DETROIT—John M. Carlisle, Detroit News' war correspondent, brings the war home to Michiganders by his new series of WWJ broadcasts from the northern Luzon fighting front. Broadcasts which are recorded in Manila give eye-witness accounts of the fighting and feature interviews with hometown men of the state's own 32nd Division, overseas two and three years.

— KANSAS —

EMPORIA—KTSW reports sending another radio-minded college student to summer institute with all expenses paid. She is Maxine Burke, State Teachers College junior, who received the station's annual award for "demonstrated interest and ability in the field of radio and definite promise of contribution to the industry."

— LOUISIANA —

NEW ORLEANS—Gordon Loudon, WV director of agriculture, is presenting "Livestock Health Forum" Saturday mornings at 8. Leading veterinarians of the state appear under sanction by the Louisiana Veterinary Medical Association. . . . Gulf Oil Products are now sponsoring singer Jack Smith with Earl Shadon's music and announcements by D. Seymore. The series is transcribed.



Glenn Miller

Leader of one of the great bands of all time, Glenn Miller enriched the world with his magnetic personality and with a most distinctive style in popular music.

Glenn worked his way through high school and the University of Colorado by playing the trombone in various bands. Since 1926 he played with such leaders as Benny Goodman, Charlie Spivak, Paul Ash, Red Nichols and Ray Noble. In 1938 he organized his own band which rose to the very top, and then left at the height of his career to join the Army.

Major Glenn Miller Day June 5th

The nation honors one of its great heroes . . . In appreciation of the many happy hours his music has brought, join in the salute to Glenn Miller by playing his recorded music.

- FRENESI BI. 1099
I DO, DO YOU BI. 1102
A STONE'S THROW FROM HEAVEN BI. 1106
IDA BI. 1107
PERFIDIA BI. 1109
I GUESS I'LL HAVE TO DREAM THE REST BI. 1118
ADIOS BI. 1121
DELILAH BI. 1137
FROM ONE LOVE TO ANOTHER (Danza Lucumi) BI. 1128
DREAMSVILLE, OHIO BI. 1134
THIS IS NO LAUGHING MATTER BI. 1136

Please refer to your BMI DISC DATA for the list of BMI-licensed titles recorded by Glenn Miller, and for additional biographical material.



BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK CHICAGO HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 46

NEW YORK, N. Y., TUESDAY, JUNE 5, 1945

TEN CENTS

U. S. Buying Time In S. A.

OPA Will Discuss Radio Parts Market

Washington Bureau, RADIO DAILY

Washington—A meeting of the OPA advisory committee on radio parts is to be held here Wednesday to discuss ceiling prices for parts to be required when civilian production of radio receivers is resumed, OPA announced yesterday. The committee's 18 members and a number of key operating executives from the parts industry have been invited. Robert C. Sprague, chairman of the committee and president of Sprague Electric Company, North Adams, Mass., will preside, with Walter Shoemaker, price

(Continued on Page 5)

Com. Runyon Accept Post With Columbia Recording

Mefford R. Runyon, released from active duty as a commander in the United States Navy, has been elected executive vice-president and a director of the Columbia Recording Company, it was announced yesterday. Commander Runyon will assume his new duties at the Bridgeport headquarters of the company on July 1.

Com. Runyon became associated

(Continued on Page 2)

Special One-Hour Show When "Blue" Is Dropped

Special one-hour show over the Blue Network, Friday June 15, starting at 10 p.m., EWT, will mark the dropping of the designation "Blue Network," by the American Broadcasting System. Overall theme of the show will be "freedom of information"

(Continued on Page 2)

SERVING the 7th!

Hartford, Conn.—Daily War Bond messages penned by America's military leaders and which are received over the wires of Press Association are being broadcast daily on WTIC as a feature of its participation in the 7th War Loan Drive. The station also is including a War Bond story on its major daily news programs.

Co-Owner

During a recent broadcast of the Philco "Hall of Fame" program, which co-stars Paul Whiteman and Georgia Gibbs, the latter was called upon to make a dramatic plea to the program's listeners to buy War Bonds. Her reading proved so dramatic, that three complete strangers purchased War Bonds and named Miss Gibbs as co-owner.

Files Radio Protest With War Department

For the second time in a week protest was filed with the War Department yesterday by Dave Driscoll, director of news and special events at WOR, for the station's inability to set up a radio interview with a ranking general arriving from overseas.

Yesterday a message was sent to Major General Alexander Surles, public relations officer, War Department, protesting against the exclusion of air interviews with General

(Continued on Page 7)

Sportscasters Elect Bill Slater, President

Bill Slater, free lance sportscaster, was elected president of the Sports Broadcasters Association at a luncheon meeting yesterday at the Capitol Hotel in New York. Other officers elected were Loren Watson, Jr.,

(Continued on Page 2)

Stanton Gen. Manager Of CBS; Ream—White Board Members

New post of General Manager has been created by CBS with Frank N. Stanton, administrative vice-president, selected to fill the office, it was announced yesterday by Paul W. Kesten, executive vice-president of the network. At the same time the board meeting which named Stanton to his new office elected him to the board of directors. Joseph H. Ream,

1,902,591 people listen to the program of WLAW—prosperous audience of N.E. Advt.

OIAA Head Tells House Budget Group Of Amer. Advertiser-Expenditures; Outlines Policy For Rep. Taber

Washington Bureau, RADIO DAILY

Washington — United States advertisers are today spending between 14 and 16 million dollars annually for radio and other advertising in South America, Wallace K. Harrison, administrator of the Office of Inter-American Affairs, told the House Appropriations Committee during hearings on the OIAA budget last month, it was revealed when the committee released the details late last week;

(Continued on Page 6)

BMB-BBM To Swap Measurement Ideas

Arrangements have been made between the various operating committees of the Broadcast Measurement Bureau, Inc., and the Bureau of Broadcast Measurement, Inc., of Canada, whereby the two national organizations will exchange and compare problems, developments and solutions as they concern the future

(Continued on Page 7)

Porter Chosen To Represent All Webs At Conference

Roy Porter, NBC war correspondent in Paris, has been chosen to represent the four networks to cover the meeting of the Allied Control Commission For Germany in Berlin. Porter, who covered the CBI theater for NBC was chosen by lot for this assignment.

War Correspondents Back On Army Transports Sun.

George Hicks and Gordon (Jack) Fraser, American Broadcasting Company war correspondents and Jack Thompson, veteran Mutual overseas

(Continued on Page 2)

Glenn Miller Show Stimulates Bond Sales

War Bond Salute to the late Major Glenn Miller, to be held tonight at the Paramount Theater, New York, will realize \$3,800,000 in bond sales, according to Robert M. Weitman, directing the show. Performance is a special event of the War Activities Committee of the Motion Picture In-

(Continued on Page 5)

Remove Restrictions On Some Radio Equipment

Removal of restrictions on distribution of antennas, blank recording discs and spring-motor acoustic phonographs was announced over the weekend by WPB, although production restrictions of Order L-265 remain in effect. Cabinets remain subject to

(Continued on Page 6)

SERVING the 7th!

Hazleton, Pa.—In co-operation with Deisroth's, the city's leading department store, WAZL is broadcasting three daily programs from the store window, with public address system installed. The news takes five minutes; remaining 10 minutes are used for direct bond sales which are made right in the show window.

Effective June 15, 1945, WLAW will become a Basic Blue Network Outlet. Advt.



Vol. 31, No. 46 Tues., June 5, 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, June 4)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, Crosley Corp., etc.

Stork News Edward C. Ryan, of Barnes Printing Co., typographical consultant to prominent editors in the radio and film industries, is the father of a daughter, Ellen Margaret, weighing six pounds, seven ounces, born Saturday to Mrs. Ryan at Physicians Hospital, Jackson Heights.

20 YEARS AGO TODAY (June 5, 1925) The country at large as well as over four hundred future commanders of the American Navy heard an important message delivered by President Calvin Coolidge yesterday over the facilities of radio. Occasion was commencement at the Naval Academy in Annapolis, Md.

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

Coming and Going

BILL SHADEL, CBS correspondent who covered the war on the Continent during the past year, has arrived back in the States. He's now in Washington, D. C.

LARRY SURLES, sales executive of the American Broadcasting Company's co-oper. program department, has returned from a business trip to New Haven and Providence.

FRED FLETCHER has arrived from WRAL, Raleigh, N. C., and will spend this week in New York on station and network business.

DEL DONAHUE, announcer on WSUI, Iowa City, has arrived in Cedar Rapids to take over his new chores as announcer on WMT.

REX PRIES, assistant manager of KTSA, San Antonio, Tex., off on a business trip to Chicago and New York.

DORIS CORWITH, assistant to the manager of the NBC public services department, left last night for Michigan. She will address the Bay City Rotary Club and a group of clubwomen in the Saginaw area.

ALBERT V. COLE, sales promotion manager of WRC, Washington, D. C., to New York to attend the promotion clinic of NBC owned-and-operated stations, which opens tomorrow.

WALTER KIERNAN, Blue Network announcer, will broadcast today from Detroit, where he also will address the city's Greater USO meeting, after which he'll return immediately to New York.

JOHN T. ORR, program director of WHBQ, Memphis, Tenn., has returned to Birmingham, Ala., his home town, where he has accepted a position with WBRC.

Special One-Hour Show When "Blue" Is Dropped

(Continued from Page 1)

and its vital meaning to men everywhere." Dramatic broadcast will have Thomas Mitchell, screen star, portraying an expatriated American living in Paris to escape what he considers the distasteful atmosphere of this country. Then the Germans come and he begins to work with the underground whose ideals he realizes, is what his own country stands for.

Alfred Drake, baritone, will be heard in special songs and Paul Porter, chairman of the FCC will deliver a brief message from Washington. Hollywood cast will support Mitchell, in the dramatic portion of the program.

Sportscasters Elect Bill Slater, President

(Continued from Page 1)

United Press, vice-president; Henry Viscardi, Mutual, secretary; George Schreier, American Broadcasting Company, national corresponding secretary and Jimmy Dolan, CBS, treasurer. Stan Lomax retiring president handed over the gavel to Slater at yesterday's luncheon.

Little-Known Folk Songs On New WNYC Series

"Songs the People Sing" will make its debut Thursday on WNYC, 5:45-6 p.m., and will be heard each Thursday thereafter. The program will feature little-known folk tunes of America, songs which, while they have been waxed on master records, have never been recorded for general distribution or sale. Burl Ives and Josh White are among the many vocalists scheduled to be heard in the course of the series.

RADIO ANNOUNCER-ACTOR-SCRIPT WRITER desires position in New York. Six years experience. Write RADIO DAILY, Box 176, 1501 Broadway, New York 18, N. Y.

Com. Runyon Accept Post With Columbia Recording

(Continued from Page 1)

with CBS in 1931, was named treasurer of the corporation in 1932 and joined the executive management as vice-president in 1936, later becoming a director of the broadcasting company. He was granted leave of absence by the company to enter active duty as a lieutenant commander in the United States Navy in September, 1942.

War Correspondents Back On Army Transports Sun.

(Continued from Page 1)

representatives, were among the arrivals from Europe Sunday aboard the troop transports docking at Staten Island. All three were heard during broadcasts direct from the scene of their arrival on Sunday.



Something new about the ostrich

Ma and Pa Ostrich (we don't know which is which) ... in the Cleveland Zoo ... let the hot sun beat down on their backs while they hang their heads in the shade, made by their own shadows.

That's not so dumb! But we're using that picture to remind advertisers that the older "Head buried in the sand" line about the ostrich, is still in effect in some places.

Some radio time is still bought on a big-name basis. In Baltimore the big buy is the small but successful independent, W-I-T-H. Here's the station that delivers the greatest number of listeners for the lowest cost.

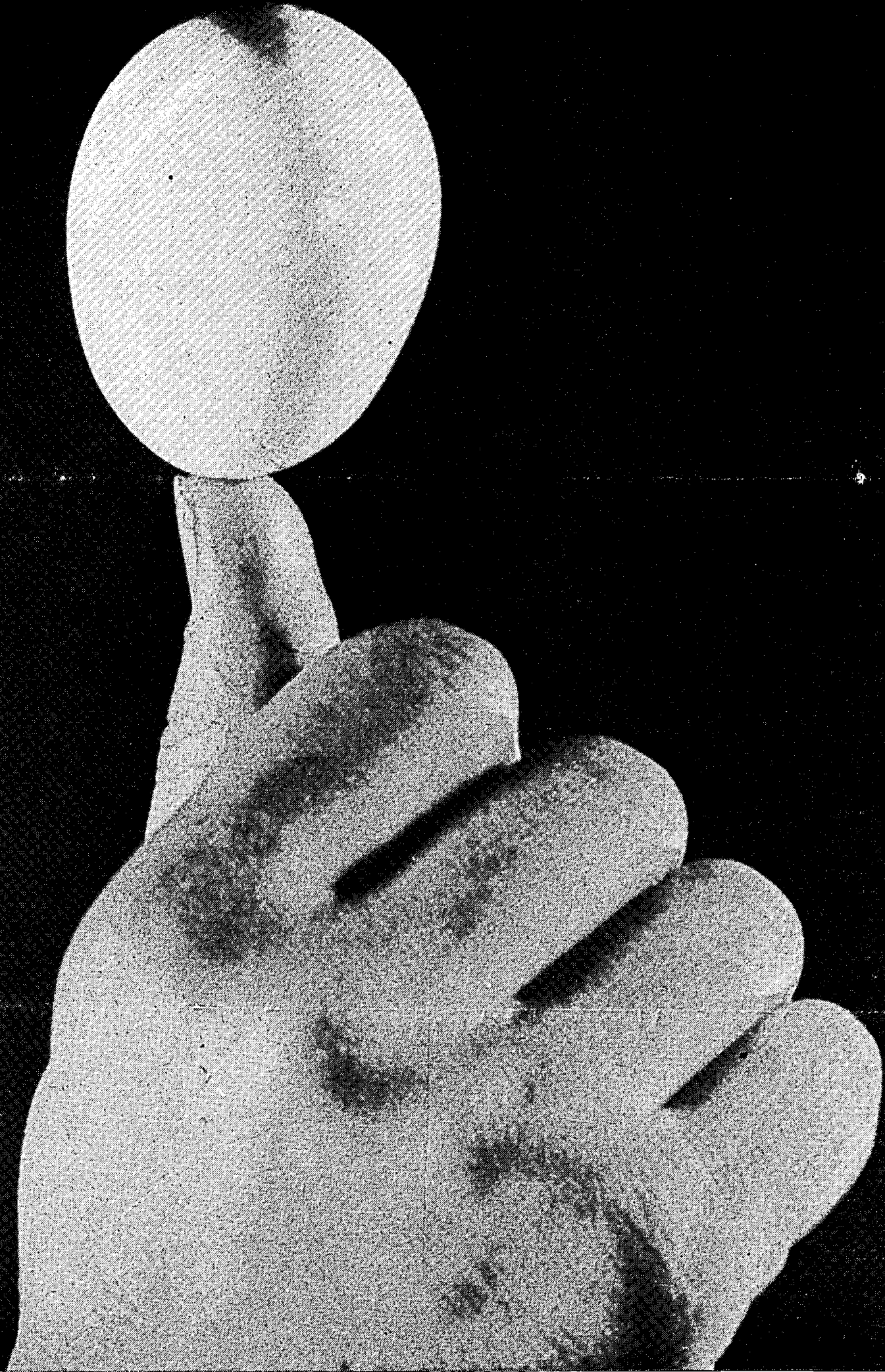
Facts available to you, prove it!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

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

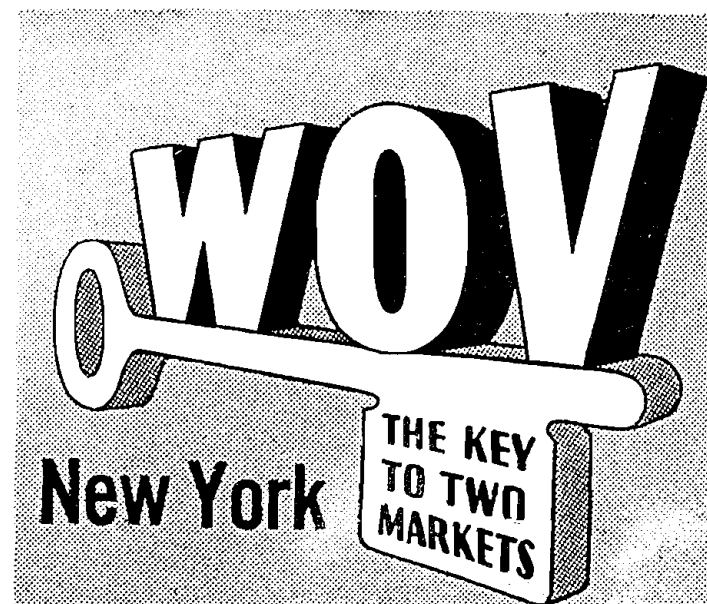


HO HUM... WE DO IT EVERY DAY.....

NO, we don't balance eggs, but we do a daily balancing job much more important. We balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. And as the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10.00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

www.americanradiohistory.com



SOUTHWEST

NOVEL offer is being made to soldiers married since Pearl Harbor and who are receiving their discharges by sponsors of "The Smile Program," aired over WFAA, Dallas, three times weekly. A one-pound package of Mrs. Tucker's shortening and a one-pound package of Meadolake margarine is being offered to the ex-G.I.'s who are starting up housekeeping.

The Grand Prize Beer outfit is offering copies of five scripts read by Steve Wilhelm, Grand Prize commentator of the complete history of the European War, on their "Headliner Time" program, aired over the Texas Quality Network.

WOAI, San Antonio, newsroom, headed by Ken McClure, dean of Texas newscasters, rounded out ten years of service to local listeners last month.

In connection with local observance of National Kiwanis Radio Week, Capt. Robert Nail of the Eighth Service Command of Dallas told the Oak Cliff Kiwanis Club that "there are more radios in America than bathtubs."

Cooperating with the U. S. Employment Service, KGKO is airing "Veterans for Industry" each Saturday at 9 p.m. sponsored by Dallas National Bank. Designed as an aid to veterans in obtaining jobs, airings are highlighted by interviews with discharged service men. Bill Conway, formerly of the AAF, acts as master of ceremonies.

Rains On Bond Show

Washington—Claude Rains will be narrator on a special CBS War Bond show for broadcast Saturday, June 9 from 7:00 to 7:30 p.m., EWT. Titled "What Price Victory," it will be a documentary drama similar to the CBS Seventh War Loan kickoff program on May 13th, with the theme this time, "a Cynic is a Man Who Knows the Price of Everything — and the Value of Nothing."

New Time Schedule

"Report To the Nation," currently heard over CBS, Sat., 1:30-2 p.m., EWT, will change to a new time June 17, when it will be heard at 6:30-7 p.m. Continental Can Co. sponsors the program. BBD&O is the agency.

WEVD
5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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



California Commentary

• • • Walter Davis, of the NBC Western division press department, does not agree with General Sherman, who said, "War is Hell." After serving three years with the Army Transport Corp, Walter came out of

Los Angeles

the service without a scratch, but during his first week at NBC had to have seven stitches taken in his head. Walter, who is rather tall, collided with a low-hanging window sash while entering the roof of the local NBC building. . . . "No applause, please; just throw me cigarets," was the way Mabel Todd, the comedienne, closed her USO tour act—and it brought her oodles of smokes. By the way, it was Mabel and her husband, Morey Amsterdam, who brought the novelty song, "Rum and Coca-Cola," to New York.



• • • The good word about Jeanne McKeon, song-bird on the "Jack Kirkwood Show," seems to have gotten overseas to the G.I. guys. They have requested her appearance on their special "Command Performance" program, which is short-waved to all battlefronts. Chuck Collins, who has been plugging for a pay raise for postmen on his Blue ainer, put on a special show over KPAS with "Jerry Dingle" (Danny Thomas) sad sack postman on the Fanny Brice show. Photo taken during the show appeared in the "Angel City Carrier," a publication for postmen, and Collins has already received more than 600 letters of thanks for his efforts in behalf of the mail bag toters. Ex-Marine Sergeant Ray Maypole, who produces the KNX "Welcome Home" series, takes over new duties as Jack Bailey's side-kick on the Columbia Pacific show, "Meet The Missus." He replaces Jay Stewart, who resigned to fulfill other mike commitments.



• • • That ol' debbil acting bug is hard to shake off. Ted Allan, head of the CBS-KNX photographic department for eight years and considered one of the best photographers on the Coast, resigned to return to his first love—acting. He is playing a part in "The Bandit Of Sherwood Forest," at Columbia. Janet Waldo, star of "Meet Corliss Archer," has been invited to introduce the new line of Corliss Archer original sport-togs in Fort Worth, Texas. While in the Lone Star state, she also plans to entertain at several Army camps. Jack Bailey, emcee of "Money On The Line," did not follow in his father's footsteps. Mr. Bailey, Sr., was the only undertaker in Hampton, Iowa. Milt Samuel, Pacific Blue press chief, and Bob Hall, of his department, have returned to San Francisco for the closing days of the United Nations Conference. KNX's "Citizen's Forum" has returned to Hollywood after originating from San Francisco during the conference. The Southern California "sounding board" program comes back to its policy of diversified subjects after devoting the past six weeks to discussions of the Bay City meetings. Marvin Miller "flunked" his first audition—as an announcer. Two days later he was back at the same station asking for another audition, only this time as a character actor. The outlet's manager was so impressed by Marvin's persistence that he gave him another chance, and the skit that Marvin used and which he had also written, was the beginning of a brilliant radio career. Martha Tilton, who has returned from the East, has started recording for Capitol Records. Don Prindle and Wendell Nilos ran into photographer Gene Lester while attending the Holldorado celebration at Las Vegas. Gene caught the Blue comedians in an off moment, looking disheveled, and snapped a photo of them. The boys had Gene at their mercy when he slipped and threw his sacrollac out of kilter, and Don, who was once a chiropractor, readjusted Gene's spine in exchange for the negative and print.



— Remember Pearl Harbor —

AGENCIES

NEW YORK MEDIA MEN'S ASSOCIATION will present at its dinner meeting to be held June 13 at the Hotel Sheraton a survey entitled "Daily Newspaper and Chain Radio as National Media." The study is being prepared by the American Association of Newspaper Representatives.

HUNT BROTHERS PACKING COMPANY, West Coast packers of vegetables, fruit, preserves and other quality food products, has announced the appointment of Young & Rubicam, Inc. as their advertising agency. Y. & R. will handle all phases of advertising for the complete line of Hunt Foods and for Hunt's newly acquired Fontana brand macaroni products. The packing company, established in 1890, has plants in Fullerton and Hayward, California, Salem, Oregon and Puyallup, Washington. Charles H. Hornburg, Jr., advertising director, states that the Young & Rubican appointment will become effective July first.

CAMEO VINEYARDS CO., Fresno, Cal., has closed negotiations with the San Francisco office of Botsford, Constantine & Gardner to prepare its advertising.

Returns To NBC

"One Man's Family" which switched from NBC to the Blue, January 30th, moves back to NBC, Sunday, July 15th. Writer and producer of the show is Carleton E. Morse, with JWT's Ezra McIntosh, contact man. "One Man's Family" has been on the air for 13 years.

First Overseas Broadcast

Washington—Kathryn Cravens, just arrived in the European Theater of Occupation, as special correspondent for WOL, yesterday shortwaved the first report of De Gaulle's press conference held Saturday in connection with the current Syrian situation.

30th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

Glenn Miller Show Stimulates Bond Sales

(Continued from Page 1)

stry and the War Finance Committee of the Treasury. Total cast will exceed 600, headed by radio, movie and stage stars. More than a score of prominent band-leaders, some with their organizations will take part in the program. As a prologue, there will be a Military Pageant in which 300 men and officers from Mitchel Field will participate. Military contingent will be under the command of Col. E. E. Hildreth and will parade through Times Square. Prior to entering the Paramount theater, the detachment will maneuver in the Square before the Iwo Jima statue and the parade will include considerable of the most modern military equipment.

Prominent people in all walks of life will be in attendance at the show, including those of military rank, theatrical folk and those connected with the War Finance division. Reserved seat policy will prevail for the night at the Paramount, admission for War Bond purchase only, in denominations of \$25 to \$10,000. Performance will be broadcast over the Blue Network via WJZ from 10:30-11 p.m., EWT and by WOR 11:30-11:55 p.m. WNEW will broadcast the show to local listeners from 8:30 p.m. to midnight.

Canadian Broadcasters Prepare For Election

Montreal — Canada listeners, in every part of the Dominion, will be given a complete service of election bulletins, special commentaries and election features on the evening of June 11, Federal Election day. Instead of its usual programs on both Trans-Canada and Dominion networks, the CBC is offering the most comprehensive election coverage ever broadcast in Canada.

Stanton Gen. Manager Of CBS; Ream—White Board Members

(Continued from Page 1)

and research director before assuming general executive duties. Ream joined CBS in 1934 and headed the company's legal department for 10 years. He became secretary in 1938. White came to Columbia in 1937 as treasurer and became a vice-president in 1942.

CBS board accepted the resignation of Commander Mefford R. Runyon as a director. Runyon has been elected executive vice-president and a director of Columbia Recording Corp.

At 37, Stanton, as vice-president and general manager of Columbia and a member of its board of directors, is one of the youngest and best-known executives in radio.

He is a member of the board of directors of the NAB and of the BMB and serves on the Governing Board of the Co-operative Analysis of Broadcasting. He is also a director of the Columbia Recording Corp. and of the American Film Center, Inc., and Audio Electronics Co.

Recognized as one of the industry's



FRANK N. STANTON

top authorities in radio research, it was his original work in this field that first attracted the attention of CBS. With Dr. Paul Lazarsfeld, Stanton is co-developer of the Program Analyzer, machine for measuring audience reaction to content of radio programs.

Was Consultant in Washington

For his knowledge and experience in research, Stanton was called to Washington early in the war as a consultant. Earlier recognition of his standing in this field was his appointment as Associate Director in the Office of Radio Research at Princeton University and his membership on the Advisory Committee in the Office of Radio Research at Columbia University.

Dr. Stanton is a Fellow in the American Association of Applied Psychologists, and a member of the American Psychological Association, the American Statistical Association, the American Marketing Association and the Market Research Council. He is the author of many articles and books on psychology, as well as much material on marketing and radio research.

He was born in Muskegon, Michigan, on March 20, 1908. He is a graduate of Ohio Wesleyan University (B.A.), as well as of Ohio State (M.A. and Ph.D.).

OPA Will Discuss Radio Parts Market

(Continued from Page 1)

executive of OPA's machinery branch, heading the OPA group.

Shoemaker and other OPA officials will outline the reconversion pricing policies being followed by the agency in pricing civilian goods whose production was halted by the war, but which may be returning to production soon. Pricing for around 400 different radio parts will be discussed, and the prices for parts that are to be established may determine in large part the maximum prices for domestic radio sets when they return to market.

The committee and OPA officials will go over the factors that are to be used in calculating reconversion prices for all radio parts except tubes, whose reconversion pricing is being handled by a separate committee.

Milwaukee Theater Man Plans Television Theater

Milwaukee—A new theater, presumably the country's first, to be equipped for television reception of newsreels will be constructed on 3rd Street here with the lifting of wartime building restrictions. Harry Hart, operator of the Atlas, and theater operator for about 24 years, will build and operate. Seating capacity will be 1,400 and approximately \$175,000 to \$200,000 will be spent on the project.

Though television is being watched here both by circuit operators, independents and projectionists, this is first out and out report of any concrete plan for television here.

Joining KALL Staff

Jack Goodman, who has served successively as news editor, publicity director and operations and continuity chief of WNYC, has resigned from the station to be affiliated with KALL, Salt Lake City.

BBC-Mutual To Salute Normandy Anniversary

The first anniversary of the Normandy landings will be commemorated by BBC with a special program to be aired by Mutual and independent stations across the country tomorrow.

The program will open with General Eisenhower's announcement of the landing and the reading of first SHAEF communique rebroadcasts of historical despatches of BBC correspondents.

The excerpts, linked by narration, will conclude with the famous commentary by George Hicks of Blue Network, on the Luftwaffe attack, which was heralded as one of year's outstanding actuality broadcasts.

Irene Wicker's New Show

Irene Wicker, known to radio as "The Singing Lady," returns to the airwaves on Monday, June 25, when she replaces the children's adventure thriller, "Captain Midnight," over WJZ-ABC. Program will be heard from 5:45 to 6 p.m., Monday through Friday.

Quiz Kids To Buffalo

Quiz Kids will originate their show at a War Bond Rally in Buffalo next Sunday over the American network. It will be the 27th city visited by the youngsters in the interest of War Bond sales and their total sales to date for the seven war loans has been \$103,044,300.

General Spatz On Blue Tonight From Detroit

Gen. Carl Spatz, AAF Commander, will speak from Detroit, making an important announcement regarding aerial warfare against the Japs, during the American Broadcasting Co. program of Guy Lombardo and His Royal Canadians, tonight at 9 p.m., EWT. The broadcast will originate in New York; Spatz will be piped in from Detroit.

WKY covers
The Biggest Part
of Oklahoma's
RETAIL SALES

WKY
OKLAHOMA CITY
 The Katz Agency
 Representative

WANTED

Experienced Announcer, Good Opportunity for Capable and Dependable Man. Apply Manager, Radio Station WPTF, Raleigh, North Carolina.

Program Parade

FRED WARING SHOW—NBC, Mon. thru Fri. 11 a.m. Sustaining. Left the barrier flying in the day-time program sweepstakes. First show was a happy combination of modest introduction and bang-up entertainment. Experiment is being closely watched by entire radio world. It is our guess that the likeable Waring and his 68 other Pennsylvanians will make the grade with plenty to spare. His new morning voice has an understanding, confidential and impromptu touch. They'll like him. After all in radio, like all show biz, its savvy that counts.

☆

MAYOR LA GUARDIA—WNYC, Sun., 1 p.m. also WJZ-ABC (Monthly). Lest we be charged with a lack of home town chivalry or civic pride may we suggest that, in our modest opinion the Little Flower is a combination of Mark Twain, Billy Sunday and William-the-Conqueror and is the outstanding controversial personality of the day. Some day, some energetic pioneering sponsor will wake up to the fact that here, potentially, is one of the most unusual, dynamic, philosophical and colorful commentating possibilities for full network sponsorship.

☆

WHAT'S THE NAME OF THE SONG—MUTUAL, 4:30 p.m. Sunday, sponsor, Crystax. Program is only as good as the contestants. Dud Williamson an excellent emcee did a good job in spite of two participants who slowed the show to a walk.

☆

AMERICA'S TOWN MEETING OF THE AIR—American Broadcasting Co., Thursday 8:30-9:30 p.m. Readers Digest Assn. By way of marking its 10th anniversary on the air, "Town Meeting," with George V. Denny as moderator, cut itself a birthday cake and no doubt proudly so. Subject last Thursday night was, "America and Russia—Post-war Rivals of Allies?". With Norman Thomas among the debaters, the pace, and arguments both were good; question and answer period was not quite up to snuff, possibly due to the delicate angles involved. Educational content was well worth airing.

☆

FRESH-UP — WOR-MUTUAL, Wed., 8:30 p.m., Seven Up. Despite a hypo by the competent Burt Wheeler and some of his tried and proven vaudeville material this is still a weak sister. Comedy is uneven, vocal music poor with band numbers only bright spot. Unless this one settles down to a workable format we see little hope for it.

Remove Restrictions On Some Radio Equipment

(Continued from Page 1)

Order L-260A, and the placing of a radio chassis in a cabinet is still within the coverage of L-265 since this is considered a step in production and thus subject to the restrictions of the order.

U. S. Paid-Broadcasts In S. A. Discussed At Budget Hearing

(Continued from Page 1)

a total of \$1,490,750 was asked for OIAA radio activities, compared with only \$1,207,360 for the 1945 fiscal year—an increase of \$283,390 accounted for by more expensive transmitter facilities. This is accounted for by the fact that all 36 of the transmitters OIAA shares with OWI are now in operation, which was not the case a year ago.

Transcript of Questioning

An interesting portion of the discussion, with questioning by Rep. John Taber of New York, ranking Republican committee member, follows:

Mr. Taber—You know there is going to be, and there is bound to be, resentment on the part of these countries against radio broadcasts that are paid for by another Government, shooting into them all of the time. They will take, just like our folks here will take, the broadcasts from commercially sponsored commentators or news folks to very much better advantage. Now, that is a good deal better long-range approach to them, and one that would not create the resentment that would be expected ultimately from this sort of thing.

Mr. Harrison—Our shortwave programs for Latin-Americans are produced for us by the National Broadcasting Co. and the Columbia Broadcasting System, so that these programs do not appear as Government programs.

Mr. Taber—You mean they have not the facilities to handle that sort of thing?

Mr. Harrison—That is correct, sir. All of the shortwave transmitter facilities are operated for the Government for the duration of the emergency. The interest in shortwave broadcasts from the United States among listeners in the other American republics clearly indicates the value of shortwave broadcasting not only as an informational service but as a great vehicle in future economic relations. I think the important thing to keep in mind, however, is that international shortwave radio and local broadcasting in the other American republics are essential parts of an over-all information program which involves radio, press, and movies and also the fact that there has been no decision as yet concerning the extent to which the Government information program will be continued.

Mr. Taber—You are putting out mostly news or comments or what?

Mr. Harrison—About 25 per cent of

our programs are news reports and commentaries.

Mr. Taber—Are you running anything presently except these short-wave setups?

Mr. Harrison—Yes, sir; we have local programs in the other hemisphere countries that are going over the regular local broadcasting stations. I offer the following justification for these activities;

[At this point the following table was submitted for consideration.]

LOCAL RADIO ACTIVITIES

(Estimated Obligations)

| | 1945 | 1946 |
|-------------------------------|-----------|-----------|
| Talent and Production | \$310,000 | \$310,000 |
| Station Time | 368,000 | 347,000 |
| Administration . . | 245,000 | 245,000 |
| Advertising | 173,000 | 181,000 |
| Special Events . . | 48,000 | 48,000 |

TOTAL \$1,144,000 \$1,131,000

The estimate to provide funds for local radio activities in the fiscal year 1946 amounts to \$1,131,000, which represents a decrease of \$13,000 from the funds available for this activity under the appropriation for the fiscal year 1945.

The activities in the other American republics under this budget title cover broadcasts of radio programs developed and scheduled by the co-ordination committees and local representatives of the radio division.

Under the supervision of specially trained radio representatives, local productions enable the radio division to carry out the program of the office in a manner most suited to local conditions.

The specific programs and activities are those which, on the basis of surveys and reports from co-ordination committees and the field representatives, have proved to be the most valuable of those produced and to have the widest local listening audiences.

The changes in the estimates are explained as follows:

Station time—Decrease \$21,000. The transcribed program series produced by the division has been accepted by the radio stations in the other American republics as a service to the stations and their listeners. Consequently, the purchase of station time for transcriptions in all countries will be reduced, thus effecting the decrease.

Advertising—The increase of \$8,000 is necessary to meet increased advertising expenditures.

Conducted CBC Inquiry

Montreal—Dr. James J. McCann who succeeds General LaFleche as minister of war services was one of the authors of the 1941 report on the CBC which resulted in reorganizing the broadcasting setup, and for three years he was chairman of the common committee that investigated CBC activities.

New Du Mont Series

As the first in a series of programs which will introduce authors to the television audience, Kathleen Winsor will be the guest of John Hewlett on WABD, the Du Mont television station today at 9 p.m. Miss Winsor is the author of "Forever Amber." The initial program will be followed by weekly, half-hour sustaining shows.

PROMOTION

Victor Postcard Promotion

A Pop artists promotion in the form of a packet of picture postcards has been prepared by Victor for the May market. Packets contain 10 different full color portraits of leading band leaders and singers, scaled to size. Portraits are from the Albert Fisher series. Reverse side gives thumbnail biography of the artist and bear the standard postal format. Following national advertising, packets are being sold exclusively through Victor dealers.

Religious Promotion

"Chapel Garden," WGL program which dramatizes well-known Bible stories, is being brought to the attention of pastor members of the Fox Wayne, Indiana, Ministerial Association by way of a circular letter now in the mails. Letter brings to the reader's attention the fact that character portrayals in the program are done by one woman, Hilary, Denel Kuhl. It is suggested that an announcement of the program be made in the weekly church bulletin or through local organizations.

Folsom Executive V.P. Of RCA-Victor Division

Frank M. Folsom, who has been vice-president in charge of the RCA Victor division since January, 1946, has been elected executive vice-president in charge of RCA-Victor, it was announced by Brig. Gen. David Sarnoff, president of Radio Corporation of America, following a meeting of the Board of directors, late last week. At the same time, John G. Wilson was elected operating vice-president of RCA-Victor.

Folsom joined RCA after serving in Washington as chief of the Procurement Branch of the Navy Department. In addition to being in charge of RCA's manufacturing division, he was a director of RCA and of NBC.

Wilson has been in charge of financial administration at RCA-Victor for the past year. He came to RCA from Chicago, where he had been executive vice-president of the United Wallpaper Company.

Summer Series Set

Francis White and Felix Knight will be co-starred in the 10-week summer series of "The Electric Hour" while Nelson Eddy takes his summer hiatus. The replacement becomes effective with the performance of Sunday, July 8, 4:30 p.m., EWT. Robert Armstrong's orchestra and announced Frank Graham will remain on the program throughout the summer.

MAGAZINE EDITOR WANTED

National Radio Network in New York City. Well contacted with editors of all types of magazines. Ideas and imagination. \$6000 to start. Write full details. Box No. 175, Radio Daily, 1501 Broadway, New York 18, N. Y.

Files Radio Protest With War Department

(Continued from Page 1)

Former Bradley during a press conference Sunday at the Waldorf-Astoria. Radio news and special events men were allowed to attend the conference and ask questions for future broadcasts but no on-the-spot radio interviews were allowed.

Text of Protest

The text of the Driscoll wire to Maj. Gen. Surles follows:

"According Col. Kirby radio not be permitted actual interview with General Bradley, New York tomorrow. This in contrast to press interviews and more importantly newsreel appearance of General. We have offered Col. Kirby suggestion we record interview with General which could be reviewed by BPR officer for censorship before broadcast. Radio action only suggests radio cover interview with news story same as newspapers but this seems flagrant discrimination against radio which can best do its job of public service by presenting actual voices. This is what newsreels intend doing and is repetition of unfortunate discrimination against radio during recent so-called press conference with General Hodges in New York and against which WOR protested to no avail. We feel obligation to protest General Bradley press conference on same basis. Fact of Philadelphia appearances Monday should have no bearing on radio ban in New York if appropriate newspapers and newsreels can cover. Respectfully request in future these conferences be termed quote press newsreel and radio conferences unquote and that radio be given equal presentation."

On last Thursday a similar protest was filed with the War Department in connection with the arrival of General Courtney H. Hodges. General Hodges was not heard over the air after his arrival in New York but the next day broadcast from Atlanta. Following the wire of protest regarding the Gen. Hodges incident, the WOR special events director sent another wire to Colonel Ed Kirby of the War Department respectfully requesting the authorization of the War Department to stage a radio interview with General Dwight D. Eisenhower when he arrives in New York.

COAST-TO-COAST

—MISSOURI—

KANSAS CITY—KMBC is airing nightly the major league baseball games of the 1945 season, for which several commercial shows were cancelled from 11:05 on nightly. Sam Molen, KMBC sportscaster, does the play-by-play. . . . **ST. LOUIS**—KXOK gives listeners hi-lites in the day's news of 25 to 50 years ago on three different shows, three days a week. . . . Newcomer to KXOK is John Orner, announcer, who formerly was with KSCJ. . . . Extensive 7th War Loan drive plans announced by Jerry Hoekstra, KMOX director, include extensive war bond caravan through southeast Missouri.

—MONTANA—

MISSOULA—A. J. Mosby, KGVO general manager, has returned from San Francisco where as special correspondent he reported the opening phases of the United Nations Conference. . . . KGVO celebrated the third birthday of the WAC with a series of special announcements, a 10-minute anniversary program, and a special edition of "Calling All Women" which gave news of local WACs serving overseas.

—NEBRASKA—

FREMONT—Selling series "E" bonds at the rate of \$15 per minute was the record of the radio bond auction sponsored by the Junior Chamber of Commerce on KORN. The first three nights of the 7th loan, from 9 until midnight, \$68,975 worth of individual bonds was sold. Gift certificates for hard-to-get items were obtained from local merchants and these items were auctioned via description over the air.

—NEW HAMPSHIRE—

PORTSMOUTH—Heard about WHEB: Edward McCandlish, comic illustrator, has joined the promotion staff. The new, four color "Top-O-Graff" just released by the station is a creation of McCandlish. . . . New to the continuity department is Margaret Ann Fraser, formerly of WRVA. . . . Now assisting production manager Dal Wyant is Elizabeth Harwood of Bellows Falls. . . . Entire staff is looking forward to the return of Elvy Schull, engineer, confined to home by illness.

—MINNESOTA—

MINNEAPOLIS—Heard from WCCO: Larry Haeg, farm service director, is the father of a boy born two weeks ago. . . . Newsman Charles Sarjeant has taken himself a bride. She is the former Kay Simpson. . . . Marguerite Kingbay of WCCO's "Saturday Morning Open House" and Paul Wann of the announcing staff have revealed the fact of their engagement.

—NEW YORK—

NEW YORK—Two WNEW programs, "Pulpit In A Foxhole" and the "News Parade" received honorable mention in Ohio State University's Institute ninth annual exhibition of educational radio programs. . . . Series of announcements and other Italian-language program material prepared by WOV for 7th War Loan campaign use is being made available throughout the country to outlets carrying Italian. WHOM's Dale Morgan is again doing mid-town hotel lobbies with his "Inquiring Microphone." Morgan is a pioneer sidewalk interviewer.

—OREGON—

PORTLAND—KEX scored an exclusive in the 1945 Rose Festival when Kay West, woman's director, and Paul Crain interviewed the princesses shortly before one of them was chosen queen of the mythical kingdom "Rosaria" . . . Tom Ely, KEX chief engineer, is on an inspection trip of Westinghouse stations. . . . **TULSA**—KVOO played host to Dave Russell, OWI regional director, when the latter appeared on the "Inside Radio" series, weekly broadcasts in observance of radio's 25th anniversary.

—OHIO—

DAYTON—WHIO transmitter engineers hope to beat the sugar and manpower shortage. They have bought a hive of bees and 50 sheep, the latter instead of lawnmowers. . . . **MANSFIELD**—WMAN salesman Roy Vaughn will run for mayor in the Fall. . . . Bill Morrison, chief engineer, has just completed building a modern recording room at the station. . . . **MARION**—Members of Future Farmers of America from WMRN's listening area who earned the State Farmer Award recently were guested by the station.

—TENNESSEE—

NASHVILLE—WSM's "Grand Ole Opry," folk music show which originates at the Ryman Auditorium, was featured in a full page of action photos in the May 27 issue of "Pictures," rotogravure section of the Sunday St. Louis "Post-Dispatch."

BMB-BBM To Swap Measurement Ideas

(Continued from Page 1)

welfare of the commercial broadcasters, Hugh Feltis, president of the BMB, told RADIO DAILY yesterday. These co-operative plans were concluded at a luncheon-meeting of the two organizations held last Friday at the Waldorf-Astoria.

Feltis pointed out that the Canadian Code of Practice, as designed by their measurement bureau, has been in operation for approximately the past year and a half and "has been working very satisfactorily." Detailed plans of BMB's new code of practice will be similarly designed, he explained. The BMB staff is now working on a "booklet" which will explain fully the BMB method of operation, Feltis said, and will be distributed among the broadcasters as soon as they are off the press.

Results of the exchange system between the two measurement bureaus should "save a lot of money for BMB, since BMB will profit by the mistakes made by BBM in the latter's early stages," Feltis said.

During the meeting, Canadian spokesmen revealed that of the questionnaires sent out to Canadian listeners, the BBM netted a return of 70 per cent. Also during the meeting, it was pointed out that northern American broadcasters have many Canadian listeners and vice versa. This will necessitate an exchange of statistical data, if commercial broadcasters are to obtain full benefits for their subscription fees, Feltis said.

Feltis has been receiving correspondence from R. McSweeney of the Radio Corp. of Porto Rico, Mexico and Australia, inquiring whether BMB will be able to provide the same service for them once the system gets under way in the United States. Feltis declined to comment on the future aspect of the suggestion.

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

Send Birthday Greetings To—
June 5
Herbert Pettey Merle Pitt
Charles A. Schenck, Jr.

this is
WDOD
20th YEAR
the STATION IN Chattanooga
CBS
ACCORDING TO EVERY HOOPER the OUTSTANDING CHOICE OF CHATTANOOGA LISTENERS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYNER COMPANY NATIONAL REPRESENTATIVES

WBAL
means business
in Baltimore
Edward Petry & Co., National Representative

It takes a lot of people to put on a radio show—and here are the ones who have played an important part and served faithfully with the AMOS 'n' ANDY program during the past season...

BOB ROSS
ARTIE STANDER
BOB FISHER..... who have written the scripts.

LOU LUBIN
JIM BASKETTE..... featured players who respectively portrayed Shorty the Barber and Gabby the Lawyer.

LUD GLUSKIN..... who composed and directed the musical settings.

HARLOW WILCOX.. whose announcements have told millions about Rinso.

KEN HODGE..... our producer, and his staff from Ruthrauff & Ryan, who have handled the production.

RAY FERGUSON..... who operated the control panel.

ED LUDES..... who supplied the sound effects.

THE MYSTIC KNIGHTS OF THE SEA QUARTET
... without question, one of America's top singing groups.

And the many talented actors and actresses who played such convincing roles on our show.

To these writers, performers and technicians, and all others who have contributed to the success of "The Amos 'n' Andy Show" during the 1944-45 season, we extend our sincere thanks and appreciation.

FREEMAN F. GOSDEN and CHARLES J. CORRELL

Amos 'n' Andy

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 47

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TEN CENTS

Interviews Become Issue

War Dept. Official Refutes Charges Of Driscoll

Washington Bureau, RADIO DAILY

Washington—General Eisenhower will be available to broadcasters—as to the press and newsreels—on a pool basis, it was said yesterday at the War Department. “There can be no exclusivity with these high-ranking generals immediately upon their return to this country,” Col. Ed Kirby,

(Continued on Page 6)

Radio Plans D-Day Anniversary Shows

Independent stations and networks are planning special programs today in commemoration of the first anniversary of D-Day.

Most impressive D-Day anniversary programming was announced by NBC last night. The web plans to bring to the microphone generals and war correspondents speaking from France,

(Continued on Page 2)

Will Honor Memory Of Late Joseph V. Connolly

Washington Bureau, RADIO DAILY

Washington—In honor of the memory of one of the best known figures in American journalism, the U. S. Maritime Commission has announced that an aircraft cargo carrier, now in

(Continued on Page 2)

Generals On Networks

Possibly by coincidence, returning four-star generals who led the American forces in Africa and Europe, have been picked up by networks in various parts of the country, both the home town and elsewhere. Mostly the latter. Apparently anywhere but in New York, where they landed.

Generals Bradley and Spaatz were first heard from Philadelphia; General Hodges from Atlanta and last night General Spaatz from Detroit, on a commercial program. Lesser Army officials have been heard locally throughout the country.

So. Pacific War Cover Becomes Problem

Business of covering and interpreting the war in the Pacific during the coming months, will be a far greater job than that of the European war, according to Robert E. Kintner, vice-president of the American Broadcasting Co. who yesterday briefed the news and news feature division of the network.

Kintner said that the American public was to great extent familiar with European countries and cities, espe-

(Continued on Page 3)

Official Appointments Set By Decca Record Co.

Jack Kapp, president of Decca Records Inc., announced yesterday that Milton R. Rackmil has been elected vice-president of the company; David Kapp, vice-president in

(Continued on Page 7)

7th War Loan Radio Tops Any Other Drive

Boston—The story of the Seventh War Loan will be broadcast better than 229,000 times during the seven weeks of the drive, according to present schedules. These broadcasts range from spot announcements to full programs, it was revealed yesterday by Thomas H. Lane, War Finance Director of Advertising, Press and Radio, during an address delivered before the Boston Advertising Club.

Sum total of war bond advertising

(Continued on Page 3)

Radio Directors Guild Elects New Officials

Radio Directors Guild yesterday elected new officers for the coming year, also members of the executive council. William N. Robson, was elected president; Anton M. Leader,

(Continued on Page 2)

News Directors Sked Meeting For Today

News and special events directors of New York radio stations and the networks will meet at 3:30 p.m., today at the twenty-third floor offices of WOR to discuss formal protest to the War Department as a result of the exclusion of radio in press interviews arranged for General Omar Bradley and

(Continued on Page 6)

Independent Stations Active At 'Frisco Meet

San Francisco—A record of three hundred and sixty-nine broadcasts in the six weeks up to May 31st has been set by the Independent Radio Studios at the United Nations Conference headquarters, James C. Morgan, manager of the UNCIO Independent's studios, says that this represents the most comprehensive coverage given by any of the broadcasting studios at the Conference. Every im-

(Continued on Page 8)

Treas. Seeks Sports Aid; Lists War Loan Features

Washington Bureau, RADIO DAILY

Washington—With the approval of the National Sportscasters Association and the OWI, a letter explaining the urgent need for their fullest cooperation for the remainder of the

(Continued on Page 7)

FCC Grants Raytheon 6 CPs To Study Microwave Relays

Washington Bureau, RADIO DAILY

Washington—A new type of experimentation looking toward development of a broad-band microwave relay system was approved yesterday when the FCC granted the Raytheon Manufacturing Company construction permits for five experimental relay stations to be installed between

Boston and New York. The stations will be located at New York, Lexington, Mass.; Bristol and Tolland, Conn., and Webster, Mass. Raytheon revealed last year that it plans an eventual coast-to-coast relay system for tele, FM and other services.

The permits authorize five new ex-

(Continued on Page 8)

Day by day, 1,902,591 listeners are attracted by WLAW's morning programs.

Advt.

For consumer acceptance in Industrial New England, sell thru WLAW.

Advt.

SERVING the 7th!

Schenectady, N. Y.—WGY, as in the case of the previous war bond drives, is giving its all to promote WGY sales. This station is offering a half-hour broadcast of each of a series of six Saturday afternoon downtown bond rallies from Ballston, N. Y. Station and local talent is used and bonds are sold as part of the program.

SERVING the 7th!

Chattanooga, Tenn. — “WDOD Day” in the Chattanooga-Hamilton County 7th War Loan Drive went WDOD over with a bang, as Rev. J. Fred Johnson, this area's war bond salesman de luxe, shattered all his previous records, amassing a total of \$1,047,700 in pledges during the broadcast from 6 o'clock in the morning until 11 p.m.



Vol. 31, No. 47 Wed., June 6, 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.

Coming and Going

JACK PARKER, overseas war correspondent of the American Broadcasting Company, has returned from Europe.

HOWARD A. BARTON, commercial manager and sales promotion director of WTAM, Cleveland, is in town to attend the promotion clinic of NBC owned-and-operated stations.

MARION O'CONNOR STEINLE, commentator who does the "We Women" program over WWRL, Woodside, L. I., has returned from a short vacation spent in Washington, D. C.

EUGENE P. WEIL, commercial manager of The Tobacco Network, is spending this week in New York on business.

DINAH SHORE leaves tomorrow on a two-months tour of servicemen's hospitals. She also will fill several concert engagements.

WALTER B. HAASE, is in town from WDRC, Hartford, for conferences at the headquarters of CBS.

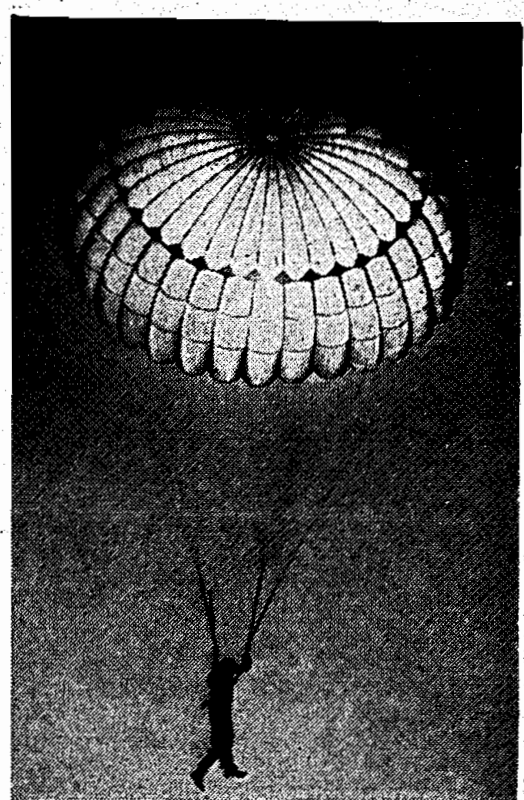
LYMAN BRYSON, CBS director of education, leaves Friday on the first leg of an 18-day cross-country trip that will take him to Chicago, Portland, Denver and Kansas City.

ROSEMARY HOECK, of the farm and education department at KIRO, Seattle, has left for San Francisco, where she will join her husband, an interpreter of Japanese just back from the islands of the Pacific.

CARLTON D. SMITH, general manager of WRC, Washington, D. C., is spending this week in Gotham on station and network business.

FRANCES E. KAYE, publicity director of Consolidated Radio Artists, is back at her office following a two months' absence resulting from illness.

LESTER WOLFF, radio director of the Winer Company, has returned to his post, following a brief visit to Hartford, Conn., where he conferred with clients.



Where he wants to land!

At Fort Benning, Georgia, they teach the student paratroopers all about wind currents. And they teach him to keep his mind on the spot where he wants to land. He's learning to make the kind of windfall he wants.

In Baltimore radio you can pick the kind of windfall you want to make in sales.

W-I-T-H, the successful independent in this five-station town, offers you the greatest number of listeners at the lowest cost.

In planning your postwar sales drives . . . stick to the W-I-T-H facts.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

Will Honor Memory Of Late Joseph V. Connolly

(Continued from Page 1)

course of construction, will be named the Joseph V. Connolly.

Launching of the carrier is tentatively scheduled for July 7, and will take place in Panama City, Florida, where the ship is being built in the yards of the J. A. Jones Construction Company. One of the most modern of its class, the hull is 441 feet long, has a beam of 57 feet, and a dead-weight capacity of approximately 11,000 tons.

The ships launching ceremonies will be attended by many editors and publishers who were friends of Mr. Connolly.

Radio Directors Guild Elects New Officials

(Continued from Page 1)

vice-president; George Maynard, secretary and Robert Louis Shayon, treasurer.

Four members of the executive council are: Stewart Buchanan, Harold McGee, Lester O'Keefe and Theodora Yates.

Compton To Join WHN As News Dept. Member

Walter Compton, Presidential announcer and news commentator on Mutual and WOL, whose resignation from that station was announced this week, will join the news department of WHN on July 1, it was announced yesterday by Herbert Pettey, director of the station.

Buys "Manhunt" Series

Quality Dairy Company of St. Cloud, Minn., over station KFAM, St. Cloud for one year one per week, have purchased Manhunt transcribed mystery program produced by Frederic W. Ziv Co.

Tours NBC

The Regent of Iraq, Emir Abdul Illah and members of his official party were taken on a behind-the-scenes inspection tour of NBC's Radio and Television setup Monday.

Radio Plans D-Day Anniversary Shows

(Continued from Page 1)

London, the Pacific, Washington and New York.

Several New York stations plan to re-create the momentous news activities of D-Day in their broadcasts today.

Joins Mutual Web

Bud Fishel, free lance writer, has been named associate script editor of Mutual effective immediately. Fishel was formerly program director of WNYC, New York.

FINANCIAL

(Tuesday, June 5)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., 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 WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(June 6, 1925)

Quin Ryan of WGN, Chicago, having originated the Kentucky Derby broadcast last month and set the pattern for the seven-hour broadcast of the Memorial Day 500-mile race at Indianapolis, has shoved off for Dayton, Tennessee, to make arrangements for the airing from the courtroom the last week in June of the Scopes Evolution Trial.

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

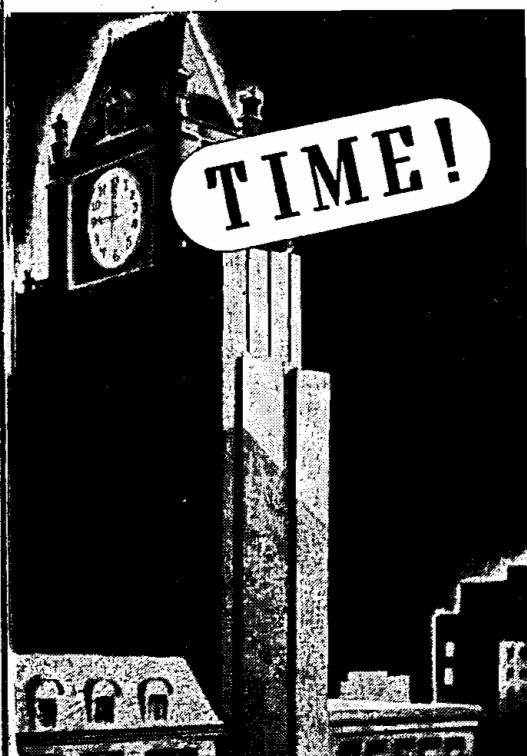
IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.

AGENCIES

THE BURN-SMITH COMPANY, national station representatives, is moving today from its quarters in the French Building to 19 West 44th Street, hardly 100 yards away. The telephone number of the office, which is under the direction of Bob Keller, remains MUrray Hill 2-3124.

W. S. HILL COMPANY, Pittsburgh advertising agency, announces the addition of C. E. Hilborn to its copy department. Hilborn, who was associated with the Hill Company in the early thirties, returns to the agency after 10 years of teaching at Duquesne University.

LT. (J.G.) THEODORE E. KRUGER, formerly a sales executive for the Katz Agency, Inc., and now editing the U. S. Maritime Service's medical publications, has a fiction story in the July issue of "Esquire," entitled "Something Rotten in Mozambique." It tells of how Nick Sideris, an ex-wrestler in Mozambique, helped a fellow American of the Merchant Marine when a German bartender accused him of "wrecking" his bar.



TIME TO TALK to a city's teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets... such time is the full-time concern of Weed & Company—specialists in good times on good stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

So. Pacific War Cover Becomes Problem

(Continued from Page 1)

cially the cities of France involved in the months following the Normandy beach invasion. Today, however, Kintner stated that not one in a million American listeners ever heard of such places as Amakusa or Kunashiri, the last stepping stones south and north of the main islands of Japan.

For this reason, Kintner said that the war correspondents and commentators, as well as editors should see that the news from the Pacific is translated in terms understandable to the listeners. Those who wait at home, have a right to know about the deeds of heroism of the American soldiers, sailors and Marines, he stated.

Kintner also mentioned the European post-war setup which is complicated in reporting the problems of the peace and the partial reconversion of life at home. For this reason Kintner said "we must make every effort to keep the nation informed—not ensnared . . ."

"With so much at stake," Kintner concluded, "in these final days of war with Japan, the public is entitled to swift and complete coverage by radio, as well as by all other media of information. If radio delays reporting news from competent sources, or refuses to report properly labeled but unofficial information, it falls short of its duty to the public as a disseminator of news."

Re-assignments of foreign correspondents to meet the changing situation are now in process, Kintner indicated, as to the Pacific, but that a strong staff would be continued in Europe also.

7th War Loan Radio Tops Any Other Drive

(Continued from Page 1)

since May, 1941, has topped \$350,000,000 Lane said. "Or let me put it another way. Let's take the year 1944. An advertising trade paper recently estimated agency billing for that year and calculated that the two largest agencies put together billed a total of \$122,000,000 for all their hundreds of different clients and products. Advertising for the same year, on the single product of War Bonds was approximately equal—\$121,000,000.

"In short, the advertising people of America have given War Bonds by far the largest advertising campaign in history. They stand in the front now of those who have made possible the success of war finance to date."

Niemoller On Blue

Blue Network yesterday at 4:30 p.m. on its "Correspondents at Home and Abroad" program, carried Pastor Niemoller, German Lutheran minister who was in a concentration camp for many months. Although considered possible he might be on, Blue was not sure and he was allowed on the air at a press conference where Pete Roberts put him on for two minutes.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!



His network group of 50—33 musicians, 14-voice chorus, 3 top soloists—have made 39 selections for Associated. More coming!

Ray Bloch . . . another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

BUYING the right transcribed library means getting real program material—not the things you can hear from any jukebox. Associated is the library that has always offered exclusively radio-grooved entertainment. BIG, glamorous production music...like Ray Bloch and his 50 top musicians. Plus the incomparable quality assured by APS high fidelity vertical-cut recording and pure Vinylite discs. Yes, the right library can pay off! Want proof? Write today for the Associated Library booklet. Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service

A Plus for AM...A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

SAN FRANCISCO



Notes From An Aisle Seat . . . !

● ● ● Wanna know what's behind all this shadow-boxing between Winchell and his agency? Walter wants a three-year contract with one-year non-cancellable clauses—while he retains the right to walk out on 60-day notice. This the agency no likee—hence the friction. Incidentally, that \$2,500 weekly tilt he's been offered spells exactly five grand a year to his pocket. . . . Grab all the bets you can that Larry Stevens will still be on the Jack Benny ailer come next fall, in spite of all the newcomers being auditioned. Source is none other than Jackson himself. . . . Blue net tossed a big shindig the other nite for Geo. Denny, celebrating the 10th anniversary of Town Hall Meeting of the Air. All the Blue biggies were there, natch, but guess who we spotted right in the thick of things. Nobody else but good old Ed Kobak! . . . The planned "Maisie" series, set to replace Berle for the summer, has hit a snag because Metro is unhappy about the deal. . . . Ed Gardner's sponsors sulking because he went and bought a brewery. . . . Lew Parker denies the rumor that he turned down a proposed new radio show with Mayor LaGuardia because he didn't want to be a straight man. . . . Edelbrew show going national shortly. . . . Broadway columnist Louie Sobol practically set on a new commercial—and it's about time. . . . No kiddin', we actually overheard this: Someone asked Leopold Spitalny what he thought of a rival conductor. Said Leopold: "If I told you the truth, I'd be a hypocrite!"

☆ ☆ ☆
● ● ● The other week, Louella Parsons came out with the news that Abbott & Costello had patched things, up, adding that it was through her personal intervention. A few minutes later, Jimmie Fidler came on the same net reading a wire from Bud Abbott thanking HIM for the bring-together. Come, come, now, are you sure it wasn't our postcard that turned the trick? However, what we started out to say was that when the two were originally reported drifting apart, Lou was offered a booking into the Roxy as a single at \$20,000 per week. Now that they've made up, they'll both appear at the theater—and at the same fee. And inasmuch as everybody these days seems to be bragging about their 'scoops' and 'exclusives', maybe we oughta remind brother Fidler that his item last Sunday about Jane Froman taking overseas shots was reported here a week and a half ago. And his item about the Andrews Sisters appeared in this pillar two and a half weeks ago.

☆ ☆ ☆
● ● ● Eddie Cantor, Nora Martin & Nancy Walker booked for "Atlantic Spotlight" this week. . . . Harry Wismer says he had a nightmare the other nite. He dreamed that Toots Shor changed his menu! . . . First step in the Blue's proposed build-up for Van Cleave is to hand him the former Fred Waring spot starting tomorrow nite. . . . Is the Yankee net dickering with WHN as a local outlet? . . . Screen Publicists' Guild is organizing radio p.a.'s. . . . Mitch Benson has joined Moe Gale's radio dep't. . . . Bernie Bernard has bought 50 per cent interest in the Fizedale factory. . . . Cpl. Harvey Stone, the hottest new comedy prospect that's come up in years, has a contract for a steady run on the Kate Smith show after his army discharge. . . . Van Johnson signed for the Guy Lombardo flicker set to go into production in August. . . . WEAJ copped the Radio Broadcasters Bowling championship with CBS and WOR tied for runner-up honors. . . . William (Porgy) Franklin on Shaefer Revue tonite for the third time. Show bows out for the summer, incidentally. . . . Jean Carroll, vaude vet, signed to take over the old Joan Davis spot in the fall. . . . Biggest laff of the season was undoubtedly Bob Hope's Memorial Day ad lib at the end of his broadcast from the golf course with Bing. Said Hope, in the background at sign-off time, 'This is the National Broadcasting Company . . . over Mutual, of course.'

☆ ☆ ☆
—Remember Pearl Harbor—

Several Blue Cooperative programs are still available for sponsorship on these Network-owned stations, located in 4 of the most important buying centers in the U. S. Now's the time to investigate.

WJZ New York
50,000w 770 kc
"Your strongest voice in the world's richest market."

WENR Chicago
50,000w 890 kc
"Serving one-tenth of the Nation."

KECA Los Angeles
5,000w 790 kc
"There's a reason when KECA is the most sold-out station in LA."

KGO San Francisco
7,500w 810 kc
"The San Francisco radio picture has changed, and it's KGO that's changed it."

For information, consult any of the Blue's own stations listed above.

AMERICAN BROADCASTING COMPANY

The Blue Network

LARRY TIGHE, who went out from KGO as a war correspondent is heading back towards the South Pacific again after a short vacation here. James Abbe, heard daily at 7:30 a.m. over the Blue, has left for Portland, but the grapevine has it that he's been looking around the San Francisco Bay area for a four bedroom house and may move here.

Howard Gordon has joined the announcing staff of Mutual's KFRC. He's been with KSRO in Santa Rosa for several years. On KFRC he is doing spot announcing as well as the "Your Morning Timekeeper" program. This is a Rise and Shine program where he intersperses recordings with his own impersonations of three of his fictitious characters.

Winifred O'Keefe Hospitalized

Winifred M. O'Keefe, vice-president of C. O. Langlois, Inc., is in St. Clare's Hospital, New York City, undergoing an appendectomy.

"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.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WJPG their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WJPG

ATLANTIC CITY, N. J.

W8TV—Steubenville, Ohio
WFPQ—Atlantic City, N. J.
WJPA—Washington, Pa.
WKHY—Kingston, N. Y.



Blue Network Co-operative shows are sponsored Locally by...

WARD BAKING CO.
20 cities

SEARS ROEBUCK & CO.
4 cities

C. F. MUELLER CO.
(MUELLER MACARONI)
4 cities

McKESSON & ROBBINS
3 cities

**ROYAL CROWN COLA
BOTTLERS**
21 cities

COCA COLA BOTTLERS
4 cities

7-UP BOTTLERS
5 cities

J. C. ENO, INC.
(DRUG PRODUCTS)
3 cities

**PHILLIPS PETROLEUM
COMPANY**
2 cities

LEAF GUM CO.
Chicago, Ill.

DUBONNET WINES
Cleveland, Ohio

SAFEWAY STORES
Portland, Oregon

THE BORDEN CO.
Oklahoma City, Okla.

**E. I. du PONT de NEMOURS
& CO. (INC.)**
Richmond, Va.

... and many others

*These great network programs are broadcast LIVE.
Local sponsors pay only for their own areas...*

Correspondents Around the World News



8:30 AM EWT—
(Mon. thru Fri.)
9:00 AM EWT
(Sun.) 14 overseas
correspondents
bring the news
right from where
it's happening!
Sunday thru Fri-
day, 15 minutes.

RAYMOND SWING—News



7:15 PM EWT—
World-famous
news analyst,
broadcasting direct
from Washington.
Monday thru Fri-
day, 15 minutes.

CONSTANCE BENNETT



1:15 PM EWT—
Famous actress
and vivid personal-
ity... in lively
chats about Holly-
wood and Broad-
way—people and
fashions she knows
so well. Monday
thru Friday, 15
minutes.

JOHN B. KENNEDY—News



2:00 PM EWT—
Noted writer, news-
reel commentator
and radio analyst,
direct from New
York. Monday thru
Friday, 15 minutes.

MARTIN AGRONSKY News



8:00 AM EWT—
Direct from Wash-
ington. Famous
news analyst who
has broadcast from
all over the world.
Monday thru Sat-
urday, 15 minutes.

HEADLINE EDITION News



7:00 PM EWT—
More famous
people heard on
this news pro-
gram than on
any other radio
show. Monday
thru Friday, 15
minutes.

The Adventures of CHARLIE CHAN



6:45 PM EWT—
10:15 PM CWT.
Famous Oriental
detective, smash
hit of films and fic-
tion, now a radio
hit too. Different
episode each week.
Monday thru Fri-
day, 15 minutes.

BAUKHAGE TALKING—News



1:00 PM EWT—
Direct from Wash-
ington. Baukhage
gets his news from
men who make it—
the White House,
Cabinet, Congress.
Monday thru Fri-
day, 15 minutes

The Private Lives of ETHEL and ALBERT



2:15 PM EWT
Popular day-
time comedy.
Broadcasting
direct from New
York. Monday
thru Friday, 15
minutes.

Here's how it works... Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. In each area, the local announcer gives the local sponsor's commercials during the broadcast—thus identifying the great network show with the local product or service.

Local sales messages have added appeal—and added prestige—because they are linked with a big network program featuring big-name talent. The cost is low because each sponsor pays *only his area's share* of the program's national cost. For further details, contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Civic Opera Building, Chicago.

KIERNAN'S NEWS CORNER



6:00 PM EWT—
Walter Kiernan di-
rect from New York.
One of the outstand-
ing human-interest
reporters of our time.
Monday thru Friday,
15 minutes. (Avail-
able East only.)



DICK TRACY

5:15 PM EWT—
Popular juvenile
adventure series.
Monday thru Fri-
day, 15 minutes.

AMERICAN BROADCASTING COMPANY

Kirby Answers Charge Re Press Conferences

(Continued from Page 1)

radio head of the Army's bureau of public relations, said yesterday in commenting upon the request of Dave Driscoll of WOR, New York, for an interview with General Ike.

Driscoll has charged the Army with "flagrant discrimination" against radio generally in its handling of returning Generals as a result of the failure of the military to permit him to bring microphones in Waldorf-Astoria press conferences of Generals Hodges and Bradley within the past two weeks. Driscoll charged favoritism to press and the newsreels.

"I can see no favoritism," Kirby said, "and no discrimination."

Speaking with full authority for Brig. Gen. Alexander D. Surles, BPR chief who is ill, Kirby pointed out that both press and radio reporters were invited to the press conferences, both were present and radio reporters went to their microphones and reported the interviews much more quickly than newspapers were able to get their stories out.

In addition, he pointed out, "neither War Department, White House nor other press conferences of military or civilians officials are broadcast. For reasons of security and selection, press conferences have not been broadcast—it is up to the reporter and the editor to see to it that the public gets clear and concise reports of what went on."

As for a broadcast, he added, "the Army's understanding after using radio for 15 years is that a broadcast is aired after a script has been written and cleared—and frequently rehearsed. It should be obvious that there is a danger to impromptu interviews with these military men—danger that some things may come out which for security or policy reasons should not come out."

As for Driscoll's suggestion that the War Department should refer to press conferences as "press radio and news reel conferences," Kirby said he has never had any request from the newsreels that they be named in the description of such conferences. It is known, however, that for more than a year the War Department has consistently referred to "press and radio conferences," in Washington.

WORDS AND MUSIC

By HERMAN PINCUS

All Papers Please Copy!

TIS said that children are cruel because their frank remarks and observations, made without guile, often hurt . . . however, thoughtless remarks made by adults, can cause irreparable harm, far in excess of the damaged feelings, innocently brought about by children . . . the following incident actually happened and we print it here in the hope that other newspapers reprint it and thus bring the moral of this story home to every American . . . we were in a rather crowded trolley car, standing next to a young man and a middle-aged woman when one of the seated passengers rose and got off . . . addressing the woman, the young fellow said, "here's a seat for you madame." "Oh no," answered she, "a 4-F like you needs it more than I do." For a moment or two, the lad seemed stunned at the uncalled-for remark and then asked quietly, "Do you have any sons in uniform?" "Yes," answered the woman with justifiable pride, "I have a son in Italy." "When you write to him again," said the lad, "please ask him to look for the leg I lost there."

☆ ☆ ☆

Ben Bodec, American Network executive; Morrey Davidson, Agent and Joe E. Howard, co-owner of the Cafe Zanzibar were seated at one of the tables there . . . Bodec was waxing enthusiastic about the tenor voice of a lad he had never seen but whose recordings had been delivered to his office . . . just about then a young colored performer went into his song routine and Bodec remarked, "That fellow isn't bad either, what's his name?" . . . "Name is Buell Thomas," replied Davidson, "He's the lad whose voice you've heard on the recordings and about which you've just been raving."

☆ ☆ ☆

RADIOLOGY: Bob Peters, announcer on WFAS, White Plains makes for good listening with his Sunday afternoon commentary of week's news in review . . . Comedienne Hope Emerson gets coveted role of "Mrs. Topper" opposite Roland Young when Benton & Bowles Show, "Adventure of Topper" NBC commences Thursday, June 7. . . ● Leo Kempinski, Composer-Conductor of the "Army Hour" and the new "Archie Andrews" series, heard via NBC, has completed a musical work, "Miniature Concerto," which will be premiered June 27, on "Music For Tonight," NBC conducted by Milton Katims. . . Leeds Music is the publisher. . . ● Robert Holley Associates has formed Holley Features, Inc. which will package and produce radio programs. . . ● Ida Lupino, a swell gal and a great actress, who has been visiting hospitals and rehabilitation centers regularly, will head for the South Pacific Front sometime in September. . . ● Maestro Raymond Paige himself is a Maestromaker . . . he groomed Jimmy Lytell who succeeded him on the "Songs By Morton Downey," MBSerenade and Harry Hoffman, who has been doing a fine job batoneering the "Stars of the Future," Blue Network series, during Ray's sojourn on the West Coast.

☆ ☆ ☆

ON AND OFF THE RECORD. When Victor releases album DM 1000 this week, it will be the 1000th Red Seal released since that company made its first album back in 1924. . . Joan Brooks will cut four more sides for Musicraft before making her second overseas entertainment trip late this month. . . How come Decca doesn't wake up to the fact that it possesses a "Natural" in the "Sing A Song Of Safety" kiddie jingles composed by Irving Caesar and Gerald Marks. . . Frank Sinatra rates a salute for his efforts on behalf of racial and religious tolerance . . . he'll star soon in a short, "The House I Live In," filmed by RKO and directed by Mervyn LeRoy, proceeds of which will go towards a charity actively engaged in national juvenile activity. . . .

☆ ☆ ☆

Industry News Heads Sked Meet For Today

(Continued from Page 1)

General Courtney H. Hodges. The meeting, stemming from the telegram sent by Dave Driscoll, director of news and special events at WOR, Maj. Gen. Alexander Surles and Col. Ed Kirby, will bring together key men interested in seeing that radio gets equal representation with the press at these military press receptions.

They specifically request a commitment from the War Department of what privileges radio will be granted when General Dwight D. Eisenhower arrives in New York on Tuesday, June 19.

All Heads Invited

Those invited to attend today's meeting were Paul W. White, CBS director of news; Tom Slater, MBS special events and sports director; C. W. Johnstone, ABC news and special events director; William Brooks, NBC director of news and special events; Leon Goldstein, vice-president of WMCA; Jo Ranson, special event director of WNEW; Herb Pettey, director of WHN; Charles Baltin, program director of WHOM; George Finy of WINS; Leonard Carlton, program director of WLIB; Arnold Hartley, program director of WOV; M. S. Novik, director of WNYC; Eleanor Hurley, publicity director of WQXR; Griffith Thompson of WBYN; Edward Ervin, production manager of WBNX all of New York.

The above station and network spokesmen, except Brooks of NBC said that either they or a responsible representative would attend the meeting. Brooks could not be reached for comment. Leon Goldstein, who has just returned from the European theater, declared, "As one of the leading agencies of communicating news to the people, we feel radio should be entitled to the same consideration of any other news medium."



Denver's ONLY station-maintained house orchestra gives musical leadership to K-O-A
Denver's leading station

No wonder KOA's FIRST!

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

Program Parade . . .

RAYNE KING ORCHESTRA, WEAf-NBC, Monday, 7:00 p.m., sponsor American Tobacco Co. Handicapped by irritating overtones of L. S. commercials including time worn auctioneer's chant, the "Waltz King" set off to a rather unpoised start as any summer replacement. King's romantic music rates better treatment if the sponsor seeks to get full value of one of the biggest names in modern music.



PAUL WHITEMAN—ABC. Sunday, 6:30 p.m. Philco Corp. Cut to half hour for the summer run, shorter format natural makes for a fast, entertaining program. Content however was not skimped with Earl Wilde at the piano as guest; Merry Macs and Georgia Gibbs and others as well. Thus there was the usual good music, a hillbilly skit, group and solo vocal numbers, enough to pack the stanza with sustained interest throughout.



AULINE ALPERT—WOR. Sun., 1:15-1:30 p.m., EWT. Sustaining. One of radio's most talented pianists. She runs the gamut from Gershwin to Mozart with the greatest ease. Program merits sponsorship.



ROBERT Q. LEWIS SHOW—NBC. Sat., 7:30 p.m. Sustaining. An unfortunate experiment that got away to a bad start and seems to be getting worse. It is cast with good people but the script is terrible and the acting is worse. The longest half-hour on network radio.



MUSICAL BOUQUET—WJZ. Sun., 4:00 p.m. EWT., Pinaud. Here is a musical stanza that's as smooth as your first shave. The singing of Lois Marlowe and Paul Renet, backed by Earl Sheldon's mood-inducing music, adds up to a nostalgic treat, welcome even in the afternoon hours.

TREND OBSERVATION—The run-of-the-mill commentator is on the way out. Most of them are only as good as what they find on the wire and the past five years have provided a continuing field day. With commentator ratings dropping, a half yard to a thousand can't buy much news anymore but it still can buy plenty of 15-minute entertainment.

Ameche And Texas Official Co-Op On "Ranger" Stories

Ameche Enterprises, Inc., have just acquired the exclusive rights from Lee Segall for the sale of his new thriller series, "Ride With The Texas Rangers," dramatizations of true stories of Texas Ranger exploits based on official records of the Texas Department of Public Safety. Col. Homer Garrison, director of the Department of Public Safety and Chief of the Texas Rangers has given his endorsement to the idea and will assist in the development of the program.

Official Appointments Set By Decca Record Co.

(Continued from Page 1)

charge of recording; Samuel Yamin as assistant treasurer and Leonard Schneider as director of advertising and sales promotion.

Rackmil will also continue to serve as the company's treasurer, an office which he has held since the company's inception. The company's subsidiary, Decca Distributing Corp., announced the election of Harry Kruse as vice-president in charge of branch office sales and Brunswick Radio Corp. announced the election of W. Trembeth Walker as vice-president in charge of plant and production.

Leonard Joy, Kapp stated, is moving to the West Coast where he will be the West Coast recording manager for Decca and World. Michael Connor will be in charge of recording for World and Decca in Chicago.

Harry Meyerson arrives from the Coast on Friday, June 8. He will contact artists and publishers.

Summer Skeds Revised In WHOM Realignment

WHOM is revising its schedules for the summer months, some of them set for this week and others starting next Monday. Principal changes are the "Caravan Show" which will be extended every afternoon from 2:30 to 6 p.m., making it one hour longer. An announcer will now take phone calls in the studio and play request numbers.

Beginning Monday the "Look" magazine show "The Inquiring Microphone" will cover hotel lobbies and there will be news for the most part between 6:15 and 7 p.m. At 6:40 p.m. the news will be confined to items of the Metropolitan area only. On the "Free Speech" program Monday nights a man-in-the-street show will pick up views and comment, after which these views will be analyzed in the studio by William Agar. This show is in co-operation with Freedom House.

"Parade of Features," will move from Sunday to Wednesday night and will have Ben Gross doing radio; Robert Garland, stage and Eileen Creelman, movies. Irving Marsh will act as moderator.

Takes Show To Hospital

Chicago—Johnnie Neblett, flew a show to Percy Jones Veterans Hospital, Battle Creek, Mich., Sunday. Neblett piloted his own plane and chartered another to accommodate additional members of the troupe, which included Betty Lawford of The Voice of the Turtle; Virginia Collette, tap dancer; George Carroll and Jane Walton, soloists.

Available as Program Director or Production Manager

Several years' experience in Announcing and Production including two years Network Staff Announcing in New York. Replies solicited from progressive stations. Box 177, Radio Daily, 1501 Broadway, New York 18, N. Y.

Treas. Seeks Sports Aid; Lists War Loan Features

(Continued from Page 1)

7th War Loan Drive was sent last week to the country's sports announcers by Eugene Carr, chief of the war finance radio section. Attached to the letter were several pages of various types of War Bond announcements suitable for use during play-by-play baseball broadcasts and other sports programs.

A new list of special events and personal appearances for local broadcast promotion on behalf of the 7th War Loan was released last week by the radio section of the War Finance Division. They are offered as additional program material to hypo 7th War Loan schedules, with local War Finance offices to be contacted for dates and details. The list includes the following: Commander Jack Dempsey, USCG, booked to date from June 8th through July 7th in Portland, Denver, San Francisco, Los Angeles and St. Louis.

Canadian Women's Army Corps Pipe Band, June 5 to 19 in Pittsburgh and surrounding counties; June 21 in Buffalo, N. Y.; "Flying Varieties," music and comedy show by AAF, ATSC, men, booked in 24 cities from June 3 through June 30.

Ten Northwest Stations Buy NBC Recorded Shows

Sale of "Five Minute Mysteries," new NBC Recording syndicated program, to 10 stations in the Pacific Northwest has been announced by Willis B. Parsons, assistant sales manager. The sale was made to Crown Mills of Portland, Ore., through W. S. Kirkpatrick Advertising Service, also of Portland. Crown Mills proposes to use "Five Minute Mysteries" on the following Oregon stations: KEX, Portland; KAST, Astoria; KMED, Medford; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KUIN, Grants Pass; KSLM, Salem; KWIL, Albany, and KELA in Centralia, Washington.

Kelly Joins Basch

Dan J. Kelly, formerly with the Chicago "Tribune" and more recently associated with Tommy Dorsey and the "Court of Missing Heirs" programs, has joined the sales department at Basch Radio Productions.

Scoop!

JIMMY DORSEY

(IN PERSON)

9:35 P.M.—10:00 P.M.

TUES. through SAT.

W-I-N-D

CHICAGO

560 Kc.

5000 WATTS



You sell with

WDEL

Wilmington Delaware

Your advertising on WDEL builds sales at low-cost for it reaches Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia . . . a section always prosperous because of its rich industry and agriculture.

5000 WATTS
day & night

All the foremost NBC Programs . . . interesting, local programming . . . your assurance of constant, profitable listenership.

NBC
BASIC STATION



Represented by

RAYMER

Raytheon Gets Six CPs For Microwave Study

(Continued from Page 1)

perimental Class 2 point-to-point radio stations to develop new techniques for the transmission and relaying of high definition and color television programs, high-fidelity programs and telegraph, telephone and facsimile communications. An important phase of the experimental program provides for the development of a system of aeronautical safety communications, aircraft traffic control and an automatic reporting service on the positions of aircraft, which would be provided simultaneously with transmission of FM and television and other point-to-point communications.

The stations will operate with a maximum power of 100 watts on frequency bands to be assigned by the Commission's chief engineer.

Several Similar Systems

The Raytheon system is similar to those under construction at Boston and New York by the A. T. & T., and at Washington, New York City, Schenectady and New Scotland, N. Y., by International Business Machines and General Electric. Similar experimental grants had been made earlier by the Commission to the Federal Telegraph and Radio Corp. for construction of three experimental Class I radio stations near New York City to develop new radio relay systems and to Western Union for a chain of four broad-band ultra and super-high frequency relay stations between New York City and Camden, N. J.

The Commission points out that authorizing the experimentation by Raytheon does not mean it has made a determination that it will hereafter authorize the company to use these stations commercially or to engage in the activities of a communication common carrier for hire.

Will Honor Broadcasters

Montreal—Leonard W. Brockington, K. C. noted radio broadcaster who for three years previous to retirement in 1939 was chairman of Canadian Broadcasting Corporation is one of five distinguished Canadians who will be honored by the conferring of honorary degrees of doctor of laws at the annual convocation of the University of Bishops College, Lennoxville, Que., June 21.

COAST-TO-COAST

— VIRGINIA —

NORFOLK—WTAR is supplying the Army Air Field with the latest news bulletins which are sent out over the field loud-speaker system daily with credit being given to WTAR, Esso and UP. . . . **RICHMOND**—Ed Harrell, first from the WRVA engineering staff to go into service, has returned to his job after four years with the Navy. . . . **PETERSBURG**—WSSV—We Serve Southside Virginia—has taken on the temporary meaning, We'll Seal Soldiers Victory.

— WEST VIRGINIA —

PARKERSBURG—\$19,375 in War Bond purchases was pledged when WPAR staged a "Dedicate a Bond" program, Saturday, May 26. Program began at 10 p.m. and continue for three hours, during which listeners 'phoned in pledges and musical numbers they wanted played for person bond was dedicated to.

— NEW YORK —

SYRACUSE—Gala dinner was tendered Ed McKeever, new Cornell football coach, at which Col. Harry C. Wilder of WSYR played joint host with N. W. Ayer officials at the Hotel Syracuse. . . . **BUFFALO**—WEBR has again signed up for 52 weeks, the Liberty Shoe Company as sponsor of "The Children's Hour" program which has been handled by Albert Zink for the past 10 years. . . . **SCHENECTADY**—Editorial opinion of publishers of daily newspapers in the WGY area are being presented in a WGY series titled "The Voice of the Fourth Estate."

— WASHINGTON —

YAKIMA—KIT news: Harrison A. Miller continues to make it his own responsibility that KIT staffers in the service or away from the city for any reason receive the "Blathermouth" regularly. . . . Word from Sonja Loftness, one-time KIT receptionist and continuity writer, relays the news that she's now with the Norwegian Embassy in Washington. . . . Recent visitors to the studio were Joseph T. McGilvra, agency head and Paul Benton, auditor.

— ARIZONA —

PHOENIX—New faces around KTAR these days belong to Ben Slack, moved from KVOA, and John Harrington from KOB in Albuquerque. Both are announcers and Harrington is also night news editor. Bob Pollard has transferred from WWDC in Washington. Last year he announced the "You Can't Do Business With Hitler" series for OWI.

— CALIFORNIA —

RIVERSIDE—W. L. Gleeson, KPRO president, has purchased Riverside's oldest orange grove as a site for outlet's television studios. . . . **OAKLAND**—Longhorn Joe, well-known radio cowboy on KROW, has been signed on long contract by Servant's Appliance Company for a half-hour across the board. . . . **SACRAMENTO**—State Assembly has approved AB2070 which is designed to enlarge scope of the libel and slander law to include radio broadcasting.

— DISTRICT OF COLUMBIA —

WASHINGTON—WOL has scheduled a large number of special originations throughout the city for the 7th War Loan Drive, in addition to personal appearances of WOL personalities. . . . Jimmy Simpson, 17-year-old staff announcer of WWDC who has been announcing the Spars band program was inducted into the Coast Guard the other day in an aired ceremony. . . . A recent newscast by Mark Austad on WWDC originated from the interior of a B-17 at the National Airport.

— UTAH —

SALT LAKE CITY—KSL has announced the addition by ACMI, pioneer department store, of nine quarter-hour programs a week to its broadcast schedule. Store will continue its regular Sunday evening half-hour, the "ZCMI String Ensemble." Earlier this year, Auerbach's department store began six half-hour programs weekly on KSL on a 52-week contract.

— NEW JERSEY —

NEWARK—WAAT has announced a new sponsored series, Monday through Saturday, of half-hour programs to emanate direct from the New Club Leni, East Paterson, M.C.'d by Hal Tunis, WAAT announcer, series will feature a different audience participation show each evening and will be presented nightly at 10:30 to 11 p.m. Format will present a community sing night, amateur night, quiz night, guest star night, stunt night and general store night. Prizes will be given.

— PENNSYLVANIA —

PHILADELPHIA—WIP traveled more than 12,000 miles Memorial Day to bring in an exclusive program in co-operation with BBC and the Army Southwest Pacific Command. . . . New announcing voices being heard on KYW belong to William W. Harvey and Stuart Wayne. . . . **PITTSBURGH**—Former program chief of WWSW, Cpl. Walter Sickles, now stationed in England, took part in two BBC programs recently. One, "The Children's Hour," was rebroadcast especially for WWSW listeners. . . . "Pete" Wasser has announced the appointment of Weed & Co. as national representatives for KQV.

"Col. Britton" Revealed

Mysterious "Colonel Britton" whose BBC broadcasts are credited with having contributed much to unity of millions enslaved by Hitler is now revealed as Douglas M. Ritchie, European news director of the British Broadcasting Corporation.

Independent Station Active At 'Frisco Me

(Continued from Page 1)

portant conference activity has been covered, both from Box A at the Opera House and from the Conference headquarters in the Veterans Building.

At the present time eleven broadcasts are going out daily from two independent studios. This schedule calls for broadcasts through KFWB Hollywood by John B. Hughes (two daily), Sam Balter, John Dehn, David Karr and Eleanor Wilson M. Adoo. Other broadcasts are: KLAK Oakland by Harlan Frederick and Everett Claiborne; KYA, San Francisco by Karl Barron; KALW, San Francisco by Janet Brandis; KSF San Francisco and the new University Broadcasting hookup by Sid Rogers; KROW, Oakland by John Chapel; and KGER, Los Angeles by Harlan Frederick.

Shows Start At 10 a.m.

Programs start at 10 a.m. and are spotted throughout the day to 6:30 p.m., and even into the night if Opera House sessions are scheduled for late hours.

Among the eastern stations which have devoted much time to the conference is WITH in Baltimore.

Much of the credit for the smooth running of this especially set up radio broadcasting UNCIO coverage goes to the efficient management of James Morgan who has been on his toes to spot every angle of coverage possible at this important International Conference. Every week has seen his group put over a number of scoops.

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

Chicago's
BEST NEWS SERVICE AP-UP-INS W-I-N-D
560 Kc. 5000 WATTS

Send Birthday Greetings To
June 6
Dick Barrie Zac Freedman
Jimmie Lunceford R. G. Pratt
R. Earlton Rae William Rogow
Loraine Scott Charles Vanda
Peter Donald Julius P. Witmark, Jr.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 48

NEW YORK, N. Y., THURSDAY, JUNE 7, 1945

TEN CENTS

Standard-Outlets' Income

AFRA Members Voting On Annual Convention

Membership of AFRA is now considering the question of whether or not to hold a convention in 1945 and if not, what procedure should be taken in lieu of the annual meeting. Vote currently being taken will decide the issue. It is pointed out that the ODT, following V-E Day, requested that unnecessary travel not be resumed as trains were needed for troop movements, to the Coast. Members are also being advised that the majority opinion of the National

(Continued on Page 7)

Hillman Representing Nets In Pool From Frisco

Washington Bureau, RADIO DAILY

Washington—The four major networks, CBS, NBC, ABC and MBS, voted to have William Hillman, Mutual's news analyst represent them in the broadcast coverage of President Harry S. Truman's appearance at the United Nations Conference in the near future. Hillman is a former European manager of INS and a former president of the American Correspondent's Association in London.

Six NBC Strip Shows Renewed For 52 Weeks

Six Procter & Gamble daytime serials and the Liggett & Myers Tobacco Co. "Chesterfield Supper Club" strip have been renewed on NBC. Chesterfield show five times weekly 7:15 p.m., EWT is headed by Perry Como, Ted Steele and orchestra and

(Continued on Page 5)

General Comments

"That was just one other thing I held against Hitler," said General Omar N. Bradley yesterday when he was guest of Mary Margaret McBride on her WEAJ program. He was telling how he missed his daughter's wedding, it being D-Day plus two when the ceremony took place. Mary Margaret wrote him a description of the ceremony.

Mutual Policies Defined in Booklet

Mutual Broadcasting System's program policies have been defined in a new 35-page booklet by Robert Swezey, vice-president and general manager of the network. The booklet is being sent this week to advertisers and agencies, plus a covering letter explaining the why and wherefore of the policies delineated in the book and the fact that in general, the policies are parallel to industry practices. Standards have guided Mutual

(Continued on Page 2)

Web Busy In Changes Involving The New Name

Blue web headquarters in New York is more or less a "beehive of industry," due to changing of the "Blue Network" to "American Broadcasting Co." later this month. Apart from the stationery which is a big

(Continued on Page 5)

Broadcasters Voice Protest In Army BPR Interview Issue

Independent broadcasters meeting in New York yesterday adopted a formal resolution of protest against the Army public relations office policy of excluding radio interviews or statements from press conferences arranged for arriving generals from the European theater of war.

The resolution, signed by 11 New

York independent stations, was prepared on motion of Morris Novik, manager of WNYC, municipal station, and was seconded by Charles Baltin, program director of WHOM. Text of the resolution which was forwarded to Brig. Gen. Alexander D. Surles, BPR chief of the War De-

Report To FCC By 836 Stations Reveals Grand Total Of \$68,888,110 For 1944, More Than Double That Of 1942

Washington Bureau, RADIO DAILY

Washington—A total broadcast service income of \$68,888,110 for 1944—better than a 47 per cent increase over their 1943 total and more than 125 per cent better than their 1942 total—was received by 836 standard stations, the FCC revealed yesterday.

Average broadcast income (Continued on Page 5)

Web Shows Plan Tour To Welcome Affiliates

Several network shows of the American Broadcasting Company have been assigned to travel next week as a part of the ceremonies welcoming 12 new stations to the web on June 15, it was announced yesterday.

Don McNeill's "Breakfast Club" show will journey to Sioux City, Iowa, (Continued on Page 2)

Renew Stradivari Orchestra Over CBS For 52 Weeks

Renewal of the "Stradivari Orchestra" for 52 weeks effective July 15 on the full Columbia Broadcasting System was announced yesterday. Program is sponsored by Prince Matchabelli, Inc., and is heard Sundays from 2 to 2:30 p.m., EWT, with Paul Lavalle, conducting.

Public Service Program For Ex-Servicemen Set

Philadelphia—Recognizing the value of employment information for discharged servicemen WCAU in cooperation with the War Manpower Commission will inaugurate a new (Continued on Page 5)

Canadian Networks To Cover Election

Montreal—The evening of Monday, June 11, Federal Election day, will be given over to a full service of election bulletins and special election features on both the Trans-Canada and Dominion networks of the CBC.

Beginning at 6:00 p.m. in each time zone across the Dominion, the service (Continued on Page 7)

Mesters-WOV Hearing Postponed Until July 23

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the petition of Murray and Meyer Mester for a further postponement in the oral argument on the Commission's proposal to refuse them permission to purchase WOV, New (Continued on Page 6)

SERVING the 7th!

Billings, Mont.—Larry Smith, former head of the INS bureau in Tokyo and now heard on the West Coast for NBC, is broadcasting from KGHL this week a series of bond-selling talks in connection with the 7th War Loan campaign. He expects to sell at least a million dollars in bonds during 17 personal appearances in nearby cities.

SERVING the 7th!

Macon, Ga.—WBML, as a feature of its participation in the 7th War Loan drive, is devoting three quarters of the front page of its monthly printed program schedule to a well-prepared advertisement for War Bonds. The folder is distributed in large quantity each month throughout the southeastern area which is served by the station.

WLAU's signal blankets the worsted-textile capital of America—a fertile market. Advt. Industrial New England likes WLAU best—meet 1,902,591 listeners thru their station. Advt.



Vol. 31, No. 48 Thurs., June 7, 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, June 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 171 3/4 | 170 1/4 | 170 7/8 | + 1/8 |
| Crosley Corp. | 38 5/8 | 38 1/4 | 38 5/8 | + 1/8 |
| Farnsworth T. & R. | 14 3/4 | 14 5/8 | 14 3/4 | ... |
| Gen. Electric | 44 3/8 | 43 5/8 | 44 | - 3/8 |
| Philco | 36 7/8 | 36 | 36 | - 5/8 |
| RCA Common | 12 | 11 3/4 | 12 | ... |
| RCA First Pfd. | 86 1/2 | 85 3/4 | 85 3/4 | - 1 |
| Stewart-Warner | 21 | 20 1/2 | 21 | ... |
| Westinghouse | 36 1/8 | 35 1/8 | 35 1/2 | - 3/8 |
| Zenith Radio | 39 7/8 | 38 | 38 1/2 | - 1 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 29 1/2 | 29 1/2 | 29 1/2 | ... |
| Nat. Union Radio | 5 1/4 | 5 1/4 | 5 1/4 | + 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Du Mont Lab. | 67 7/8 | 75 7/8 |
| Stromberg-Carlson | 19 3/4 | 20 3/4 |
| WCAO (Baltimore) | 42 | ... |
| WJR (Detroit) | 27 | ... |

Heads Holley Photo

Hyman Chinkes former photographer and plant supervisor at Weiman & Lester, has joined Robert Holley Associates and will be in charge of the photographic department.

20 YEARS AGO TODAY

(June 7, 1925)

In pursuance of David Sarnoff's plan of super broadcasting The Radio Corporation of America is constructing in Bound Brook, N. J. one of the most powerful broadcasting stations ever erected. Its power will be vastly superior to that employed at station WJZ in New York City.

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

Coming and Going

EDGAR KOBAK, president of the Mutual network, off on a business trip to Detroit and Chicago. He plans to return Saturday.

CONSTANCE BENNETT has left for Hollywood, from which point her American Broadcasting Company program will originate.

VIC LISTON, publicity director of WTAM, Cleveland, is spending this week in New York.

ELSA MAXWELL, Mutual columnist, has left San Francisco for Hollywood, where her future broadcasts will originate.

CHARLES H. PHILLIPS, publicity director of KOA, Denver, is in town for the promotion clinic of NBC owned-and-operated stations.

SAM BALTER and **JOHN DEHNER**, of KFVB, Hollywood, have returned to the scene of the UNCIO conference at San Francisco following two weeks in the film capital.

DORIS CORWITH, assistant to the manager of NBC's public services department, is expected back today from Michigan, where she delivered two addresses in the Saginaw area.

GEORGIA GIBBS, star of the Philco show, has returned from Camp Edwards, Mass., where she participated in the recent broadcast of the Blue's "Road Ahead" program.

BOB CLAMPETT, Los Angeles producer of commercial cartoons for television, is in New York on a short business trip.

MAL HALLETT and the members of his band are in Presque Isle, Maine, for the broadcasting of tonight's stanza of the "Spotlight Bands" series over the network of the American Broadcasting Company.

RICHARD DORSO, of Century Artists, is en route to Chicago, where he will confer with advertising agency executives.

Mutual Program Policies Defined In New Booklet

(Continued from Page 1)

for five years and are now reduced to type and brought up to date.

Entitled, "Program Standards," the book is divided into four sections under the headings of Program Standards For All Programs, Standards of Procedure For Sponsored Programs, Standards For Commercial Copy and Special Program Classification.

Project of setting up the definition of network practices and procedure in programming has been in operation for nearly five months. Apart from actual programming, the book makes references to related matters such as space being available in Mutual's studios for display of sponsors' products. Hitch-hike and Cowcatcher announcers are permissible provided they are wholly within the confines and time of the program itself, not after a network sign-off, for instance.

FCC regulations are also cited at length for the guidance of the advertiser.

Sumer Singer

Sumer Singer, 38, motion picture advertising executive with Buchanan & Company, Inc., died suddenly on Monday night, at his home, 1133 Park Avenue, New York.

Web Shows Plan Tour To Welcome Affiliates

(Continued from Page 1)

on June 15th and will originate their program over facilities of WNAX, Yankton, S. D. The following day the "Breakfast Club" show will come from KBNT, Des Moines, and on Saturday, June 23, they will originate at WRJN, Racine, Wis.

On Sunday, June 17, Paul White-man and the Philco Summer Show will be heard from WCOP, Boston, while the Mary Small-Junior Miss show will come from WCAE in Pittsburgh.

California Going to Florida

Tom Breneman and the "Breakfast in Hollywood" show will travel from Hollywood to Florida on a War Bond tour that will serve as a welcome to new affiliates of the network. The Breneman broadcast will originate from WGBS, Miami, on Monday, June 18, Tuesday, June 19 and Wednesday, June 20 and from WPDQ, Jacksonville, on Thursday, June 21 and Friday, June 22.

The Alan Young show will originate through the facilities of WFBR in Baltimore on Tuesday, June 19th. Completing the roster of touring network shows will be Johnny Olsen and the "Ladies Be Seated" company. The show will originate at WEEU, Reading, Pa., on Monday, June 25 and at WHGB, Harrisburg, on Tuesday, June 26.



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



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

Sweet

Music

...TO US, TOO

WQXR is associated inevitably with fine music. And when WQXR's survey of metropolitan listening was published, the results were music indeed — to the ears of WEA F.

The results, as reported by Radio Daily —

“WEAF has the greatest number of listeners for any time of the day in its area.”

WEAF thanks WQXR, and congratulates WQXR on its own showing, as well. For NBC, it's gratifying to have still another proof of facts shown time and time again: WEA F is New York's first station — Most People Listen Most to WEA F — WEA F is your best bet.

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!

NBC's Key Station • New York

WEAF



50,000 watts • 660 kc.

Represented by NBC SPOT SALES



SAN FRANCISCO

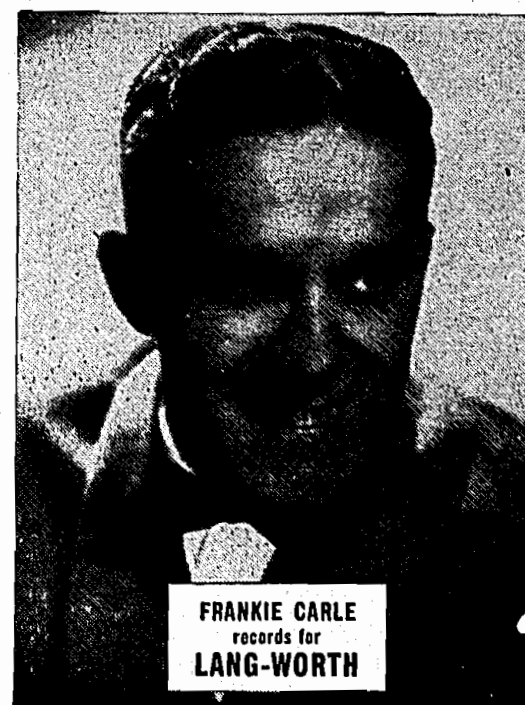
RALPH DENNIS, Blue Spot Sales Manager is here from New York working on western ABC plans with T. B. Palmer, KGO manager, and Byron Nelson, KGO sales manager. David Wills, Blue commentator, has returned to Washington after doing special coverage for the United Nations Conference here.

Imogene Martin, KGO's publicist, is taking the first half of June off for a well earned vacation at Carmel-by-the-Sea. She's been under a terrific strain the past six weeks, with her husband on active duty in the South Pacific, and all the heavy details connected with programming and entertaining for the scores of radio and press groups here for the UNCIO.

Barbara Kinney, KGO promotion assistant, announced her engagement to Lt. Frank Chilton, USNR, at a tea given Sunday at the home of the bride-elect's parents, Mr. and Mrs. Arthur Kinney, in Oakland. Lt. Chilton is now stationed near Panama. The wedding date will not be set until his return. Both are graduates of the University of California.

\$145,557 worth of war bonds were bought by those attending a special broadcast in Sacramento at the Alhambra Theater of What's Doin', Ladies? a program of the Blue Network featuring Perry Ward as emcee, brought here from Hollywood in behalf of the Seventh War Loan by radio station KFBX and the Sacramento Bee. There were over 1,000 in the audience, mostly made up of women.

Karl Barron of KYA is still keeping his fingers crossed. He was called by his draft board and rated 1A and told to stick around and wait for further orders. Then the Government placed a deferment on men over 30 in useful occupations. Karl hopes the board will not have any pet peeves against radio announcers and say they are not "useful." Especially since he's doing a daily broadcast from the United Nations Conference.



Windy City Wordage!

● ● ● The town has broken out in a rash of cocktail parties. Top agency execs turned out in force for the one CBS'ers Don Roberts and Howard Keefe tossed Monday afternoon at the Ambassador East Hotel for Bill Gittinger, CBS vice prexy in charge of sales. Agency

Chicago

biggies attending included Cliff Fitzgerald, Dancer-Fitzgerald and Sample; Jim Aubrey and Jack Moore, Aubrey, Moore and Wallace; J. P. Roche and Jim Cleary, Roche, Williams and Cleary; Ross Metzger, Ruthrauff & Ryan; LeRoy Kling, McJunkin, and Jack Hunt and Les Moseley, Foote, Cone and Belding. . . ● Mutual's Ade Hult, midwestern veepee, and Carroll Maris, and WGN's Jim Hamlon did the honors at the c.p. for war correspondent Royal Arch Gunnison at the Continental Hotel. . . while Merritt R. Schoenfeld, assistant general manager of the Central Division, and other Blue web execs were the official greeters at a cocktail party and luncheon at the Tavern Club in honor of Don McNeill and his bond-selling Breakfast Clubbers, back from a record-breaking two-week eastern junket. McNeill gave the press a first-hand report on the tour, and told this story of his visit with President Truman at the White House. After waiting his turn to see the chief executive, McNeill greeted the President with: "I'm probably the only guy in Washington who doesn't want anything from you." Laughingly the President pointed to two maps which showed the rise and fall of Hitler. "Those maps," said Mr. Truman, "show what happens to a man when he wants too much." Before leaving, McNeill presented the President with a package of his "No" cigarettes, the brand he dreamed up as a tobacco shortage gag. Mr. Truman, who doesn't smoke, accepted the dummy pack with the comment: "My favorite brand."



● ● ● Jack Ryan, NBC praise chief, shepherded a press group to Notre Dame University at South Bend last week for the Bob Hope broadcast. Hope nixed a ten grand offer for an appearance on the Milton Berle show because of his heavy hospital and charity golf schedule. . . Johnnie Neblett, head of Neblett Radio Productions and narrator on NBC's Tin Pan Alley of the Air and WBBM's So the Story Goes, flew a show to Percy Jones General Hospital at Battle Creek, Mich., Sunday to entertain GI patients there. Neblett piloted his own plane and chartered another to accommodate additional members of the troupe, which included Betty Lawford of Voice of the Turtle, tap dancer Virginia Collette and singers Jane Walton and Georgia Carroll. . . Hildegard set for a guest appearance on Kraft Music Hall July 5. . . Percy Faith, Carnation Contented maestro, goes to Manhattan any day now to wax an album of eight Latin American favorites. . . Ed Horstman, the Blue's Central Division engineering chief, says that when the Blue officially becomes the American Broadcasting Company June 15, the network identification phrase should be: "This was the Blue Network" . . . Ann Hunter, WBKB's tall, blond and photogenic television commentator, is back from ETO after covering the final phases of the war against Germany.



● ● ● The Dinning Sisters, who clicked at the College Inn with Jimmy Dorsey's band, will stay on through Les Brown's engagement. . . Songstress Ethel Shutta, appearing at the 51 Hundred Club, happy over the news that her hubby, Lt. Col. George Kirksey, former sports writer, has received the Bronze Star for gallantry in action. . . In a special survey of mid-evening listener preferences among Chicago commentators, WENR's Paul Harvey took top honors with a 6.6 rating. . . The Ritz brothers booked into the Chicago theater Aug. 3.



—Remember Pearl Harbor—

It takes perspective and showmanship to create an NBC-Recorded Production. We are especially proud of our men-behind-the-scenes who conceive, plan and produce these network-calibre shows. We call them the core of our corps of program designers.

Take Morry Hamilton for instance. Chubby, jolly with dancing blue eyes, Morry is one of the best-liked people in the program business. His job as Program Manager of NBC-Syndicated Productions keeps him busy into the night hours. You might remember him as producer of the Fred Allen Show on NBC, or if your memory is particularly good, you would place him as 1st cornetist with the famous Arthur Pryor Band. Combining a variety of talents and valuable radio experience, Morry is one of the principal reasons why NBC-Recorded shows are way out front.

Norman Cloutier, better known as a performer than an executive, holds the reins on NBC-Thesaurus programs and artists. Cloutier's early experience in local station operation and his subsequent NBC network training as musical director have given him a perspective that has resulted in Thesaurus spearheading many new developments in recorded radio.

Bert Wood, strangely enough, was an engineer before making the chameleonic change into "production." As director of *The Haunting Hour*, *The Weird Circle* and many other NBC-Syndicated shows, he gives each production the benefit of 20 years' varied experience in radio.

Another talented producer on our staff, Drex Hines, is responsible for the smooth production on *Five Minute Mysteries*, *Happy the Humbug*, and others.

Steve Carlin, young man with a pipe, is the guiding hand for our script department. With a mild manner and a voice of appreciation he deals out script assignments on Thesaurus and Syndicated programs. Steve is also the proud father of *Happy the Humbug*, the whimsical radio-cartoon feature available for local sponsorship.

There are others, of course. Writers, producers, sound men . . . all a part of our happy family . . . and all contributing to the excellence of every NBC-Recorded program.



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

A SERVICE OF RADIO CORPORATION OF AMERICA

Income Of Standard Stations Shows Big Increase For 1944

(Continued from Page 1)

station rose from \$36,488 in 1942, \$55,948 in 1943, and finally to \$82, in 1944. Only 33 stations reported losses last year, while 85 lost money in 1943 and in 1942. Increases amounting to \$22,678,087 for the 1944 income were reported by 765 stations, while 71 reported decreases amounting to \$562,558, making the total increase in 1944 over 1943 of \$22,115,529. (742 stations reported increases in 1943 over 1942 amounting to \$16,689,719, while 94 stations reported decreases amount-

ing to \$421,032, making the total increase in 1943 over 1942, \$16,268,687). During the year 1944 there were 919 standard broadcast stations operating in the United States, Alaska, Puerto Rico and Hawaii, including 35 non-commercial. Twenty-four of the 844 commercial stations have not submitted their 1944 financial reports to the Commission, and 24 stations were not in operation in all three years included in the following summary. The summary also excludes operations of nine key stations of major networks.

Summary of broadcast service income as reported to the Commission by the licensees of 836 standard broadcast stations in the United States, Alaska, Puerto Rico and Hawaii that operated during the years 1942, 1943 and 1944.

| | 1942 | 1943 | 1944 |
|---|--------------|--------------|--------------|
| Number of Stations Reporting Income | 848 | 751 | 803 |
| Number of Stations Reporting Losses | 188 | 85 | 33 |
| Income Reported | \$31,795,844 | \$47,217,978 | \$69,009,845 |
| Losses Reported | 1,291,950 | 445,397 | 121,735 |
| Total Broadcast Service Income | \$30,503,894 | \$46,772,581 | \$68,888,110 |

NBC Strip Shows Renewed For 52 Weeks

(Continued from Page 1)

Martin Block as emcee. Mary Ashforth is the femme singer. Agency Newell-Emmett Co. and renewal is effective June 11. M. & G. serials are: "Road of Life," "Woman in White," "Pepper Young's Family," "Joyce Jordan, M.D.," "Right Happiness" and "Ma Perkins." Agencies involved are Compton, Ben & Bowles, Dancer-Fitzgerald-Semple and Pedlar & Ryan. Effective date of renewals is July 2.

Gamble To Be Heard

Ed R. Gamble, national director of the War Finance Division, will make a report on the progress of the Seventh War Loan drive at 9:15 p.m. to 9:30 p.m. tonight, June 7, over WOR and the Mutual network. Mr. Gamble will speak from a War Finance Committee organization dinner at the Hotel Roosevelt.

Web Busy In Changes Involving The New Name

(Continued from Page 1)

item, the most important thing now is to get pictures of the network headliners with the new mike. Such stars as Walter Winchell, Paul Whiteman, et al. will have to be rounded up and a new mike with the "A" photographed instead of "Blue."

Public Service Program For Ex-Servicemen Set

(Continued from Page 1)

program dealing with this situation beginning today. The program which will be heard each Thursday from 4:45 to 5 p.m. will answer questions as to how servicemen can get into civilian business and also will feature ex-servicemen who have found employment.

CAB Releases Special Map Showing Its Coverage

A map showing the distribution of the 81 CAB cities throughout the United States has just been distributed to clients, A. W. Lehman, president has announced.

Features on the map indicate not only (1) the 81 cities covered regularly by CAB interviewing, but also (2) all U. S. cities of 50,000 and over in population; (3) CAB cities by U. S. time zones; (4) the size classification of each CAB city; (5) CAB cities by nine U. S. census geographic areas; (6) number of network stations in each CAB city; and (7) number of CAB interviewing units in each city.

Man-power

ON MORE NEWS PERIODS DAILY

WITH MORE SPONSORS



it's no wonder then

Fulton Lewis, jr.

is America's most-listened-to News Reporter

These aren't claims—they're facts . . . and they're yours for the asking. Wire, phone or write today for rates and immediate availabilities. WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

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

WANTED

Announcers, control room and transmitter operators for Richmond, Virginia, station. Write completely of your experience. Announcers please send audition plates. Tom Tinsley, 7 E. Lexington St., Baltimore, Md.

Program Parade . . .

"MUSIC OF MORTON GOULD"—CBS. Thursday, 9-9:30 p.m. Chrysler Corp. Successor to the "Major Bowes Amateurs," Gould's orchestra plus vocal soloists, trots out modern instrumentation and arrangements from a seemingly endless source. One of our more serious young composer-arrangers he has unbounded flare for the tuneful and brilliant style of arrangement. Only pitfall is overarranging, and when avoiding this his renditions rank with the topnotchers anywhere in the country.

★
"TUNE CORRAL," WAAT. Newark, 12-12:30 p.m., sustaining. Proof that all hill billy shows don't originate in Tennessee or the Ozarks are the rustic singing and instrumentalists heard over this station. Program is good corn for rural Jersey consumption.

★
CONSUMER TIME. WEA-F-NBC. Saturday 12 (noon). An excellent public service program giving the American housewife rational views on rationing. Program originates in Washington and last Saturday's OPA spokesmen told of the cotton market and the effect of milling problems on the dress goods field.

★
FRIENDSHIP RANCH—ABC. Sunday, 12:30-1 p.m. General Baking Co. Cast of child talent plus a few in their teens, make for an easy-to-listen-to musical. Locale is a mythical ranch in the Southwest and there are Mexican neighbors who entertain as well as the little "cow-boys" and girls. Lively tempo of the entire half-hour, is what sets it apart from the usual kiddie entertainment, thus attracting grownups as well.

★
BELL TELEPHONE HOUR—NBC. Monday, 9-9:30 p.m. Bell Telephone Co. Consistently good music by Don Voorhees, plus vocal or instrumental guest stars of international fame. Lily Pons' first appearance on the air in many months, served to assure that she is one of the standout coloratura sopranos of our time.

New Mutual Series Of Dramatic Shows

Mutual's new sustaining series will dramatize the "Father Brown" stories of G. K. Chesterton and will be produced under the title "The Adventures of Father Brown," starting Sun., June 10, 5-5:30 p.m., EWT. The program will originate from WOR. Karl Swensen will be featured in the title role and Frances S. Oliver has been signed as producer. William Sweets will direct and Crosby George will adapt the stories.

RADIO ANNOUNCER- ACTOR-SCRIPT WRITER

desires position in New York or vicinity. Six years experience. Write RADIO DAILY, Box 176, 1501 Broadway, New York 18, N. Y.

Washington Front

By ANDREW H. OLDER

WE'VE not seen the full report (we suspect CBS' Frank Stanton has it on his desk) but there's a beautiful story in the pre-test sampling done by the Department of Agriculture Surveys outfit as a preliminary to the listening survey ordered by the FCC in preparation for the clear-channel hearings this fall. The actual survey is getting under way now, and it's to be a very thorough and important study. The Census Bureau is compiling the essential technical details, with the excellent Agriculture group—perhaps the finest polling outfit ever assembled—doing the study on program preferences. . . . The pollsters made up their questionnaire, submitted it to the industry and the FCC and finally agreed to add, per industry request, the usual business about "what type of program do you prefer—" followed by a list of 15 program types. . . . So the preliminary job was done in a Mississippi county, the name of which we have forgotten. The literacy standard there was rather low, and the proportion of radio listeners likewise. Reactions to the list of program types would make a wonderful story if printed in full. Unfortunately, we picked up only a few of the highlights. . . . Such as that the most popular programs, according to the polling, are religious programs, with about 80 per cent of those questioned naming them. This came about because so many people read down the list and had such reactions as, "Waal, religion's a fine thing. Ain't got nothin' against that." . . . Then came statements like "Discussion program—didn't know you could discuss things with a radio," "Audience participation—what on earth does that mean?" etc. All in all, the selection question got pretty rough handling. . . . Stanton offered some amendments which, we understand, have corrected things pretty well, and the outlook is for an extremely informative survey in which all program people will be very much interested. Incidentally, plans call for questioning in 130 counties, which is a lot of counties for such a job.

★ * * *
A WONDERFUL radio story can now be told. It concerns the "Betty & Bob" serial, which started to run this spring over KTSA, San Antonio, as part of an NAB joint operation with Texas broadcasters to prove radio as a medium for retail advertising. "Betty & Bob" is a serial recorded five or six years ago by NBC, and has been used frequently by local stations. It was liked in San Antonio. It deals with a young married couple running a crusading newspaper. . . . in mid-April it began to tell the story of the fictional Martin Anderson, a candidate for local fire and police commissioner who was backed by a political boss who had earlier murdered a small-time gambler. It wasn't long before San Antonio residents began calling up City Hall to say "We've been hearing

about you" to Preston Anderson, San Antonio fire and police commissioner running for re-election and numbering among his supporters a political biggie under indictment for murder. . . . Since the Anderson sequence ran for some 200 discs, the entire serial was pulled. . . . PS. Anderson was re-elected in San Antonio, and no serious damage was done.

★ * * *
THEN there's the story about Commander Harry Butcher, now aide to General Eisenhower and formerly a CBS vice-president. Golden pens were laid out for the signing of the German surrender last month. But, according to word received at CBS, Butcher cleverly managed to substitute his own pocket fountain pen when the German general was about to sign, then retrieved it. Result is that he now has the pen with which Germans surrendered to Allied arms. . . . And since everybody is so interested in who will become the next NAB president, we might mention that Butcher was being considered for the job last year. In fact, he was queried by wire. His refusal, cabled from London, ran something like, "I've got a fight to finish over here before taking one on back home."

★ * * *
BEHIND the expected replacement of Commissioner Norman Case on the FCC is the failure of any important Senator to back him for another term. Rhode Island's Theodore Green—who licked Case for governor a decade ago—had nothing to say when called by the White House and asked whether he cared to recommend Case for reappointment. It was not a personal matter—Green's rule is never to mix in where the individual concerned is a Republican. . . . If Senate Minority Leader White of Maine had spoken the word, Case would have been reappointed, but White, we are reliably told, has his own candidate for the job. As yet, we don't know who this candidate is, but it is likely that he will be the new commissioner—whoever he is. . . . Significant in the thinking about Case is that his reappointment would be quite acceptable to his colleagues on the Commission and its staff. Although Case's thinking on basic issues is frequently more conservative than that of his colleagues, he is genuinely liked and respected.

Mesters-WOV Hearing Postponed Until July 23

(Continued from Page 1)

York, for \$300,000. The Commission decided against this deal last spring on the grounds that their past records do not indicate that the Mesters would make good licensees. Hearing was set for June 13 after an earlier postponement, but was put off again until July 23 yesterday.

AGENCIES

RAY LINTON has joined the Koston Broadcasting System as account executive. A veteran of years in radio sales and management he formerly was vice-president of John Blair Co., station representatives. He later headed his own station representative firm, and in 1938 travelled extensively throughout South America, making a survey of radio in the Latin American countries. He has his headquarters in the New York office of KBS.

W. & J. SLOANE has named Roy Durstine, Inc., as the agency for national advertising.

DAVID O. ALBER ASSOCIATES have been appointed to handle radio exploitation on the motion picture "Ernie Pyle's Story of G.I. Joe," of Lester Cowan Productions. The picture is being released through United Artists.

HAZARD E. REEVES, president Reeves-Ely Laboratories, Inc., announces that The Waring Production Corporation, one of its subsidiaries, has taken offices at 331 Madison Avenue. Headquarters for the Reeves-Ely advertising and public relations division are now at 37 West 47th Street.

D'ARCY AGENCY announces that 24 20-second chain breaks have been recorded by Morton Downey, Lee Ray, David Ross, and Jimmy Lytel orchestra, under the direction of producer, Jerry Mara. More than 30 Mutual stations will carry the break.

GEYER, CORNELL & NEWELL has taken over more office space at 7 Fifth Avenue, to provide for present and post-war expansion. G. C. & M. other offices are in Detroit and Dayton.

BATTEN, BARTON, DURSTINE OSBORN have assigned Harold Patterson to their Los Angeles office as account executive on the Royal Crown account. He will cover the western states for Royal Crown Cola, Nehi, and Par-T-Pak beverages. Before joining BBD&O Patterson was with sales department of the Blue Network.

Doing the biggest and best
job of local exploitation!



KLUZ
DENVER CBS 560 KC
REPRESENTED BY THE KATZ AGENCY

Canadian Networks To Cover Election

(Continued from Page 1)

will provide five-minute bulletins every half-hour, in which the results will be summarized and the standing of the different parties appraised. There will be one exception in the case of the Maritime Provinces, where the service begins at 6:30 p.m. (Atlantic Daylight time). Opportunity is given to location stations to cut in after these CBC bulletins, and give further reports of provincial and local results. Also, the CBC will bring listeners special commentators from time to time throughout the evening. Musical programs from Montreal and Toronto will be presented in the intervals between election broadcasts. The election service will continue until midnight, or later, if final results are not known by that time.

Fla. Court Upholds Ascap, "Legally Doing Business"

Tallahassee, Fla.—A decision holding that "Ascap has legally complied with the Florida statutes and is legally doing business in Florida" was handed down here yesterday by Circuit Judge W. May Walker of the Second Judicial District, thus upholding the report by Special Master James Messer Jr., also favoring Ascap, one of three original defendants in a suit by the Florida Attorney General charging infringement of the state's statutes. Judge Walker, in his decision, ruled that "the defendant Ascap is not a price-fixing combination and is not prohibited from doing business in Florida."

Gets Script Citation

Arnold B. Hartley's "Loving Cups for Murderers" has been cited by the Writers' War Board and the Association for Education by Radio as the War Script of the Month. The script is being distributed by the Writers' War Board to independent stations, little theaters, patriotic societies, dramatic societies, etc. Hartley is the program director of WOV.

Radio Dealers Aid

The Radio Dealers of Manhattan are mobilized as a division of the New York County War Finance Committee and are striving to achieve a Seventh War Loan quota of \$3,250,000. Herman M. Stein, president of Davegaty Radio Inc., is chairman of the group which constitutes a unit of the merchandising section of Commerce & Industry.

MAGAZINE EDITOR WANTED

National Radio Network in New York City. Well contacted with editors of all types of magazines. Ideas and imagination. \$6000 to start. Write full details. Box No. 175, Radio Daily, 1501 Broadway, New York 18, N. Y.

Broadcasters Voice Protest In Army BPR Interview Issue

(Continued from Page 1)

partment, and Colonel Ed Kirby of his staff, read as follows:

"The undersigned call your attention to a situation which has recently arisen in New York in the radio coverage of returning high ranking Army officers. On these occasions, radio has been denied proper op-

Navy Complimented

Consensus of opinion of independent broadcasters attending yesterday's meeting was the Navy public relations office serviced radio better on arriving personalities than the Army. It was pointed out that the Navy makes it a practice to advise radio stations in every instance when an important personality arrives in New York.

portunity to present the voice of the personality either in an interview or by a radio statement in connection with scheduled news conferences. This ban has applied to both direct broadcast and to recordings made on the scene for review and later broadcasts. This situation places radio broadcasting in a position contrary to that enjoyed by the press, newsreels and still photographic agencies. "At a meeting of the undersigned local New York stations, it was decided that we place this important situation before you, and request that radio be permitted to present the story in the manner best fitted to this medium, i.e., voice of the personality."

The following stations were represented at the meeting and signed the resolution: WEVD, WHN, WHOM, WINS, WLIB, WMCA, WNEW, WNYC, WOR, WOV, WQXR.

Consensus of opinion of the news and special events directors who gathered in the offices of WOR at the invitation of Dave Driscoll, was that radio was entitled to the same courtesies as the press at the special press conferences.

Driscoll took exception to the statement made by Col. Ed Kirby which declared that "there can be no exclusivity with these high-ranking generals immediately upon their return

to this country." Driscoll asserted that his request was misinterpreted by Col. Kirby, and explained, as the resolution points out, that if radio is to give its best performance as it becomes the medium, it will project the actual voices of the generals who appear in this area. "Radio is not demanding permission to record the actual press interview, for it is well aware of the fact that off-the-record comments are made which complicate the operations," he said. "However, radio should be permitted to have a statement, no matter how lengthy or brief, transcribed by the visiting Army officials for the purpose of giving the broadcast more dramatic and authentic import," he added.

Consensus of opinion was that the Army public relations department had "let the broadcasters down," simply because radio has always been "lax" as an industry, and that it had never organized itself against such treatment and discrimination.

The four major networks, CBS, NBC, MBS and ABC, were not repre-

Reversal of Form

With the arrival of General George S. Patton in Boston today local Boston stations and the Yankee network are being allowed to carry his voice but Army public relations have denied Patton's talk to the networks. Reported Gen. Patton's appearance on the networks is being saved for the civic celebration planned in Los Angeles.

sented at the meeting because it was not considered a network argument.

Novik announced that Mayor La Guardia had issued a statement declaring that no restrictions or exclusivities regarding the Gen. Eisenhower visit on June 19 have been established. All communicating media will be treated on an equal basis, he said.

New CBC Governor

Montreal—Albert W. Trueman, 43, Saint John, N. B. who was recently appointed a governor of CBC, is a well-known radio figure.

AFRA Members Voting On Annual Convention

(Continued from Page 1)

Board is that the annual convention not be held this year.

Board takes the position that apart from the pressing nature of the war, national contracts have been negotiated and completed, and there are no immediate issues before the AFRA this year which would make a national convention indispensable. It is further pointed out by AFRA officials that air transportation without priorities is very uncertain.

Should the convention be deferred until 1946 by the referendum vote of the membership, the National Board plans on a series of regional meetings of executive secretaries and local representatives. These could discuss local and national problems, and confer on future AFRA plans.

Actually, what the members will be voting on in the referendum is an amendment to the Constitution, which provides that a convention must be held each year.

"Gloom Dodgers" Cast On \$1,000,000 Bond Trip

Entire cast of WHN's "Gloom Dodgers," some 30 odd members, will journey to Glen Cove, New York June 13, (Wednesday) to entertain at a huge bond rally at the Cove Theater that night, with expectations of raising \$1,000,000 in war bond sales. According to advance sales, this figure will be reached or exceeded.

Brad Reynolds and Don Arres, singing stars of the troupe, will co-ceed the show which will feature Bob Howard, in blues; Una Mae Carlisle, boogie-woogie offering; Liza Morrow, Kay Stevens, Terry Allen and Adrienne Ames. WHN orchestra under the direction of Don Bestor and Don Albert will be on hand. Frank Roehrenbeck, program director of the station arranged the trip with George Munson of Glen Cove.

Exclusive!
Athletics and Phillies HOME GAMES
WIBC
990 ON YOUR DIAL
PHILADELPHIA

WDOD
20th YEAR
CBS
for CHATTANOOGA
5,000 WATTS DAY AND NIGHT
first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

COAST-TO-COAST

—CONNECTICUT—

NEW HAVEN—Despite the lack of co-operation of two New Haven newspapers, WELI proved the power of radio by drawing an audience of 2,400 persons to a personal appearance of Don McNeill and "The Breakfast Club" when the show recently originated from the Connecticut city. Admission to the broadcast was by the purchase of Series E bonds of which \$1,192,000 worth was sold.

—MASSACHUSETTS—

BOSTON—General George S. Patton made his first radio address to New Englanders over WNAC of the Yankee net today. . . . WORCESTER—WTAG aired a special Memorial Day broadcast on May 30, in tribute to America's war dead. Bruce Brighton was guest narrator.

—TEXAS—

SAN ANTONIO—KABC and KTSA are both featuring daily sidewalk interviews now that restrictions have been lifted on man in the street broadcasts. KABC's Alec Chesser is in front of the Majestic theater and the KTSA microphone is in front of the Gunter Hotel which is one of the busiest corners in the city.

—OHIO—

DAYTON—WHIO broadcast a transcription on May 31 of a round table discussion on the meat situation as it is affecting Dayton and surrounding areas. The meeting was attended by food dealers and restaurant operators in the hope of finding a way of meeting the meat crisis. . . . CINCINNATI—More than 5,000 persons attended the weekly performances of the WLW stock company which appeared during April and May in cities in the WLW area. Charles Lammers was the director.

JUNE 15

WCMI

—A NUNN STATION—

Ashland, Kentucky

—Joins—



CBS

Bringing the ultimate in fine broadcasting to a receptive Tri-State audience.

Represented by
JOHN E. PEARSON CO.

Howard Elected To Posts With West Coast Firms

San Francisco—Royal V. Howard, who has just returned to San Francisco after a year's leave of absence for overseas duty in the European Theater of Operations for the United States Army, has been elected vice-president in charge of engineering for both The Associated Broadcasters, Inc., and the Universal Broadcasting Company of San Francisco, California, it was announced by Wesley I. Dumm, president. Associated owns and operates station KSFO and International stations KWID and KWIX.

Howard headed a special scientific staff at ETOUSA headquarters in London and Paris, working through the Office of Scientific Research and Development. He was hospitalized a few months ago as a result of enemy action and returned to the United States the first of the year.

Mr. Howard is one of the early pioneers in short wave and aircraft communications. His participation in radio dates back 20 years. The last 12 years of this period has been as director of engineering for stations KSFO, KWID, the 100,000 watt international broadcast station, and KWIX, the 50,000 watt international broadcast station. Since his return from the Armed Forces, he has been elected director of engineering for 10,000 watt KPAS, Pasadena, the Universal network outlet for Los Angeles.

Haymes And Forrest Set For Tour Of Hospitals

Los Angeles—Immediately following their "Everything for the Boys" broadcast of Tuesday, June 26th, Dick Haymes and Helen Forrest train East for an eight-week trans-continental tour of Army and Navy hospitals, it was announced yesterday.

Haymes and Miss Forrest are also signed for two weeks of personal appearances at the Roxy in New York, opening July 25th. While there, they will take part in three broadcasts of their program from NBC's Radio City. Dates of the New York broadcasts are July 24th, July 31st and August 7th.

Curtis On "Blind Date"

Joan Curtis, editor of Motion Picture magazine, will appear on "Blind Date" over ABC (Blue) network next Monday night as chaperone. She will keep an eye on three lucky couples winning a free evening at the Stork Club.

Send Birthday
Greetings To—

June 7

Glen Gray Alois Havrilla
Mann Holliner Reed Snyder
Tom Slater Hope Summers
 Leonard Kapner

Will Announce Winner Of Children's Fiction

Announcement of the names of the winners of the John Newbery gold medal award for children's fiction and the Caldecott gold medal for children's book illustration, and presentation of the prizes, will be broadcast by the National Broadcasting Company on Saturday, June 9, at 2:15 p.m., EWT. The Newbery award, named for the famous London bookseller of the 18th century, was instituted in 1922 by Frederic Melcher, editor of Publishers' Weekly. The Caldecott award, established by Melcher in 1937, is named for the English artist, Randolph Caldecott, the first and one of the most noted illustrators of children's books. These citations are given yearly by the Children's Librarians Section of the American Library Association. This year the occasion also is notable, in that it marks Melcher's 50th anniversary as a publisher.

Two Singers Honored By Pan Amer. Teachers

As a sequel to the recent Pan American meetings held across the United States, the Pan American Institute of Voice Teachers, through its North American affiliate, the Institute of Voice Teachers, announced the selection of Donald Novis and Vivian Della Chiesa as the two singers who possess the "Voice Simpatico."

EQUIPMENT

RCA Names Engineer

New appointment at RCA International Division, Camden, New Jersey is that of William A. Acton to the post of staff engineer in the engineering department. Acton formerly worked with the RCAF. He will supervise engineering for aviation and marine systems and related products in the international field.

Distributor Expansion

Kile-Jacobs & Company of Wilkes-Barre, Pennsylvania, have been appointed distributors of the Stewart Warner post-war line of home radios for 12 counties in Pennsylvania. The company, operating under ownership of A. C. Kile and Peter Jacobs, has been covering the Wilkes-Barre territory for many years as distributor of nationally advertised lines.

Sparton Sales Spur

Bernard S. "Tommy" Tucker has been appointed the California distributor of the radio and appliance division of Sparks-Withington Company, manufacturers of Sparton radios. Tucker's headquarters will be at Los Angeles. He has had 20 years in radio and appliance sales and from 1935 to 1939 was national director of sales for the Radiobar Company of America.

ANY SALES RECORDS YOU WANT BROKEN?

Pittsburgh's Harris Amusement Company—oldest movie theater company in the world—broke the house record at its main downtown theater after one week of a series of new morning programs on KQV. It was no accident—KQV pulls!



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 31, NO. 49

NEW YORK, N. Y., FRIDAY, JUNE 8, 1945

TEN CENTS

A Charter To Tele Union

Will Review Scale Of Radio Employees

Average salary of employees of 844 S. commercial radio stations and night networks is \$60.52 per week, according to a digest of an FCC report released by the Radio Panel of the Conference of the Arts, Sciences and Professions in the Post-war World. Ben Grauer, is chairman of the Radio Panel which will receive a report on manpower in radio, prepared by George Heller, of the American Federation of Radio Artists. Writers, according to the report, receive the lowest salaries among the program personnel (writers, production personnel, announcers, staff musicians and actors) and musicians (Continued on Page 7)

Will Install New Officers of Amer. Television Society

George T. Shupert of Paramount Pictures, Inc., will succeed Dan D. Milpin of RCA-Victor as president of the American Television Society when the organization convenes at a special meeting on June 14, to take place at the Museum of Modern Art. The society will also announce the recipients of the 1944-45 ATS awards. Other new officers to be inducted (Continued on Page 2)

NBC Promotional Clinic Meeting In New York

Annual three-day promotional clinic of NBC got under way Wednesday in Radio City with Charles P. Hammond, director of advertising and promotion, presiding. Frank E. (Continued on Page 6)

Hefty Father's Day

President Truman, General Eisenhower, Jack Benny and Bing Crosby, as well as Fredric March and Dr. Daniel S. Poling, are joined in Father's Day honors. President has been named, "Father of the Year"; by the National Father's Day Committee. Crosby as "Screen Father of 1945"; Benny as "radio father"; March as "stage father"; Dr. Poling "symbolic father" and Eisenhower, "outstanding father of the war."

CBS Sets War Bond Day For Flag Day—June 14

CBS has set aside Flag Day—June 14, as the web's "War Bond Day" and many special programs are being arranged to stimulate the sale of 7th War Loan bonds from coast-to-coast. Among the special programs are "Something to Remember," a documentary drama written by Norman Rosten; "Long May it Wave," dramatic story behind the six men who raised the flag on Iwo Jima, and a (Continued on Page 3)

Revamp Newsroom Setup At Web's Coast Offices

Frank La Tourette, former manager of the news department of the American network in San Francisco, has been promoted to manager of news and news features of the web's western division replacing Henry Orbach, (Continued on Page 6)

Employees At WABD Form Local 794; Drive Expected Soon To Organize Other Video Workers In N. Y.

Tele Planning Cover Of Gen. "Ike" Day

Television coverage of the return of General Dwight D. Eisenhower is being arranged by NBC, it was announced yesterday. Present plans call for WNBT, New York tele outlet, to present the official welcome of General Ike in Washington on June 18th and in New York on the following day. Mobile televi- (Continued on Page 2)

Darr Heads Club Committee On War Activities Council

John W. Darr, president of the Institute of Public Relations, Inc., has been appointed chairman of the Advertising Club of New York's War Activities Council, to serve for the (Continued on Page 2)

NBC Calls Meeting Of Its News Directors

Meeting of divisional news directors of NBC has been called for New York, June 18-21, by William F. Brooks, news head for the network. Purpose of the meeting, Brooks said, is to coordinate national and re- (Continued on Page 6)

Jurisdictional battle for tele technicians and other television labor in New York area got a fresh start last night when the International Alliance of Theatrical Stage Employees (IATSE) issued a charter to a new union in the field designated as Television Broadcasting Studio Employees, Local 794 of the Alliance. The charter was presented to the unit now operating at DuMont's WABD here by Joseph D. Basson, IATSE special representative in charge of the Alliance's organizational activities in the (Continued on Page 7)

Columbia Net Plans 4 "Program Clinics"

A series of "program managers clinics"—three in New York and one in Los Angeles—scheduled for network stations in July was announced yesterday at the close of a two-day meeting of the CBS affiliates advisory board in New York. I. R. Lounsbury, executive vice- (Continued on Page 5)

KSTP Applies To FCC For Television License

Washington Bureau, RADIO DAILY
Washington—An application for a commercial television station was filed yesterday with the FCC by KSTP, St. Paul, Minn. The licensee of KSTP is the veteran broadcaster, Stanley Hubbard.

Radio Coverage Of Gen. Patton In Boston Reported Precedent

Interpreting the Boston ruling of the Army BPR which allowed local broadcasters to pick up the voice of General George S. Patton yesterday as a precedent which should apply to New York independent stations and other stations throughout the country, spokesmen for New York stations yesterday continued their campaign seeking relaxation of the

regulations applying to arrival of generals from the European theater of war. In Boston yesterday local stations including the Yankee Network were allowed to carry General Patton upon his arrival there. While the Patton voice was denied networks because of plans for web coverage of a Los (Continued on Page 3)

WLAW speeds product acceptance. Its influence is strong over 1,902,591 listeners. Advt.

Audiences have confidence in the programs and products broadcast over WLAW. Advt.

SERVING the 7th!

Colorado Springs, Colo.—Hugh Bennett, rodeo champ who starred at Madison Square Garden, New York, brought a brama calf to the studios of KVOR and donated it to the highest War Bond buyer as a feature of the station's participation in the 7th War Loan campaign. A \$5,000.-bond purchaser took the animal. Sales for the day totalled \$310,000.

SERVING the 7th!

Pittsburgh—KDKA's well-known "Bondwagon," bulging with staff artists and uniformed sales girls KDKA 40 strong, has completed its fourth annual bond selling tour to a dozen outlying communities, this time to aid the 7th War Loan drive. Three-hour, open-air variety shows were given, with bond-selling sprees interspersed between the acts.



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

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FINANCIAL (Thursday, June 7)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, and sections for NEW YORK CURB EXCHANGE and OVER THE COUNTER.

'Correction, Please' To Sub
'Correction, Please,' a quiz show, starring Jay C. Flippen as emcee, and featuring Jerry Sears and orchestra, will be the summer replacement of 'Duffy's Tavern,' over NBC, effective June 15. 8:30-9 p.m., EWT.

20 YEARS AGO TODAY (June 8, 1925)

The expiration of the deForest three-electrode patent is causing considerable confusion in the manufacturing field. Appearance of so-called 'bootleg' tubes is bothering manufacturers who traded in the 'genuine' deForest line.

PUBLICITY MAN-Writer—radio, electronics background—to prepare articles on product development and company activities for semi-technical publications and general press; able to assemble data from engineers; prepare photographs; line up publicity campaigns; write copy. Submit details to: Personnel Administrator, Radio Corporation of America, RCA Victor Division, Camden, N. J.

Coming and Going

GEORGE W. TRENDLE, president of WXYZ, Detroit, and head of the Michigan Radio Network, leaves for the home offices tonight following a few days in New York on business.

ROBERT ALLISON, program director of 'People's Platform' and other CBS public service broadcasts, leaves tomorrow on a vacation trip to the West Coast. He may extend his sojourn through July.

JOHANNES STEEL, commentator on WHN, is leaving for Boston, where he has lecture engagements scheduled for Sunday and Monday.

MAHLON GLASCOCK, sales manager of WRC, Washington, D. C., and ALBERT COLE, sales promotion director of the station, spent this week in New York attending the promotion clinic for NBC's owned-and-operated stations.

WYNN WRIGHT, national production director of NBC, is leaving for Boston, where tomorrow he will deliver the commencement address at Leland Powers School.

RED BARBER is back in New York after a trip to Camp Edwards to emcee the 'Road Ahead' program. He'll get the Eisenhower Medal as 'The Sports Father of the Year' at Ebbets Field next Wednesday.

JULES ALBERTI, of the agency bearing his name, having recovered from his brief illness, is expected back at his desk today.

LIZA MORROW and BRAD REYNOLDS, of WHN's 'Gloom Dodgers,' are leaving by plane for Quonset Point, R. I., where on Sunday they will put on a show for the Navy aviators.

Will Install New Officers Of Amer. Television Society

(Continued from Page 1) include: David Hale Halpern of Henry Souvaine, Inc., as vice-president; Don McClure of N. W. Ayer, as treasurer, and Alice Pentlarge of WQXR, as secretary. The new members to the directors board include: Prof. Edward C. Cole of Yale University; John Flory of Grant, Flory & Williams; Dan D. Halpin; Theodore Huston of Ruthrauff & Ryan; Charles H. Kleinman of RCA-Victor; Evelyn Peirce of Compton Advertising, and Herbert E. Taylor, Jr., of Allen B. DuMont Lab.

Tele Planning Cover Of Gen. 'Ike' Day

(Continued from Page 1) sion unit will also cover the parade and other ceremonies incident to Gen. Eisenhower's arrival in New York.

Other New York tele stations are expected to present films of the Eisenhower arrival through the co-operation of the Signal Corps, United States Army.

'Radio Traitors'

Louis Bondy, network scriptwriter, has written an article titled 'Radio Traitors Must Pay,' which will appear in the July issue of 'This Month' magazine. The subject matter deals with the various persons who have betrayed their countries via radio during this war.

Darr Heads Club Committee On War Activities Council

(Continued from Page 1) year 1945-1946, it was announced yesterday by Allan T. Preyer, president of the ACNY.

Other members of the committee include: A. E. Haase, Institute of Public Relations Inc.; R. B. Alexander, eastern advertising manager of Woman's Home Companion; Loring B. Andrews, of Co-ordinator of Inter-American Affairs; Joseph L. Barrett, director of Trade Assn. Division; Prescott Beach, of the Vulcanized Rubber Co.; Worth Colwell, of Korbel & Colwell, Inc.; Stanley Jay Gould, broker; Col. Gilbert T. Hodges, of the New York 'Sun'; Harry C. Hoeff, of Pearson Engineering Co.; Robert D. Howard, of the Hotel Astor; Charles B. Konselman, of Wickwire Spencer Steel Co.; Clarence L. Law, of Consolidated Edison Co.; Walter J. Merrill, of the Treasury Dept.; George A. Phillips, of Cluett, Peabody & Co. Frank J. Reynolds, of the Albert Frank-Gunther Law Co.; Alexander Simon, of Western Union; Virgil G. Smith, of Celanese Corp. of America; Eugene S. Thomas, of Bamberger Broadcasting Service, James Werblow, of Polygraphic Corp. of America.

Annual WOR Outing

WOR will hold its annual outing on the grounds of the transmitter at Carteret, in New Jersey, on Saturday June 9.



Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many 'buzz bombs' that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story... for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs... and it won't take you long to get the low-down in Baltimore radio... if you use the successful, independent W-I-T-H.



W-I-T-H IN BALTIMORE

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

Advertisement for WDAS featuring the text 'WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS' and an illustration of a man in a top hat holding a microphone.

Boston Airs Welcome To Gen. Patton As Denver Hits Radio-Broadcast Ban

CBS Sets War Bond Day For Flag Day—June 14

(Continued from Page 1)

(Continued from Page 1)

Wales welcome to the general, the Army BPR altered the attitude taken in New York at the time of the arrival of General Hodges and General Bradley. Local stations were invited to send representatives to the press conferences but not allowed to set up desks for interviews or recordings. Late last evening Dave Driscoll, chief director of war services and public relations, contacted the War Department Bureau of Public Relations, Radio Division, by phone and inquired as to the possibility of a strictly local radio broadcast at 11:30 p.m. of the Patton reception in Boston. Meanwhile the Boston broadcast of General Patton which started at 5:30 p.m. was still going strong at 11:40 p.m. but Patton himself had not yet got to the mike as other dignitaries spoke. The War Department had any answer been received last night by 11 New York independent stations as a result of the resolution forwarded to Brig. Gen. Alexander D. Surles, BPR chief of the War Department. In this resolution the stations sought the same publicity as the press and news reels in coverage of press conferences for arriving generals.

Yesterday it was learned that Denver stations were running into the same trouble as New York stations. It is reported that the Army BPR so far as denied them the right to pick up General Patton when he stops off on his en route to Los Angeles. The editors of five Denver stations will file an appeal to Hon. Ed. C. Johnson, Senator from Colorado, requesting that he confer with officials of the War Department and ask for an explanation of the "Colorado radio ban." A copy of this wire, as given to RADIO DAILY, reads as follows: "Hon. Ed. C. Johnson, Senate Office Building, Washington, D. C. Generals Patton and Doolittle are coming over in Denver Friday. Boston and Los Angeles going all out in celebration. Denver stations not allowed to broadcast for scheduled press conference, according to 7th Service Command. Pictures and interviews in papers. Why not voices on air?"

Would be natural for 7th War Loan. We request you query War Department. Why Colorado radio ban. Urgent. Reply requested. (Signed) news editors KFEL, KLZ, KMYR, KOA and KVOD.

Col. Kirby Makes Statement Washington Bureau, RADIO DAILY

Washington—Formal reply to New York independent broadcasters who have protested to the War Department concerning alleged discrimination against radio in connection with the return of top American generals

Patton Voice June 9

Col. Ed Kirby, replying last night to the wire of Dave Driscoll of WOR, and rejecting Driscoll's request for permission to re-broadcast the Boston welcome to Gen. George S. Patton, declared that the Boston exercises were intended to be "regional in character" but that the Los Angeles ceremonies which tomorrow will honor the Commander of the 3rd Army will be made available to all networks and stations. Driscoll had asked authorization for merely a local broadcast of the Boston event over WOR, New York.

from Europe was expected to be wired out this morning by Col. Ed. Kirby, chief of the Radio Section of the Bureau of Public Relations.

Actually, Kirby said yesterday, his reply will not differ much from that given Dave Driscoll of WOR earlier in the week, wherein he pointed out that radio reporters were given the same chance as newspaper reporters to reach the generals—and that bringing a microphone into a press conference is without precedent.

As for complaints about the banning of network pickups yesterday as General Patton arrived in Boston, Kirby said that was a matter for the Boston headquarters. He pointed out, however, that arrangements have been made for the big Patton welcome at Los Angeles and that it was agreed in advance that Patton speak only a few words to the Boston audience by way of greeting to that city. That has been the desire in other cases as well, he said, with the Army seeking to expedite return of these generals to their home cities for gala welcome without airing them and generally publicizing them so much before they reach home that the steam is out of their home reception.

"Radio as a medium, is being used extensively and fairly," Col. Kirby said.

Yankee Covers Boston Reception

Boston—When General George S. Patton, leader of victorious 3rd Army, returned to his adopted state of Massachusetts yesterday on arrival from Europe, the old Bay State really rolled out the red carpet for the blood and guts general. General Pat-

ton arrived in Bedford Airport, about 20 miles from Boston, at 3:44 p.m.

Mrs. Patton, whose home is nearby Hamilton; Gov. Maurice J. Tobin of the Commonwealth of Massachusetts; Maj. Gen. Sherman Miles, the Governors of Rhode Island and New Hampshire and the Mayor of Boston were all in the official party greeting General Patton at the airport.

The Yankee Network news service had a corps of correspondents on hand to cover the arrival at the airport and carried out plans for the broadcast, which had been arranged some two weeks in advance. The news service had a staff man in the Governor's party and at other strategic points along the line of march. They also maintained a lookout at Bangor, Me., and Portland to inform the public of the approach of the three big planes carrying the general and his party.

Yankee received permission to broadcast ceremonies at Hatch Shell over WNAC and the Yankee web in New England, and was on the air from 5:30 until 6:55 p.m. Lester Smith

special children's war bond program presented by Nila Mack, producer of "Let's Pretend."

The War Finance division of the Treasury Department, through NAB, is asking broadcasters throughout the country to follow up their air campaigns by aiding community groups in recruiting more volunteer solicitors for house to house calls. Sales in some states have lagged behind to Los Angeles today.

of the Yankee's special features department gave an excellent color commentary of the affair, spending more than a half hour on description alone.

Yankee wanted to feed the broadcast to the Mutual network, but official circles felt that a broadcast of national scope would be likely to detract from the tremendous celebration that had been prepared for the general in his native state of California later in the week. He will be flown to Los Angeles either today or Saturday.

Yankee Network news service was the recipient of many congratulatory phone calls for its broadcast.

behind the shudders of

"The Sealed Book"

HOW WOULD YOU like a 30-minute mystery-drama series, produced by some of the most seasoned showmen in the business . . . and ready-made for your station to put on the air *immediately?*

That's what you get in "The Sealed Book", new transcribed thriller-diller syndicated for individual station sponsorship by the WOR Recording Studios. Created and directed by WOR's ace mystery-master, Jock MacGregor; acted by outstanding radio talent; "The Sealed Book" is a series of separate chill-lined stories calculated to move goods as well as corpuscles.

Already commercially sponsored on WOR, WGN, and other outstanding stations throughout the country, "The Sealed Book" offers you all this big-time programming at a very modest price, i.e. . . . 30% of your station's ½-hour night rate.

Why not arrange for an audition record NOW? Telegraph or drop a line today to . . .

THE WOR RECORDING STUDIOS

A Division of WOR Program Service, Inc.

1440 BROADWAY, NEW YORK, 18

Exclusive!

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

W-I-N-D

10 Kc. 5000 WATTS

LOS ANGELES

By RALPH WILK

DAVE STREET has been signed as featured singer on Old Gold's summer replacement show for "Comedy Theater." Street will also continue duties as featured vocalist on NBC's Joan Davis' show with Jack Haley (Sealtest Village Store).

George Fisher, the Hollywood columnist heard over KECA Monday through Friday, hosted a party in honor of Bill Treadwell, Broadway columnist and author of the best-seller, "Give It To Me Easy," with scores of film and radio names attending.

Walter Tetley, the "Leroy" of "The Great Gildersleeve" radio program-entertained 25 servicemen from Birmingham Hospital at a barbecue at his Encino home recently. Tetley, one of the best amateur magicians in Hollywood gave a demonstration of magic and the boys enjoyed swimming in the Tetley pool.

Norma Nilsson, seven-year-old child actress, made a return guest appearance on the Bob Burns show this week.

Owen James, announcer on "Hollywood Radio Life with Evelyn Bigsby," heard over the American Broadcasting Company, gave up his chores as announcer on a whodunit program over another chain because of a conflict of air time. James elected to remain on the Bigsby show and relinquished the air sleuth show on which he has worked for fifty-six weeks.

Ingrid Bergman and Joseph Cotten will co-star in the air version of David O. Selznick's "Intermezzo" on the Lux Radio Theater program Monday at 6 p.m. over KNX and the network of CBS.

The option on "The Adventures of Ozzie and Harriet" was picked up by sponsor (International Silver) seven weeks ahead of schedule. Ozzie Nelson and Harriet Hilliard were signed for a year starting August 10th, following eight-week vacation starting June 17th, when Silver Theater takes over. Same format of show will be continued next year.

Tom Breneman said goodbye to tenor Jimmy Nolan, vocalist on the "Tom Breneman's Highlights" show, who was inducted into the army. Nolan won't be replaced, his musical interludes being filled with more transcribed highlights from the regular "Breakfast in Hollywood" program.

Truman Bradley, announcer on "Suspense," has been signed for another year.

Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION



Radio Is My Beat . . . !

● ● ● Bing Crosby still hasn't made up his mind whether or not he'll return to the air in the fall, despite every inducement being offered by agency. Feeling around is that agency may lose the account if they fail to land Bing. Crooner is tired of the grind after ten years and doesn't want to be tied down anymore. Besides, he's got all the dough in the world now. If he does sign up again, it'll be because of brother Everett's pleas. . . . "Washington Story" close to a sale, with contracts probably being inked today. Sponsor is one of the biggest in the country—in the transportation line. . . . Al Shebel and Jim Waters bringing "Court of Missing Heirs" back to the air. They're looking for a writer-director. . . . What was Wally Gould doing at the "Mr. D.A." rehearsal the other day? Is there a deal on between him and Ed Byron? . . . Burns & Allen and Bill Goodwin are about to kiss and make up. . . . NBC breaking through ceiling and walls for another studio on the 6th floor. . . . The Bob (Mutual) Novaks are expecting—their first—and is he a nervous wreck! . . . Eddie Cantor guesting on Alan Young airters Tues. nite and vice versa Wed. . . . If Milton Berle ever had a more wonderful show than Wednesday nite's stanza with Al Jolson, this tuner-inner was never lucky enuf to have caught it. Jimmy Walker got so choked up listening to Jolie take him back forty years in show biz that he called Berle backstage after the show and told him it was the greatest thing he'd ever heard on the air. "Cried like a baby," said Jimmy. "If Babe Ruth built the Yankee Stadium, then Al Jolson's the greatest weight-lifter in the world. He lifted the mortgage off the Winter Garden!" What a 'natural' Jolie would be for the Teel Variety Hall airters!

★ ★ ★

● ● ● Question Markers: Is Cosmopolitan Records tying up with a major film company shortly? . . . What's all this hubbub about a shakeup due among CBS execs? . . . What agency biggie 'phoned one of his producers Sunday to tell him he was fired? Nice business. . . . Did Sam Goldwyn tell off Bennett Cerf recently about the latter using dialect stories about him? . . . What top comedienne wants a comic to shelve his wife for her? What's more, she even called up the guy's wife and offered to donate carfare to Reno!

★ ★ ★

● ● ● Two hundred radio chairmen of the Illinois Federation of Women's Clubs recently endorsed a progress report on afternoon radio. Somebody once called afternoon radio perpetual motion—but radio has long since outgrown that tag. And along the line of citation, you've got to include the names of pioneer producers, Frank and Anne S. Hummert. Listen to radio serials today, and forget the comics' gaglines about "John's Other Wife," etc. Most of the Hummert matinee dramatic packages—"Valiant Lady," "Just Plain Bill," "Stella Dallas," etc., now incorporate socially significant themes into their plot lines, without sacrificing any of the entertainment values. The Hummert stanzas have dealt in recent weeks with re-employment and re-adjustments of war vets, juve delinquency, racial and religious tolerance and even international co-operation. That's good citizenship, as well as good entertainment programming. The Hummerts are earning their chevrons these days.

★ ★ ★

● ● ● Radiokays: Perry Como's vocals on Chesterfield's Supper Club. . . . Milton Geiger's scripting on "The Doctor Fights" . . . Van Cleave's background music on Jerry Devine's "This is Your FBI" . . . Art Baker's emceeing on Mutual's "Never Too Old" . . . Erskine Hawkins rhythms via CBS. . . . Jessyca Russell's literary lace in her July Magazine Digest yarn on news commentators—especially 'the nets going over their scripts with a fine truthcomb' . . . Lynne Sherman's vocalizing on Count Basie's "This Heart of Mine" disc.

★ ★ ★

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

SCHWIMMER AND SCOTT agency Chicago, held a "sneak preview" of the "Walgreen Birthday Party"—one-hour transcribed variety program for Walgreen Drug Stores, featuring Bing Crosby, Abbott & Costello, Paul ette Goddard, Rochester, Rise Stevens, Andrews Sisters and Don Wilson as emcee—Tuesday afternoon in the ballroom of the Continental Hotel.

Dorothy Doty, radio editor of the Lincoln "Star-Journal," Lincoln Neb. has joined the American Broadcasting Company's publicity staff in Chicago.

Glenn Webster, a veteran engineer of 14 years service with the NBC central division, will resign from his position effective June 15 to join the Collins Radio Company in Cedar Rapids, Iowa as broadcast development engineer.

Johnny Coons, who plays the role of Chuck Ramsay in the Blue Network serial, "Captain Midnight," was recently married to Tasma Woodard supervisor of the nursery at Henrotir Hospital. Olan Soule was best man.

George Bauer, formerly of WMBD Peoria, Ill., and KXOK, St. Louis, has joined the WGN announcing staff.

Newest parent around the NBC central division is Irving Cohen, turntable operator on the WMAQ "400 Hour" and early bird programs. A daughter was born to him and Mrs. Cohen at Michael Reese Hospital. The Cohens have one other child, Irving Jr., aged two.

"Backstage Wife," NBC daytime which has originated in Chicago for some 10 years, will be moved to New York effective June 18.

Evelyn Elam "Doctor I.Q." scripter and John Janssen, Milwaukee advertising executive, were married in a surprise ceremony at Crown Point, Ind., the other day.

New Farnsworth Post

Don Cashman, former member of the production control office of the Farnsworth Television and Radio Corp., Fort Wayne, Ind., has been named in charge of disposing of all surplus material arising from terminated contracts, succeeding Robert Morris, promoted to a post in the Marion, Ind., plant.

Scoop!

JIMMY DORSEY

(IN PERSON)

9:35 P.M.—10:00 P.M.

TUES. through SAT.

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

PROMOTION

Public Notice

A novel promotion idea has taken form as a handbill put out by WBIG Greensboro, North Carolina, on the Arthur Godfrey show. Boldly headed "Notice to the Public," the letter-sized sheet goes on to disclose the format in a humorous way. In speaking of the musical portion for ample copy reads: "it's just too bad Godfrey has to clutter it up."

"New to the Blue"

New WCOP campaign pointed at the listening audience, advertisers and agencies is publicizing the fact that the Cowles Boston station is "New to the Blue." Full-page ads in June, July and August issues of trade papers, full-page ads in Boston business papers and all media reaching the public is being used to tell the story and bring out the date, June 15.

WOV Item

WOV, New York, is proud of the fact that Walter Winchell tagged its latest "We Forget!" "a nifty idea," and is saying so in a new mailing piece about this new one-minute nightly feature. Item consists of an example of Nazi savagery heard as part of the 10 p.m. news roundup, given without comment.

Awards For Promotion

Awards in the annual Quaker Oats "Berry and the Pirates" jingle contest, announced this week, went to the following: WGAC, Augusta, Ga., the 1000-watt class; KCMO, Kansas City, Mo. for the 1000-10,000-watt class; WOWO, Fort Wayne, Indiana, the 10,000-50,000-watt class. Winners received handsome plaques which were awarded in recognition of outstanding jobs in promoting the contest.

New Vice-President

Kenyon & Eckhardt, Inc., has announced election of V. T. Norton as vice-president and director in charge of the Chicago office. Until recently V. T. Norton was vice-president in charge of the sales division of the Mahy Packing Company. Prior to that, he was assistant to the president of the Jewel Tea Co., Inc.

Four 'Program Mgr. Clinics' Planned By Columbia Network

(Continued from Page 1)

president of WKBW, Buffalo, N. Y., was elected chairman of the board, and E. E. Hill, managing director of WTAG, Worcester, secretary. Lounsberry succeeds C. T. Lucy, of WRVA, Richmond, Va., to the chairmanship for a one-year term.

The first program managers clinic in New York will be held July 11, 12 and 13, concurrently with the one in Los Angeles, the latter for stations west of Denver. Presiding in New York will be Douglas Coulter, CBS vice-president in charge of programs.

Donald W. Thornburgh, vice-president in charge of the western division and general manager of KNX, Los Angeles, will officiate at the West Coast clinic.

The meetings are designed to acquaint local station program personnel with plans, procedures and technique of programming, and for an effective interchange of program ideas and problems. Intensive consideration also is scheduled for serial programs, program analysis, script writing, production, direction, sound effects, studio design and operations, news and copyright.

The second clinic in New York will be held July 18, 19 and 20, and the third on July 25, 26 and 27.

The affiliates advisory board meeting which closed yesterday also studied broadcasting schedules, co-operative programs and promotion. Program patterns for daytime and evening schedules were discussed with Charles H. Smith, market research counsel for CBS.

Frequency allocations by the FCC and the clear-channel hearings, soon to be held in Washington, were on

the board agenda, as well as the forthcoming conference on radio allocations in Rio de Janeiro next September.

The board was conducted on a tour of CBS television laboratories, under the guidance of Dr. Peter C. Goldmark, director of engineering research and development. Members inspected the progress of work on high definition full color television.

Present at the meeting, in addition to Lounsberry, Hill and Lucy, were: Arthur Church, KMBC, Kansas City; Clyde Coombs, KARM, Fresno, Calif.; F. C. Eighmey, KGLO, Mason City, Ia.; Clyde Rembert, KRLD, Dallas, Tex.; John Rivers, WCSC, Charleston, S. C., and W. H. Summerville, WWL, New Orleans, La.

CBS Officials Attend

CBS executives who attended included: 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; Howard Lane, director of station relations, and William A. Schudt, Jr., eastern division manager for station relations.

Other CBS executives who met with the board on specific network operations were: Douglas Coulter, vice-president in charge of programs; William C. Gittinger, vice-president in charge of sales; Paul Hollister, vice-president in charge of advertising and sales promotion; Earl H. Gammons, director of the CBS Washington office, and William B. Lodge, director of general engineering.

Office of Censorship Alters Code on Sailings

Washington Bureau. RADIO DAILY Washington—Effective at once the second sentence of the "Ships" section of the Press and Radio Code is amended to read as follows: "Identity, location, cargoes and movements of merchant vessels within or proceeding to or from the Pacific-Asiatic area." This clears for publication and broadcast information of every type regarding merchant shipping in the Atlantic, its adjacent seas, and the western coastal waters of South America, except for vessels bound to or from the Japanese war zone. The identity and movements of warships including transports remain restricted, but there is no objection to publishing or broadcasting the identity and arrival of transports from Europe in Atlantic or Gulf ports after they have reached quarantine.

Wally Duncan Resting

Wally Duncan, vice-president and national sales manager of WNEW, New York, is taking a six months leave of absence on account of illness. He will recuperate at his farm at Staatsburg, New York.

New Stuart Erwin Shows Starts On CBS Monday

Stuart Erwin will debut in a new half-hour comedy show over CBS beginning Monday under the sponsorship of P. Ballantine and Sons. Jay Blackton's orchestra will provide musical interludes with songs by Milena Miller. John Reed King will announce.

Degree At Ithaca College For Gustav Haenschen

Gustave Haenschen, musical conductor of the "American Album of Familiar Music" since its inception 14 years ago, received the degree of Doctor of Music from Ithaca College at Ithaca, New York, at commencement on June 1. In conferring the degree upon Haenschen, President Job of Ithaca College cited the pioneer role Dr. Haenschen has played in music by radio.

Stork News

Norman Winter is again a father, a son, Leslie, born to Mrs. Winter, is their second child.

EQUIPMENT

Westinghouse Change

Charles R. Lee, formerly manager of the Westinghouse Electric Supply Company in Miami, Florida, has been appointed manager of the New Orleans branch of that company. Lee first came to the company in 1934 as an order clerk at Jacksonville.

Frank Godsey Named

New manager of the new products division of Westinghouse is Frank W. Godsey, Jr., according to an announcement by F. D. Newbury, vice-president. Godsey replaces G. H. Woodard who has been transferred to South Philadelphia as manager of the corporation's aviation gas turbine division.

New Service Manager

New Westinghouse appointment is that of John A. Vassar to the post of general service manager of Westinghouse Electric Supply. Vassar will have offices in New York City and will be responsible for the company's nation-wide service operations, taking in home appliances and radios.

Four Star "E" Flag

RCA Laboratories at Princeton, New Jersey, has been awarded a fourth star for its Army-Navy "E" flag, with a renewal for one year instead of the usual six months. Flag was won originally in 1943 for outstanding achievement in the war effort.

Farnsworth Appointment

Frank Merritt, Avondale Estates, Georgia, has been named southeastern territory district manager of the Capehart division of Farnsworth Television and Radio Corporation, Fort Wayne, Indiana. Merritt has been serving as executive officer of the Atlanta section of OPA.

Wrigley Renewal Signed

"Service to the Front," CBS dramatizations of the work of Army Service Forces, has been renewed for a 52-week period, effective June 19, by the William Wrigley, Jr. Company of Chicago. Program is heard on Tuesdays, 10-10:30 p.m., EWT. Arthur Meyerhoff & Company of Chicago is the agency.

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
WEST'S GREATEST INDEPENDENT
Sales Representative • Paul H. Raymer Company

Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
560 Kc. 5000 WATTS

Program Parade . . .

"HALLS OF CONGRESS,"—WMCA, Sundays, 3:30 p.m., sponsor Harman Watch Co. Informative insight on Congressional activity. This transcribed half hour brings highlights of the sessions. Three different debates are generally heard.

★
WORLD'S GREAT NOVELS—NBC, Fri., 11:30, EWT. Sustaining. Brilliant adaptations of the classics are complemented by the presence of the authoritative Carl Van Doren as emcee. "Les Miserables" given a most competent dramatization by Frank & Virginia Wells. Original music of Morris Mamorsky and directions of Frank Papp equal to their tasks.

★
MILTON BERLE—CBS, Wednesday, 10:30 p.m. With Al Jolson as his guest, the Berle stanza was a ride on radio's magic carpet down the road to yesterday. Never in better voice, Jolie turned in one of those "dream" performances that radio is capable of every now and then. Subordinating himself to the mood of the show, Berle proved an ideal running mate to Jolie's spell-binding performance.

★
PEOPLE ARE FUNNY—NBC, 9:30 p.m., Saturday. Sponsor—Raleigh Cigarettes. Art Linkletter astute master-of-ceremonies produces a three ring circus based on antics of human beings. Show's pacing suffers from too much unexplained studio laughter probably due to cast mugging.

★
MUSIC THAT SATISFIES—CBS, Tues., Wed., and Thurs., 7:15-7:30 p.m., EWT. Chesterfield Cigarettes. Agency, Newell-Emmett. Never an irritating moment. Batonist Paul Baron brings to listeners some of the finest arrangements of currently popular and yesteryear's standard numbers. Commercials well timed and written.

NBC Calls Meeting Of Its News Directors

(Continued from Page 1)

gional coverage in order to insure accurate, reliable and comprehensive on-the-spot reports. He said that NBC intends to supplement its coverage from press services with more direct reporting from its own news staff. Series of clinic sessions will be held in the New York offices.

Among those expected to be present are: William McAndrews, Washington news director; Joseph Alvin, West Coast; Edward Wallace, WTAM; and Cecil Seavey, of KOA.

Revamp Newsroom Setup At Web's Coast Offices

(Continued from Page 1)

who resigned. La Tourette will remain in San Francisco with departmental headquarters being switched to that point from Los Angeles. George Lewin goes to the coast from New York to head the Los Angeles news room.

WOMEN IN RADIO

By MILDRED O'NEILL

THERE are some things we just can't do anything about. Take the weather for instance. We all have to—like when June comes and nothin' happens. So does Carol Beckwith. But Carol gives it, too—and with a sense of humor. Every morning, Monday through Friday, at 6:50 a.m. she tells WOR listeners the rain or shine news. Mostly she's been saying "batten down your hat," or "don't forget the three R's today—raincoat, rubbers and r'umbrella." Some day she hopes it will be "praise the Lord and pass the sun glasses." Anyway, ever since October, 1944, Carol's day has begun at 5 a.m. at the City Weather Bureau down on Battery Place. Her first move upon arrival is to check on the temperature, wind, humidity and so on, all of which she correlates for the air forecast.

★ ★ ★

Carol came out of college with a B.A. although she majored in geology and general sciences. After teaching physiography and science for three years, she looked to new fields and found a wopper—La Guardia Airport—where she started a career as meteorologist at the weather bureau there. That was in May 1942 and she is probably the first gal ever employed in that capacity. Six months later she was made department supervisor. Later on she was asked by the weather bureau to head a newly organized training school for women. Besides the WOR forecasts, Carol specializes in ocean work and continues with special courses in zoology, clinical pathology and parasitology. . . . all of which she probably finds a most effective way to forget about the vagaries of Mother Nature.

★ ★ ★

Did you know there are almost as many gal announcers working for BBC as there are men? That's what our Canadian correspondent tells us. He says 40 per cent of the London "home" announcers are femmes and in regional stations such as Manchester and Glasgow the percentage is as high as 67 per cent, and overseas broadcasting, which doesn't include continental Europe, boasts 12 women announcers to every 10 men. Recruited from BBC's pre-war staffs of secretaries and clerks at such commercial stations as existed before 1939, and from the stage, the gals have become enormously popular with the armed forces especially and their fan mail, in many instances, ranks with that of the movie stars. The hope in many quarters is that they will be retained in this capacity wherever possible, for they have projected a warmth and deftness into their work that listeners would like to perpetuate.

★ ★ ★

According to Merchant Marine officials, Nancy Osgood, popular WRC commentator, was the first woman to broadcast from a U. S. Merchant ship. Nancy went aboard the training ship "American Seaman" to broadcast direct from the Captain's Mess at a District Day luncheon honoring the District Commissioners. The luncheon broadcast was tied in with the Mighty 7th and Nancy's guests, representing civic and naval leaders, plugged bond sales. Judging from the number of tours taken aboard the ship later on as awards for the purchase of bonds, she was very well pleased with her guests' "salesmanship."

★ ★ ★

Did you know . . . that Nancy Craig, WJZ's Woman of Tomorrow, has had such success with her sportswear and children's fashion shows at Hoarn's that they are to be a regular monthly feature come Fall . . . that Bort Groon of WOR is credited by pianist Milton Kaye as being the one who gave him his first radio opportunity. She arranged an audition for him as a fiddler . . . that Don McNeill's attractive wife, Kay, has sold 100,000 copies of her book on their home life and a second printing of 25,000 is about to be released . . . that Ginger Gray (Lanny's Ginger) is casting interested glances cinema-way . . . that all inquiries on the We Women Radio Club should be addressed to Marlon O'Connor Steidle, its director, at WWRL, Woodside . . . that to Mrs. Doane Chapman of KPAB, Larado, Texas, goes the honor of being the first woman station manager in that state . . . that Marjorie Conloy, WEEL's Food Fair marketing specialist, experienced the thrill of hearing her Lieutenant husband saluted for his work overseas during the WHDH "New England Heroes" program.

AGENCIES

RICHARD STARK AND COMPANY has announced that MBS has taken a four-week option on the Stark package "Professor Broadway and Boitram" which was premiered over the network June 4th at 8:30 p.m., EWT. A soap concern is currently interested in sponsoring the program.

RICHARD K. JONES has joined the copy department of the Ralph H. Jones Co., Cincinnati, it is announced by C. M. Robertson, Jr., president of the agency. Jones is the son of Ralph H. Jones, founder of the 29-year-old agency which the father headed until his retirement two years ago. He was graduated from the University of Cincinnati and received his discharge from the Army last year. The agency has a branch in New York.

J. M. MATHES has been engaged to place the advertising of two subsidiaries of Morton Manufacturing Co., Lynchburg, Va. They are Snow White Products Co. and the Nite Stik Co.

BUCHANAN & CO. has named Charles E. Mahoney art director in charge of commercial accounts.

NBC Promotional Clinic Meeting In New York

(Continued from Page 1)

Mullen, vice-president and general manager, addressed the opening session. Among out-of-town representatives attending are: Albert W. Cole, WRC, Washington; Howard Barton, WTAM, Cleveland; Charles Phillips, KOA, Denver; Emmons Carlson, WMAQ, Chicago, and Frank Ford, KFI, Los Angeles.

Danny O'Neil In 7:15 Slot 4 Nites Weekly On CBS

Danny O'Neil, who has been filling an afternoon slot on CBS, will be moved to the 7:15-8 p.m. spot June 26 and will be heard Tuesday, Wednesday, Thursday and Friday. His program replaces "Music That Satisfies."

NETWORK SALESMEN

CAPABLE, EXPERIENCED MEN WANTED FOR NEW STREAMLINED TRANSCONTINENTAL NETWORK FOR NEW YORK, CHICAGO AND HOLLYWOOD OFFICES. DO NOT PHONE. GIVE COMPLETE QUALIFICATIONS IN FIRST LETTER.

ABC NETWORK
 500 KEELER BUILDING
 GRAND RAPIDS, MICH.

Will Review Scale Of Radio Employees

(Continued from Page 1)

the highest. Sponsored by the Independent Citizen's Committee of the Arts, Sciences and Professions, the Conference will be held at the Waldorf-Astoria Hotel, June 22 and 23. The post-war employment problems and opportunities for expansion in these fields will be examined.

Report as digested reveals further, that the average employee in radio engaged in programming receives \$58.75 a week, with the average for other employees, from station managers to janitors, running to \$61.70 per week.

There were a total of 10,621 persons employed in "program" work on stations in October 1944, of whom, 2,477 were employed by four major networks and their 10 key stations. These employees received 33 per cent of the total employees and averaged \$85.33 per week.

Of 898 writers employed by 844 stations and eight networks, the key station employees, 122 in number, averaged \$64.58 per week while the 834 non-key stations averaged \$40.06 for their writers. Accounting department employees of these same outlets received an average of \$40.31 per week. Production personnel, on the same division of employees averaged \$59.15 and \$53 per week. Announcers averaged, \$49.96 and 173 averaged \$71.76 weekly.

Staff musicians, highest paid personnel on an average, found 2,226 musicians receiving \$76.20 per week, with 534 network and key station musicians averaging \$130.38 weekly. Other musicians on non-key stations averaged \$58.75 weekly. Actors and program artists totaled 1,511 with average weekly earnings of \$67.35. Miscellaneous employees averaged \$41.24 weekly in program departments.

Radio executives of 844 stations and eight networks totaling 3,029 persons, including general managerial, technical, program managerial, commercial, sales and sales promotion, publicity, etc. received average weekly compensation of \$112.63. Technical personnel, 4,758 persons, averaged \$56.22 a week, with research and development technicians, 104 in number, receiving average weekly pay of \$74.42 weekly.

COAST-TO-COAST

— GEORGIA —

ATLANTA—Lts. Marcus Bartlett, U.S.N., Add Penfield, U.S.A. and Sgt. Walter Paschall, U.S.A.A.F. formerly staff announcers for WSB, were flown to Atlanta to describe this city's welcome home parade to its son, General Courtney Hicks Hodges. Mrs. Zelle Townsend, formerly with the Oklahoma Publishing Co. stations has joined WSB's production department.

— PENNSYLVANIA —

PHILADELPHIA—Originating in Philadelphia for the first time since the program's inception, the Blue Network program, "Blind Date," packed the 3,500-seat Academy of Music with a capacity crowd of War Bond Buyers with the Arlene Frances show aired via WFIL. The special D-Day Anniversary program, on WIP, featured a dramatization of John Mason Brown's, "To the Heroes of D-Day," with Raymond Massey and actor. Starting June 15, WIBG will sponsor the Catholic League Sports letter to be sent to former students now in service of Uncle Sam.

— MASSACHUSETTS —

BOSTON—Paul Rowland has been named chief announcer and studio supervisor at WCOP. The station has just purchased approximately 60 acres of land in Lexington, Mass. which will be used for the construction of a new transmitting station as soon as the FCC gives permission. George A. Hayward, formerly with WHYN, Holyoke, has joined the WCOP announcing staff. . . **HOLYOKE**—Formerly an actor under contract to 20th Century-Fox films, Bob Condon, has joined the WHYN announcing staff.

— UTAH —

SALT LAKE CITY—Quick thinking by technician Ben Burdette is credited by Chief Engineer C. Richard Evans with saving the KSL antenna this week. Lightning struck the antenna directly several times. The danger was that the insulator mountings would burn out dropping the 455-foot antenna to the ground. But each time the lightning struck Ben switched the transmitter off, switching it back on immediately after.

Send Birthday Greetings To—

June 8

| | |
|----------------|---------------|
| Ruth Bailey | Jack W. Lavin |
| June Meredith | James F. Nutt |
| Sylvia Carr | Greta Kvalden |
| Wayne Van Kyne | |

June 9

| | |
|---------------|-----------------|
| Cole Porter | Ralph Rose |
| Fred Waring | Charles Webster |
| Paul W. White | George Bryan |

June 10

| | |
|--------------------|-----------------|
| Mario Bragiotti | Gertrude Foster |
| Norman Brokenshire | Stan Carey |
| Elmore Vincent | Judy Garland |

— ILLINOIS —

CHICAGO—A new series of legal advice to G.I. Joe featuring Charles F. Mayer, LLD and sponsored by the Evans Fur Company of Chicago, started Monday over WGN and will be heard Mon-thru-Friday from 6-6:15 p.m. Paul C. Brines, publicity and promotion director at WGN, has been named assistant station manager by Frank P. Schreiber. Don Faust, "Night Watch" emcee, heard via WIND, told his radio audience that he had a birthday due the following week and "how he needed shirts, ties, socks, etc." . . . came the day and an avalanche of the much-needed haberdashery.

— MISSOURI —

ST. LOUIS—Standard Oil Company of Indiana, through McCann-Erickson, has signed a new contract, two series of newscasts to be heard via KMOX. The 10:15-10:30 p.m. series, heard Mondays through Fridays will feature news writer and narrator John Randall and another series, to be heard Monday through Saturday 7-7:15 a.m. starting June 25, will feature on-the-spot newscasts from all over the world by CBS Correspondents. . . . **KANSAS CITY**—For the third consecutive week, station KCMO has been invited to produce the War Bond Rally Show in this city. Highlighting the program will be interviews with Medal-winning Veterans. Walt Lochman will emcee the program.

IATSE Issues Charter To DuMont Tele Outlet

(Continued from Page 1)

television industry. The "ceremony" took place at the Capitol Hotel.

The new union, now that it has received its charter, is expected to launch an intensive drive to unionize television workers in New York.

The DuMont workers chose the IATSE as their collective bargaining agency on May 17 in the first NLRB election to be held in the television field. The IA won over the American Communications Association, CIO, and the National Association of Broadcast Engineers and Technicians, independent. The DuMont unit serving as the nucleus of the new union consists of some 35 employees.

Seek FM Station

Toledo—The Unity Corp., Inc., Toledo, has asked the FCC for authority to build a new FM station with power to cover 10,224 square miles, to be operated on 46,700 kilocycles. Edward Lamb, an attorney, is president of the new firm.

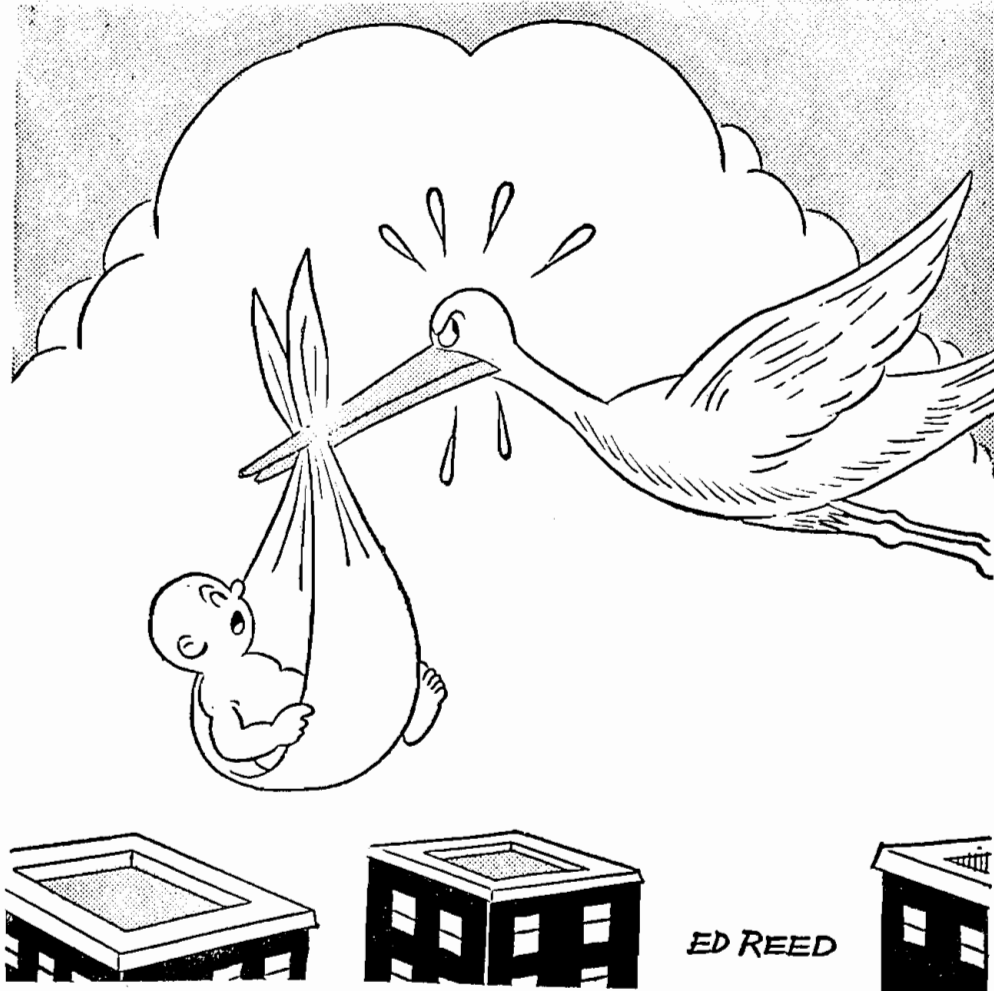
Educational Radio Plans

Toledo Board of Education has combined the visual and radio education programs into the Audio-Visual Education department, headed by Harry D. Lamb, formerly director of the radio education program.

ANY BONDS TODAY?

By Gracie Allen and George Burns

Illustrated by Ed Reed



"Don't be impatient about delivery; she'll be back—She's probably out buying War Bonds."

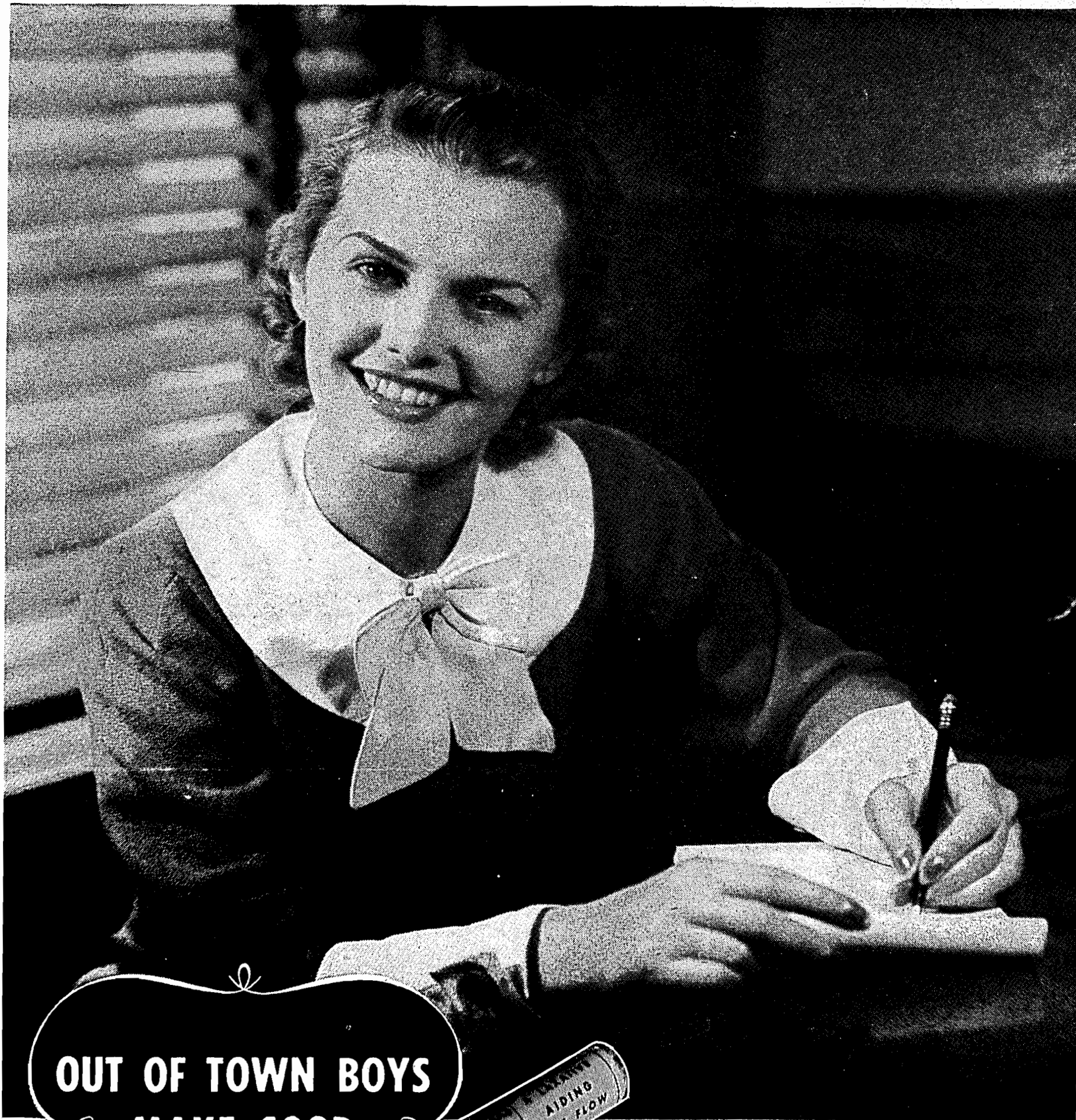
Every 24 Hours

51

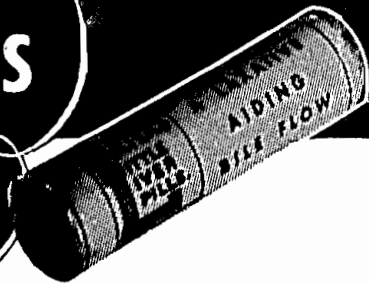
SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS



**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 . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 50

NEW YORK, N. Y., MONDAY, JUNE 11, 1945

TEN CENTS

Army's Interview Policy

House Cuts OWI Fund From 35 To 18 Million

Washington Bureau, RADIO DAILY

Washington—OWI radio operations came in for an unmerciful beating on the House floor Friday, as Republicans drove their fight to halve the agency's appropriation for the fiscal year beginning next month. They succeeded eventually in voting a reduction from \$35,000,000 to \$18,000,000 in the OWI budget, and the bill now goes to the Senate.

Several members spoke on the large New York and San Francisco offices of the agency, urging elimination of the New York office and wholesale (Continued on Page 6)

American Forces Network Doubling Stations Abroad

Paris Bureau, RADIO DAILY

Paris—The American Forces Network which has been furnishing radio entertainment and news for troops in Europe since July 4, 1943, is planning to double its number of stations on the Continent within the next few months and to continue in business until the last American soldier has gone home.

Plans have been laid for the opening of approximately 11 new stations (Continued on Page 4)

Ohio State FM Workshop Gets Underway Next Week

Columbus—Registrants for the six-week educational FM radio workshop, which will start sessions at Ohio State University here on June 18, represent nine states and Canada. Nearly all of the workshop partici-

(Continued on Page 4)

SERVING the 7th!

Cincinnati—WLW is catching prospective War Bond buyers on their way home from work at night WLW by airing the Daniel Riss news commentary at 6:15 p.m. each evening from a specially built, glass-enclosed bond pier in downtown Cincinnati. The broadcasts, amplified by means of a public address system, will continue until end of the campaign.

Double Deal

Mutual held its own inter-office War Bond contest and the total amount sold came close to \$15,000. Jim O'Bryon's publicity department sold the greatest amount and Maria Caterine was the accredited bond saleswoman. When the Mutual aggregation presented her with the \$50 War Bond prize, she received word that her brother, in ETO, was the recipient of the Presidential Citation.

Headliners Club Announce Awards

Atlantic City—Sixteen awards, including one to a woman, will be made by the National Headliners Club at the twelfth annual award meeting here next Saturday, June 16. In recognition of outstanding achievement in radio, newsreel, magazine and newspaper journalism, the headliners elected George Hicks of Blue for best spot news broadcast based on broad-

(Continued on Page 2)

OPA Asks "Town Meeting" For Rebroadcast Disks

Following last Thursday night's broadcast on ABC of "America's Town Meeting of the Air," OPA director Chester Bowles asked the network if the recording of the program could be released for wide distribution on as many stations as possible. The answer was a quick "yes." Topic up for discussion was: "Should Lid (Continued on Page 2)

★ THE WEEK IN RADIO ★

Indies Protest Army BPR Treatment

By CHARLES MANN

ELEVEN New York broadcasters banded together last week to file an official protest against the Army public relations office, because the latter had repeatedly banned radio facilities from the interviews with the Generals arriving from overseas. It was after Dave Driscoll, news and special events director of WOR, had

A wealth of buying power is located within WLAW's .5mv/m contour. Advt.

N. Y. C. Indies Told Radio Has Equality With Other Media; Difficulty Cited In Filling Individual Requests

Eisenhower Address Skedded By All Webs

All webs will carry the voice of General Dwight D. Eisenhower when he addresses a joint session of Congress in Washington on Monday, June 18, at 1 p.m., EWT. The supreme commander of the Allied Expeditionary Force, will arrive in Washington from Europe on Monday and will be in New York the following day.

Tele-FM Allocation Plea Still Awaits FCC Action

Washington Bureau, RADIO DAILY

Washington—The petitions of Television Broadcasters Association and FM Broadcasters, Inc., for an immediate decision by the FCC in regard to the spectrum area to be allotted FM and tele have not yet gone formally

(Continued on Page 6)

Davis Compliments NAB For Service Rendered

Washington Bureau, RADIO DAILY

Washington—Gratitude for the aid of NAB in recruiting and training technical radio personnel to work for the OWI overseas radio operations

(Continued on Page 4)

"The War Department has consistently established a policy of parity for all media: press, radio and pictures," New York independent stations were told Friday by Col. Luther L. Hill, acting director of the War Department's Bureau of Public Relations. Colonel Hill's statement was made in a letter replying to the New York stations' resolution protesting what was claimed to be the Army public relations policy of excluding radio interviews or transcript of press conferences arranged for Generals arriving from the European theater of warfare.

Stations signing the resolution, (Continued on Page 7)

AFA Annual Awards Given To Adv. Clubs

Annual awards for club achievement were announced last week by the Advertising Federation of America.

The awards were made in three classifications: 1—to advertising clubs in cities of more than 300,000 population (Continued on Page 6)

RTPB Panel Chairmen Act On Allocations

Chairmen of five panels of the RTPB met in New York last week and adopted a resolution on allocations which they unanimously agreed (Continued on Page 6)

SERVING the 7th!

El Centro, Calif.—A high school contest is being sponsored on KXO as an aid to the 7th War Loan KXO drive. Each of the four classes takes its turn in front of the mike. The buyer then phones in his bid and credits the class of his choice. Class competition is keen. Boy scouts deliver the bonds immediately after order is received.

Diversified programs keep listeners tuned to WLAW, the station of Industrial New England. Advt.

RADIO DAILY



Vol. 31, No. 50 Mon., June 11, 1945 Price 10 Cts.

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

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FINANCIAL

(June 8)

| NEW YORK STOCK EXCHANGE | | | | |
|-------------------------|---------|---------|--------|----------|
| | High | Low | Close | Net Chg. |
| Am. Tel. & Tel. | 171 1/4 | 170 3/8 | 171 | + 3/8 |
| CBS A | 40 1/8 | 38 7/8 | 40 | + 1/2 |
| CBS B | 39 | 39 | 39 | |
| Crosley Corp. | 39 7/8 | 39 1/4 | 39 1/4 | - 1/4 |
| Farnsworth T. & R. | 15 1/8 | 14 7/8 | 14 7/8 | + 1/8 |
| Gen. Electric | 43 3/4 | 43 1/8 | 43 1/2 | |
| Philco | 37 | 36 3/8 | 36 3/4 | + 1/2 |
| RCA Common | 12 1/8 | 11 7/8 | 12 1/8 | + 1/4 |
| RCA First Pfd. | 85 1/2 | 85 1/2 | 85 1/2 | - 1/2 |
| Stewart-Warner | 20 3/4 | 20 5/8 | 20 5/8 | |
| Westinghouse | 35 3/8 | 34 3/4 | 35 | - 1/8 |
| Zenith Radio | 39 1/8 | 39 1/8 | 39 1/8 | + 5/8 |

| NEW YORK CURB EXCHANGE | | | | |
|------------------------|--------|--------|--------|-------|
| | Bid | Asked | | |
| Hazeltine Corp. | 29 1/4 | 29 1/4 | 29 1/4 | - 1/4 |
| Nat. Union Radio | 5 1/4 | 5 1/4 | 5 1/4 | |

| OVER THE COUNTER | | | | |
|-------------------|--------|--------|--|--|
| | Bid | Asked | | |
| Du Mont Lab. | 7 | 7 3/4 | | |
| Stromberg-Carlson | 19 1/2 | 20 1/2 | | |
| WCAO (Baltimore) | 27 | | | |
| WJR (Detroit) | 43 | | | |

20 YEARS AGO TODAY

(June 11, 1925)
Recent tests conducted in Central Park by engineers directed by Dr. Alfred N. Goldsmith of the Radio Corporation of America revealed very interesting data concerning absorption of energy radiating from various local stations. Starting early in the evening, the engineers observed only about five per cent of WJZ's energy was being absorbed. By nine thirty it had risen to forty-eight per cent.

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT

WDRC - F M

Coming and Going

EDGAR KOBAK, president of the Mutual network, is expected back today from a short business trip to Chicago.

JAMES C. McCONNELL, head of the NBC spot sales division, has returned to his desk in Radio City following a swing through the West, Southwest and the Pacific Coast areas.

REX PRIES, assistant manager of KTSA, San Antonio, has returned to the home offices following a business jaunt which took him to Chicago and New York.

JACK OVERALL, Mutual account executive, will spend the next few weeks visiting web affiliates in Tennessee, Kentucky, Indiana and Virginia.

HERB GORDON, of the William Morris Agency's radio department, is back from the West Coast, where he completed a number of transcription and radio deals.

LYMAN BRYSON, director of education for CBS, who broadcast from Chicago yesterday, is now en route to Portland, Ore., where he will participate in KOIN's annual "Institute on the Use of Radio in the Schools."

JOHNNY LONG and the members of his band were in Liberal, Kans., last Saturday. They participated in the evening's "Spotlight Bands" broadcast over the Blue Network.

DON CLARK, producer at the Hollywood branch of BBD&O, has arrived in New York for conferences with agency officials. He'll be here for several weeks.

DOLPH MARTIN, director of "Youth on Parade" for CBS, is back at his Boston headquarters after having spent a few days conferring at the Columbia network offices.

DINAH SHORE yesterday was in Denver, where she sang for the boys at the U. S. Naval Convalescent Hospital.

Headliners Club Announce Awards

(Continued from Page 1)
cast under fire of allied invasion of France, June 6, 1944.

William Downs of CBS for outstanding foreign exclusive broadcast on the fall of Hamburg to the British.

H. R. Baukhage, American web, for radio coverage of Roosevelt funeral, judged best domestic news broadcast of the year. The Headliner award year runs from May 1, 1944 to May 1, 1945.

Other awards include Frederick Kuh, Chicago Sun, for best foreign news stories; James Roper of United Press for his reporting of the execution of Mussolini; Arthur Hermann and Arthur Hachten of INS for their world beat on death of Roosevelt; Merriman Smith, UP, for his outstanding coverage and writing on death and funeral of Roosevelt; Earl Ruby of Louisville Courier-Journal for consistently good sports columns throughout the year; Howard Vincent O'Brien of Chicago Daily News for his feature editorial columns especially "So Long, Son," a column that was reprinted scores of times; F. O. Alexander of Philadelphia Bulletin for his new editorial technique portrayed in "Joe Doakes"; Carmen Reporto of Chicago Sun for the best sports action picture of the year; Joe Rosenthal of AP for his Iwo Jima flag raising picture; Ray Sprigle and the Pittsburgh Post Gazette for public service in exposing the meat black market and to Lee Carson of INS, exemplifying the fine work of women war correspondents.

Two Honored Posthumously
Two posthumous newsreel awards were made to Gaston Madru killed in action at Leipzig, and Damien Parer, killed in the South Pacific.

Wisner In New Film

Harry Wisner, sports commentator of the Blue Network will "broadcast" the world series in the Universal picture production "On Stage Everybody." Jack Oakie, Peggy Ryan and Johnny Coy are in leading roles of the film whose title is that of the Blue Network show.

OPA Asks "Town Meeting" For Rebroadcast Disks

(Continued from Page 1)
Be Kept on Prices During the Post-war Reconversion Period?"

Those on the program were, Leon Henderson, Rep. A. L. Miller of Nebraska (R.) and Murray D. Lincoln, executive secretary of the Ohio Farm Bureau Federation and president of the Co-Op. Leagues of the U.S.A. George V. Denny was moderator.

Veteran Audition Set

New, all-veteran of World War II, 31-piece orchestra, conducted by Sascha London, will be auditioned at the National Broadcasting Company, 9 a.m., June 14. Program which will run for a half-hour is tentatively titled "Veterans Varieties." Every man in the unit has seen better than a year's service.



U. S. Navy Photo

This is a PT boat

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


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

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


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

Coverage

...in Philadelphia



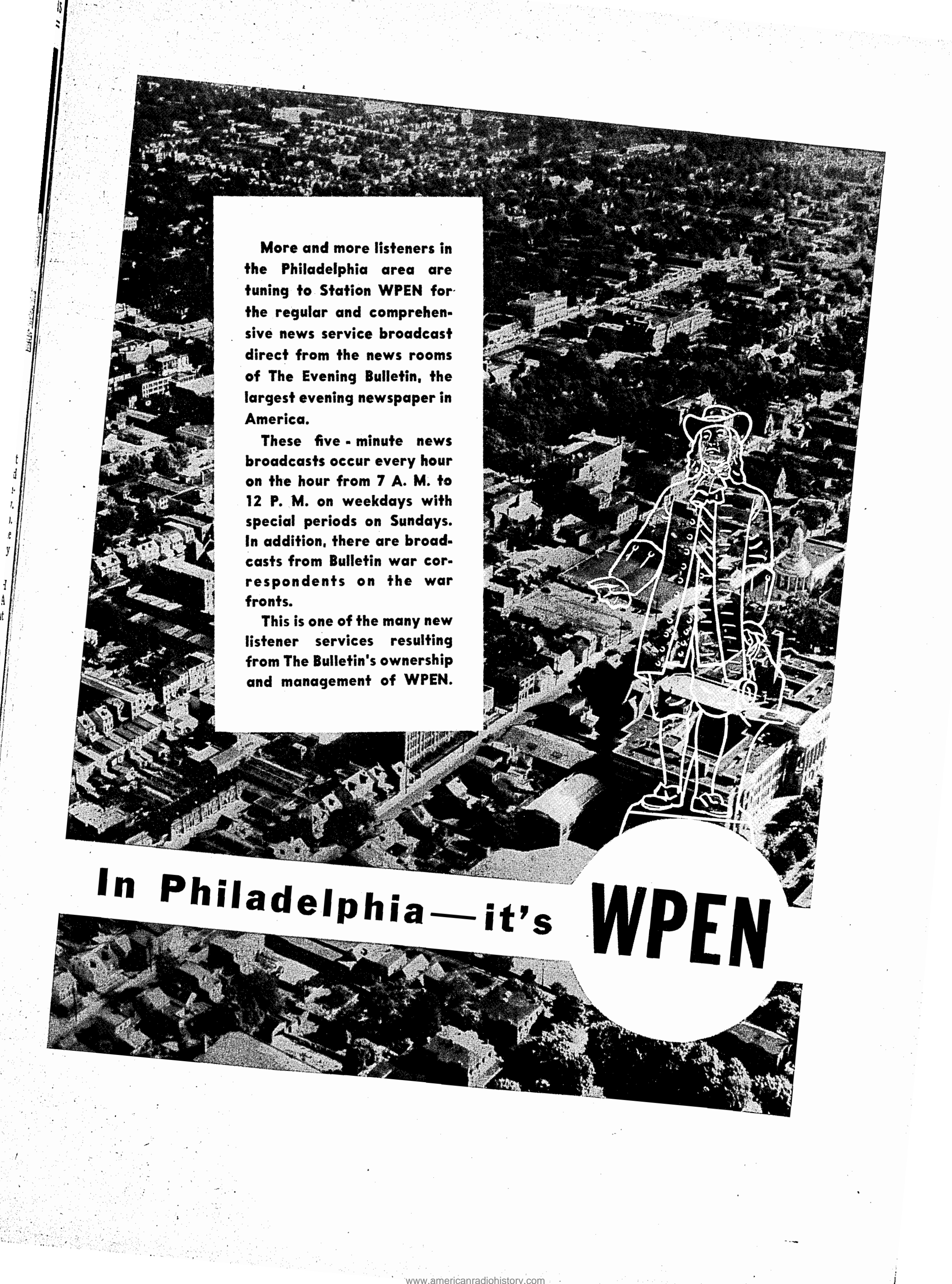
WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five - minute news broadcasts occur every hour on the hour from 7 A. M. to 12 P. M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.

In Philadelphia — it's

WPEN

AFN Now Doubling Its Stations Overseas

(Continued from Page 1)

in France, Belgium and Germany in order to bring American radio entertainment to every soldier in Europe during the entire period of redeployment and occupation.

Among stations to be taken over by AFN in Germany will be those at Munich, Bremen, Stuttgart and Frankfurt. The Munich station is one of the largest on the Continent and its 100,000 watts makes it larger than any in the United States. The Nazis used it for jamming Allied broadcasts during the war.

The stations in France and Belgium will be maintained or established in areas used for redeployment, recreation and permanent posts.

AFN had nine outlets in operation on the Continent and 41 in Great Britain when the war ended, including three mobile stations attached to the First, Ninth and Seventh Armies. The others on the Continent are in Paris, Marseilles, Cannes, Nice, Nancy and Lyons. The mobile stations will be transferred to other areas as the Allied armies are re-deployed.

The stations are on the air more than 20 hours a day, presenting live broadcasts direct from their studios and transcriptions prepared by Armed Forces Radio Service and flown from the United States. AFN also operates a news room from London for the broadcast of world, home and sports news.

Davis Compliments NAB For Service Rendered

(Continued from Page 1)

was expressed in a letter received by Howard Frazier, NAB engineering chief, last week from OWI Director Elmer Davis. Frazier helped establish the training center at Bethany, Ohio, where several of the OWI transmitters are located, and it was at this school that a number of technicians have been trained for overseas work.

The Davis letter follows: "I wish to express my thanks to you for the very valuable services you have rendered this agency in helping us to solve one of our most difficult recruitment problems. With your co-operation and that of National Association of Broadcasters, which has made your services available, the recruitment of technical personnel for our radio operations overseas has been greatly speeded up. I am glad that we shall continue to profit by your advice and counsel as we continue the job of meeting our overseas requirements."

RADIO ANNOUNCER- ACTOR-SCRIPT WRITER

desires position in New York or vicinity. Six years experience. Write RADIO DAILY, Box 176, 1501 Broadway, New York 18, N. Y.



Notes From An Aisle Seat . . . !

● ● ● Bing Crosby, according to our latest informant, has definitely decided not to return to the air in the fall, but will take it easy with one picture a year plus recordings. He may also do a transcribed series for World. . . . Walter Winchell will get the N. Y. Newspaper Guild Page 1 award for fearless journalism for the second year in a row. It'll be awarded in Oct. . . . The Glenn Miller band now fronted by Sgt. Ray McKinley will be back in the states by Sept. to go on tour here. . . . The rise or fall of the Fred Waring ailer will be laid in the lap of C. L. Menser—altho' it's the 'baby' of a higher -up. . . . Zero Mostel's audition show last week a terrific flopola, with whole idea being shelved. Too bad, because Zero is really a very funny guy, but even he couldn't combat the material. They hand him six stooges and then proceed to make a straight man out of him! Wonder if Borden's aren't sorry that they're letting Jerry Wayne go now that his show, "Marinka," is luring such tremendous raves out of town. Never saw such posies in our life as the New Haven press which hailed it as "a well-nigh perfect musical" . . . Wish Phil Baker wouldn't hesitate that split second before letting a contestant know whether he's right or wrong. You can practically see him looking up the answer himself—which is deadly to audience who thinks the quizmaster knows everything.



● ● ● They were discussing a new Alka Seltzer show at Toots Shor's the other p.m. and Harry Rauch, Les Gottlieb's assistant at Y & R chimed in that it oughta be called "Just Plain Bilious" . . . Joe Schribman has joined Cosmopolitan Records handling artists and publishers' contacts. . . . Leo Durocher still arguing with Branch Rickey because the Lip wants to do an air show in Sept. . . . Ted Collins will do play-by-play broadcasts of his pro football team's games this fall if time permits. . . . Jacques Renard taking his band up to the Bradford Roof, Boston, on the 14th. . . . Paula Stone permanent emcee on "Between Us Girls," replacing Elissa Landi. . . . Geo. Wolf, the NBC news hound, knows a guy who has an inferiority complex. Thinks everybody else is inferior. . . . Shaefer Revue not fading for the summer as reported. Merely the choir. . . . Richard Tucker replacing John Charles Thomas for six weeks starting July 22nd. . . . Will Barry Wood break away from MCA to join Wm. Morris?



● ● ● Lew Parker says his sponsor took a Crossley of the studio audience and found out that over half of them were listening. . . . John Conte, Marilyn Maxwell's husband, down with ulcers in an army hospital. . . . Those handsome escorts with Ida Lupino aren't new romances. Just Warner press agents. . . . Doris Lilly back from the coast saying New York wolves are less boring. Major John Huston followed her here. . . . Gene Tunney, out of the Navy, has retired to his Maryland farm. . . . Quote of the week: Humphrey Bogart asked if he had cried all thru the wedding, said: "Yeah, I'm just a sentimental slob" . . . Laura Carpenter rates a nod for a smart piece of promotion. She sends a platter of the song hit, "Laura," to all the directors. . . . Ed Kobak's son, James, has been upped to Capt. . . . We like this line in Magazine Digest: "She was wearing one of those gowns that seemed to say 'Standing Room' only" . . . Herb Moss signed by Olsen & Johnson to whip their show together on the air, if and when the zanies face a mike this fall. . . John Wildberg put an additional \$65,000 of his own coin into "Memphis Bound" over the scheduled production costs. . . . Sign in road: "Cross-road ahead. Better humor it" . . . The O. Henry touch: Why doesn't Maggi McNellis call her show "The Gift of the Maggi"? . . . Arthur Godfrey's own description of his CBS session: "This is the Snafu program. That's Serutan spelled sideways."



—Remember Pearl Harbor—

AGENCIES

ALLEN KAYE MARTIN, owner-producer of Charm School of the Air and The World Home Makers, each a half-hour show heard Monday through Friday over WGN, Chicago, announces the appointment of George Dietrich as eastern sales manager. Dietrich formerly was in the New York office of WGN. Other new additions to the staff of Allen Kaye Martin include Leslie Smith as writer of the World Homemakers Show and Nikki Kay as writer of the Charm School of the Air. Mary Afflick, only woman producer with WGN, is handling production on both of these programs.

M. RICHARD TENNERSTEDT will join the Chicago office of Paul H. Raymer Co. on June 15. He formerly was associated with NBC in its central division.

Ohio State FM Workshop Gets Underway Next Week

(Continued from Page 1)

pants are in the field of educational radio.

Station CKBI, Prince Albert, Saskatchewan, will be represented by three men: Adam G. Kergan, program director; Francis H. Church, announcer-newscaster, and Albert G. T. Prosser, announcer.

Some of the other registrants: Edith Burford Kelly, director of radio and assistant dean, Ohio Wesleyan University, Delaware, O.; Prof. Katherine Kumler, Oklahoma A. & M., Stillwater, Okla.; Robert Leshar, director of audio-visual aids, Potomac Jr. High School, Hagerstown, Md.

Lawrence W. McConachie, director of interscholastic activities, El Paso Public Schools, El Paso, Tex.; Martin Ryerson, instructor, Ohio Military Institute, Cincinnati; Robert C. Schimmel, master, Dorchester High School for Boys, Dorchester, Mass.; Florence P. Serlin, announcer-engineer, WGOV, Valdosta, Ga.; George K. Smith, chairman, division of languages, literature and fine arts, West Georgia College, Carrollton, Ga., and Catherine Warren, Nashville Public Schools, Nashville, Tenn.



"Gosh, Ma — she allus did go for them WFDF Flint announcers."

Program Parade

MANCE, RHYTHM AND RIPLEY—CBS. Thursday, 10:30-11 p.m. Bourjois, Inc. Raych's orchestra continues in this spot. The title changed from "Here's To Romance." Instead of guests, "Believe-It-Or-Not" Ripley is on regularly polishing off fine musical fare with a dramatic true story of a single survivor from a torpedoed ammunition ship. Combination makes for easy listening, due to soft rhythm and tempo.

★
ADVENTURES OF TOPPER—NBC. Thursday, 8:30-9 p.m. Birdseye Frosted Foods. The placement for Dinah Shore is the Thorne series based on stories by said author. Many of his readers have enjoyed his various books and whether "Topper" will click in radio is highly problematical. First one dealing with live acts talking to ectoplasms and their related experiences, apart from the utter silliness of it, was no radio bargain in spite of Rowland Young's efforts. Hitting a limited audience at best.

★
VARIATIONS by VAN CLEVE. WJZ-ABC, 9 p.m., Thursday, sustaining. Velvety, smooth music accentuating orchestras, strings and reed instruments. Arrangements by Nathan Van Cleve, conductor, are melodic and modern and make for good evening listening.

★
MARTHA CHRISTIE'S HERCULE POIROT WOR-Mutual. 8:30 p.m. Puzzling phase of this show is that it was obviously aught because of the famous fiction character, that of the quaint, lovable Belgian detective. Yet, for some reason or other, the writers stress the plot much more than any sense of finely-drawn characterization.

Chicago Office Formed For WCAU, Philadelphia

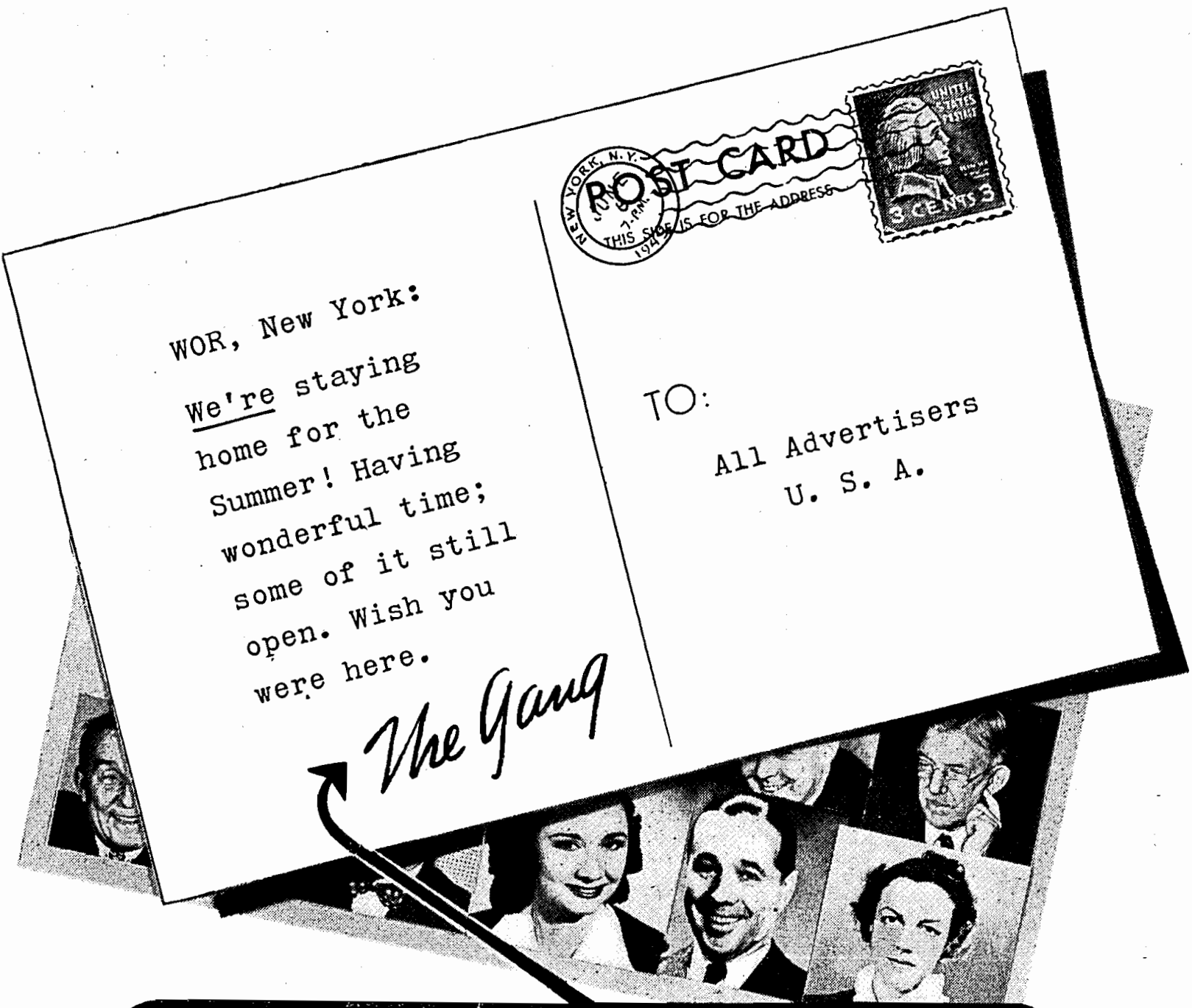
Philadelphia—WCAU Broadcasting Company announces the opening of a branch office in Chicago. The office will be under the direction of Virgil Reiter Jr. Reiter was formerly publicity director of Buick Motor Car Company and sales promotion director of Graham Paige Motors and until now the first midwest rep. for WCAU.

Changes Schedule

Hudson Pulp and Paper Corp., regional advertiser, has discontinued its seven-days-a-week one-minute spots and instead sponsors the 10-minute three-times-a-week newscast featuring Martin Behrens, effective immediately. Jane Jones Company is the agency.

MAGAZINE EDITOR WANTED

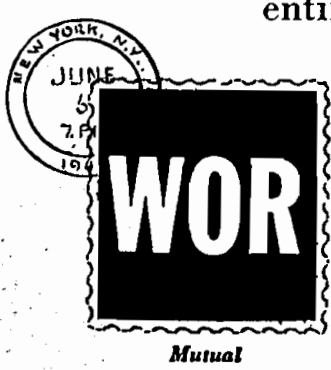
National Radio Network in New York City. Well contacted with editors of all types of magazines. Ideas and imagination. \$6000 to start. Write full details. Box No. 175, Radio Daily, 1501 Broadway, New York 18, N. Y.



JOHN GAMBLING
 BREAKFAST WITH
 DOROTHY AND DICK
 ALFRED W. McCANN
 BESSIE BEATTY
 MARTHA DEANE
 PAUL SCHUBERT
 THE ANSWER MAN

UNCLE DON
 STAN LOMAX
 BULLDOG DRUMMOND
 CAN YOU TOP THIS?
 LEAVE IT TO MIKE
 FOOD AND HOME FORUM
 ALL NEWSCASTS
 AND COMMENTATORS

and many, many other outstanding WOR programs that will, as in past Summers, benefit by their "continuous performance" and deliver an even larger share of listeners in the 4,600,000 radio homes that constitute one of the richest all-season markets of the entire Eastern seaboard.



1440 Broadway, New York 18

WHERE SHOWMANSHIP SELLS . . . ALL YEAR 'ROUND

AFA Annual Awards Given To Adv. Clubs

(Continued from Page 1)

tion; 2—to those in cities less than 300,000 and 3—to women's advertising clubs.

First place among clubs in the larger cities went to the Milwaukee Advertising Club and among clubs in the smaller cities, to the Advertising Club of Springfield, Mass. The Women's Advertising Club of Cleveland took top honors in its classification.

Second award among clubs in larger cities went to the Advertising Club of the Columbus Chamber of Commerce. In the same classification the Advertisers' Club of Cincinnati received special mention for "a superb job showing creative skill on two special campaigns." The Advertising Association of Houston received honorable mention for their excellent organizational set up.

Worcester Club a Winner

Among clubs in smaller cities, second honors were won by the Advertising Club of Worcester "for a comprehensive and skillful promotion of several vitally important projects." The Advertising Club of Birmingham was singled out for special mention because of their enterprise in enlisting practically all business and industrial interests of the city in a co-operative pool for the promotion of war projects. The Peoria Advertising and Selling Club received honorable mention "for their intelligent, creative work on several projects, with special emphasis on their original promotions in the various bond drives."

The Women's Advertising Club of St. Louis took second honors for "an especially complete and magnificently merchandised campaign on one major project, 'Bonds for Babies.'" The Women's Advertising Club of Washington, D. C., received special mention for their promotion and excellent follow-through on their Vocational Guidance Program for disabled veterans and for spearheading it into a campaign of national proportions. Honorable mention went to the Los Angeles Advertising Women for their thoroughly competent promotions of a number of major projects.

War Activities Lauded

The judges commended the wide scope of the Clubs' war advertising activities and the universal excellence and creative skill displayed in their campaigns which made the decisions in all classifications difficult and extremely close.

Chairman of the jury on Awards was William B. Carr, Time, Life and Fortune, New York, and chairman of the Periodical Publishers' National Committee of the Waste Paper Campaign. Members of the jury: Lt. Commander Holman Faust, Mitchell-Faust Company, Chicago; Richard D. Mathewson, program manager, Office of War Information, Washington, D. C.; Dorothy Shaver, vice-president, Lord & Taylor, New York, and T. S. Repplier, executive director, war Advertising Council, New York.

THE WEEK IN RADIO

Indies Protest Army BPR Treatment

(Continued from Page 1)

a brief transcribed statement made by the visiting general, in order that radio may serve its listeners in a fitting manner. While this was refused to broadcasters in this city when Gen. Bradley and Gen. Hodges appeared in New York, radio was permitted to carry the voice of Gen. Patton in the Boston area. And now Denver stations are also protesting because they got the same treatment as accorded New York indies.

Radio Income: The FCC disclosed that the income for 836 standard stations for the year 1944 came to \$68,888,110, or almost 50 per cent more than the 1943 total and more than 125 per cent better than the 1942 report. Average broadcast income per station rose from \$36,488 in 1942, to \$55,948 in 1943, and to \$82,402 in 1944.

Spotshots: WABD employees have organized Local 794, and an intensive drive may be launched to unionize tele workers here. . . . U. S. advertisers are spending between 14 and 16 million each year in South America. . . . Walter Compton, MBS announcer, has resigned from his Washington job and may come to New York. . . . Dorothy Ann Kemble, director of continuity acceptance for ABC, has resigned to accept similar posts with Mutual. . . . NAB sales managers are considering code revisions. . . . Frank N. Stanton takes over the newly created post as general manager of CBS. . . . BMB and Canada's BBM will exchange measurement plans. . . . Roy Porter, NBC war correspondent in Paris, will represent the four webs

at the meeting of the Allied Control Commission in Berlin. . . . WPB has relieved the restrictions on distribution of antennas, blank recording discs and spring-motor acoustic phonographs. . . . Frank M. Folsom has been elected executive vice-president in charge of RCA-Victor. . . . George T. Shupert of Paramount Pictures, will succeed Dan D. Halpin of RCA-Victor as prexy of the American Television Society. . . . NBC making elaborate preparations to televise the arrival of Gen. Dwight Eisenhower. . . . KSTP, St. Paul, has made application for a tele station. . . . Frank La Tourette has been promoted to manager of ABC's news and news features department. . . . ABC will tour shows among the 12 new affiliates on June 15. . . . Robert Swezey, vice-prexy and general manager, has issued Mutual's program policy in text. . . . William Hillman, MBS' news analyst, will represent the four major webs in the broadcast coverage of President Truman's appearance at UNCIO. . . . William N. Robson was elected president, and Anton M. Leader was elected vice-president of the Radio Directors Guild. . . . FCC has permitted Raytheon Mfg. Co. to construct five experimental relay stations (broad-band microwave) between Boston and New York.

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

RTPB Panel Chairmen Act On Allocations

(Continued from Page 1)

should be voted on by Panel 2 (frequency allocation) membership.

The resolution follows:

"Panel 2 (frequency allocation), of the Radio Technical Planning Board reaffirms its previous position with respect to the allocation of frequencies for television and frequency modulation broadcasting. Of the alternatives proposed by the Commission in its report of May 17, 1945, Panel 2 believes that for all the services for which frequencies are to be allocated between 44 and 108 mc, Alternative No. 1 is the best solution and urges that it be made final at the earliest possible date."

If acted on affirmatively in accordance with the organization and procedure of the Radio Technical Planning Board, then the resolution would be forwarded to the Federal Communications Commission. It was the opinion of the committee that since Alternative No. 1 is substantially in accord with the previous recommendations of Panels 5 and 6, it would be unnecessary to refer the question back to these panels.

Members of the committee present at the meeting were C. M. Jansky, chairman of Panel 5 (FM broadcasting); W. R. David, vice-chairman of

Tele-FM Allocation Plea Still Awaits FCC Action

(Continued from Page 1)

before the Commission it was learned here Friday. When they will come up for formal consideration is uncertain, although it is not believed that they will be presented before the return of Chairman Paul Porter, who is due later this week. Porter did participate in the final voting on allocations which led to the Commission's proposals to raise FM, and the decision to withhold, which was announced last month.

Sentiment within the Commission is divided today, with prediction of the outcome of a vote, if such a vote were to come up this week, almost impossible to make. Sentiment has swung back and forth for the past several weeks regarding the FM allocation and it is this general uncertainty which makes it likely that the Commission will go through with its plans to spend the summer testing before making any final determination. Until this decision is made, of course, telecasters must await the final location of their first six channels.

Panel 5; D. B. Smith, chairman of Panel 6 (television) C. B. Jolliffe, chairman of Panel 2 (frequency allocation) and W. R. G. Baker, chairman of the RTPB.

House Cuts OWI Fund From 35 To 18 Million

(Continued from Page 1)

reduction of the San Francisco station of 895.

Rep. Clare Booth Luce of Connecticut attacked the banality of script turned out for Pacific broadcast in San Francisco, telling Rep. Clifton Woodrum of Virginia that he could do better with a newspaper and a passport between votes on the House floor. She said OWI could do "a better job with half the staff," and urged that the Taber amendment be voted. The amendment called for the halving of the appropriation.

Defense of the OWI was, as usual during appropriations debates, quite inept, with Appropriations Chairman Clarence Cannon, Woodrum, Majority Leader John McCormack, Rep. Richard Harless of Arizona and several others defending the agency. But as has been the case in previous years, they were not well prepared and were unable to deal effectively with their opponents, having to rely upon generalities.

It is considered likely here that the Senate will vote to restore the major part, or not all, of the \$17,000,000 cut with some sort of a compromise between the House and Senate version of the bill later to be worked out. This is the sort of thing that has been happening on OWI appropriations for several years.

Durham

North Carolina's third largest city. (1940 U. S. Census) City county is one compact unit with estimated 100,000 pop. Durham makes 25% of nation's cigarettes

Duke

University is another factor which helps make Durham an unusually steady market. For dominant coverage, one inexpensive buy does the trick. To control Durham you must have . . .

WDNC



OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

Represented by Howard H. Wilson Co.

Army Clarifies Policy On Interviews In Replying To N. Y. Indies' Protest

(Continued from Page 1)

which was addressed to Brig. Gen. Alexander B. Surlles, chief of the R, were WEVD, WHN, WHOM, NR, WLIB, WMCA, WNEW, WJZ, WOR, WOV and WQXR.

Colonel Hill, speaking for General Surlles, further declared that, while there was no discrimination against radio, "the War Department cannot accommodate every individual request received from every individual radio station and radio network in the United States for the same person."

The full text of Colonel Hill's letter follows:

Text of Letter

Radio stations WEVD, WHN, WHOM, WINS, WLIB, WMCA, WJZ, WNYC, WOR, WOV and WQXR, New York, N. Y.

Gentlemen:

This acknowledges receipt of your telegram jointly signed by the above named stations, wherein you state that radio has been denied proper opportunity to present the voice of returning high ranking officers in New York. Let me assure you that the War Department has consistently established a policy of parity for all media—press, radio and pictures. We have carefully reviewed the circumstances mentioned in your telegram and previously presented by Mr. Driscoll, and we are at a loss to understand how discrimination against radio has occurred. We feel confident that when I review all the facts, you will come to the conclusion that your complaint is based upon inadequate information and definition as to what constitutes a radio broadcast.

Says Invitations Were Sent

At all "press conferences" in New York, held for returning Generals, as well as other military personnel, representatives of radio stations, networks and press agencies were invited and were present. A "press conference" is not a radio broadcast. We cannot permit installation of microphones to report the proceedings for the obvious reason that in such spontaneous discussions and the questions and answers that arise, many problems of security and military policy come up which require modification

and re-wording. It is the job of radio and news correspondents to correlate and report all the facts that are given. Surely, when the conference is concluded, radio reporters are as free to go to their microphones with their comments as newspapermen are free to return to their typewriters with their reports. So, there can be no valid charge of discrimination there.

Calls Security a Factor

Every returning General who was requested for broadcast has been made available to radio. The appearances of these officers and men on the air are the result of a long established policy of keeping the American public informed through all media as promptly as possible. Obviously, where an individual is scheduled for an interview or address over the air, the officer has the opportunity to consider matters of security and military policy, as well as the listening audience in advance and to prepare a written script in advance with all these facts in mind. This is not possible at a press conference, and the distinction is obvious.

Your complaint further states that news reels have been given an advantage over radio. Again, we must have an understanding of definition. A newsreel "interview" is not a broadcast, nor is it a "press conference." Here the individual has prepared a written digest which is rehearsed before the cameras, so that he will be both seen and heard several days after the film is processed and distributed to the theaters.

Cites Case of Gen. Bradley

We know of no situation in the history of Army public relations where radio broadcasters have been denied access to cover a situation or an individual that was being covered by newsreel cameramen. In the case of Gen. Omar Bradley's arrival at the La Guardia Airport, newsreel cameramen were at the airport and shot sequences of his arrival at the field. He made no statement and entered into no interview where the newsreels were at that time, or after the "press conference." Radio broadcasters were free to have their microphones at the airport the same as newsreel cameramen were free to have their cameras there. Surely, any charge that the newsreel appearance of General Bradley as he alighted from his plane is discrimination is groundless and unrealistic.

The test of discrimination boils down to whether a general officer has been withheld from broadcasting, but permitted to be interviewed for press and/or newsreel, exclusively.

Cites Officers' Broadcasts

The fact is that Generals Bradley, Hodges, Spaatz, Patton and others have not only been interviewed by press and radio reporters at the same time, but have also broadcast to the American public by means of radio. Narrowing down this charge of dis-

crimination still further, it appears to us that your test of discrimination is whether or not you are able to secure for your individual stations a broadcast under terms and conditions made by yourselves separate and apart from considerations above stated. Certainly it should be obvious to all that the War Department cannot accommodate every individual request received from every individual radio station and network in the United States for the same person. The Radio Branch, under the direction of Colonel Kirby, endeavors to accommodate these requests on a fair basis, so that the interests of the War Department, the public and the broadcasters are jointly served. We are satisfied that when you review the record of the last five years in which the Radio Branch has been serving both the War Department and American radio, you will conclude that no discrimination whatever is intended or has occurred.

Army "Grateful" to Radio

The Army is grateful, indeed, to American broadcasters for their splendid co-operation, and in turn, you will agree that both at home and abroad the Army has co-operated to the fullest in making it possible for

Colo. Senator Explains Denver-Patton Air Ban

Washington Bureau, RADIO DAILY

Washington—Edwin C. Johnson of Colorado, said Friday that he had talked with Gen. Robert Young of the Army's General Staff, twice last week in an effort to get the Army to permit a radio interview of or address by Gen. George S. Patton as he stopped over in Denver Friday night. Because, he said, General Patton was committed not to go on the air in any area where he might be heard in California prior to his appearance in his home town of Los Angeles, the Army was firm in its refusal to comply with the Senator's request.

American radio stations and networks to cover the war in what is generally regarded as a magnificent manner.

We cannot emphasize too strongly that the facts, in our opinion, do not support your complaint. After you have reconsidered all the facts in the case, if you desire to further discuss the matter, the chief of our Radio Branch will be very glad to meet with you either in Washington or New York at any time.

Sincerely yours,

LUTHER L. HILL,
Colonel, U.S.A.,
Acting Director, BPR.

WRITER WANTED

Large industrial concern with nationwide operations, seeks a writer to handle preparation of commercials for its network radio program. Applicants must have broad background of writing on business subjects, must be able to develop production and research stories, and must have several years experience in radio writing, preferably of institutional type of commercials for network programs. Send full particulars to Box No. 178. This inquiry comes directly from sponsor and applications will be treated with strict confidence.

RADIO DAILY

1501 Broadway New York 18, N. Y.



WJW scores again in Cleveland with this tailor-made show!

"Hello, Joe. How do you like the job I got through 'Jobs for GI's'?"
Four out of every five ex-servicemen appearing on WJW's "Jobs for GI's" have gotten the job they wanted!
No wonder the sponsor, Kronheim Furniture, (working with U.S.E.S.), is pleased with the service the program is performing—another example of a top show, produced by WJW to suit a sponsor's needs.

BASIC Blue Network CLEVELAND, O.



850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

★ ★ ★ COAST - TO - COAST ★ ★ ★

— OHIO —

TOLEDO—German war equipment, trophies of U. S. servicemen, is being exhibited on the premises of WSPD. The collection includes a dagger which formerly belonged to Heinrich Himmler. . . WTOL's sportscaster Don Miller played a leading role in getting the season's record baseball crowd out for the recent Toledo-Kansas City benefit game for the Masonic Crippled Children's hospital fund.

— ILLINOIS —

CHICAGO—Bonnie Lee, sentimental vocalist, is now starring on her own program "Musical Portraits," heard across WJD's board. Bonnie has been heard with Lou Breeze' and Frankie Masters' orchestras, in addition to other name bands. Her WJD series will have Charlotte Morris as accompanist.

— MINNESOTA —

MANKATO—An appeal for blood donors over KYSM to save the life of a man dying of critical burns was answered within an hour by 30 persons who responded to the appeal and saved the man's life.

— NEW YORK —

NEW YORK—WHN's sportscaster Red Barber has been designated the Sports Father of the Year by the National Father's Day Committee. WNEW's vice-president Walter Duncan has taken leave of absence because of ill health. He will recuperate at his farm in Staatsburg, Dutchess County, N. Y. WNYC will present "Stove vs. Typewriter" as the discussion subject for Brooklyn College "You the Parents" roundtable on June 13.

— KANSAS —

SALINA—KSAL was recently honored at a luncheon sponsored by the local branch of the Kiwanis Club and the station was presented with a plaque by N. C. Grant, vice-president of the club, who praised the station for its support of community activities and symbolized it as a source of excellent entertainment. R. V. Jensen, manager of KSAL, accepted the award on behalf of the staff.

— FLORIDA —

MIAMI—The Miami Civic Forum, which is aired exclusively over WIOD on alternate Saturdays at 6:30 p.m., recently celebrated its first anniversary. After the program, WIOD was host to a dinner for the 60 civic leaders who have appeared on the programs throughout the year. Entertainment was provided by the "Merriemen" under the direction of composer-pianist Earle Barr Hanson, June Melville, vocalist, and Arthur Di Filippi, tenor.

— MASSACHUSETTS —

BOSTON—Bill Elliot, formerly radio's "singing cop," and now WOR's announcer, emceed a recent War Bond rally for the station at the city's Common and sold over \$4,700 worth of War Bonds, and recruited a number of WACS and Spars for Uncle Sam. He was assisted by Ed Pilla and Joe Dinneen.

— MICHIGAN —

DETROIT—Directors of WJR are proposing a two-for-one stock split to make a wider holding of shares possible. If the proposal is approved at a meeting to be held June 15 a greater public participation in the ownership of one of the nation's great broadcasting stations would be made possible, it was announced by President G. A. Richards.

— WEST VIRGINIA —

PARKERSBURG—Most recent member of the sales staff of WPAR is John Evans, formerly training and safety director of the Ames Baldwin Wyoming Co., also previously sales promotion manager of Brickwede Brothers Co. and the Penn Metal Co.

— PENNSYLVANIA —

PHILADELPHIA—Virgil Reiter, Jr., been appointed manager of WCAU's Chicago branch office at 400 N. Michigan Avenue. Reiter, a vet of 15 years in Chi radio row and more recently a rep for WCAU and other stations, devote all his time to this station as a tact man for mid-west agencies and clients.

— CONNECTICUT —

HARTFORD—WDRG recently paid tribute to Arthur Godfrey because latter paid tribute to the station. Godfrey mentioned that WDRGers had made their own arrangement of "O Meat Ball," and broadcast it, resulting in both complimentary and uncomplimentary comments.



RADIO'S LONGEST LIST OF SATISFIED SPONSORS

BELONGS IN EVERY STATION'S LIBRARY!

FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Ascap Sets New Pact With Latin Amer. Group

Deems Taylor, president of Ascap, on Friday signed contracts with Wallace Downey, representing Uniao Brasileira de Compositores, Brazilian performing right society.

The three-year contract is to become effective January 1, 1946. Until that time the present contract between Ascap and the Associacao Brasileira de Compositores e Autores will be in effect. The latter association will then be merged with UBC.

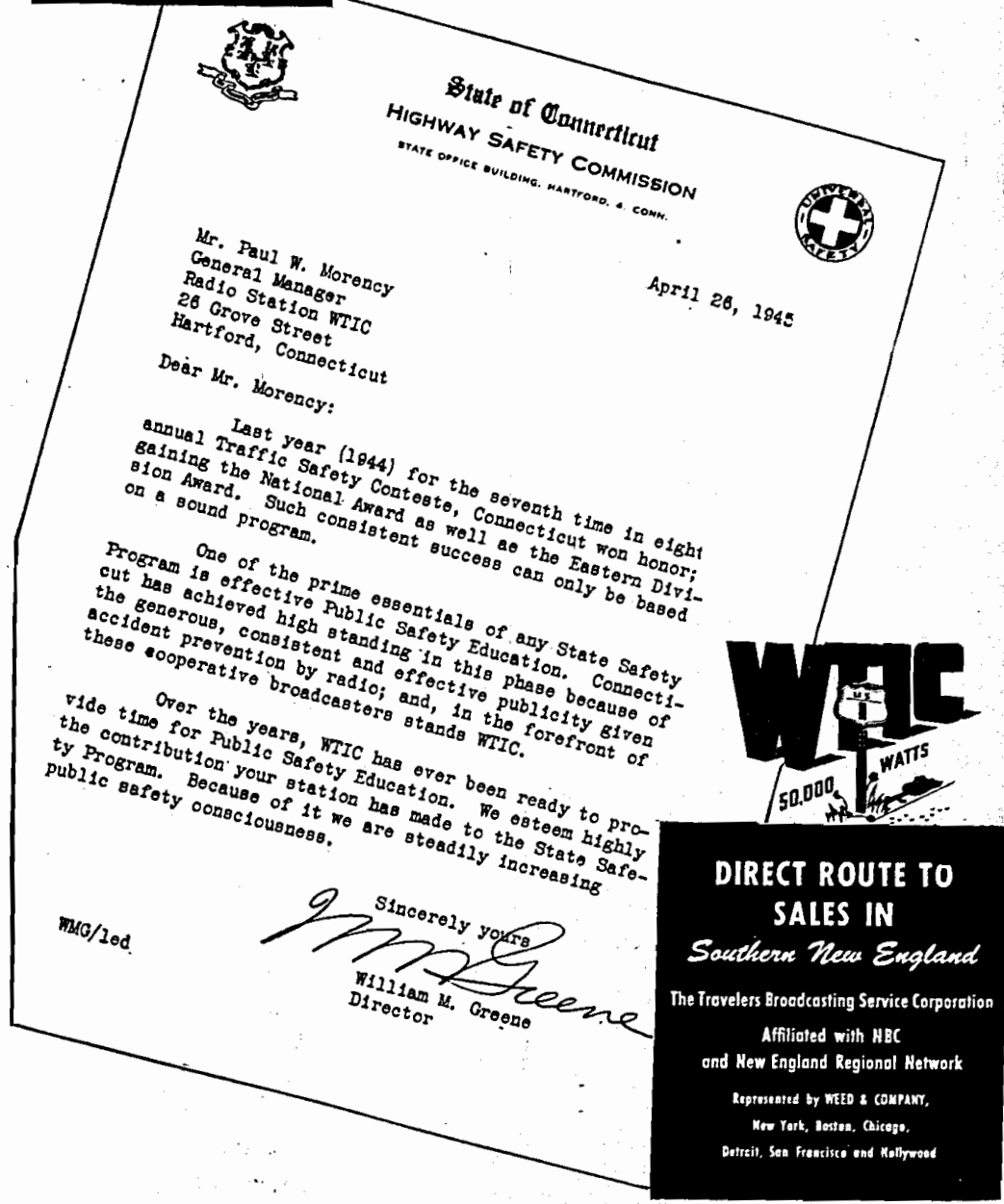
Send Birthday Greetings To—

June 11

| | |
|-----------------|-----------------|
| Douglas Craig | Florence Folsam |
| Robert Parman | Gene Stafford |
| Bill Sutherland | Hazel Scott |



This is the kind of letter we like to receive



State of Connecticut
HIGHWAY SAFETY COMMISSION
STATE OFFICE BUILDING, HARTFORD, 4, CONN.

April 26, 1945

Mr. Paul W. Morency
General Manager
Radio Station WTIC
26 Grove Street
Hartford, Connecticut

Dear Mr. Morency:

Last year (1944) for the seventh time in eight annual Traffic Safety Contests, Connecticut won honor; gaining the National Award as well as the Eastern Division Award. Such consistent success can only be based on a sound program.

One of the prime essentials of any State Safety Program is effective Public Safety Education. Connecticut has achieved high standing in this phase because of the generous, consistent and effective publicity given accident prevention by radio; and, in the forefront of these cooperative broadcasters stands WTIC.

Over the years, WTIC has ever been ready to provide time for Public Safety Education. We esteem highly the contribution your station has made to the State Safety Program. Because of it we are steadily increasing public safety consciousness.

Sincerely yours,
William M. Greene
William M. Greene
Director

WAG
50,000 WATTS

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 51

NEW YORK, N. Y., TUESDAY, JUNE 12, 1945

TEN CENTS

Details Of FM's Study

Gov't Agencies Co-Op With New MBS Series

Eighteen governmental and national agencies will co-operate with the producers of the new program series scheduled to bow in over the Mutual network on June 25, under the title "Now It Can Be Told," it was revealed yesterday by Phillips Carlin, vice-president in charge of programs. In addition to the aforementioned, information agencies of the foreign governments "have signified their willingness" to co-operate with the program's purposes and intent, i.e., to dramatize hitherto off-the-record stories regarding the prosecution of the war.

Among some of the agencies to co-operate are: OPA, FEA, departments
(Continued on Page 6)

Nebraska's 4-H Club Holds Conclave By Radio

Omaha—Nebraska's 18 thousand 4-H Club members held their twenty-ninth annual club week via the air waves.

ODT convention restrictions cancelled plans for a personal 4-H tour and the usual week-long celebration
(Continued on Page 8)

"County Fair" Show Will Debut On American, July 10

Los Angeles—"County Fair," a half-hour fun show sponsored by Borden's, makes its initial bow Tuesday, July 10, at 7:30 p.m., EWT, over the American Network.

The show follows a line implied by its title—the audience will participate
(Continued on Page 8)

SERVING the 7th!

Oklahoma City—The combined stage-show, broadcast and War Bond sale, put on by WKY in Elk City, Okla., netted a total of \$92,000 WKY in E Bonds—and the city contains only 5,021 souls. At its own expense, the Oklahoma City station took 12 of its staff artists to the smaller municipality to help nudge the Elks' bond drive over the top.

Bond Special

Mrs. Eleanor Roosevelt and Secretary of the Treasury Morgenthau will interview wounded war veterans tomorrow at the Army Air Forces Convalescent Hospital at Pawling, N. Y. with ABC presenting a special program with the above mentioned at 10:30-11 p.m., EWT. Features will be added as written by Betty Smith. Paul Milton and Robert Dana will do the script and Morgenthau will emcee.

174 Standard Outlets In Pending Requests

Washington Bureau, RADIO DAILY

Washington—A total of 174 applications for standard broadcast stations—the vast majority for 250-watt locals—is pending now before the FCC, it has been revealed. Only a few of the applications call for power above 5,000 watts. Topping the list are New York and Pennsylvania, with 14 applications from each of the two states;
(Continued on Page 6)

Rorke Chicago Radio Head For J. Walter Thompson

Harold B. Rorke has been named radio director of the Chicago office of the J. Walter Thompson agency replacing Tyler Davis, resigned. Before being ordered to inactive duty, Lt. Col. Rorke served in the War Department bureau of public relations
(Continued on Page 8)

CBS Tele Goes Commercial; Geo. Moskovics In Sales Post

In a move to further its activities in the field of commercial television, CBS yesterday revealed the appointment of George Moskovics as commercial manager of television operations, a newly created post at the network. The appointment was made in anticipation of experimental commercial activities in the video

The worthwhile programs of WLAW have gained a daytime listening audience of 1,902,591. Advt.

Commission Picks 11 Recording Sites To Receive Signals From Stations Located In N. Y. And Mass.

Washington Bureau, RADIO DAILY

Washington—Details of the FCC study of the high frequency FM broadcasts to be undertaken this Summer have been revealed, along with the locations of 11 recording stations to pick up the signals from four FM broadcasters in Paxton, Mass., and New York City. These sites were selected
(Continued on Page 7)

Radio-Ad Men Group Set Up Veteran Bur.

Veterans of this war who wish to get into anyone of the various phases of advertising, marketing and selling, will henceforth be able to seek the guidance of the newly organized Veterans Guidance In Advertising Committee. The group will meet at the Advertising Club of New York. Capt. H. Gordon Smith, chairman, and vet-
(Continued on Page 8)

OPA Conference June 13 To Value Post-War Parts

Washington Bureau, RADIO DAILY

Washington—A group of accountants from the radio parts industry will meet with OPA officials in New York City on Wednesday, to draw up a cost survey questionnaire to be
(Continued on Page 2)

McCall Returns To N. Y. In NBC News Department

After 15 months of special assignments abroad, Francis McCall, manager of operations of NBC's news department, has resumed his duties in the network's New York office. At
(Continued on Page 8)

Canadian Radio Sets 95% Good Condition

Niagara Falls, Ont.—A pool of the radio receiving sets in Canadian homes shows that only five per cent of the radios are out of order. Ninety-five per cent are in operating condition, reflecting particular credit on the radio service men of this country. Details of this situation were made
(Continued on Page 6)

Emerson Files With FCC For Developmental FM

Washington Bureau, RADIO DAILY

Washington—Application has been filed with the FCC by Emerson Radio for a developmental FM license to operate in New York City on 100 megacycles with 500 watts power.

SERVING the 7th!

Charleston, S. C.—Two remote programs from arriving Army hospital ships, as well as another from a plane arriving from Europe, were WTMA features of WTMA's "Bond Day" to aid the 7th War Loan campaign. Other shows came from Stark General Hospital and from the U. S. Navy Yard. GI's back from German prisons took the orders for bonds.

Big sales result thru WLAW—its industrial market has an above-average payroll. Advt.



CBS Tele Goes Commercial; Geo. Moskovics In Sales Post

Vol. 31, No. 51 Tues., June 12, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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(Continued from Page 1)

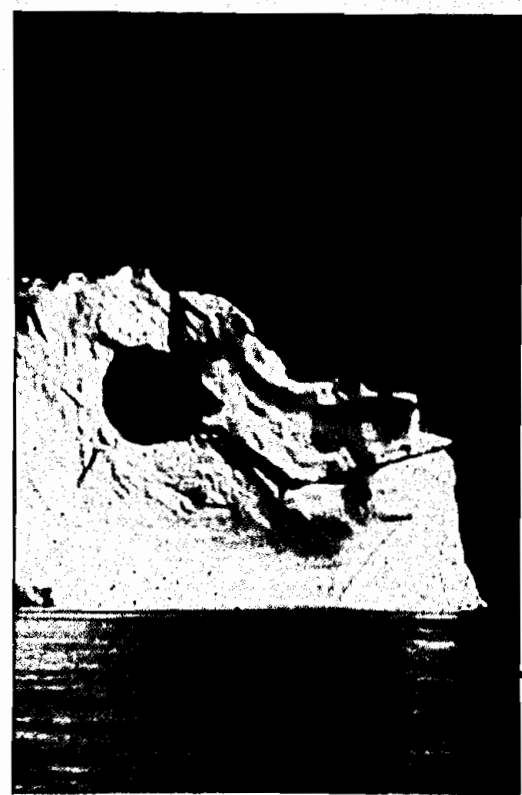
the Columbia Pacific Network, with headquarters in Los Angeles, and more recently has been assistant sales manager for CBS radio sales in New York.

Herbert A. Carlborg has been appointed assistant eastern sales manager of radio sales, replacing Moskovics. Carlborg has been a special account executive in radio sales since 1942, prior to which he served in Detroit as representative of CBS network sales and as sales



GEORGE MOSKOVICS

manager for the network's radio sales. "The appointment of Mr. Moskovics as commercial manager, together with the return on July 1st of Lawrence W. Lowman as vice-president in charge of television and creation of the CBS Television Audience Research Institute, underline the increasing importance of television in CBS operations," Ream said, and he added: "In addition to these major steps to provide advertisers and agencies with facilities of maximum effectiveness in preparation for the time of experimental commercial television, Columbia is continuing and expanding its development of high-definition television in full color. This development will apply to television some of the technical advances of wartime electronics, and will take full advantage of the recent FCC allocations to provide a vastly improved standard for post-war television."



U. S. Navy Photo

...that's not all of it!

You know the nature of the iceberg—only 1/12 is exposed.

And there's a big hint in that big iceberg, for radio advertisers.

There's a lot that's not seen when you buy radio time.

There's only one yardstick for smart, successful time buying . . . look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener.

That's when you get the whole picture. In Baltimore an independent radio station . . . delivers the largest number of listeners per dollar spent.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Monday, June 11)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 171 1/8 | 170 7/8 | 171 1/8 | + 1/8 |
| CBS A | 39 3/8 | 39 3/8 | 39 3/8 | - 3/8 |
| Crosley Corp. | 39 1/8 | 39 | 39 | |
| Farnsworth T. & R. | 15 | 14 3/4 | 14 3/4 | |
| Gen. Electric | 43 3/4 | 43 | 43 1/8 | - 1/8 |
| Philco | 36 1/8 | 35 3/4 | 35 5/8 | - 3/8 |
| RCA Common | 12 | 11 7/8 | 11 7/8 | - 1/8 |
| RCA First Pfd. | 85 | 85 | 85 | - 1/2 |
| Stewart-Warner | 20 7/8 | 20 1/4 | 20 1/4 | - 3/8 |
| Westinghouse | 35 | 34 3/4 | 34 3/4 | - 1/4 |
| Zenith Radio | 39 1/8 | 39 1/8 | 39 1/8 | + 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 5 1/4 | 5 1/4 | 5 1/4 | |
|------------------|-------|-------|-------|-------|

20 YEARS AGO TODAY

(June 12, 1925)

Broadcast innovation was made by station WOR when it aired a sham battle in which 27 aeroplanes of New York and New Jersey National Guard participated high up over Times Square, New York . . . Leon Kristel, popular tenor heard over local airwaves, is a nephew of the composer of "Humoresque."

OPA Conference June 13 To Value Post-War Parts

(Continued from Page 1)

sent manufacturers in connection with the gathering of basic data required in establishing reconversion ceiling prices for radio parts, OPA announced last last week.

All-Day Confab Held

Announcement that accountants and OPA officials will begin work on the cost data study was made after an all-day meeting of the radio parts industry advisory committee with OPA officials in Washington Wednesday of last week. Discussed at the meeting was the question of ceiling prices for domestic radio parts, production of which is to be resumed shortly.

The ceiling prices established for about 400 domestic set parts manufactured by the parts makers may play an important role in the determining of ceiling prices for post-war sets, it was indicated.

O'Neil To Starlight Roof

Danny O'Neil, singer heard Monday through Thursday over CBS, will start an engagement June 29 at the Starlight Roof of the Waldorf-Astoria Hotel, New York.

Fort Wayne Company Seeks Station License

Fort Wayne, Ind.—Fort Wayne Broadcasting, Inc., Fort Wayne, Ind., has been organized and will ask the FCC for either a standard or FM station permit, according to Edward Thoms, Indianapolis, an engineer for the Bell Telephone Co. and one of the incorporators. Other principals are Walter L. Thoms, Indianapolis; John Toothill, Chicago; H. Leslie Popp, Earl Groth, and Clarence L. Schust, prominent businessmen in the Fort Wayne area.

Peabody Finalist
KLZ was among the 17 stations who were "finalists" in the George Foster Peabody Judging for 1944.

KLZ

DENVER

REPRESENTED BY THE KATZ AGENCY

CBS 560 KC.

Exclusive!

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

560 Kc. 5000 WATTS

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.

Think This Over!*

WAAT delivers

more listeners per dollar

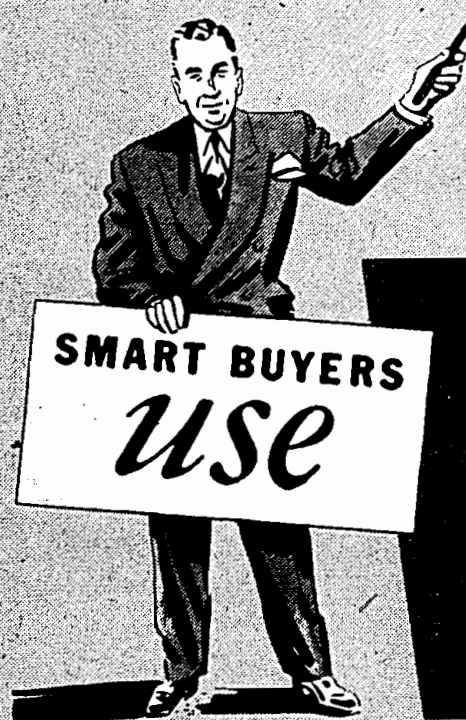
in America's 4TH Largest Market

than any other station—

including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

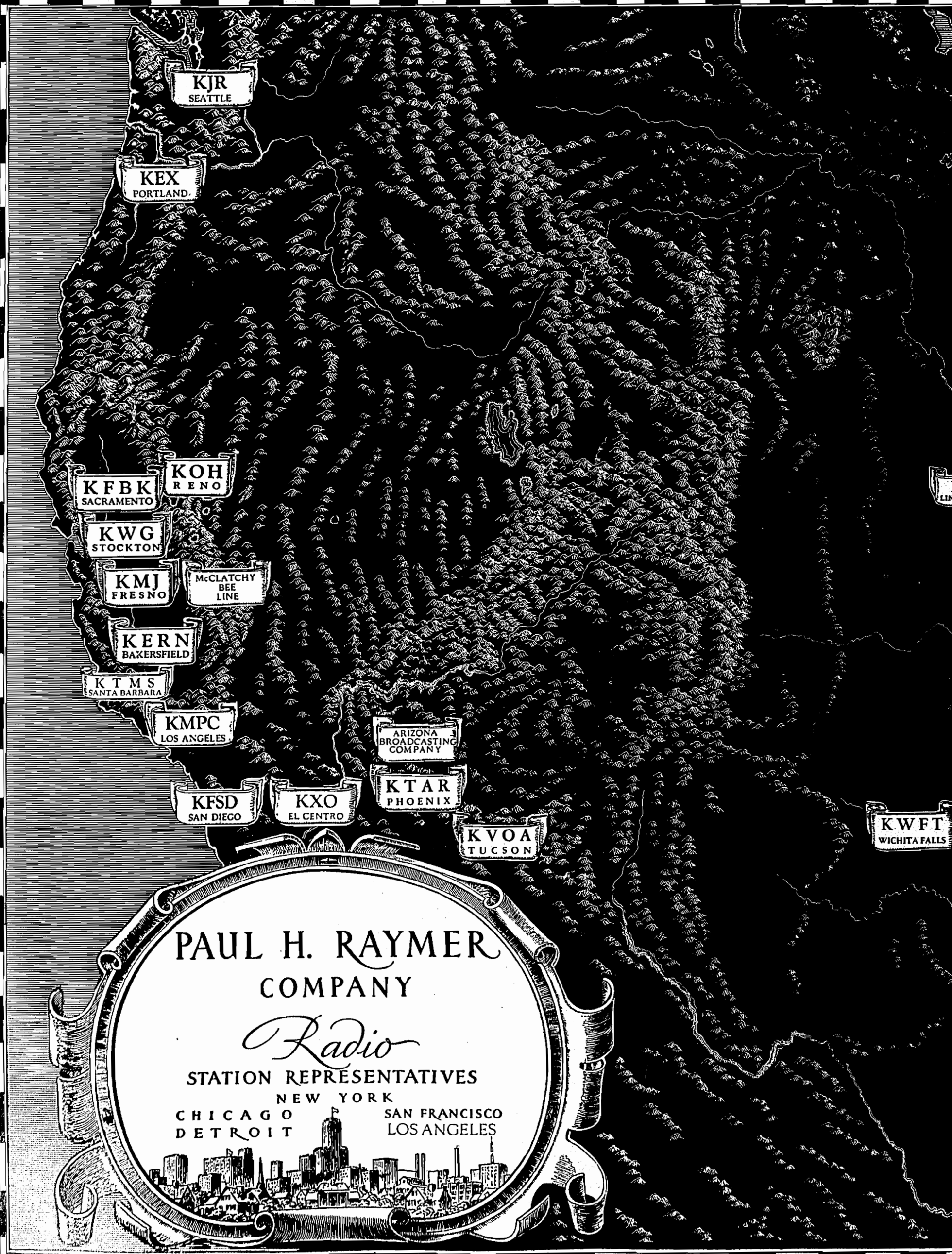


WAAT

970 KC
NEWARK,
N. J.

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

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



KJR
SEATTLE

KEX
PORTLAND

KFBK
SACRAMENTO

KOH
RENO

KWG
STOCKTON

KMJ
FRESNO

McCLATCHY
BEE
LINE

KERN
BAKERSFIELD

KTMS
SANTA BARBARA

KMPC
LOS ANGELES

ARIZONA
BROADCASTING
COMPANY

KFSD
SAN DIEGO

KXO
EL CENTRO

KTAR
PHOENIX

KVOA
TUCSON

KWFT
WICHITA FALLS

PAUL H. RAYMER
COMPANY

Radio

STATION REPRESENTATIVES

NEW YORK

CHICAGO
DETROIT

SAN FRANCISCO
LOS ANGELES





Scale of Miles
0 50 100 150 200 250

WGAN
PORTLAND

WTRY
TROY

WTAG
WORCESTER

WPRO
PROVIDENCE

WSYR
SYRACUSE

WDRG
HARTFORD

MICHIGAN
RADIO
NETWORK

WHK
CLEVELAND

WKBN
YOUNGSTOWN

WKBO
HARRISBURG

WINS
NEW YORK CITY

WOOD
GRAND RAPIDS

WXYZ
DETROIT

WJJD
CHICAGO

WSBT
SOUTH BEND

WORK
YORK

WGAL
LANCASTER

WSAI
CINCINNATI

WCAO
BALTIMORE

WDEL
WILMINGTON

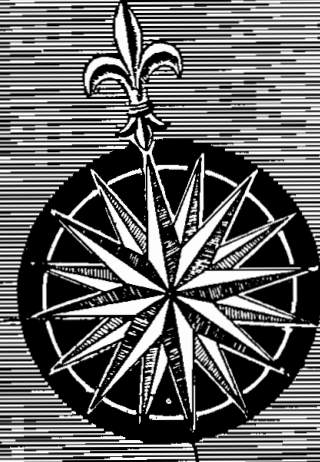
WRVA
RICHMOND

KWK
ST. LOUIS

WLAC
NASHVILLE

WDOD
CHATTANOOGA

WBRC
BIRMINGHAM



Gov't Agencies Co-Op With New MBS Series

(Continued from Page 1)

of Labor and Agriculture, Army Air Force, ODT, Army Transport Corps, Army Signal Corps, War Manpower Commission, Department of Commerce, OWI, National Housing Administration, Office of Strategic Services, Navy Bureau of Medicine, Army Bureau of Surgery and Medicine, etc.

Goes Across the Board

The program will be heard across the board, 8:15-8:30 p.m., EWT. Judson Philips will write the scripts and Dan Seymour will handle the production. A director has not been appointed, nor has the narrator been signed. "Now It Can Be Told" replaces the current "Curt Massey" program.

Applications Before FCC Total 174 For AM Outlets

(Continued from Page 1)

there are 11 each from Texas and Tennessee, 10 from California, nine from Alabama and eight from West Virginia.

Decorated

Word has been received of the presentation of the Bronze Star Medal in the Philippines to Lt. William F. Weisnet, parachutist. He is the nephew of Leon Rosenberg of Barnes Printing Company, printers of RADIO DAILY.



California Commentary

● ● ● Members of the radio colony are still commenting on the "colossal" wager of one cent made by Harry R. Lubcke, director of television, Don Lee Broadcasting Co., and Ralph B. Austrian, RKO Television executive.

Following Austrian's announcement at the recent Los Angeles Society of M.P. Engineers conference here that motion pictures would account for 60 to 70 per cent of the future tele programs. . . ● Lubcke challenged Austrian's prediction and maintained that with expectation of film inserts used in "live" shows, films will not account for more than 30 per cent of the Video programs when the year 1950 rolls around. It was regarding this point that the wager was made. . . . Jack Benny delayed his nine weeks USO-Camp Shows tour 48 hours to act as master of ceremonies at the huge Los Angeles Coliseum show welcoming Generals Patton and Doolittle. Leonard Callahan, of the War Department Bureau of Public Relations, assisted in marshalling the following radio writers for dramatizations and other features of the Coliseum show: Glenn Wheaton, Jerry Lawrence, Bill Ratigan, Joe Alvin and Irving Brecher.

☆ ☆ ☆

● ● ● KMTR's "Salute To The Seventh War Loan" is attracting much attention. It is an hour show and has been broadcast daily, 6-7 p.m., since drive started. One of the highlights of the program is the 15-minute period provided by the comely Clawson Triplets, singers formerly with Phil Spitalny's orchestra. The show is produced by Jim Strain, KMTR's program director. Although he has only been out of the armed forces a short time, Dick Joy is steadily regaining his niche as one of Hollywood's leading announcers. He has just been assigned the regular announcing chore on "Bill Lance" and also handles the Telephone Hour, Vox Pop and "Take It Or Leave It" when these shows appear in Hollywood. While in Kansas City awaiting a Chicago-bound plane, Upton Close was asked by an airline attendant for his autograph as a Mother's Day gift for her mother who had long been a devoted fan of his. While signing the autograph, Close was greeted by his old friend, Leon Henderson, just back from China. It's good to see Tommy Dorsey spotlighted as emcee-star of the RCA shows without the aid of his familiar baton. Tommy's breezy chatter as he hosts noted guest and his incomparable trombone playing qualify him as a stellar mike personality.

☆ ☆ ☆

● ● ● A new Styles' voice hit the ozone June 1. It belongs to the seven and one half pound baby girl born to Mr. and Mrs. Hal Styles on that date. Seven-year old Norma Nillson is one of the busiest child actresses on the air. On June 4th she appeared in "Intermezzo," the Lux show, and "The Doctor Fights," the latter starring Cary Grant. The previous week she supported Jack Benny in "This Is My Best." . . . ● Orchestra Leader Dick Aurandt emceed the "Jimmy Doolittle Rally" at the Los Angeles Manual Arts high school June 6 to which 2,700 students were admitted by purchases of 7th War Loan bonds. General Doolittle is an alumnus of Manual Arts. William B. Ryan, Gil Paltridge, Art Baker, Dean Moxley, Charles C. Alsup, David R. Fenwick, George Whitney, Bob Purcell, Don McNamara, Pat Kelly, Frank E. Ware, Howard D. Thomas and Helene Burke were among those who attended the cocktail party tossed by the Packard-Bell Company in honor of its new air show, "The PhonOcord Family Party." Howard L. Tullis, former manager of KWKW, Pasadena, and his bride, Ruth Harrison, will make their home in West Los Angeles at 1298 Devon Ave., when they return from their wedding jaunt. Braven Dyor, Los Angeles Times sports editor, reports that George Fazlo, the pro at the Hillcrest golf club, is making a top-notch golfer out of Jack Benny.

☆ ☆ ☆

— Remember Pearl Harbor —

Canadian Radio Sets 95% Good Condition

(Continued from Page 1)

public yesterday at the annual meeting of the Radio Manufacturers' Association of Canada, at the General Brock Hotel.

It was further revealed that 24 per cent of the radio sets are 10 years or older; 34 per cent from five to four years old; 21 per cent are three years old and about eight per cent have been bought in the past two years.

Forty-two per cent of the people say they plan to buy a radio after the war. Of these about 65 per cent plan to buy a standard A. C. model, about 20 per cent plan to buy a radio-phonograph combination and about 15 per cent will be in the market for a battery-operated set.

Present intentions on the part of the Canadian public to buy all the major types of electrical appliances show a radical increase over intentions recorded a year ago in a similar poll. The greatest increase however, is in plans to buy radio sets. In the list of the first big purchases people plan to make after the war, radio has moved up from seventh place, following automobiles and refrigerators.

The comprehensive survey conducted for the Radio Manufacturers' Association of Canada was made by Canadian Facts, Limited, under the direction of the Sales and Marketing Committee of the R.M.A., which the chairman was S. L. Cape, vice-president and general manager of Philco Corporation of Canada, Limited. Chairman of the association's meetings here was R. M. Brophy, president of the Rogers Majestic, and Rogers Electronic Tubes, Ltd., Toronto.

Melchior, Romay On RCA Show

Lauritz Melchior, Wagnerian tenor and Lina Romay, specialist in the songs of Latin-America, will guest from Hollywood Sunday on the "RCA Show" at 4:30 p.m., EWT, over NBC.

Your
SALES DOLLARS
TRAVEL FAR . . .
Ben Ludy, . . . when you
GEN'L. MGR. use them on
WIBW
The Voice of Kansas
TOPEKA

Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
560 Kc. 5000 WATTS

31st Week
THE JACK KIRKWOOD SHOW
Procter & Gamble

AGENCIES

WILMA FREEMAN has resigned her post as promotion manager of United Artists to join the public relations firm of Tom Fizdale, Inc. Her resignation is effective June 22nd. Win Nathanson, president of Tom Fizdale, Inc. announced that Miss Freeman will serve in an executive capacity in charge of exploitation and promotion departments. She has been associated with United Artists for the past three years and previously served as the promotion manager for Warner Brothers.

MAJ. HENRY J. KAUFMAN, now serving in the U. S. Army, has announced the formation of a partnership consisting of Jeffrey A. Abel, William F. Sigmund and Irma N. Kaufman. The firm, established in Washington, D. C., in 1929 as Henry J. Kaufman, advertising, will be now known as Henry J. Kaufman and Associates. The scope of service, functions, personnel and location of the agency will remain the same. Since December, 1942, when Major Kaufman temporarily left active management to enter the service, Abel and Sigmund have been serving on the management committee of the agency. The former is radio director, having been associated with the agency for the past 13 years.

Grauer "Mr. D.A." Announcer

Ben Grauer on Wednesday will take over as announcer on the "Mr. District Attorney" program heard over NBC from 9:30-10 p.m. He replaces Fred Uttal, whose additional assignments have made continuance on the D.A. show inconvenient.

The move will be something of a homecoming for Grauer, who announced the show when Bristol & Myers first sponsored the program back in 1940.



Edward Petry & Co., National Representative

FCC-Industry Selects Sites For Recording Study Of FM

(Continued from Page 1)

at an FCC-industry meeting last month and recording will begin the end of this month. The sites are shown in the tabulation below.

The frequencies of 105 and 107 mc will be provided by two one kw transmitters to be erected atop the Lincoln Building in New York by the Raytheon Co.

WABD Chosen Over WRGB

For the middle frequency, WABD has been selected in lieu of WRGB, since there is no co-channel problem and since it overcomes the terrain difficulties to which WRGB is subject toward the southwest and possibly toward the west. Although WABD is not in line with WGTR it will be about as close to those of WGTR as would those of WRGB. The power of WABD can be raised to five kw, so it should be possible to measure tropospheric signals as far as Laurel, and Sporadic E at all points, if existent at this frequency.

The lowest frequency station for recording Sporadic E has been selected as WGTR, Paxton, 44.3 mc, so that the results of the survey may be co-ordinated with previous measurements. For continuous tropospheric measurements, W2XMN at Alpine has been chosen, because path distances more nearly coincident with

WABD are required for comparable results.

The question of a comparative coverage survey on three frequencies was brought up during the sub-committee meeting, but it was the consensus that the present concern was with tropospheric and Sporadic E propagation effects, and that no extensive coverage survey for the evaluation of comparative shadow effects and ground wave attenuation over various types of terrain should be made.

Plan Study At Minneapolis

It has since been determined that it is the intention of the Commission that such a survey be made and it is felt that Schenectady is the proper place for it. The Schenectady location provides the simplest solution, since but the additional transmitter and antenna are required, for which it may be possible to use a modified Radar unit.

In addition, continuous measurements will be made on 45.5 and 91 mc at Milwaukee. Both frequencies are to be measured at the same location at a distance from the transmitters such that the 91 mc signal will be above the noise level at all times but which will be far enough so that fading will occur at both frequencies.

FCC Recording Stations To Study FM

Below are listed the 11 recording stations which will be utilized by the FCC in its study of FM, and which will pick up the signals from four FM broadcasters, three in New York and one in Paxton, Mass.

| RECORDER SITE | TRANSMITTERS | | | |
|--------------------|----------------|-------------------|------------------|----------------------|
| | WGTR Paxton | W2XMN New York | WABD New York | RAYTHEON New York |
| Princeton | | 42.8 | 83.75 | 105 |
| Philadelphia | | 42.8 | 83.75 | 105 |
| Laurel | 44.3 | 42.8 | 83.75 | 105 |
| Roanoke | 44.3 | | 83.75 | 105 |
| Atlanta | 44.3 | | 83.75 | 105 |
| Montgomery | 44.3 | | 83.75 | 105 |
| Detroit | 44.3 | | 83.75 | 107 |
| Allegan | 44.3 | | 83.75 | 107 |
| Chicago | 44.3 | | 83.75 | 107 |
| Iowa City | 44.3 | | 83.75 | 107 |
| Grand Island | 44.3 | | 83.75 | 107 |

Program Parade

RIETY HALL—NBC, Saturday 8-8:30

Procter & Gamble. Gay Nineties that seems to have had difficulties from start of its NBC days in this slot. It around Beatrice Kay, it more or less ends or falls on how she is difected her resultant performance. Laying it too thick and not knowing when to lesque a song, or when to sing an old ad straight is one of the main listener-appointments. Obviously, the "Only a la In A Gilted A Cage-a" delivery, has limitations.



FRED W. McCANN—WOR, Mon.,

ugh Fri. 9:30-10 a.m. Sponsors, by wholesale (participating). Once a sewife becomes a McCann fan it's a ime romance. This philosopher and ition expert, ably assisted by Uncle a, has a morning program as solid as orner-stone and as honest as an old ioned garden.



IE FITZGERALDS—WJZ, Mon. through

7:50-8:15 a.m. Sponsors (participating). bably radio's most gracious breakfast ple, who chat about everything, interngly and in a natural and ad lib style. haps the word "style" should be eted. Only complaint: sometimes there too many commercials.



USIC OF MANHATTAN"—WEAF, Sa-

lays, 6:15-6:45 p.m., EWT. Transcribed es of NBC's Radio Recording Division. s is the sort of thing that could be rd live over the network, but rules id. The orchestral arrangements of man Cloutier are classics. No fault er with the production and script res of Morris Hamilton and Jack Wil, respectively.

andford Joins Chernow

Ed Sandford formerly associate of l Richman at Richman-Sandford oductions, has resigned and will ud the Radio and Television De-tment at the Chernow Advertis-Company, starting July 9. Prior the formation of the former firm, dford had been a director at NBC.

WTAG Local Shows Rate High Hoopers

December '44-April '45

6:30-6:45 p.m., Mon. Thru Fri.

EVENING REVUE 18.1

1-1:15 p.m., Mon. Thru Fri.

NEWS 29.8

WTAG WORCESTER

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

WRITER WANTED

Large industrial concern with nation-wide operations, seeks a writer to handle preparation of commercials for its network radio program. Applicants must have broad background of writing on business subjects, must be able to develop production and research stories, and must have several years experience in radio writing, preferably of institutional type of commercials for network programs. Send full particulars to Box No. 178. This inquiry comes directly from sponsor and applications will be treated with strict confidence.

RADIO DAILY

1501 Broadway New York 18, N. Y.

Radio-Ad Men Group Set Up Veteran Bur.

(Continued from Page 1)

eran of both wars announced yesterday that this operation will be directed in co-operation with the Veterans Service Center, the War Manpower Commission, Selective Service, State Veterans Bureau and the Veterans Employment Service of the U.S.E.S.

Allan T. Preyer, president of the club, installed the plan for the purposes of assisting veterans formerly associated with advertising to find the most suitable job for their individual abilities, and also to inform other men minus advertising experience of the potentialities in advertising, marketing and selling. While it was explained that this organization is to serve only the New York area, the Committee hopes that other advertising agencies throughout the nation will follow a similar pattern.

Central Point

The Advertising Club's quarters will serve as a central point for interviewing of veterans, where an office will be maintained with secretary and staff, and where meeting rooms for panel discussions will be available. Through the co-operation of the various advertising organizations, veterans will be referred to this control office. Advisory Committees, comprised of representatives from each of the organizations represented will provide panels for screening the veterans into their respective media.

Following is a list of participating organizations: Ad Men's Post, American Legion; Advertising Federation of America; American Assn. of Advertising Agencies; American Marketing Assn; American Television Society; Associated Business Papers; Association of National Advertisers; Better Business Bureau of New York; Classified Advertising Managers Assn; Direct Mail Advertising Assn; Export Advertising Assn; Magazine Advertising Bureau; Mail Advertising Service Assn; National Assn of Public Relations Counsel; National Association of Transportation Advertising; Newspaper Promotion Managers Assn; New York Sales Managers Club; Outdoor Advertising Assn; Publishers Assn of New York; Radio Advertising Executives Club of New York; Sales Executives Club.

Nebraska's 4-H Club Holds Conclave By Radio

(Continued from Page 1)

at the College of Agriculture of the University of Nebraska at Lincoln.

Club Leader L. I. Frisbie and Bill McDonald, KFAB farm service director, however, opened the remote-control celebration by showing members through the Omaha stockyards with a special broadcast. H. L. Van Amburgh of the Union Stockyard Company and E. W. Janike, newly-appointed secretary of the Omaha Live-stock Exchange, spoke.

"County Fair" Show Will Debut On American, July 10

(Continued from Page 1)

pate by trying for various prizes in a midway atmosphere which includes booths on the stage, barkers, calliopes, etc. Jack Baily serves as emcee to the proceedings, and Larry Keating announces.

Bill Gernannt, produces and directs "County Fair" for Kenyon and Eckhardt.

Rorke Chicago Radio Head For J. Walter Thompson

(Continued from Page 1)

as assistant deputy to the director of the Army Air Forces. Before entering the Army in 1942, Rorke was associated with CBS on the Pacific Coast and in New York in various capacities as writer, producer and public relations director.

McCall Returns To N. Y. In NBC News Department

(Continued from Page 1)

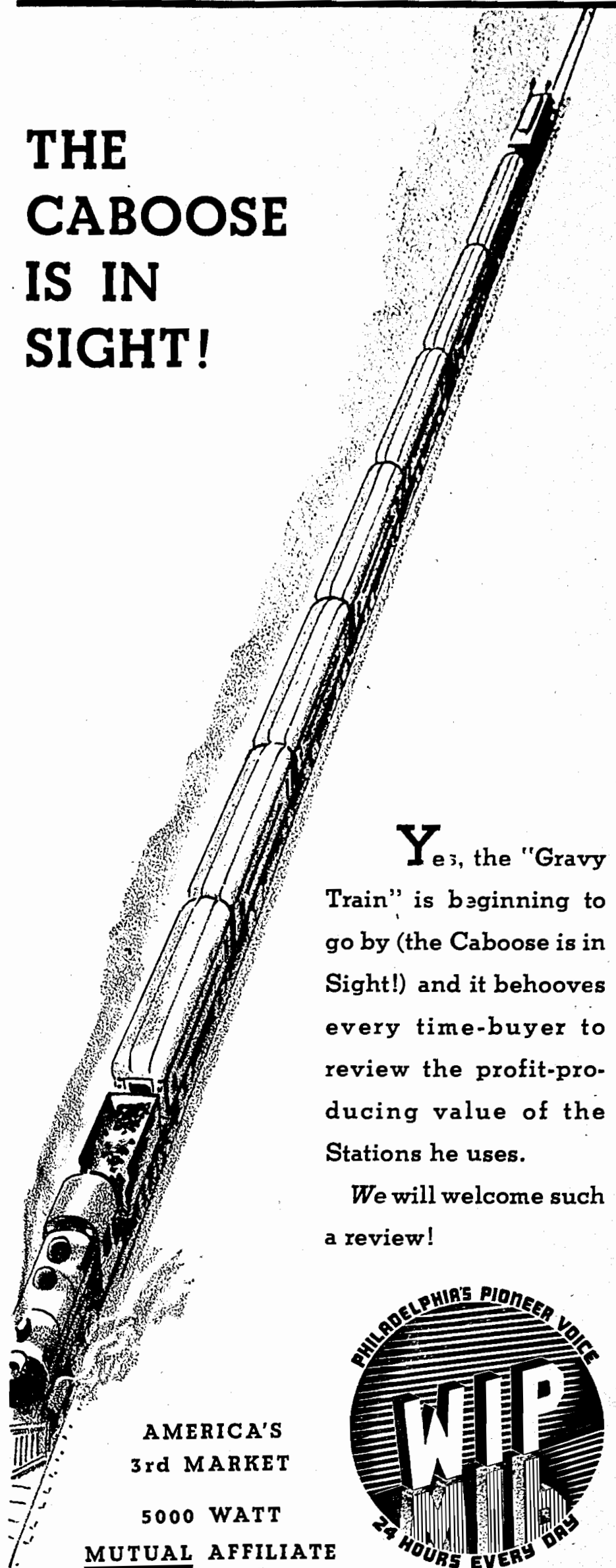
the same time William F. Brooks, director of news and special events announced that Adolph Schneider, news editor who has been acting manager in McCall's absence, has been promoted to assistant manager of operations.

CHOICE
IN
CHATTANOOGA
IS

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

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

THE CABOOSE IS IN SIGHT!



Yes, the "Gravy Train" is beginning to go by (the Caboose is in Sight!) and it behooves every time-buyer to review the profit-producing value of the Stations he uses.

We will welcome such a review!



AMERICA'S
3rd MARKET
5000 WATT
MUTUAL AFFILIATE

Represented Nationally by GEO. P. HOLLINGBERRY CO.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 52

NEW YORK, N. Y., WEDNESDAY, JUNE 13, 1945

TEN CENTS

N. Y. Ready For Gen. 'Ike'

Annual Report Of ATS Submitted By Halpin

Dan D. Halpin, of RCA, outgoing president of the American Television Society yesterday made his annual report to the membership. Halpin's report follows:

"Despite the war-time emergency our Society, the oldest organization of its kind and dedicated solely to the advancement of television, has made substantial progress during the war. The enthusiasm of the Officers, Directors, and Members, their unselfish co-operation and contributions, have made possible a year of achievement which will serve as a pattern

(Continued on Page 6)

Driscoll Makes Answer To Col. Hill's "Policy"

Dave Driscoll, director of war services and news features for WOR, yesterday stated he was dissatisfied with the wire from Col. Hill relative to the New York stations getting an opportunity to pick up visiting generals. Driscoll stated:

"Col. Hill's reply to the New York radio stations was not satisfactory to WOR and showed a complete lack

(Continued on Page 6)

Colgate—P. & G. Renew Programs Over Columbia

Colgate-Palmolive-Peet for Colgate's tooth powder, has renewed "Heater of Romance" over CBS for a 52-week period, effective July 3. Program is heard Tuesdays 8:30-8:55 p.m., EWT with a repeat at 11:30 p.m. Agency is Sherman & Marquette;

(Continued on Page 6)

Gaudeamus

Frank E. Mullen, vice-president and general manager of NBC, will be one of three alumni to be honored by Iowa State College next Saturday. The ceremonies will be broadcast over WEAJ and the NBC network from 1:15-1:30 p.m., EWT. Mullen, a native of Clifton, Kans., was graduated from ISC in 1922 with a degree in agricultural journalism.

Networks Eye Windup Of 'Frisco Confabs

San Francisco—The nets are getting ready for the final session of the United Nations Conference when President Truman is scheduled to give the closing address in a ceremony that will be broadcast over all major networks and by shortwave to all parts of the world.

While the exact date of the final meeting has not been definitely set because of committee work on the

(Continued on Page 2)

Haley On All Summer With Sealtest Program

Jack Haley will head the "Sealtest Village Store" on NBC as of Thursday July 5, when Joan Davis leaves. Format will remain substantially the same, with Haley as the "proprietor." Guest comedians will appear each week. Miss Davis, as previously announced, takes a new sponsor over CBS in the Fall.

Houghton Heads Muzak Firms; Fly Giving More Time To Law

James L. Fly, chairman of the board of the Associated-Muzak Corp. stated yesterday that Harry E. Houghton, has been elected as director of that company and at the same time, announced that Houghton has been named chairman of the board of Muzak Corp., Associated Program Service and Associated Music Publish-

WLAJ dominates a listening audience greater than the population of Rhode Island. Advt.

Networks, Stations Complete Coverage For Reception To Eisenhower Scheduled For Tuesday

Many Coast Stations In 25th Anni. Contest

Los Angeles—In recognition of the debt owed by radio manufacturers to the enterprise of U. S. broadcasting stations and their personnel, radio broadcasting's 25th anniversary is being marked by a half-hour broadcast competition among stations in Washington, Oregon, Idaho, Utah, Colorado, California and Arizona, and sponsored by the Packard-Bell Company, peace-

(Continued on Page 6)

FCC Approves Sale Of KFMB And KPHO

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the transfer of control of KFMB, San Diego, from O. L. "Ted" Taylor to Jack Gross. Price, for 50 per cent of the outstanding stock in

(Continued on Page 2)

Latourette Heads News For ABC On West Coast

San Francisco—G. W. Johnstone has announced the promotion of Frank Latourette to manager of news and news features for the western

(Continued on Page 7)

Network and independent station representatives met yesterday in the studios of WABC to discuss radio coverage plans for the New York reception of General Dwight D. Eisenhower, who is scheduled to arrive in this city from Washington, D. C., Tuesday morning, June 19. M. S. Novik, director of municipal station WNYC, presided

(Continued on Page 6)

32 States Represented In NBC-N. W. Institute

Chicago—Thirty-two states, Canada, South America and China are represented in the enrollment of 120 students who will attend the fourth annual NBC-Northeastern University Summer Radio Institute to be held June 25 to August 25, Judith Waller,

(Continued on Page 7)

WOL Host Tomorrow To Mutual Executives

Robert D. Swezey, vice-president and general manager; Phillips Carlin, vice-president in charge of programming; Tom Slater, director of special events and sports; John Whitmore, director of news broadcasts,

(Continued on Page 2)

SERVING the 7th!

Detroit—As a feature of WJR's contribution to the 7th War Loan Campaign, Ross Mulholland toured WJR nine southeastern Michigan cities and recorded that many "Meet the Missus" programs on the stages of Butterfield theaters for later broadcast over the station. He also conducted special "Music Hall" dances in the cities which he visited.

SERVING the 7th!

Hartford — Special War Bond shows featuring well-known personalities are being broadcast over WHDT from Brown-Thompson Co., largest downtown department store. Also each of the station's newscasts contains a bond appeal, this in addition to the regular spots carried throughout day and night and sandwiched between local shows.



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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

(Tuesday, June 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 171 1/2 | 171 1/8 | 171 1/2 | + 3/8 |
| CBS A | 39 1/4 | 39 1/4 | 39 1/4 | - 1/8 |
| Crosley Corp. | 39 | 38 1/2 | 38 7/8 | - 1/8 |
| Farnsworth T. & R. | 15 | 14 3/4 | 14 3/4 | ... |
| Gen. Electric | 43 1/4 | 42 7/8 | 43 1/4 | + 1/8 |
| Philco | 36 3/8 | 35 3/8 | 36 1/8 | + 3/8 |
| RCA Common | 12 | 11 7/8 | 11 7/8 | ... |
| RCA First Pfd. | 86 | 85 | 85 | + 1 |
| Stewart-Warner | 20 1/2 | 20 1/2 | 20 1/2 | + 1/4 |
| Westinghouse | 34 7/8 | 34 1/2 | 34 5/8 | - 1/8 |
| Zenith Radio | 39 | 39 | 39 | - 1/8 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|-------|-------|
| Nat. Union Radio | 5 1/4 | 5 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Du Mont Lab. | 7 1/4 | 8 |
| Stromberg-Carlson | 19 3/8 | 20 3/8 |
| WCAO (Baltimore) | 27 | ... |
| WJR (Detroit) | 45 | ... |

20 YEARS AGO TODAY

(June 13, 1925)

Lambdin Kay, director of radio station WSB, Atlanta, Georgia, has expressed the opinion that after three years of daylight saving time, it has been shown that eastern and western stations lose a heavy percentage of listeners due to the turning back of time.

WRITER WANTED

Large industrial concern with nationwide operations, seeks a writer to handle preparation of commercials for its network radio program. Applicants must have broad background of writing on business subjects, must be able to develop production and research stories, and must have several years experience in radio writing, preferably of institutional type of commercials for network programs. Send full particulars to Box No. 178. This inquiry comes directly from sponsor and applications will be treated with strict confidence.

RADIO DAILY

1501 Broadway New York 18, N. Y.

Coming and Going

G. W. "JOHNNY" JOHNSTONE, American Broadcasting Co. director of news and news features who has been directing the web's coverage at UNCIO but who has been visting in Hollywood, is back in San Francisco, where he will remain through Friday.

GRANT PARR, NBC correspondent, has arrived in Beirut, Syria, to cover developments there. He is expected to use a French government transmitter, with his broadcasts beamed to Rome for transmission to the United States.

JOHN J. KAROL, CBS network sales manager, was in Toronto yesterday to address the luncheon meeting of the Advertising and Sales Club of that city.

BARNEY CRAGSTON, of the New York office of the Blue co-operative programs department, and FRANK O'CONNELL, of the Chicago co-operative, have returned from a business trip which took them to Minneapolis, Des Moines and Kansas City.

DINAH SHORE today is in Colorado Springs, where she will entertain the servicemen at Carson General and Convalescent Hospital.

TOM SLATER, director of special events and sports for the Mutual network, has returned from Quonset Point, R. I., where he and a group of entertainers put on a show for the servicemen.

LESTER GOTTLIEB, radio public relations head for Young & Rubicam, arrived yesterday from a two-week trip to the Coast.

SAMMY KAYE and the members of his band have left on a theater tour. Their "Swing and Sway" programs will originate at the cities where they may happen to be appearing.

ROYAL E. PENNY, sales manager of WBT, Charlotte, has left North Carolina on a business trip to Atlanta and Chicago.

FREDERICK "FRITZ" OPPER, Blue Network correspondent for the Far East, who had been in New York for a month, has left for Chungking by way of Africa and India.

JOHN BRYSON and TED MALONE, American Broadcasting Company correspondents, have arrived in New York from Europe. They'll vacation here for a while before being re-assigned to other duties.

Networks Eye Windup Of Frisco Confabs

(Continued from Page 1)

Charter that is still in progress, the indications are that it will be on the 19th or 20th of the month. The State Department Press Relations Office has announced that all present "A" press and radio credentials will be voided as of 6 p.m., Friday night, June 15th. New credentials will be issued to qualified correspondents for the closing plenary sessions, of which there will probably be two or three.

"Mike" McDermott, chief press relations officer, for the United Nations Conference stated that it was necessary to cancel all former credentials because so many of them had been issued to correspondents who have left town since the Conference opened on May 25th, and their cards have been passed on to friends who are not official correspondents. Also seats will be at a premium in the Opera House for the closing session and no chances are being taken on anyone getting in who is not entitled to be there.

Many of the networks' national radio commentators who were here for the opening UNCIO sessions, but left while the Committee sessions were in progress, are expected to return for the final sessions next week

WOL Host Tomorrow To Mutual Executives

(Continued from Page 1)

and Harold Wagner, assistant program director, all of Mutual, will be the guests of WOL, Washington, tomorrow, at a meeting held for the purpose of effecting greater co-operation between the two offices.

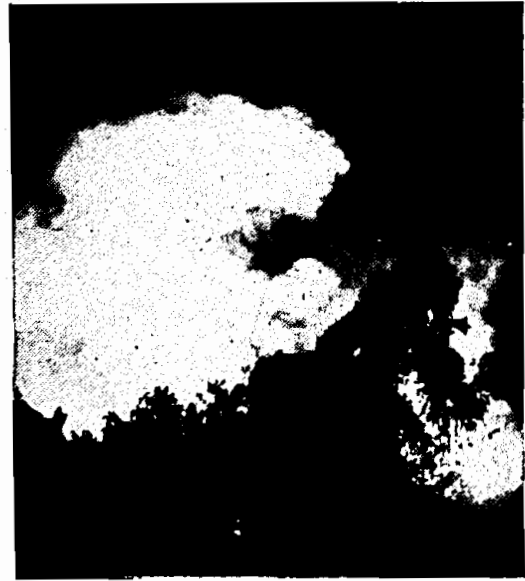
A press gathering will also take place at the Mayflower Hotel to introduce the new station's executives: Arthur Casey, assistant to Merle Jones; Florence Warner, education director; David Harris, program head, and Jack Paige, publicity director.

FCC Approves Sale Of KFMB And KPHO

(Continued from Page 1)

the station was \$103,857. Approval was given also for the sale of KPHO, Phoenix, Ariz., for \$17,333. Purchaser was Rex Shepp who bought it from the Central Newspapers, Inc.

and the special radio broadcasting booths which have been set up in the Conference Headquarters building will again be the source from which many of the network programs will originate.



U. S. Marine Corps Photo

Forest fire

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

WCBM

of

Baltimore, Maryland

*announces with Pride and Pleasure
its affiliation with*

THE MUTUAL BROADCASTING SYSTEM

June 15, 1945



JOHN ELMER
President

GEORGE H. ROEDER
General Manager

WCBM

FREE & PETERS, INC.
Exclusive National Representatives

first in War!



first in Peace!

first in Audience Influence!

Frank Coffin, KGW (top) is shown with Cub Scouts, ready to take to the air to tell how their Pack made a national record collecting paper. On December 2, 1923, Y.M.C.A. "boy leaders" inspect KGW transmitter and studios.

For 23 years KGW has served the Pacific Northwest radio audience, young and old. Radio advertisers will do well to take advantage of this long-established listener loyalty.

ONE OF THE GREAT STATIONS OF THE NATION



REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



Reporter At Large . . . !

● ● ● NBC comes up as the winner in the "Life of Riley" sweepstakes, with the show replacing Beatrice Kay and the Teel Variety Hall next fall under P & G sponsorship. . . . Danny Kaye's show shifting to the East in the fall, with Danny slated to double in a musical here. . . . WEAJ's 11 p.m. news spot going sustaining after July 7th, station feeling that the Bond and RKO commercials weren't 'dignified' enuf. Lyle Van moves to the 6 p.m. spot, with Don Hollenbeck reporting in at 11. . . . That rumor about the Blue going into the record biz started merely because they priced a prospective album of ABC features they wanted to put out around town. They probably will go into recording—but not for a year or more. . . . Abe Schechter due out of uniform this week and moving into Mutual next Monday as head of news and special events. Tom Slater's job won't be affected, with dep't merely expanding. . . . What goes with "Washington Story" anyhow? Charlie Harrell steps in this week as director—their third since it started only a short time ago. . . . Crooner Larry Douglas claims he would have been just as popular if he had stayed in his old profession. He was a butcher! Del Sharbutt looks 'in' as the new emcee on "Queen for a Day."



● ● ● There's a young fellow on WMCA Sundays who rates agency attention. His name is Jack Eigen and he's been sponsored locally for the past eight years. Jackie dishes out a lot of news, scoops and chatter, with a name guesstar thrown in, and all in all, manages to whip up a Manhattan cocktail that spells commercial. He has consistently amazed his pals and fans alike by his ability to lure the biggest names in the biz before his mike—and for free. Al Jolson, for instance, made six trips in one year to Jack's corner. Frank Fay turned down an Edgar Bergen offer not long ago because he didn't like the script—to go on with Eigen because he did like the script.



● ● ● The debut of "Topper" wasn't helped any by the sudden resignation of director Kirby Hawkes four days prior to the opening. . . . Jack Cleary going out of town with Sammy Kaye's troupe. . . . Curt Massey and Kay Armand the summer replacement for the Andrews Sisters. . . . Lew Parker can't understand why the Blue doesn't spot Mayor LaGuardia opposite Abbott & Costello. . . . Radie Harris taking her chatter program to the Coast Sunday. She'll be heard from the Beverley Hills Hotel Wednesday at 10:30—or 7:30 out there—over the Blue. . . . Harry Bank, owner of Cosmopolitan Records, made a survey of the juke box situation not long ago and came up with the report that what they want—are more waltzes! . . . Hollywood names and coin are behind the Larry Bearson-George Wolf satire, "Ivory Tower," due in the fall. . . . Is Mutual putting over a sleeper in its "Prof. Broadway and Boitram" series? The new Milt Kramer package is being aired Monday nites over the net altho' it's not being heard in N. Y. . . . Bob Mernit, veteran publicist, a partner in the new music firm, Major Melodies. First tune is "Dream About Me," by Freddie Miller, ex-war vet. . . . Irving Mansfield, producer of the Milton Berle series, is being tempted by Hollywood offers.



● ● ● The Dorsey boys will soon join forces in Hollywood to co-star in a picture, "My Brother Leads a Band." Jimmy is urging their mother to play a bit part in the film especially written for her. The scene would show Mrs. Dorsey listening to the two bands conducted by her sons. She would then be asked which was her favorite band, to which she'd reply: "Harry James." So far she's turned a deaf ear to the proposition. Not because she objects to appearing in a film, but because, as she puts it: "I don't see anything funny about such an answer!"

—Remember Pearl Harbor—

Houghton Muzak Head Freeing Fly For Law

(Continued from Page 1)

cer of the entire group of companies C. M. Finney, who has served as president for some years, will continue in that capacity, in charge of operations. Fly pointed out that the designation of Houghton as the chief executive officer will place all administration under his control. Fly said that for the time being he will continue to act as chairman of the board of the Associated-Muzak Corp. but eventually he contemplates withdrawing from that position in favor of Houghton, in order to remove any question of Houghton's responsibilities for overall administration. Since his retirement as chairman of the FCC, Fly has been practicing law and devoting a part of his time to Muzak activities. Appointment of Houghton, Fly stated, would free him to devote more time to his practice of law. Fly, however, will continue to serve Associated-Muzak group as director and general counsel.

Howard Heads Engineering For Associated On Coast

San Francisco—Royal V. Howard has been elected vice-president in charge of engineering for both the Associated Broadcasters, Inc., and the Universal Broadcasting Company of San Francisco, it was announced recently by Wesley I. Dumm, president. Howard, who recently returned from the ETO, headed a special scientific staff at ETOUSA headquarters in London and Paris, working through the Office of Scientific Research and Development.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WFPG their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG

ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



JOHN ROSS ANNOUNCES THE CHAMPION OF THE WORLD

JOE PALOOKA

By **HAM FISHER**

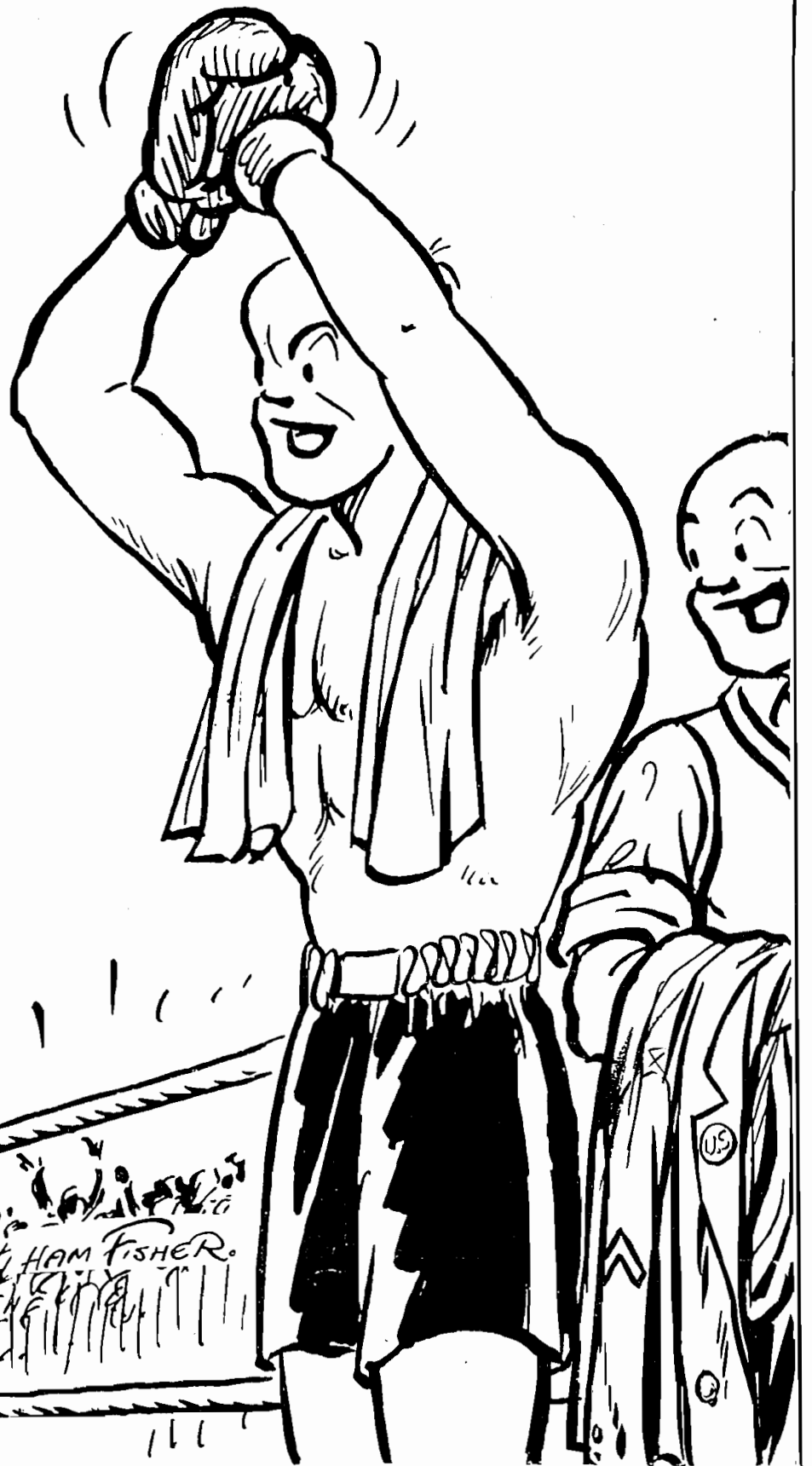
now available as a Radio show
to all American radio stations and to
their clients

JOE has a ready-made audience of more than 50,000,000 Americans — men, women and children in the daily and Sunday papers. He also has an audience in 1300 U. S. Service papers and 2600 industrial house organs where he is used for morale and incentive. No other character in the history of fiction has been as widely read or as beloved by his fans.

He is definitely a part of the American scene. He's not an "Idea"; he's a real person to the millions of GI's and civilians who follow his adventures daily.

JOE will be welcomed into millions of homes for his whimsical humor, his courage-inspiring philosophy, and his winning, modest personality.

JOE's show confronts you with no selling task! Your audience is waiting . . . Your clients will want him, too!



*For audition records, options and details,
wire, phone or write*

JOHN ROSS, 2901 Cuming St., Omaha, Nebr.

Telephone: Harney 2226

Annual Report Of ATS Submitted By Halpin

(Continued from Page 1)

for our future development in this great new field of endeavor.

"The following brief summaries are indicative of current activities:

Activity, 1944-1945

"Membership: under the leadership of President-Elect George Shupert, has grown from almost 100 to about 300, due solely to the untiring efforts of your Chairman and his Committee.

"Programs have provided a wide variety of information on subjects of interest to members, as indicated by a survey in 1944 of members' preferences. David Hale Halpern, Vice-President-Elect for 1945-46, established a new high in program standards for the Society.

"Educational: Dr. Leonard Power, new Chairman of the Educational group, addressed many groups interested in this new medium. His discussions with leading educators have been of major importance to the future of television and education.

"Library: A ten-point program, including the establishment of a repository for television literature and reference material at the New York Public Library, has been ably conducted by Professor E. C. Cole and his Committee.

"Public Relations: Under Al Bernsohn, has resulted in exceptional recognition for the Society. Progress of ATS News, under his direction, has been noteworthy.

"Policy Co-ordination: Under Norman D. Waters, has been helpful to accomplishing the objectives of the Society.

"Program Laboratory Activity: Under the able leadership of Ray Nelson, has provided opportunities for members to organize, manage, and participate, in live studio productions.

"A directory of members has been inaugurated by Richard Steiner for reference purposes. Awards, by an impartial committee of Messrs. Charles Alicoate, Frank Burke, Dr. Orestes H. Caldwell, Fred Kugel, Terry Ramsaye, Bruce Robertson, Irwin A. Shane and J. Raymond Hutchinson under the chairmanship of Richard Manville, have been made for outstanding contributions to the advancement of television during the past year."

N. Y. Radio Salute To Gen. 'Ike' Prepared By Networks, Stations

(Continued from Page 1)

and relayed the plans as formulated by the New York City Radio Co-ordinating Committee.

Gen. Eisenhower is expected to arrive at the LaGuardia Airport at approximately 9:30 a.m., EWT, where he will be greeted by Army and Navy officials; however, the general will not make any speeches or comments for either the radio or press reporters, Novik pointed out, although the newsreel companies will be permitted to film his arrival. At approximately 10:30 a.m., EWT, the elaborate parade will take place; however, the avenue has not been officially determined. Unofficial reports have it that it will take place on Fifth Avenue. At 12 noon, General Eisenhower will broadcast from City Hall, where a program schedule will include: Marian Anderson will sing the National Anthem; Lawrence Tibbett will sing the Air Corps Song; Boyd Heath will sing the Sgt. Frank Lesser composition "Private Roger Young"

A special dinner will take place at the Waldorf-Astoria at approximately 9:30 p.m.; however, the broadcast arrangements are still in the nebulous stage. Indies may pool the facilities

with WNYC. Incidentally, the seven-passenger convertible Cadillac owned by Martin Block of WNEW will be used for the general throughout the day.

Correspondents of the various stations and networks who have served in the ETO will broadcast the events of the day. Among those to participate: John Daly, Robert Trout, Tony Marvin and Harry Marble, for CBS, under the direction of Bill Slocum, Jr., director of special events; Leon Goldstein, special events director of WMCA.

Members of the New York City Radio Co-ordinating Committee include: Dinty Doyle of WABC, John Hade of WJZ, Leonard Carleton of WLIB, Charles Baltin of WHOM, Leon Goldstein of WMCA, Jo Ranson of WNEW, John Bosman of MBS, Pat Hurley of WQXR, L. S. Provost of WEAF, Roy Lockwood of BBC.

Yesterday's meeting was attended by: Thomas Velotta of the American Broadcasting Company; Bill Slocum, Jr., of CBS; A. Schneider and J. O. Meyers of NBC; Edythe J. Meserand of WOR, and the members of the NYCRC.

Driscoll Makes Answer To Col. Hill's "Policy"

(Continued from Page 1)

of understanding of the purposes of our requests for live and/or recorded interviews or statements by Army personnel. It was a repetition of the replies we have received from Col. Kirby. The War Department Bureau of Public Relations policy gives one reason to believe it is managing the distribution of radio news when the voice making the news is involved. If such is the case it would indicate the Bureau is equally aware of the voice value for news purposes, but by managing that news it comes close to restricting the freedom of radio.

"Within the near future it is hoped the matter can be investigated further with the War Department itself."

Col. Hill's wire appeared in Monday's issue of RADIO DAILY.

'Stoves vs. Typewriters' Scheduled Over WNYC

"Stoves vs. Typewriters" will be the theme of the concluding program in the WNYC series, "You—the Parents," heard tomorrow night at 8:15 p.m.

Program will be aired by a group of career authorities which includes: Polly Weaver, Jobs and Futures editor of Mademoiselle Magazine, Dr. Marian Cuthbert, personnel department, Brooklyn College, Dr. George N. Shuster, president of Hunter College, Mrs. Anne Malusby, and Professor Howard W. Hintz of Brooklyn College who will act as moderator during the discussion.

Colgate—P. & G. Renew Programs Over Columbia

(Continued from Page 1)

Procter & Gamble renewed for Lava soap, "FBI In Peace and War," over the network for one year, effective July 17. Show is heard Saturday 8:30-8:55 p.m. plus a repeat a 11:30 p.m., a program which takes a hiatus on July 7, returns August 18. At that time it will move to Thursdays 8:30 p.m. Agency is the Biow Co.

Nash Sets Replacement For Andrews Sisters Show

Nash-Kelvinator's summer series, beginning with the July 1st program, will feature Carol Bruce and Curt Massey in a musical-variety program, supported by Harry Sosnik and his orchestra and a 12-voice choir. The producer and announcer have not been signed as yet; however, the writer will be Tom Everett. The program's title will be "Sunday On the N-K Ranch." The Andrews Sisters will spend the summer catching up on recording commitments and visits the various branches of the Armed Forces. Geyer, Cornell & Newell is the agency for Nash-Kelvinator.

Bennett Cerf Package

Bennett Cerf radio package is being readied by Lee Segall and Dave Stanley, the format being planned as a series of stories and anecdotes with Cerf himself plus narrators, etc. Title is "Bennett Cerf Presents." Segall is associated with the "Dr. I.Q." show and Stanley is co-author of "There Is Laughter in the Air."

Many Coast Stations In 25th Anni. Contest

(Continued from Page 1)

time Western radio manufacture now contracting for the United States Government.

To the best productions aired between May 1st and June 1st dramatizing the theme "Twenty-Five Years of Radio Broadcasting in America" will go cash awards of \$600, distributed in two prize groups—one to stations of 5,000 watts and over, the other to stations under 5,000 watts. Appropriate sterling silver plaques will be presented to all winners, with non-winners receiving honorable mention certificates.

Consideration in July

Transcriptions officially turned in by June 10th to local Pacific Advertising Association clubs in the competing areas will be considered sometime in July by a final judging committee composed of Irwin Border, president, Advertising Club of Los Angeles; Arch Oboler, nationally famous writer and producer; William Lawrence, producer of many coast-to-coast programs; Fred R. Kerman, vice-president, Pacific Mutual Life Insurance Company; and Dan E. Miner, president, Dan B. Miner Company, Advertising Agency.

California station entrants are KFMB, KNX, KGFJ in Los Angeles; KMTR and KMPC in Hollywood; KPO and KQW in San Francisco; KMJ and KARM in Fresno; KTMS, Santa Barbara; KGDM, Stockton; KFXM, San Bernardino; KROY, Sacramento, and KFMB, San Diego.

Washington participants are KOMC and KRSC in Seattle; KMO, Tacoma; KRKO, Everett; KIT, Yakima. Other state entries include Idaho stations KIDO in Boise and KWAL in Wallace; KMYR, KOA and KFEL in Denver, Colorado; KOY in Phoenix, Arizona; Oregon stations KAST in Astoria and KGW in Portland, and KSL and KDYL in Salt Lake City Utah.

"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.

WKY Covers
The Biggest Part
OF OKLAHOMA'S FARM INCOME

WKY
OKLAHOMA CITY
The Katz Agency
Representative

Program Parade

MAN FROM G-2—WJZ-ABC. Monday, 9:30 p.m. Sustaining. This dramatic series new on ABC seems to have the necessary ingredients for a summer run at least, that will intrigue the detective story fan and at the same time tie it up with the war. Staats Cotsworth has the leading role in army intelligence stories, which, all things considered, plus "radio sense," makes for a lighter type of who-it story well suited to this time of the year.



THE ANSWER MAN—WOR, Mon., Wed. and Fri., 7:15-7:30 p.m.; Tues., Thurs. and Sat., 7:45-8 p.m. Various sponsors have a good bet in this bright little quarter-hour, both amusing and educational. Type of up-and-coming program likely to take the place of many a down-and-going conventional news commentator.



POTLIGHT BANDS—WJZ-ABC currently 9:30-10 p.m., Mon-through Fri.; moving to mutual next Monday. Coca-Cola Dealers. The most traveling of the road shows. High cost, low rating. Serves its purpose splendidly however by boosting morale of service boys and girls, as well as war-workers, apart from its share in aiding Coca-Cola promotion. Has versatility and features a new name band each performance.



ALL THE GOOSE DEPARTMENT. Radio: the goose that laid the golden egg for many a star. Now that "names" are going off the air for the Summer the finality with which some announce "Until we return in the fall" suggests, in too many cases, that radio is about to close up shop until next September. Certainly the ego of many radio stars would not be deflated so much by showing a little graciousness in announcing their summer program replacements.

KNOW YOUR ABC'S about KOA

Denver's ONLY station-maintained house orchestra gives musical leadership to K-O-A Denver's leading station

No wonder KOA's FIRST!

FIRST in DENVER
KOA
 50,000 watts 850 KC
 Represented by NBC SPOT SALES

Latourette Heads News For ABC On West Coast

(Continued from Page 1)

division of the American Broadcasting Co. Replacing Henry Orbach who resigned this past week. Latourette has been news manager for the company's San Francisco newsroom. He will remain in San Francisco with departmental headquarters being switched here from Los Angeles since San Francisco is the clearing house for the major portion of news from the Pacific Theater of Operations. George Lewin will come west from New York to head the Los Angeles newsroom.

Latourette was with the OWI as news editor for two years before affiliating with American when the San Francisco newsroom was set up last year and has managed that department since September of last year. Lewin is a veteran New York and Washington newspaperman and has served two years as night news editor in American's New York newsroom. Previously he was with the Newark "Ledger" Newark "Star Eagle," Washington "Times-Herald," King Features, and NBC. He will meet with Latourette and Johnstone in San Francisco today and proceed to Los Angeles the following week-end.

Tel-Pic Cites Joe Rosenthal

First annual award for the best camera shot will be presented by Tel-Pic, Inc., to Joe Rosenthal for his immortal photograph of the Iwo Jima flag-raising scene. The presentation, in the form of a plaque and a \$100 War Bond, will be made at a special dinner to be announced. The board of directors have voted to make the photographer's award an annual event. Tel-Pic, Inc., furnishes news pictures to radio stations daily.

32 States Represented In NBC-N W. Institute

(Continued from Page 1)

director of public service for the NBC central division, announced Friday.

The Institute will open with the customary dinner at the First Methodist Church in Evanston, Ill., at which John F. Royal, NBC vice-president in charge of television, will be the main speaker. He will talk on "Programming for Television."

Of the student body from the United States, 27 will come from Illinois, eight from Indiana and five each from Ohio, Michigan and Tennessee. Others will come from Texas, Washington, New Mexico, Louisiana, Florida, New York and Rhode Island. Students from foreign countries will include five from Canada, one from South America and one from China.

Although enrollment originally was limited to 100, the number was increased to 120 to include 20 students interested in teaching radio courses.

Miss Waller said that of the students accepted, 30 are now employed by radio stations, 10 are discharged veterans and 70 have college degrees. About 50 per cent of this year's attendance will be women students as compared with 75 per cent last year.

Stork News

Bob Novak, director of talent and program development at Mutual, and Mrs. Novak are the parents of a daughter, born to them last week at Englewood Hospital, N. J. She will be called Cheryl Ann.

De Weese Joins WTOL

Dallas—De Weese, former editor of an Ohio newspaper, has returned to WTOL, Toledo, as head of the news room, Arch Shawd, general manager of WTOL, announced yesterday.

*Now Ben—
 You're just saying
 that because it's
 true!*

"My idea of a really big time announcer on a small station is Dale Morgan of WHOM. In delivery, poise and ad-libbing ability, he is better than nine out of ten mike men on the networks. An outstanding personality."

BEN GROSS
 Daily News
 May 28, 1945

*Thank you Ben—and be sure to
 hear Dale Morgan's "Inquiring
 Mike" Mon. thru Fri. 2:45 P.M.*

A Cowles Station

Represented by
 The Katz Agency

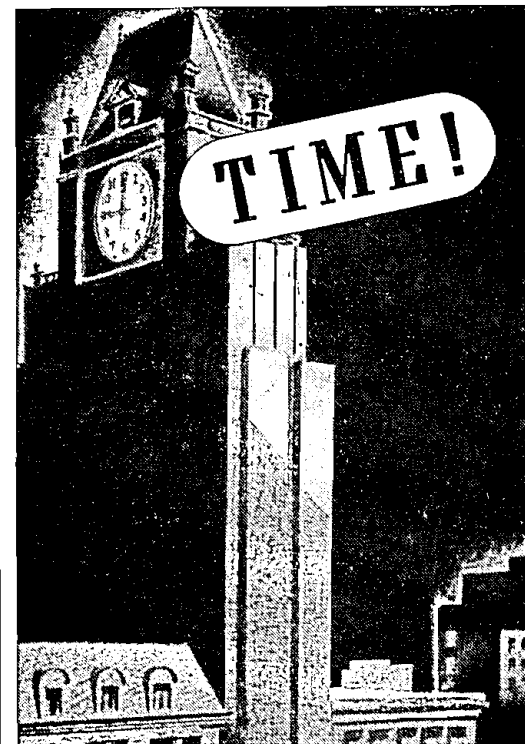
1480 ON YOUR DIAL
WHOM
 NEW YORK AND JERSEY CITY

AGENCIES

JOSEPH R. STAUFFER has joined the radio department of N. W. Ayer & Son, Inc. and will be in charge of program production. Since September, 1942, he has been in the U. S. Army, assigned as an instructor at West Point (from which he was graduated in 1920). He was honorably discharged on June 5 with the rank of lieutenant-colonel. Before entering the service he was in charge of Kenyon & Eckhardt's radio operations, following seven years with Young & Rubicam, where he moved up through the radio department from program production to managership of Y. & R.'s Hollywood office.

J. WALTER THOMPSON CO. is preparing for the U. S. Public Health Service a campaign having for its purpose the obtaining of advertisers' support in a drive to recruit 60,000 student nurses for the Cadet Nurse Corps.

BERNARD TRUPP has joined Crown Central Petroleum Corp. of Baltimore as advertising manager. He formerly was associated with Joseph Katz Company.



TIME TO TALK to a city's teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets... such time is the full-time concern of Weed & Company—specialists in good times on good stations.

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO • HOLLYWOOD

THE MOST PROFOUND NEWS ANALYSIS ON THE AIR!

Sidney Walton

... M-G-M Newsreel commentator, moderator of WHN's "Commentator's Round Table", noted lecturer, magazine editor and author.



- Transcripts of Walton's broadcasts on the death of Mussolini were short-waved overseas by United Press for publication in Italian newspapers.
- His broadcasts of recent events were the subject of raging controversy in Sidewalk Cafes of Paris.
- Regularly used by United and Associated Presses as reliable "SOURCE" news.
- Scripts quoted at length regularly in important papers of the United States, France, Britain and Canada.

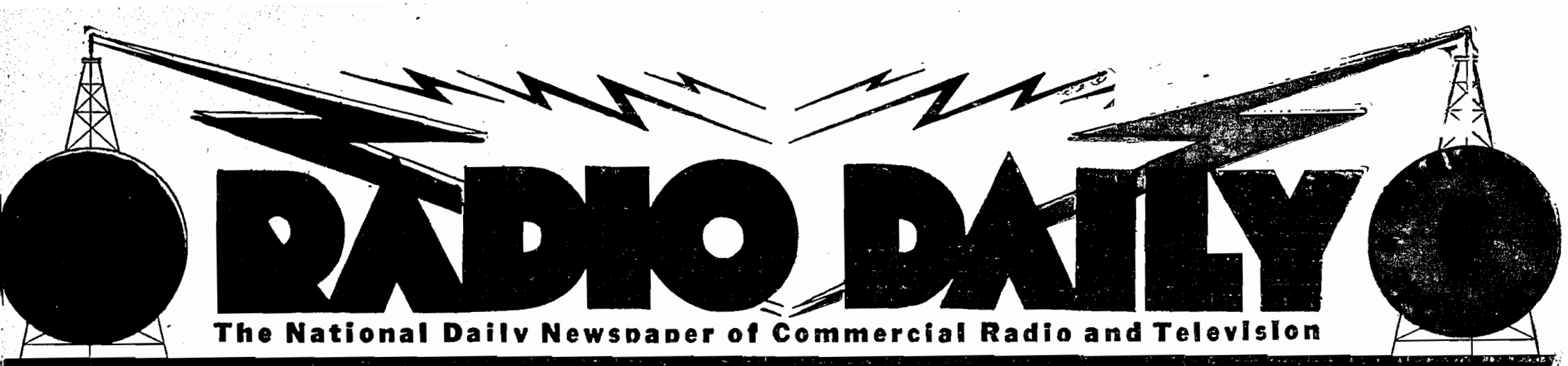
*Available with a ready-built audience Mondays thru Saturdays, 10:45-11 P.M.
Immediately preceding WHN Newsreel Theatre of the Air*

This powerful program backed by 50,000 watts in America's No. 1 market will spell results for your product or client.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU





The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 53

NEW YORK, N. Y., THURSDAY, JUNE 14, 1945

TEN CENTS

More BBC Shows To U.S.

Congress May Restore Cut In OWI's Budget

Washington Bureau, RADIO DAILY

Washington—It was indicated in high official sources yesterday that Congress would restore the \$17,000,000 the House cut from the OWI budget last week. It was pointed out by the President himself that it would be a mistake to attempt to redistribute OWI functions among other government agencies at this time.

President Truman said that the OWI's activities are vitally important and it is shortsighted to try to stop them now. It is essential, he added in obvious reference to the activities of the Domestic Branch—including pix and radio, that OWI hypo the national interest in fighting a war
(Continued on Page 6)

Many New Sponsors Set On ABC's Co-Op Shows

News analysts, dramatic programs and the chatter formats under the supervision of the American Broadcasting Company's co-operative program department have acquired new sponsors, according to the announcement made yesterday by Stanley C. Florsheim, director of the department. New sponsors are: Kline Chevrolet
(Continued on Page 2)

Four WOR News Shows Renewed For 52 Weeks

Four of WOR news programs have been renewed with three of the sponsors re-signing for Henry Gladstone's newscasts for an additional 52 weeks. Gladstone's Tuesday, Thursday and Saturday 10-10:15 a.m. news programs
(Continued on Page 2)

Pianos

Approximately two weeks ago, two WAVE officers approached Dinty Doyle, special events director of WABC, and asked him if he could help them obtain 500 pianos for the servicemen, to be distributed in this country and abroad. Doyle stunned them by replying that he could. Thus far, 350 pianos have been promised by listeners to Phil Cook's program.

Schechter To Mutual As News Head, Mon.

Lieut. Colonel A. A. Schechter, formerly head of news and special events at NBC, will become director of news and special events of the Mutual Broadcasting System, effective Monday according to Phillips Carlin, vice-president in charge of programs of the network.

Schechter, until his relief this week from active duty, was chief of radio for General MacArthur's headquarters in charge of press transmission
(Continued on Page 2)

Fendrich Cigar Account Buys Fall Time On ABC

H. Fendrich, Inc., manufacturers of "La Fendrich" and "Charles Denby" cigars, will begin sponsorship of a 35-minute musical program on a regional leg of the American Broadcasting Co. according to Gil Berry, sales
(Continued on Page 5)

Salt Promoted In Programming Position Seeks To Increase Exchange Fare Between England And America

Truman Names Wills As FCC Candidate

Washington Bureau, RADIO DAILY
Washington — President Truman yesterday sent to the Senate for confirmation the name of former Governor William R. Wills of Vermont, to succeed Norman S. Case, former governor of Rhode Island, as seventh member of the FCC. Wills, 62-year-old Republican and
(Continued on Page 6)

Commercial Tele Permit Asked For Los Angeles

Washington Bureau, RADIO DAILY
Washington—Application for a commercial tele outlet in Los Angeles on Channel No. 4 was filed with the FCC Friday by Television Productions, Inc., which has applications for tele relay experimental work pending now.

Powell Mystery Series Replacing "Bandwagon"

Fitch Bandwagon replacement will be headed by Dick Powell and new program will be a mystery series as of this Sunday over NBC 7:30-8 p.m. EWT. This gives Powell an oppor-
(Continued on Page 5)

While the programming scene of the British Broadcasting Corp. will revert largely to its pre-war standards in the near future, the over-all programming policy objectives will not be altered, it was revealed yesterday by John Salt, who has been named the new program director of BBC's net-
(Continued on Page 5)

KMBC Radio Institute Debuts 3-Week Course

Kansas City—First KMBC Radio Institute for Teachers opened its doors this week as authorities on radio in education congregated in Kansas City for the three-weeks' course. Advance registration, which had long since reached the capacity figure of 300, found teachers in attendance
(Continued on Page 6)

Radio Officials To Attend Marketing Assn. Meeting

James Lawrence Fly, attorney, and former chairman of the FCC, will be chief speaker at the next meeting of the radio group of the American Marketing Assn., scheduled for next Monday at the Murray Hill Hotel. Elmo Roper, marketing consultant
(Continued on Page 5)

New Plastic Television Lens To Lower Cost-Enlarge Image

New television plastic lens and receiver, developed by RCA Victor from materials manufactured by Du Pont, is expected to provide an image five times as large as those obtained with pre-war models, according to announcement yesterday by Du Pont's plastic department. Also, brighter images and reduced cost of the receiving sets are also indicated, all

based on discs of "Lucite" composition as basic material.

Lens itself is part of a projecting system employing the optical principle of the Schmidt astronomical camera, but extensive development was required to adapt it to short throw projection. High cost of the grinding would have made the cost
(Continued on Page 6)

Within WLAW's .5 mv/m contour the annual retail sales approximate \$650,000,000. Adv.

Industrial New England is easy to reach by WLAW's 5000 watt power . . . it pays in sales. Adv.

SERVING the 7th!

Tucson, Ariz.—The 30-minute bond-selling which has been broadcast weekly over KVOA for the past three and a half years has scored a 200 per cent increase in sales during the current 7th War Loan campaign. The show features special music with local singers and bands, also guest artists and messages from prominent citizens.

SERVING the 7th!

Boston—The cast of Columbia network's "Youth on Parade" program was starred last Monday at the Maj. Glenn Miller WEEI Memorial Concert in the Metropolitan Theater and broadcast over WEEI as a promotional aid to the 7th War Loan drive. Held on that day in collaboration with the U. S. Army, the program rang up a total of \$464,573 in War Bonds.

RADIO DAILY



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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, June 13)

| NEW YORK STOCK EXCHANGE | | | | Net |
|-------------------------|--------|---------|--------|---------|
| | High | Low | Close | Chg. |
| Am. Tel. & Tel. | 172 | 171 5/8 | 172 | + 1/2 |
| CBS A | 39 | 39 | 39 | - 1/4 |
| Crosley Corp. | 40 1/8 | 39 | 40 1/8 | + 1 1/4 |
| Farnsworth T. & R. | 14 7/8 | 14 5/8 | 14 3/4 | ... |
| Gen. Electric | 43 3/4 | 43 3/8 | 43 5/8 | + 3/8 |
| Philco | 36 3/8 | 35 7/8 | 36 | + 1/8 |
| RCA Common | 12 | 11 3/4 | 12 | + 1/8 |
| Stewart-Warner | 20 3/4 | 20 1/2 | 20 3/4 | + 1/4 |
| Westinghouse | 34 3/4 | 34 1/2 | 34 3/4 | + 1/8 |
| Zenith Radio | 38 3/4 | 38 5/8 | 38 5/8 | - 3/8 |

| OVER THE COUNTER | | |
|-------------------|--------|--------|
| | Bid | Asked |
| Du Mont Lab. | 7 1/4 | 8 |
| Stromberg-Carlson | 19 3/8 | 20 3/8 |
| WCAO (Baltimore) | 27 | ... |
| WJR (Detroit) | 45 | ... |

20 YEARS AGO TODAY

(June 14, 1925)
Through a letter to the New York Sun, a new kind of widow has come to notice. The letter says, in part: "I am a radio widow. My husband is with me in 211 pounds of flesh, but in spirit he has departed to San Francisco, Kansas City, San Antonio, Cincinnati, or any other place that the wave lengths will carry him."

Many New Sponsors Set On ABC's Co-Op Shows

(Continued from Page 1)
Sales Corp., over WGH, beginning June 11, for "Headline Edition," and Kingoff's Jewelry over WBTM, June 1; Martin Agronsky sponsored by Alabama Hardware over WMOB, June 4, and by Sears Roebuck in Detroit over WXYZ; Baukhage Talking sponsored by United Re-Capping Service over WLAP, Lexington, Ky., June 15, and Morley's Jewelry over KFBK, Sacramento, Calif.; "Correspondents Around the World" sponsored by Thomas McGee & Sons over KCMO, Kansas City, June 10.
Kiernan's News Corner sponsored by Wilmington Furniture Co., over WMFD, June 18, Wilmington, N. C., over WMFD, June 18, and Roanoke City Mills of Va., over WSLs on June 4; Raymond Swing, dean of commentators, sponsored by First National Bank of Poughkeepsie, N. Y., over WKIP, June 5; Miracle Foam Cleanser of Portland, Ore., sponsoring Constance Bennett over KEX, June 18; Dick Tracy sold to Watt's Bakery over WMFR, High Point, N. C., June 1; Private Lives of Ethel and Albert, sponsored by Calif. Laundry over KFMB, San Diego, June 18.

Four WOR News Shows Renewed For 52 Weeks

(Continued from Page 1)
were renewed by Serutan Company, for Nutrex, effective July 3. Grant Advertising Inc. is the agency handling the account. Peter Paul Inc. renewed Gladstone's Monday, Wednesday and Friday 12:30 p.m. news editions effective July 2; Platt-Forbes, Inc. is the agency; and the Tuesday, Thursday and Saturday sessions, at the same time were renewed by Manhattan Soap Company for Sweetheart Soap. The latter renewal is effective July 3, and was handled through Duane Jones Company.
The fourth news renewal was for Melvin Elliott's Tuesday, Thursday and Saturday 7 to 7:15 a.m. periods, with Tip Top Bread re-signing for 52 weeks, effective July 3. J. Walter Thompson handles the account.

Edwards Past 9 Million Mark

Ralph Edwards, on a current bond-selling tour with his "Truth or Consequences" program, has sold "E" Bonds to the value of \$9,100,150.

Schechter To Mutual As News Head, Monday

(Continued from Page 1)
and broadcasting. While with the latter, Schechter was awarded the Legion of Merit for his organization of press and radio coverage in the Southwest Pacific.
Schechter left NBC in August 1942, after which, he went into the Army Air Forces. At that network for 11 years, he was responsible for the organization of its news and special events department, and for the expansion of that department's commercial sales. With the coming of war, he arranged for NBC's radio news coverage from the battle fronts.
Formerly with the Associated Press, International News Service and various New York newspapers, Schechter, is also an author; his "I Live On Air" being a best-seller in the non-fiction field.
In his new work with Mutual, Schechter will lay special emphasis on coverage of the war in the Pacific. Tom Slater, manager of sports and special events for Mutual, and John Whitmore, manager of the network's news division, will continue to manage their respective departments, Schechter working with each in a supervisory capacity.

Young Welcomes WFBR

Bob King and Dwané Stewart of Doherty, Clifford & Shenfield will leave for Baltimore Friday to make arrangements for the special "Alan Young Show," broadcast which will originate Tuesday, June 19 at WFBR. Show will mark that station's affiliation with the American Broadcasting Co.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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



Camera study

That's a U.S. Navy sub. It makes a fascinating study for the camera.
But do you see anything wrong with the picture?
Most people who first see the picture exclaim, "Look at that torpedo crossing the bow!"
But that's just part of the reflection on a sullen swell.
But there's one picture that has no second guesses in it... no doubtful reflections... and that's the part W-I-T-H plays in the Baltimore radio picture!
Delivering as it does... the greatest number of listeners for the lowest cost... W-I-T-H is the top buy in this five-station town.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Chicago's BEST NEWS SERVICE AP-UP-INS W-I-N-D 560 KC. 5000 WATTS

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.

NOW IT'S OUR TURN--

WQXR Thanks WEAF

THE RESULTS of a recent survey made by WQXR provided "sweet music" for one of our contemporaries. The survey showed that WEAF had the greatest number of listeners for any time of the day in the New York area.

Of course, the folks at WEAF are friends of ours . . . yet we also count many people at the other stations among our friends. But friendship had nothing to do with it. We published these results (just as we received them) in a booklet "Regular Listening to New York Radio Stations" because they were actual facts—hard, cold statistics.

We do not usually go in for much "brass." But we cannot resist blowing our own horn a little at this point. That same survey showed

WQXR leading all non-network stations weekdays after 6:00 P.M., and Sundays before and after 6:00 P.M.

Some Facts That Make Easy Listening for WQXR Sponsors

According to results tabulated by the International Business Machines Corporation, from a 13%-plus return on post cards mailed to 10,000 residential addresses taken at random from the telephone directories—

- WQXR led with 14.7% of the listeners after 6:00 P.M. on weekdays. Runner-up non-network station had 10.4%.
- Before 6:00 P.M. on weekdays, WQXR stepped back to second place with 11.3% of the listeners. Leading non-network station had 15.7%.
- Sunday night, WQXR led with 10.1% over the nearest non-network station with 7.9%.
- WQXR had 9.2% of the listeners before 6:00 P.M. on Sundays. Nearest non-network commercial station had 7.4%.

We'll be glad to mail you a copy of the complete survey. Write us for it.

**10,000 Watts
Night and
Day**



**730 Fifth Ave.
New York 19, N. Y.
Circle 5-5566**

The High Fidelity Station

The Radio Station of The New York Times

LOS ANGELES

By RALPH WILK

RAY NOBEL and his orchestra, with vocalist Trudy Erwin, took over on a five-week stint for the Max Factor show on June 6th, over CBS, filling the Frank Sinatra spot while the latter is entertaining overseas.

Perry Ward sold \$300,000 worth of war bonds to women of Sacramento and Stockton when he took "What's Doing' Ladies?" to those two cities for personal appearances. Entrance fee to the show was one bond, with Sacramento piling up a slightly higher mark than its rival.

Although News Analyst Harry W. Flannery's forthcoming trip as CBS foreign correspondent will take him half way around the world, and he will broadcast "On-the-spot" reports over the entire network, he will not visit Germany, scene of a former two-year assignment for the same web.

AVAILABLE

Young man with 10 years experience writing-directing-producing radio programs. 5 years as station manager. 1 year with N. Y. agency writing and producing transcriptions. Familiar with all phases of Radio. Available July 1st. Reply Box 179, Radio Daily, 1501 Broadway, New York 18, N. Y.

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS



Windy City Wordage!

Arch Broly, chief engineer of WBKB, Chicago's only tele outlet, accompanied by Herb Lyon, the station's public relations director, is in New York to accept the award of the American Television Society, at a meeting tonight in the auditorium of the Museum of Modern Art. Award recognizes WBKB as one of the outstanding contributors to the advancement of television.

We like Chi commentator Clifton Utley's pun: That Anthony Eden's recent indisposition came not from ulcers, as reported, but from an attack of De Gaullestones! . . . LaRay Martin, titian-haired secretary to Jack Platt, Kraft Cheese advertising head, made her bow as a whistler with Ted Weems' band at the Boulevard Room of the Stevens the other night. . . . Frankie Masters and his crew follow Weems in the Boulevard Room. . . . These days it's Brahms Lullaby or nothing with WLS vice prexy and general manager Glenn Snyder. The Lullaby gets priority over Snyder's long-time familiar harmonica rendition of "The Temple Bells of Texas" on account of the arrival of the Snyders' first grandchild, a boy recently born to Mr. and Mrs. Ned Maxwell of Milwaukee, Wis. . . . Barbara Marshall, petite NBChicago vocalist, has been voted favorite thrush and pin-up girl by men of Barracks T-205, Stout Field, Indianapolis. . . . Ken Nordine, narrator on WBBM's "Presenting Michael Scott," made a very special five-word recording the other day. The words were "Ever sincerely yours, Michael Scott," his signoff on the program, which dramatizes the world's classics. It was a birthday request from a 10-year-old girl in Oteen, N. C.



There's always the story about the guy who walked into a door and got a black eye and then there's Charlie Lyon, announcer on Woman in White, News of the World and Robert St. John programs via NBC, who went home early the other night, read a good book until he got so sleepy he could no longer hold up his head and then rubbed his eye too vigorously, it says here. Anyway, the eye is black. . . . Pianist Julane Pelletier of WGN's "Words and Rhythm" program, marked a one-year period the other day in which she has played 2,496 tunes from memory, and that's only a third of the tunes she knows—from memory. We do well to remember one tune from one day to the next. . . . Harold Stokes, veteran Chicago radio maestro and producer, who retired a year and a half ago to operate a chicken farm near Hillsboro, Ill., came to Chi on a recent week-end pleasure jaunt. In making the rounds of the studios, he met E. R. Borroff, vice-president of the American Broadcasting Company's Central Division, and Gene Rouse, the web's Central Division program manager. Upshot was that Stokes went to work the following Monday as a producer. . . . Angeline Orr, the "hello" girl on Campana's Grand Hotel, and Angel Casey, another NBC lovely, have been okayed by Columbia Pix for screen tests.



WGN spieler Ed Cooper is still trying to figure out whether he got the bird from Mrs. Carveth Wells' famous Mynah talking bird Raffles, when Mrs. Wells appeared on WGN's "Distinguished Guest Hour" the other Sunday. The trouble started because the bird wasn't aware, that it's one of radio's unwritten laws that all talking at the microphone must stop when "The Star Spangled Banner" is played. As Ed was signing off the program Raffles started whistling the national anthem, quite distinctly and with great gusto. Flustered and a little uncertain how the rules applied in a case like this, Ed stopped in his vocal tracks and waited while Mrs. Wells quieted the partiote bird, then rushed through his closing lines in order to come out on the "nose."



Remember Pearl Harbor



Last week at the RCA Victor plant in Camden, New Jersey we saw what happens to our master recordings of Thesaurus, Syndicated and Commercial shows after they leave NBC . . . and it's a fascinating thing to watch.

One of the first processes we observed was the plating of the acetate disc. The room where this takes place is literally lined with large vats of acid. When an acetate recording is received from NBC, it is thoroughly washed . . . even scrubbed . . . to prevent any dust particles from getting in the grooves. The disc is then placed in an agitating bath and silver-plated. Several other metals including copper and chromium are plated on top of the silver until a heavy metal plate is deposited on the record surface.

Stripping this metal off the acetate record is the next process. The plate is then backed with steel, trimmed and polished. From there on it is known as a Matrix and is ready for the record presses.

If you have ever had visions of being doused in boiling oil you will have a slight conception of the atmosphere of the press rom at RCAV. Hundreds of steam-heated presses operating at once make up this interesting, if uncomfortable, section. NBC transcriptions roll off these presses at the rate of one every 45 seconds.

It was particularly gratifying to see how often each process is checked. Special inspectors are assigned to every operation to catch any flaws either in the plate or the finished pressing. Each NBC Recorded program is submitted to our inspectors here in New York and approved before being released. Even after receiving this OK, RCAV has an entire corps of inspectors audition the records before they are shipped to stations from Honolulu to Havana.

The tremendous burden that has been placed on RCAV during wartime has been carried gracefully by the "miracle men" of Camden. The smooth, well-supervised operation of this tremendous plant is another reason why stations, agencies and advertisers specify "NBC Recorded" when they want the best.



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

A SERVICE OF RADIO CORPORATION OF AMERICA

BBC Plans More Programs Suitable For U. S. Audiences

(Continued from Page 1)

work in the North of England. Salt has been the North American director of BBC's operations since May, 1944, and has been in this country since 1941.

As part of the program policy objectives, Salt pointed out that he hopes to increase the number of programs that are currently being fed to BBC to United States listeners, and vice versa." He added that "the change in directorship will in no way affect BBC's policy of fullest possible collaboration with American radio."

"Short Rations" Ended

Reason for the Salt appointment is the reconversion of "short rations" radio to a regular feeding schedule for the civilian populace who have been registering their demands of food, it was stated. "For nearly six years British listeners to the BBC have been on short rations, as regards radio. Transmitters were taken away from the Home Service and used for Overseas and European services. Buildings and studios have been

bombed. All the younger staff are still away in the Armed Forces. It has been decided now to concentrate as much effort as possible on rebuilding BBC's home service. To that end the director-general is calling upon whatever talents he may need. I have been asked to take over the direction of programs in the North of England because I come from those parts and have had much radio experience there," Salt said.

Before he took over the directorship of the North American offices, Salt served as assistant to Lindsay Wellington. Prior to that he was in charge of BBC's European Service. Salt was also Talks Producer for the BBC for two years. It was in 1936 that he went to Manchester as program director of North Region, where he gained the experience for which he has been called back to England.

Salt will be succeeded in this country by a senior member of BBC who is currently with the British Royal Navy. His name will not be released until he is out of uniform.

Dandrich Cigar Account Buys Fall Time On ABC

(Continued from Page 1)

Manager of the net's Central Division. The program, which will originate in Chicago and will be titled "Smoke Rooms," will be heard each Sunday from 1-1:30 p.m., CWT, beginning Oct. 2. Contract for 52-weeks, was secured through Ruthrauff & Ryan, Chicago. The 25 American stations which will carry the program are located in Detroit, Chicago, Cincinnati, Cleveland, Columbus, Ft. Wayne, Indianapolis, Kansas City, Louisville, Milwaukee, Minneapolis, St. Louis, St. Louis, Mo.; Toledo, Des Moines, Duluth, Duluth, Omaha, Springfield, Ill.; Chattanooga, Nashville, Memphis, Jackson, Tenn.; Terre Haute and Evansville, Ind.

Chicago BBB Hits Talent Scouts

Chicago—Criticism of talent scouts who promise "guaranteed jobs" to radio and film students has been leveled here by the Chicago Better Business Bureau. Authorities are investigating the complaint.

Radio Officials To Attend Marketing Assn. Meeting

(Continued from Page 1)

and research director of Fortune Magazine Survey of Public Opinion, will introduce the speaker. Others at the head table will include: Paul W. Kesten, vice-president CBS; Robert E. Kintner, vice-president ABC; Robert D. Swezey, vice-president MBS; Roy C. Witmer, vice-president NBC; Alfred J. McCosker, president station WOR; B. C. Duffy, chairman of board, Co-operative Analysis of Broadcasting, and Archibald M. Crossley, president Crossley, Inc.

Powell Mystery Series Replacing "Bandwagon"

(Continued from Page 1)

opportunity to play the detective role he handled in the RKO picture "Murder My Sweet." William Spier will produce. Bandwagon, according to L. W. Ramsey Advertising Agency handling the Fitch account, will return in the Fall with the same general format, plus weekly guest stars.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!



One of radio's best and busiest maestros... with "time off" to lead his 33 ace musicians in 36 selections for Associated. More coming!

Al Goodman... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

How do you spell B-I-G? In radio, it's spelled with names—and numbers! Elaborate, network-calibre production music, like that of Al Goodman and his 33-piece orchestra, make the big difference between radio entertainment and any other kind... and between Associated and any other library! The incomparable quality of APS high fidelity vertical-cut recording and pure Vinylite discs makes a terrific difference too. Write for more facts now. Associated Program Service, 25 West 45th Street, New York 19.

Associated Program Service

A Plus for AM... A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

Exclusive!

WIBG
990 ON YOUR DIAL

Athletics and Phillie's HOME GAMES

PHILADELPHIA

Congress May Restore Cut In OWI's Budget

(Continued from Page 1)

that is far from over and which the people must be made to realize is far from over.

The agency personnel, the President added, is efficient and well trained for its job, and it would be a mistake to deprive that personnel of major portion of their job.

Decision on the OWI budget rests now with the Senate, where the Appropriations Committee can recommend restoration of the full budget or, failing that, the full budget can be restored by an amendment offered on the floor when the bill comes up later in the month. Restoration of the funds will then have to be agreed upon in conference between the two Houses, and accepted along with the rest of the bill by the House.

That this will happen is not unlikely. OWI cuts have been voted by the House in other years and later restored in conference and accepted by the House. The Friday vote to cut the budget was small—138-128, and Democratic leaders will be certain to have New York and Pennsylvania Democrats on hand for the vote on the conference report. Many of these were out of town when the Friday vote came up.

WNEW Buys Kiddie Shows

Vernon Crane's "Story Book, program and Alice Remsen's "Magic Door" series have been purchased by Bernice Judis, station manager of WNEW, to round out a full hour of children's programs to be heard every Sunday at 9-10 a.m., EWT, starting June 17.

Send Birthday Greetings To

June 14

- Major Edward Bowes
- Mort Lewis
- Robert A. Litzberg
- Dorothea Ramsey
- John Scott Trotter
- Joe Forte
- Elaine Stern Carrington
- Christopher Cross

KMBC Radio Institute Debuts 3-Week Course

(Continued from Page 1)

from throughout the Heart of America.

Sponsored in co-operation with the Kansas City public schools and the University of Kansas, the KMBC Radio Institute is dedicated to giving educators a better understanding of broadcasting's place in the American way of life, to teach them how to make more effective use of radio for class work, and to show them how to evaluate radio programs in terms of the specific educational needs of students.

Speaker List is Strong

Well-known broadcasting authorities scheduled to speak at the Institute include C. E. Hooper on the subject of "Research and Evaluation"; Capt. W. C. Eddy, U. S. Navy retired, commanding officer, Radio Materiel School, Chicago, on "Radio's Advancing Horizons"; and the CBS executive, John J. Karol, sales manager, on "The Business of Radio"; and Bill Downs, famed war correspondent, on "News in Radio."

Faculty members of the Institute include Kenneth G. Bartlett, director of the radio workshop, Syracuse University; Marguerite Fleming, director, drama and radio workshop, South High School, Columbus, Ohio; Mortimer Frankel, associate script editor, CBS; Edgar B. Gordon, professor of music, University of Wisconsin; George Jennings, acting director, radio council, station WBEZ, Chicago Public Schools; Harold B. McCarty, director WHA, the Wisconsin School of the Air; Elizabeth Goudy Noel, senior specialist in training techniques, U. S. Office of Education, Washington, D. C.; and Margaret Snyder Perko, writer for the Wisconsin School of the Air.

Arthur Church President

Staff members of KMBC will also participate in the daily sessions to June 29. Arthur B. Church, president, is exofficio director of the Institute; Dr. Charles F. Church, director of education, is director.

See New Plastic Lens Lowering Tele Costs

(Continued from Page 1)

prohibitive excepting for theater-stage tele, had not means been developed to lower the cost of the process in question, Du Pont states. In fact the new lens is cheaper to produce now than that of glass.

Spherical mirror also enters into the picture as part of the projecting system employing the plastic lens and receiver.

New Transcribed Series On Children's Books

Second of the transcribed series of children's books has been approved by the Board of the Association of the Junior Leagues of America, and production of the series will get underway in the near future, it has been announced by Cecil Lester Jones, president.

Approval was given due to the tremendous success of the Association's initial series titled "Books Bring Adventure," a 15-minute production. This series was produced last October and made available to Junior Leagues, libraries, schools, radio stations, parent-teacher groups and other organizations. However, the recommendation of the Association's advisory committee and the League Council on Radio to underwrite the production of the second series, was responsible for the decision.

Truman Names Willis As FCC Candidate

(Continued from Page 1)

a native of the midwest, is an insurance executive in private life. He has been active politically in Vermont for the past 15 years. He was Governor from 1940 until this year.

Case Plans Unannounced

In announcing the appointment, his press and radio conference yesterday President Truman said, with a smile, that it was just a case of a Republican taking the place of another. Since Vermont is hardly a state where the Democrats have political expectations, he added, no one could accuse him of playing politics.

Governor Case, after 11 years on the FCC, has not announced his plans for the future, although his name is certain to be considered by the National board when it meets to decide on a new president.

State Provides Museum For Melton's Old Car

The State of Connecticut has appropriated \$150,000 for a museum to house the well-known collection of ancient automobiles owned—and even used at times—by James Melton, tenor emcee of the "Texaco Show Theater" program on CBS.

A FAVORITE SPOT on Pittsburgh dials since 1919



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

this is WDOZ

20th YEAR

ACCORDING TO EVERY HOOPER the OUTSTANDING CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

CBS

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

5,000 WATTS DAY AND NIGHT

Every 24 Hours

51

SPONSORED NEWSCASTS UP-AP-INS

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

Program Parade . . .

EVENING WITH ROMBERG—NBC, 10:30-11 p.m., EWT. Raleigh Cigarettes. (Hildegard replacement). Excellent orchestra, well conducted, plus fine arrangements and two good voices offer popular operetta tunes and light classics. Words spoken by Sigmund Romberg himself however, did not come through; with his great background in show business, the program should lend itself to short dramatizations; his career has necessary color. SR can then be imitated. Congrats to Raleighs for imitating their ad copy.

★
TEST YOURSELF—WJZ. Tues., 10:30 p.m. David. Here is a good idea gone wrong. Contestant, leaving service, answers four questions and progressively gives hat, tie, shirt and suit. Program ended and never reached its potential because of bad timing and unprofessional handling by two emcees. As heard premiere it won't do.

★
WHY I CALLED "X"—NBC. Tues., 10-10:30 p.m., EWT. Pepsodent Co. Summer replacement for the Bob Hope show finds Albert Marshall in a well scripted show that rushes to ferret out Nazi criminals halfway around the world. Interest will undoubtedly be further sustained by the character permanent character, a double-crossing stool-pigeon for spies who sells for either side for \$5 up.

★
WINE TOWN—CBS. Tues., 8-8:30 p.m., EWT. Lized Yeast. Seemed that Edward G. Robinson with this hangover of local-gangster series from the prohibition era had pretty well cleaned the riff-raff out years ago. Yet Ed Pawley as editor of the town gazette is still finding loads of rascals killing each-other and sundry. If has outlived its usefulness, particularly as wartime fare.

Heads Ohio Drive
Columbus—Frazier Reams, president of WTOL, and director of the Ohio Department of Public Welfare, Columbus, has been named 1945 state chairman for the National War Fund, Ohio Division.

COAST-TO-COAST

— CALIFORNIA —
SACRAMENTO—KFBK of the McClatchy Broadcasting Company will hold a radio summer school for teachers from July 9-28. Station has also added an AFRS feature to its program. . . . **OAKLAND—John K. Chapel, KROW** commentator, has been invited to deliver the commencement address at a 'Frisco school as a result of his work at the UNCIO conference. . . . **SAN FRANCISCO—Elmer W. Peterson, KPO-NBC** news analyst, wrote a script in London a year ago which got on the air for the first time last week.

— SOUTH CAROLINA —
FLORENCE—"Your Home Town News" sponsored by Gulf Oil Company started over WOLS recently with a format of general, society, sports and amusement news. . . . Among the WOLS war bond shows is one featuring high school pupils which is presented twice weekly for 15 minutes. . . . **CHARLESTON—John M. Rivers, owner and manager of WCSC,** and Mrs. Rivers are the parents of John M. Rivers, Jr., born May 28. . . . **SPARTANBURG—Jim Morgan, formerly with WORD,** has given up radio to become a staff artist on the Herald Journal, a leading paper in the area.

— DISTRICT OF COLUMBIA —
WASHINGTON—New members of the WOL staff include: Jack Neff to the engineering staff and Charles Warren to the announcerial staff. Neff was recently discharged from the service and Warren was formerly with WBEN, Buffalo, and WTAM, Cleveland.

— ILLINOIS —
CHICAGO—"Hero of the Day" certificates are being presented by Pilsen Brewing Company on its WIND program "Today's News in Chicago" to servicemen honored on the program. . . . All broadcasts of the WGN "Telephone Quiz" program are being turned over to the 7th War Loan during this week by the Hirsch Clothing Company, sponsors of the series.

— NORTH CAROLINA —
RALEIGH—WPTF news commentator W. E. Debnam, sponsored by Smith-Douglass Company for four years, has left for a 90-day South Pacific tour to interview fighting men and women from Virginia and the Carolinas. It is hoped to schedule his reports twice weekly. . . . **CHARLOTTE—WBT's Grady Cole** played host at an old-fashioned barbecue recently at the FBI conference.

AGENCIES

WESTINGHOUSE ELECTRIC CORP., appliance division, is stepping up its campaign on home freezers and refrigerators. Fuller & Smith & Ross is the agency in charge.

O. R. Shiffman Co., Los Angeles, manufacturers and distributors of Asthmador powder, cigarettes and pipe mixture, have placed one-minute transcribed broadcasts three times a week on approximately 75 stations of the Keystone Broadcasting System. Campaign marks the company's initial entrance into radio and is intensifying its sales promotion in the beyond metropolitan markets through the Keystone Network. The stations carrying the business parallel the distribution of the company's products. The agency is the Philip J. Meeney Co., Los Angeles.

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

WIPR means
the Station broadcasting a brand-new participating woman's program . . . **JOYCE O'NEILL**, at 2:30 p.m.
PHILADELPHIA 5000 WATTS DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

IT'S THE STATION THAT MAKES TIME FOR ALL CREEDS



No time is sold on WGAR for religious broadcasting, but all denominations in their turn have opportunity to use the hours definitely reserved for worship services. It is our philosophy that the station which serves every creed and every faith alike, accomplishes most for its listeners, for the nation, for all mankind.



CLEVELAND'S
WGAR
THE FRIENDLY STATION



FREE SPEECH "MIKE"
RADIO'S XXV ANNIVERSARY!



YOU GET A "PLUS" WITH MAC MCGUIRE

Advertisers on Mac McGuire's WCAU morning Participation Program* get PLUS value. Besides "saturation" coverage in the Philadelphia area—America's third richest market—McGuire's show consistently receives mail from 27 states. With friendly voice, pleasant music, and daily prize-contests, Mac wakes them up to ACTIVE PARTICIPATION. A large-scale action-getter like Mac is a very powerful man to get sales-action for your product.

** MONDAY THRU SATURDAY, 7:05 TO 7:45 AND 8:15 TO 8:55 A.M.*

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 54

NEW YORK, N. Y., FRIDAY, JUNE 15, 1945

TEN CENTS

Tele-FM Hearing June 22

Y & R Setting Up Plan To Cut Press Deluge

To avoid excessive duplication of publicity and promotion releases to the radio newspaper editors when heavy promotional campaigns get under way once more for the regular program schedules in the fall, Lester Gottlieb, radio publicity director of the Bureau of Industrial Service, a division of Young & Rubicam, revealed yesterday plans for "specialized" promotional campaigns. Primary purpose of the program is to effect better public relations with the press by "cutting down the pile of flackery"

(Continued from Page 9)

NBC Appoints Clark To Television Post

Robert W. Clark, station engineer of the WEAJ transmitter, has been appointed television operations supervisor effective tomorrow, it was announced by O. B. Hanson, NBC vice-president and chief engineer. Clark who will report to Robert E. Shelby, NBC development engineer, will be responsible for the technical phases of field and studio operations.

A native of California, Clark received the AB degree in 1927 and the

(Continued on Page 2)

Ovaltine Buys Serial On 111 MBS Stations

Wander Co. of Chicago, makers of Ovaltine, has ordered 111 stations of the Mutual network to sponsor "Captain Midnight," aviation adventure serial, when it returns to Mutual, Sept. 24, Monday through Friday, 5:30-5:45

(Continued on Page 4)

SERVING the 7th!

Minneapolis—Tying in with the Governor of Minnesota's declaration of "E-Day," all news programs **KSTP** on KSTP started with the commentator introducing himself and then making a bond plea, using the news that followed as a demonstration for the need of bond buying. Additionally, veterans from overseas are used in bond-selling spots.

McGee's Honored

Hollywood—The Catholic War Veterans National Commander's Citation will be presented to Mr. and Mrs. James E. Jordan, NBC's famed "Fibber McGee and Molly" on their program of Tuesday, June 19, at 9:30 p.m., EWT. Charles E. Buckmeyer, California state aide to National Commander Edward T. McCaffrey of the C.W.V. will make the presentation on the air.

Treasury Urges Radio Report Bond Programs

Washington Bureau, RADIO DAILY

Washington—The final report on radio's support of the 7th War Loan will fall far short of an accurate figure if special War Bond programs are not reported, Tom Olsen on loan to the Treasury from KGY, Olympia, Wash., to work on a detailed analysis of broadcast promotion, has warned. Olsen based his statement on the fact that while monitoring OWI allo-

(Continued on Page 4)

Smoke Hits WLW Studios; Service Not Interrupted

Cincinnati—Severe smoke damage to WLW studios resulted late Wednesday, at Crosley Square from a short circuit in air conditioning system in penthouse on roof of six-story structure. More than three hundred employees were routed from offices on

(Continued on Page 10)

Shupert Takes Over As ATS Bestows Television Awards

American Television Society held its final official meeting of the season last night in the Auditorium of the Museum of Modern Art, with George T. Shupert, of Paramount Pictures taking over the reins as newly elected president.

Awards for television activity during the season were made to various

If your product needs a sales boost, let WLAW do the selling to 1,902,591 listeners. *Advt.*

FCC's Call For Oral Arguments May Set Specifications For First Six Bands Between 44-108 Megacycles

REC Reconvenes Oct. 4 Sets Up Speaker Plan

Executive board of the Radio Executives Club of New York has decided upon a new departure in selecting its guest speakers, under the direction of newly appointed program committee head, Arthur Kemp, of McCann-Erickson, Inc. Board also decided that the first regular luncheon session of the forthcoming season will

(Continued on Page 11)

All-Star Walgreen Show Takes Flyer On Mutual

Walgreen Co. will celebrate its 44th birthday with a special one-time shot on Mutual using such talent as Bing Crosby, Andrews Sisters, Rise Stevens, Abbott & Costello, Paulette Goddard and Rochester. All-star birthday

(Continued on Page 10)

Steele Leaves D'Arcy To Join Coca-Cola Co.

Alfred N. Steele, formerly vice-president of the D'Arcy Advertising Co., has joined the Coca-Cola Co. as vice-president, with offices in New York, it has been announced by R.

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Apparently in recognition of industry unrest concerning possible delay in establishing the post-war tele and in view of WPB notification that production of transmission and receiver equipment might come earlier than was anticipated, the FCC yesterday called for a hearing next Friday morning in which interested parties may present their arguments in favor of any of the three

(Continued on Page 9)

"Blue" Now Obsolete; ABC Adds 11 Outlets

The American Broadcasting Co. is celebrating two events today. One is the discarding of the identification phrase "the Blue Network" after each announcement and now saying "This is the American Broadcasting Company." The phrase "The Blue Network" will no longer be heard over this network. The second occasion is

(Continued on Page 9)

Ralph Edwards' Prizes For Courteous People

Hollywood—Ralph Edwards has cooked up a promotional piece of business wherein he will give a \$25 War Bond in each of the 133 areas covered by his NBC network for "Truth or Consequences." A grand

(Continued on Page 2)

SERVING the 7th!

Albany, N. Y.—A "Baseball War Bond Rally" was broadcast by **WABY** from Hawkins Stadium, **WABY** home of the Albany club of the Eastern League last Sunday. Between the games of a double header, players of the Albany and Scranton clubs auctioned baseballs and other autographed equipment in exchange for E Bonds purchased by the fans.

WLAW covers New England's 3rd Largest Concentrated Audience. 5000 watts day or night. *Advt.*



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FRANK BURKE : : : : : Editor
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Commerce Assn. Hears Gerl

Chicago—Innovations planned for television in the post-war era was the subject of a talk delivered here by Joseph Gerl, president of Sonora Television Corp., at a luncheon given in the Hotel La Salle by the Chicago Association of Commerce.

20 YEARS AGO TODAY

(June 15, 1925)

Radio is awaiting with interest Dr. Goldsmith's final analysis on his experiments concerning the absorption of energy radiating from various local stations which have opened up new lines for conjecture and unquestionably explain why some localities are better for reception than others.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY STATION 800 KC MUTUAL

Coming and Going

EDGAR KOBAK, president of the Mutual network, accompanied by H. M. FAUST, manager of the web's central division, has left for Pittsburgh to participate in the ceremonies marking the affiliation of KQV with MBS. From that point he will go on to Chicago and Minneapolis, returning to New York on June 20.

BEN POLIN, head of the photo department at KNX, Hollywood, is spending a week in New York for conferences with officials of CBS.

ALEX DREIER, NBC news commentator originating at Chicago, is back in the Windy City following a visit to North Platte, Nebr., where he presided at a 7th War Loan rally in the Paramount Theater.

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, and CARL HAVERLIN, vice-president in charge of station relations, are in Baltimore to help salute the affiliating of WCBM with MBS.

HERBERT CLARK, Blue Network correspondent in Europe, has reached Madrid, from which city he will be heard via a series of broadcasts in the near future.

FRANK E. MULLEN, vice-president and general manager of NBC, off to Ames, Iowa, where tomorrow he will be presented an honorary degree at the graduation exercises of his old Alma Mater, Iowa State College.

DICK TOBIN, producer of the Blue Network's "Headline Edition," is back at his desk following an absence of two weeks, during which he bid a tearless adieu to his tonsils.

DAVID ALBER, publicist, is in Washington today on business. He'll return to New York later tonight.

BEN GRAUER, announcer on NBC, goes down to Washington Monday to cover the reception to General Eisenhower upon the arrival of the Allied Commander from Europe. He'll be back in town Monday night in time for the "Information Please" broadcast.

KITTY CARLISLE, singing star of radio, stage and screen, returns to New York today following a series of successful engagements across the country, during which she also entertained at Army camps and hospitals in the cities where she appeared.

Steele Leaves D'Arcy To Join Coca-Cola Co.

(Continued from Page 1)

W. Woodruff, chairman of the executive committee. Steele will be responsible for the co-ordination of merchandising activities of the company, including advertising, sales and sales promotion.

The administrative functions of the advertising and sales divisions will remain under the direct control of the vice-presidents in charge of them: Felix Coste, vice-president and director of advertising; H. B. Nicholson, vice-president in charge of the bottled sales division, and Harold Sharp, vice-president in charge of the fountain sales division.

Ralph Edwards' Prizes For Courteous People

(Continued from Page 1)

prize of \$500 will go to the national winner. All concerns searching out the most courteous person in each area. "Courtesy Judge" will be kept secret in each locality until after the contest. Gag starts tomorrow and continues through June 23. Grand prize winner will be announced June 30.

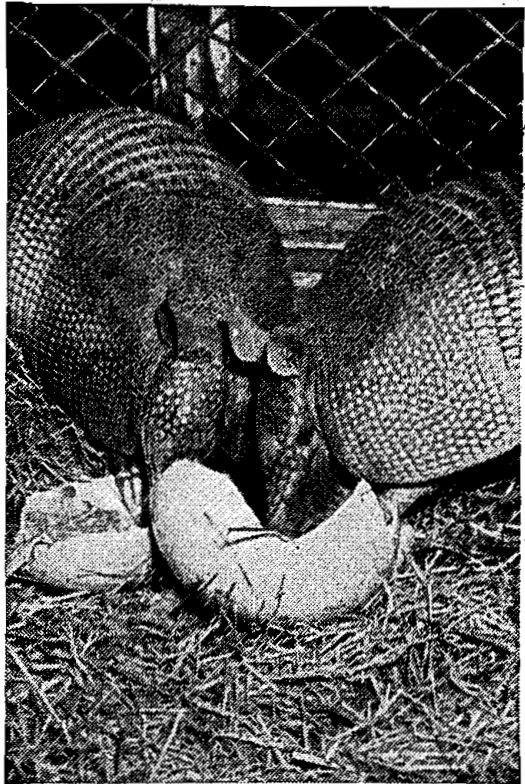
FINANCIAL (Thursday, June 14) NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg. and rows for various stocks like Am. Tel. & Tel., CBS A, etc.

NBC Appoints Clark To Television Post

(Continued from Page 1)

EE degree in 1928 from Stamford University. He joined RCA Communications Company in 1928, was transferred to the San Francisco office of NBC in 1931.

From 1932 to 1937 Clark was assistant station engineer of the KPO transmitter station. He was brought to New York in 1937 to study television engineering and contributed a great deal to the development and modification of television equipment now in use by NBC. He worked actively in major war projects during 1942-43 and in the latter year was named station engineer of the WEAJ transmitter.



They're tough!

That's a pair of armadillos up there. They're armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven't found it so.

Maybe it's the way hard-boiled time buyers go for the choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about time buyers.

If insisting upon low-cost sales results makes a time buyer hard-boiled . . . we'll take them armadillo tough.

Coverage ...in Philadelphia advertisement for WDAS featuring a graphic of a radio tower and city skyline.

W-I-T-H IN BALTIMORE advertisement featuring a graphic of a stylized face and the name TOM TINSLEY, President.

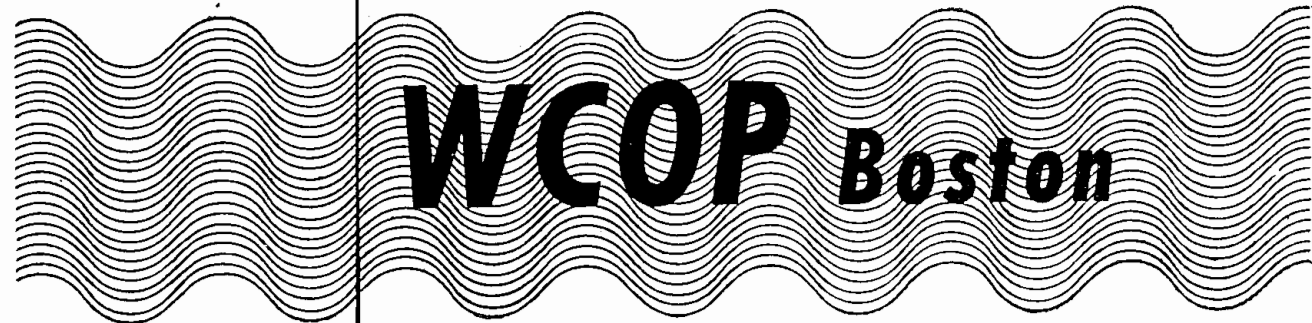
WCOP

BOSTON'S EXCLUSIVE BLUE NETWORK OUTLET!

**... and we're telling Boston all about it
in no uncertain terms!**

WCOP swings over to the *Blue* TODAY with an outburst of publicity and advertising which is making radio history in Boston. Special broadcasts ... Lombardo ... Whiteman ... Breneman salute to new Boston affiliation ... radio spots ... 750-line metropolitan newspaper ads over four days ... ads in 32 suburban dailies and weeklies ... magazine ads ... car cards and dashers ... billboards ... window cards and displays ... restaurant tent cards ... program schedules ... fliers for kids ... mail pieces ... jumbo postals to dealers ... press parties.

**The Boston air is *Blue* with publicity
as WCOP becomes exclusive *Blue* outlet**



**A COWLES STATION ... NEW TO THE BLUE
Rates and Availabilities through any Katz Office**

LOS ANGELES

By RALPH WILK

BOB BURNS is celebrating 10 years of big-time radio in June. Although Bob had made several appearances on Los Angeles stations, his first network program was with Rudy Vallee in June, 1935.

Frank DeVol, air maestro for Rudy Vallee and "Truth or Consequences," recorded a series of Victor records with Dave Street this week and is cooking up new arrangements for platters with Ella Logan.

Tom Hargis, KNX program director, has added Jon Arthur, formerly of WLW, as staff announcer.

Ruth Burch, Selznick casting director, is underwriting two one-year scholarships to the newly established Miniature Theater in Hollywood which has been formed with backing of motion picture studios to train radio aspirants for purpose of drafting them into films with benefit of accrued radio publicity. Other casting departments will offer scholarships subsequently.

Connie Haines leaves here July 1st to tour theaters with Lou Costello.

Ben Carter and Manton Moreland, comics on the Bob Burns show, leave town next month to begin a nine-week theater tour.

Mike Razon, writer on the Al Pearce show who has been burning the midnight oil between radio scripts writing his first detective novel, received word from his publishers that the book will hit the nation's bookstands this fall under the title "Nobody Loves a Dead Man."

Ovaltine Buys Serial On 111 MBS Stations

(Continued from Page 1)

p.m., EWT. The program, which will originate from WGN, Mutual's Chicago affiliate, will start on Mutual, Monday, July 9th, and will be made available for co-operative sponsorship on stations not ordered directly by the Wander Company.

"Captain Midnight," which will hold its last broadcast over the Blue Network on June 22, formerly was heard on the coast-to-coast Mutual network in 1940, 1941 and 1942, under the same sponsorship (Ovaltine).

Hill Blackett Company, Chicago, is the official handling the Ovaltine account.

Joins "Road Of Life" Cast

Everhard A. Krumschmidt has been added to the cast of NBC's daytime serial, "Road of Life," sponsored by Procter & Gamble for Ivory Soap.

Ave Maria Hour

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



Radio Is My Beat . . . !

● ● ● Jack Benny will be relieved to learn that come next fall Kate Smith will go back to her old Friday nite spot on CBS, 8:30 to 8:55 p.m. It'll make for a healthier situation a'l around as the best these two got out of dueling each other was the worst of it. We guess this also takes care of those rumors that she was shifting over to the Blue web. . . . Ted Steele and his wife-manager, Doris, have dissolved both partnerships. . . . Burl Ives, off for Hollywood on a \$25,000-per-picture deal with 20th-Century, will be cut in from the Coast on Radio Reader's Digest. . . . WINS inaugurating a new series of public service programs tomorrow tagged "What We Can Expect From Medical Science in the Post-War World." Whew, what a title! . . . Wilbur Stark, WMCA time salesman, getting hitched this morning to Kathleen J. Norris—the radio writer, not the author, natch. . . . Martha Rountree, who produced and directed "Listen, the Women" last year on the Blue, and is currently responsible for Mutual's "Between Us Girls," has come up with another live one, "Press Conference," which debuts July 23rd on Mutual, back by American Mercury . . . Mark Warnow's exclusive contract with Geo. Washington Hill doesn't prevent him from offering his services for three Treasury shows weekly, plus a bit of songwriting on the side. He just sold "Two Down and One to Go" to Martin Block. . . . Dave Alber doing the radio exploitation for Lester Cowan's Ernie Pyle film. . . . "Catherine Was Great" backers will finally get their dough back—with Mae West winding up with about 100 grand. Mike Todd's profits consisted of the props in the show. . . . Joan Edwards' baby daughter ailing. . . . That terrific arrangement of "Laura" that Larry Adler did on a recent Jack Benny show drew so many requests that Decca is recording it.



● ● ● If We Were a Sponsor: (Especially Danny Kaye's or Fred Allen's): We'd do all in our power to get Herb Moss as head writer and producer, if only on the amazing record he turned in on the Hildegard stanza, steering it from 14.9 to 18.6 in a matter of six weeks. . . . W'd lend a serious eye and ear to Fritz Blocki's new show, "Times Sq. Gazette," which presents the news the way you like to hear it. Fritz is on familiar territory in this idea, having knocked out a daily column for the Chicago American for years. . . . If we owned the Danny Webb show, we'd see to it—but right away—that he got material worthy of him, and if we were in the television business, we'd find a spot for Ted Green because of his talent, casting and production background in the movies as well as radio.



● ● ● The Morning Mail: "Dear Sid," writes Pfc. Dick Shepard, all the way from station WVTH, somewhere in New Guinea. "Thought you might be interested in some of the reactions of the men here on V-E Day. Very possibly they were vastly different from those of the folks back home. As for ourselves, we felt no special emotion. . . . perhaps because we were busy at our jobs. However, it seemed somewhat of an anti-climax to hear the official announcement, after we all know it was over. . . . day by day those reports came through. . . . one Gorman unit after another. . . . so we here were not very excited about the actual announcement. Nobody went into roaring cheers. . . . nobody got excited. . . . we heard of an occasional guy getting potted around the base, but on the whole everybody took it the same way. One of the comments went like this: 'Boy, I betcha they're really having a time back in the states.' Then another voice: 'Yeah, but we're over here.' The best comment on the whole attitude was made by one of the boys who said: 'Well, we gotta go back to work tomorrow. Guess we oughta hit the sack now.' Hopo it won't be too far in the future when I can be sending another account of how the Jap surrender now is handled out here."

—Remember Pearl Harbor—

SOUTHWEST

THE Joe Franklin Myers Industries, makers of candies, are sponsoring a new series of quarter-hour programs over WFAA, Dallas, and fed to the Texas Quality Network each Sunday at 12 noon. A \$25 War Bond is awarded each week to the listener sending in a story of some one who has given of time and effort without thought of reward.

KGKO, Fort Worth, begins its broadcasting day on Sundays thirty minutes earlier, with a program of vocal varieties titled "Good Morning in Song."

In connection with the 7th War Loan, KGKO is presenting "Sing for the Seventh," Tuesdays and Thursdays at 7:15 a.m. as a public service feature to encourage the sale of bonds and stamps.

Ira E. De Jernett was elected president of the Dallas Advertising League at a regular meeting held at the Hotel Baker.

"The Story of FM" and "Sightseeing at Home" were two films shown at the San Antonio Advertising Club by Turett Kimzey, technical supervisor of the Texas State Network during a luncheon held recently by the organization.

As part of the NAB radio test, Joske's of Texas, San Antonio department store, will supplement its present schedule with a new 45-minute broadcast to be aired daily over KTSA. Airings will feature Dick Smith and Peggy Wilson in "Platter Chatter." "CBS World News" will be incorporated in the airing, to be heard at 8 a.m.

Treasury Urges Radio Report Bond Programs

(Continued from Page 1)

ditions, he has heard a number of special War Bond programs on the various networks which had not been reported either to the NAB or to the War Finance's Radio Section.

To help get a complete report, advertising and publicity agencies are asked to notify the radio section of special network programs which incorporate War Bond messages for the current loan campaign.

Free Speech MIKE

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. Royster Company

A GREAT EVENT—

10:00 P. M. E. W. T. JUNE 15TH

AT THAT TIME—you will travel to Europe, where, for five long years, millions of people lived in utter darkness, in constant fear, in stifling silence. You will hear how, little by little, the silence was shattered . . . how tiny beams of courage and hope drove their way into the black horror. These tiny beams were human voices . . . free voices . . . giving precious information to enslaved, freedom-loving people by *radio*. You will hear these voices tonight, broadcasting just as they did when it meant certain death to be caught!

You will hear, too, how radio met the challenge of total war here on the home front—thrilling true stories of how it became the Weapon of Decision that helped make the world's greatest fighting force out of the democracy that Hitler called decadent . . . and how it brought us within three seconds of our men in the foxholes.

The philosophy that radio is a *free Weapon of Decision for the American People* has been applied here in America for the past three years. And it has been approved by you, the people. It has been applied by America's youngest network—the Blue

Network—which was born during and matured by our country's greatest struggle. Out of our experience during these tumultuous war years, we developed a whole new concept of radio.

One of the foundations of this new concept was "freedom of the air." We picked newsmen and commentators with experience and a sense of responsibility—and then let them have their say on the air. We set a policy of reviewing their scripts only for good taste and for competent news authority—not for censorship—because we believe that no man in this or any other network is wise enough to know what the public ought, or ought not, hear. Why did we take this unprecedented step? Because we trust America. Experience has proved that if you, the American people, are given *all* the facts, you will make sound decisions.

The program on the night of June 15th marks a great event in the development of our young network. On that day, we change our name from the Blue Network to one that we feel more truly expresses the reason for our existence. From this day forward, your radio will say,

"This is the American Broadcasting Company"

TODAY SOMETHING V

Born during and matured by our nation's greatest struggle, America's youngest network has evolved a new concept of radio.

ON June 15th, the Blue Network will become the American Broadcasting Company. To live up to this name is a big order, but we think our short history proves we are up to the task.

During January of 1942, with the world at war, a group of experienced business and radio executives—men who had new ideas about the role of radio in a democracy—began to operate the Blue Network as an independent network.

During the next three years, whole nations were engulfed and enslaved. Freedom of speech was denied millions. During these three years, radio assumed mounting responsibilities to 130,000,000 American people—and this new network learned to take the momentous in its stride.

Never did so many need to know so much.

Out of its tumultuous existence, the Blue Network formulated a new concept of public service in radio: a daring new version of "freedom on the air." We picked newsmen and commentators with experience and a sense of responsibility—and then let them express their own opinions. We review their scripts only for good taste and for competent news au-

thority—not for censorship; because we believe that no man is wise enough to know what the public should, or should not, hear. We trust the American people. Experience has proved that, given the facts, they will make sound decisions.

Entertaining a Nation

Radio serves a great function by bringing relaxation and entertainment into the homes of our people. We, therefore, have an obligation to bring to them good entertainment—the best possible.

During the past season, listeners to this network have regularly heard

Ethel Barrymore • Charlotte Greenwood • Guy Lombardo • Quiz Kids Lum 'n Abner • Walter Winchell Andrews Sisters • Drew Pearson Captain Midnight • Arlene Francis Alan Young • Earl Godwin William Bendix • Darts for Dough Jack Armstrong • Terry and the Pirates • Dick Tracy

Also presented were such outstanding programs as the *Metropolitan Opera*, *America's Town Meeting*, the *March of Time*, and the *Boston Symphony*. The first organized broadcast of the famous Herald-

Tribune Forum, and conferences on international security organized by Sumner Welles and Orson Welles, were some of the special features. Regular programs were created by and for labor, management, the Army Air Force, and the Navy.

A Young Network Comes of Age

Growth came fast to this youngest of America's networks. As a result, the network that started in 1942 with 116 stations now has 196 stations coast to coast. Over 22,000,000 homes in America can tune in to the programs that originate on this network, and if you add together the audiences of our various shows over a period of a week, the total is 475 million people. People to whom radio listening is a vital part of their lives. This is the dimension of our opportunity and responsibility.

A Pledge to Tomorrow

The challenging years ahead will, we feel, bring new significance to our ideas which have already served the country. So we rededicate ourselves and all our facilities to the constant alerting of the minds of our people . . . to finding and presenting new shows and stars of tomorrow. For only by giving America all the unbiased facts, and by giving them the best in the field of entertainment, can we continue to live up to the great responsibilities which are those of a radio network serving a great nation.

American Broadcasting Company

Tune in your American Broadcasting Company station for a special full hour program.
Friday, June 15th, 10 P.M., EWT.

WHAT HAPPEN IN RADIO

WNAX-Yankton

WLAW-Lawrence

WCOP-Boston

WEEU-Reading

WCAE-Pittsburgh

WHBL-Sheboygan

WHGB-Harrisburg

WRJN-Racine

KRNT-Des Moines

WFBR-Baltimore

WJBC-Bloomington

WPDQ-Jacksonville

WGBS-Miami

These 13 stations join the American Broadcasting Company on June 15th

Thirteen more stations whose owners and managers feel that they can serve their communities better by being on America's youngest network: It means more listeners for the American Broadcasting Company, it means 196 stations coast-to-coast, making programs of this network available to over 22,000,000 homes, and at a cost per thousand that makes the "American" the biggest value in radio today.

13

STATIONS JOIN THE
 AMERICAN BROADCASTING CO.
 ON JUNE 15TH

| STATION | CITY | POWER | FRE- QUENCY |
|-------------|----------------------------|-------|----------------|
| WPDQ | Jacksonville, Florida..... | 5,000 | 1270 |
| WRJN | Racine, Wisconsin..... | 250 | 1400 |
| WCOP | Boston, Massachusetts..... | 500 | 1150 |
| KRNT | Des Moines, Iowa..... | 5,000 | 1350 |
| WFBR | Baltimore, Maryland..... | 5,000 | 1300 |
| WJBC | Bloomington, Illinois..... | 250 | 1230 |
| WHGB | Harrisburg, Pennsylvania.. | 250 | 1400 |

| STATION | CITY | POWER | FRE- QUENCY |
|-------------|---------------------------------------|--------------|----------------|
| WHBL | Sheboygan, Wisconsin (Day) (Night) | 1,000 250 | 1330 |
| WGBS | Miami, Florida..... | 10,000 | 710 |
| WCAE | Pittsburgh, Pennsylvania... | 5,000 | 1250 |
| WNAX | Yankton, South Dakota.... | 5,000 | 570 |
| WEEU | Reading, Pennsylvania..... | 1,000 | 850 |
| WLAW | Lawrence, Massachusetts... | 5,000 | 680 |

13 MORE STATIONS whose owners and managers feel that they can serve their communities better by becoming a part of America's youngest network. It means more listeners for the American Broadcasting Company; it means 196 stations coast-to-coast, making programs of this network available to over 22,000,000 homes, and at a cost per thousand that makes "American" the biggest value in radio today.

But station and coverage improvement is only one thing. Here are some others—

1. Created the soundest program department in network radio.
2. Set up a capable, experienced talent-buying department.
3. Created an on-its-toes network promotion department, entirely new in concept.
4. Loosened our schedule, permitting us to put good shows into good time spots... initiated the building of sound sequences.

5. Put into practice a new policy on Co-operative programs—the first time any network has attempted to really program for its affiliates.
6. Formulated a new "Freedom of the Air" news policy—no censorship of news commentators.
7. Instituted a new public service policy, a far-seeing principle designed to protect radio's franchise... to get new listeners.
8. Started an examination of facilities to improve overall network coverage.
9. Made major station improvements.
10. Gone into television with a definite plan and a completely new department.
11. Set up a policy, and put it to work, of refusing transcription business on the network.
12. Organized promotion on our own M&O stations to do a solid job in key markets.

We think all this is important, because it once again convinces us that the youngest network is steadily marching ahead—that the "American" offers advertisers the No. 1 opportunity.

American Broadcasting Company

Y & R Setting Up Plan To Cut Press Deluge

(Continued from Page 1)

They currently receive to 50 per cent, according to the Gottlieb system to be "installed" this summer.

Henceforth, the specialized system will minimize or cut out completely the typical press release, photo and radio services, inasmuch as the network press departments are doing a very competent job in that particular case, especially with their kit services, Gottlieb said, adding that he will continue with the more novel type promotion which gives the radio listeners throughout the country an opportunity to be more creative, resourceful and prolific in their columns and pages.

Young & Rubicam currently produces 20 network programs, 18 of which are publicized by the Bureau of Industrial Service: We, the People, Sherlock Holmes, Inner Sanctum, Stan Davis, Eddie Cantor, Great Moments In Music, Dinah Shore, Thin Man, Aldrich Family, Duffy's Tavern, Adventures of Ozzie & Harriet, What's Your Idea, Jerry Wayne, Bright Horizons, G. E. House Party, Two On A Blue and Kate Smith. An example of what Gottlieb intends to do re the aforementioned programs: mystery books will be gifted to radio editors to promote Inner Sanctum; recording albums for Great Music, clocks for G. E. programs, etc. He also pointed out that enough has not been achieved in the nationally syndicated columns and magazines, all of which will be given very careful consideration under his specialized promotional campaigns.

Special Treasury Program Will Pickup Pacific Areas

"War In The Pacific," a short-wave sit to the GI's on Okinawa, Iwo Jima, island of Saipan, Tawara, Midway and Pearl Harbor will be presented as a special Treasury program by the American Broadcasting Co., (Blue) this Saturday, 10:30 to 11:00 p.m., EWT. The program will originate from San Francisco and in addition to personal interviews with soldiers, sailors and marines in the midst of battling the Japs, there will be interviews with workers at the San Francisco docks.

FCC Calls Hearing June 22 To Consider Tele-FM Bands

(Continued from Page 1)

proposed schedules for use of the 44-108 megacycle band.

At the same time, the Commission declared that it will continue with the series of propagation studies it has planned for the summer. The data turned up will be used in determining frequency assignments in this entire spectrum portion, it was said, plainly implying that the Commission is willing to select the FM band without waiting for the conclusion of the tests.

In announcing the hearings, the Commission said that:

"Whereas, the Commission has received several petitions requesting an immediate decision amongst the three alternatives: and

"Whereas, the Commission is presently advised by the War Production Board that the manufacturer of AM, FM and television transmitters and receivers may commence at an earlier date than was originally indicated to the Commission by the War Production Board and that it probably will not be possible, as was originally anticipated, for the War Production Board to give 90 days advance notice to the Commission before production is resumed: and

"Whereas, in view of the foregoing facts it is desirable that a final decision be made as soon as possible amongst the three alternative allocations proposed for the region between 44 and 108 megacycles;

"It is ordered, that a brief further hearing and argument be held before the Commission en banc on June 22, 1945, at 10:30 a.m., for the purpose of determining which of the three

alternative allocations proposed for the portion of the spectrum between 44 and 108 megacycles should be adopted. At that time the Commission will receive any additional relevant evidence or material that may be offered concerning the best allocations for the portions of the spectrum between 44 and 108 megacycles. Interested persons are particularly requested to address themselves in their presentation to the factual data and material contained in Section 8 of Part 11 of the Commission's report of May 25, 1945, and to indicate with particularity in what respects, if any, they believe such data or material may be inaccurate. Persons indicating a preference for any one of the three alternatives must at the same time state the specific reasons for their preference.

"The need for this type of information was revealed in the recent allocation hearings. While there was much opinion testimony regarding propagation characteristics of frequencies in this portion of the spectrum, there was comparatively little factual information available.

"Among the specific problems for which these tests should develop information are the problem of the proper distance between stations operating on the same and adjacent channels and the field intensities required for the various services under different conditions.

"Following the tests in the 44 to 108 megacycles region, the Commission plans to extend the studies in cooperation with industry to higher portions of the spectrum."

MBS-WOL Entertain For Capital Press-Radio

Washington Bureau, RADIO DAILY

Washington—Washington press and radio circles were guests of WOL yesterday at the Mayflower, to meet MBS and WOL officials. The network executives on hand included Robert Swezey, vice-president and general manager; Phillips Carlin, vice-president in charge of programs; John Whitmore, news director; Tom Slater, special events director, and Harold Wagner, assistant program director.

Saipan Broadcaster Is Lieut. Tyrone Power

Saipan—Among Lieutenant Tyrone Power's duties on this island is telling the Marines about the Marines. Power is a leatherneck himself, and now he's on the air over WXLD, Armed Forces Radio Station on Saipan.

Send Birthday Greetings To—

- | | |
|-----------------|-----------------|
| June 15 | |
| Roger Bowman | Jacques Renard |
| Stella Roth | Max Stuart |
| June 16 | |
| Grace Albert | Stuart Allen |
| Tom Howard | Al Llewelyn |
| H. L. McClinton | Cliff Melloh |
| Amy Sedell | John Paul Weber |
| Ona Munson | Bertha Brainard |
| June 17 | |
| Joan Benny | Joe Haigh |
| Igor Stravinsky | Grace Gibson |

"Blue" Now Obsolete; ABC Adds 11 Outlets

(Continued from Page 1)

the official affiliation of 11 new stations to the network, three of which have accepted the invitation to originate coast-to-coast airings of their own programs, featuring talent from their stations and areas. The three stations are: WNAX, Yankton, S. D.; WFBR, Baltimore, Md., and KRNT, Des Moines, Ia.

Starts with "Western"

WNAX will start its program by presenting the "Flying X Ranch," a program of typically western entertainment, at 11:30 p.m., EWT. Program will feature: Happy Jack O'Malley, Novelty Boys, Cora Deane, Ben and Jessie Norman, the Carson Sisters, Al Phillips Rhythm Rangers, Rex and His Ramblers and Zeb and Mandy. KRNT's program will be heard Sat., June 16, at 11:30 a.m., EWT, over the ABC web and will feature music by the Shrine Chanters, a 40-piece all-WAC band and Gene Emerald, baritone. WFBR's program will be heard on Monday, June 25, 11:30 p.m., EWT, and titled "This Is Baltimore." Featured on the program will be: Joseph Imbroglio and symphonic orchestra, the Peabody All-Girl chorus of 90 voices; the Baltimoreans (male chorus), tenor Phil Crist, folk singer Slim Stuart, and the Hilltop Players.

KGO will carry two special broadcasts in observance of change of Blue Network to American Broadcasting Company. In addition to carrying the network's Weapon for Tomorrow program on Friday there will be a San Francisco produced program for a half hour Saturday titled "This Is America." Many of this area's top radio artists will be presented in a showcase of KGO people, including Phil Bovero's orchestra. Sonia Shaw, Bob Sheridan, Tony Morse, George Fenneman, Ira Blue, Norvell Gillespie, Ann Holden and others. Program will close with a group of themes and sound effects from net's top shows such as Winchell's ticker, Quiz Kids theme, etc., to emphasize that American is not something new but a continuation of Blue's usual top programs and artists.

WTAP means women's intense listener interest at 2:30 each day Joyce O'Neill time! Participation available.

PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

ANOTHER of WTAG's Services to Central New England



CREATIVE FORCE makes WTAG a BIG STATION in a BIG MARKET

WTAG WORCESTER

Program Parade . . .

RAY NOBLE—CBS. Wed., 9-9:30 p.m., EWT. Max Factor & Co. Nearest thing to a half-hour commercial interspersed with orchestra selections as requested by certain members of the audience. Each interviewee gets a packet of pancake or other makeup and a sales talk along with it. Members of the armed forces are worked to advantage as well. Sponsor had Sinatra on the past season.

★

WHEN HE COMES HOME—WMCA. Wed., 9:30-10 p.m. Here's an example of a veterans' readjustment-to-civilian-life series that hasn't adjusted itself to radio. Script-writer is handicapped by a format that combines capsule dramas and solution discussions. Should dispense with discussions and consummate case histories with dramatizations.

★

BASEBALL BROADCAST—WINS. Monday, 9:30 p.m. Gillette Safety Razor Co. Bill Slater, who knows his baseball and players, in a friendly conversational way re-created a game between the St. Louis Cardinals and Cincy Reds as it came in an ticker from St. Louis. Good programming for baseball fans.

★

DICK GILBERT—WHN. Monday, 9:45 p.m. Smooth tongued platter spinner who mixes vocalizing with commentary on popular recordings. Gilbert's highlight was vocalizing of "Rain" to recorded accompaniment. Solid hepcat stuff.

All-Star Walgreen Show Takes Flyer On Mutual

(Continued from Page 1)

will be heard next Tuesday 9:30-10:30 p.m., EWT and will originate on the Coast.

Don Wilson will emcee, Ken Niles announce and Carl Hoff's orchestra will handle the music.

Caracker To World Wide

George Caracker who has lectured throughout the United States and has been with KSFO, KPO on the Coast has joined the staff of World Wide Broadcasting. He has also worked on short wave broadcasts to Latin America over KGEI the General Electric station near Belmont, Calif.

WANTED

Large feature syndicate has an opening for a capable young writer with newspaper and some publicity experience. Write fully. Box No. 180, Radio Daily, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

STRANGE indeed are the tales they tell about the foibles of that breed c. American whose habitat in New York City is confined to an area bounded on the north by 52nd Street, on the east by Fifth Avenue, on the South by 46th Street and on the west by Broadway, this territory being more familiarly known as Tin Pan Alley. The public never hears of the hundreds of songs, accepted by music publishers for publication, but which invariably for some reason or other, wind up securely locked in said publishers' safes or used to keep dust from gathering on shelves. Yet, time and time again, do stories turn up concerning colorful truths behind great hit songs. Back in 1901, a young songwriter named Jack Mahoney, brought his latest brainchild to the late Julius Witmark who with his brother, owned the firm of M. Witmark & Sons. The publisher liked the song, accepted it for publication but forgot to print it. For fourteen years the song was completely forgotten until Mahoney went back to Witmarks, asked for the return of the song and promptly placed it with Leo Felst, Inc. The song, "When You Wore A Tulip and I Wore A Big Red Rose," became an overnight sensation, is considered a 'Standard' and to date has been featured in fifteen motion pictures . . . in 1916, Mahoney again tried to place a song with Julius Witmark . . . turning the number down, the publisher said, "Jack, why don't you bring me a song like "When You Wore A Tulip?"

★ ★ ★

RADIOLOGY:—Vic Anthony, formerly heard on "Broadway Matinee" and "Broadway Show Time," has been signed to trill on the "Ed East & Polly," early morning NBChatter. . . Eddy Manson, a Juilliard Graduate and formerly with Borah Minnevitich's Harmonica Gang, can look forward to a successful harmoni-career . . . handled by the Gale office. . . That soft drink series of spot ET's, identified with the call of the Cuckoo, is held responsible by the sponsors of having increased the sale to 137 per cent and Basch Radio productions, originators of the campaign, has been signed to make the fifth series. . . Hal Aloma, Maestro of the Band, whose MBSerenades emanate from the Hawaiian Room of the Hotel Lexington in Gotham, expects a visit from Sir Stork in Sept. . . Ed (Archie) Gardner will make an overseas tour when his 'Duffy's Tavern,' shuts down for the summer. . . Carlay Mills has been named Professional Manager for LaSalle Music Co., a Peer subsidiary. . . Irene Beasley CBSHow now features guest stars daily. . . Hal Winters, featured singer at Havana Madrid, will get two spots a week on the Blue.

★ ★ ★

ON AND OFF THE RECORD:—Norman Corwin's hour-long radio drama, "On A Note Of Triumph," which was featured via CBS on V-E Day and which is acclaimed by critics as 'one of the outstanding radio shows of the decade,' has been recorded by Columbia Records . . . the 12-side Album released this week. . . Guy Lombardo's latest platter for Decca, "Bell Bottom Trousers," is a honey. . . Woody Herman fans will find the jive they expect in Woody's newest Columbia disc, "Goosey Gander," on original which resulted from a jam session. . . Victor's platter of Sy Oliver's rhythmic instrumental, "Minor Goes Muggin'," which will be released next week, features Tommy Dorsey's aggregation with Duke Ellington tossing in a bit of licks on the ivories. . . S. Van Lier, of Keith-Prowse Ltd. cables to let us know that he has a hundred per cent recordings lined up in England on the tune, "Seven Days A Week" . . . Joan Brooks, who introduced the tune via CBS, will continue featuring the ballad on her overseas tour.

McCarthy To Santa Anita

Clem McCarthy, NBC turf and sports commentator leaves for California June 26 to cover the running of the world's richest race, the \$100,000 Santa Anita handicap. The broadcast will be heard Saturday, June 30, at 7:30 p.m., EWT.

"Happiness" Renewed

"Right to Happiness," has been renewed over the NBC network by the Procter & Gamble Co. for Ivory Soap effective July 2. The 52-week contract was handled through Compton Advertising, Inc., agency controlling this P & G account.

AGENCIES

THE 1945 CATALOG OF BUSINESS-SPONSORED EDUCATIONAL MATERIALS produced by Committee on Consumer Relations Advertising, Inc., is now in distribution. The catalog lists and describes 791 different materials, including booklets; charts, slides, exhibits. There is a special section listing film.

GREY ADVERTISING AGENCY, INC., New York, has been elected membership in the American Association of Advertising Agencies.

CHARLES M. STORM COMPANY in the Brugal Rum advertising which it is preparing for Park & Tilford Import Corp., will introduce Coastal Brugal, said to be made from 50-year-old formula of P. & T.

WAR ADVERTISING COUNCIL in co-operation with the OWI, the Army and Navy and FBI, is planning a campaign to prevent "loose talk" concerning naval and military moves in the Pacific. Newell-Emmett Company is the volunteer agency.

LIEUT. COL. MAXIMILIAN J. SER, formerly public relations director for J. Walter Thompson Company in New York, has been awarded a Bronze Star Medal "for meritorious achievement" on Mindanao. He is en route back to the United States.

Smoke Hits WLW Studios Service Not Interrupted

(Continued from Page 1)

upper floors by smoke, but no interruption to programs which were broadcast from studios on first floor where separate air conditioning system prevented smoke from accumulating. Miss Dorothy Reilman, secretary to Milton Weiner, WLW musical director, overcome by smoke, revived at Hospital, and resumed work yesterday. Fire was confined to peephole house equipment, and all studios WLW and WSAI again were in operation yesterday.

New Series On WNYC

WNYC's new weekly series, "New Yorkers All—Heroes All," dramatic series, is heard Mondays, 8:15-8:30 p.m. Gladys Vashkin is the writer and Mike Jablons is the producer.

"This Month" Editor Is Guest

Commentator Estelle Sternberg guest on her WLIB program, Saturday, June 16, will be Ada Siegel, editor-in-chief of "This Month" magazine.

FOR SALE PORTABLE PLAYBACK

Plays 78 and 33 rpm. 16 inch table AC, DC. Full controls and P.A. outlet. New Stewart Warner radio built in. Attractive case. Not too heavy. Guaranteed perfect condition. \$250. Write Box 181 Radio Daily, 1501 Broadway, New York 18, N. Y.

Supert Heads ATS; Awards Bestowed

(Continued from Page 1)
 C; Jack Poppele of WOR acted for Don Lee's station W6XAO; 1 Raibourn, for Paramount's KYZ; Paul Knight for Philco; nard Cramer for Du Mont's BD; Arch Browly, for Balaban Katz Chicago station WBKB; Paul ay for WNBT and Ben Feiner for station WCBW. Paul Mowrey ABC, accepted for himself; Emer Markham for WRGB, and Lee ley for Ruthrauff & Ryan. (Full of awards and recipients will be and in the Television Daily section RADIO DAILY on Monday).

Roster Passes 300 Mark
 upert told RADIO DAILY that the nbership of ATS has grown to r 300, and that instead of laying for the summer, the organization year would hold a series of lun- on meetings at which informal dis- sions will be held on the practical ects of television. These will run n special events, education, thea- tele, down to international tele e equipment.

WOV Quizzer

VOV's new quiz show, "People ow Everything," heard across-the- rd, will feature Lewis Charles, f announcer, as quizzer of transi- s on Fifth Avenue.

COAST-TO-COAST

—INDIANA—

VINCENNES—WAOV honor roll shows a 200 per cent turn-over. Technician Carl Dixon joined the Navy recently to become the 22nd name on the roll. . . . **KOKOMO**—WKMO has just received the completed Hooper Survey for this city. Anyone wishing a copy of the results may obtain it by writing the station. . . . **FORT WAYNE**—Stanley Bock, known on the air as Jack Stanley, has joined the announcing staff of WGL. Salesman Joe Autenreith was recently elected president of the Actors Guild of the local Civic Theater Group.

—CANADA—

EDMONTON—Sergeant Joe Louis was the centre of interest in a CJCA-KFAR exchange broadcast last month when he refereed the Alaskan Wing Golden Gloves Boxing Tournament at the Edmonton Arena. . . . John M. Kannawin, former head of the CBC overseas unit, has been appointed program director of CJBC.

—COLORADO—

DENVER—E. L. Raeke of the KOA transmitter has been initiated into the NBC Ten Year Club, making the fourteenth member from KOA, all of whom are in the engineering department. . . . KLZ is airing remotes for the 10th consecutive season from El Patio ballroom at Lakeside Amusement Park.

—CONNECTICUT—

HARTFORD—WDRG's chief announcer Larry Colton has been nicknamed "the man with the horn" and uses the title on all his shows. Colton is an expert trombone player. . . . WTIC has inaugurated a new service to farmers of southern New England with daily market reports direct from the market area. . . . WHTD aired the installation ceremonies of Bishop Henry J. O'Brien of the Hartford Roman Catholic Diocese at which Mill Berkowitz, special eventer at WHTD, assisted.

—KANSAS—

HUTCHINSON—KWBW celebrated its 10th anniversary recently with an all-out war bond auction. Bond sales totaled \$368,850.00 and 101 prizes with a value of approximately \$3,000.00 were given by the local merchants as their contribution to the success of the 7th War Loan campaign.

—LOUISIANA—

NEW ORLEANS—New additions to the WDSU staff are William Roettger, in advertising; Charles Price has been promoted to sales manager in charge of advertising; Richard Dale Johnson, recently of Kris & Kob, Albuquerque, has come as an announcer. . . . Makers of Sunway Vitamins have increased their sponsorship on WWL from 15 minutes to a half hour Monday through Friday. Tom Holbrook conducts the show which has a variety format.

REC Reconvenes Oct. 4 Sets Up Speaker Plan


(Continued from Page 1)

be held Oct. 4, at the Roosevelt Hotel. According to Murray Grabhorn, president of REC, the executive board will meet at least once a month during the summer, to further the interests of the organization. Board comprises: Arthur Kemp, Marvin Kirsch, membership committee chairman; William von Zehle, House Committee; Christopher Cross, publicity and Larry Sware, historian.

In the new methods of selecting speakers as guests, Chairman Kemp will select a Chairman of the Day, each in turn being carefully selected from every phase of radio. The chairman and his own appointed committee for the day, will in turn be responsible for the program of the date assigned. All activity will be supervised by the executive board. Sessions will again be held in the Hendrik Hudson Room.

Nancy Craig On Tele

Nancy Craig, conductor of women's feature programs on the air, will bring her daily offering—"The Women of Tomorrow"—to the television audience as a weekly attraction. The series, to be heard for four weeks, will be presented by the television division of the American Broadcasting Company through the facilities of WABD, New York.



W R A W

READING, PENNSYLVANIA

Serving the hosiery center of the world

NOW... full time NBC

America's No. 1 Network

National Representative—William G. Rambeau Company



Baltimore's Big Home Town Station

On June 15th ★ A Member of

The American Broadcasting Company

The Blue Network

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 55
INDIANA UNIVERSITY

NEW YORK, N. Y., MONDAY, JUNE 18, 1945

TEN CENTS

LIBRARY

Expect Early WPB Okay

By-Law-Director Poll Talled By The NAB

Washington Bureau, RADIO DAILY
Washington—Incomplete returns of the NAB referendum vote on directors-at-large and by-laws were released over the week-end by NAB. The balloting was conducted by Ernst and Ernst, New York accounting firm. The following results appear to be assured, NAB announced. Frank M. Russell, NBC, and Dr. Frank Stanton, CBS, have been confirmed as network directors; G. Richard Shaffo, WIS, has been elected director-at-large for medium stations, joining T. A. M. Craven, WOL.
(Continued on Page 4)

Mexican Radio Concern Queries KABC Priority

Washington Bureau, RADIO DAILY
Washington—Question concerning the right of KABC, San Antonio, to its new transmission equipment has been raised by the CIA, Industrial Universidad of Mexico. KABC is the station for the purchase of which Elliott Roosevelt was alleged to have borrowed \$200,000 from chain store magnate John Hartford. The Mexican company wrote the FCC several weeks ago that if KABC's application was approved.
(Continued on Page 4)

Even Name Bands Set In Special Bond Sked

"Bands For Bonds," a special hour and three-quarters dance music program featuring seven of the country's top orchestras from New York, Chicago and Los Angeles, will be presented by the Columbia network in
(Continued on Page 13)

SERVING THE 7th!

Cleveland—As a promotional stunt for the 7th War Loan campaign, WGAR is broadcasting a special series of transcribed chain breaks and minute spots produced in the Philippine Islands and featuring servicemen from the Cleveland area with assistant manager Carl George as war correspondent in the South Pacific.

Very Humidifying

Harp strings, like humans, are adversely affected by the heat, according to Margaret Ross, harpist on the Hercule Poirot program heard over Mutual. When the humidity hits, Margaret must get down to the studios three hours early to re-tune each string of her beautiful instrument individually. Seems the heat makes them loose, languid and lackadaisical.

Eisenhower Air Plans Biggest Since V-E Day

The most elaborate plans since V-E Day have been made for tomorrow's coverage of the New York reception of General Dwight D. Eisenhower by the four major networks, independent stations of this city and television station WNBT. The webs are: CBS, NBC, American and MBS. Stations: WHOM, WMCA, WLIB, WNEW, WNYC, WHN, WOR, WOV, WQXR. In addition to coverage in this country, BBC will cover every aspect of the occasion, it was announced by Roy
(Continued on Page 2)

New 200,000 Watt Int'l Outlet Now In Operation

Beamed toward the Japanese homeland and Japanese-occupied countries, the new 200,000-watt international short-wave transmitter operated for the United States Office of War Information at Delano, California, went into service Friday, and beamed
(Continued on Page 4)

★ THE WEEK IN RADIO ★

Radio Awaits Eisenhower

By CHARLES MANN

LAST week's headline news was of an anticipatory nature: New York independent and key stations of the networks outlined schedules for the New York reception of Gen. Dwight D. Eisenhower who will arrive here tomorrow. . . . With the appointment of John Salt as the new program director of BBC's North of

WLAW does a good selling job to 1,569,794 nighttime listeners of WLAW. Advt.

England network, program exchange between this country and BBC is expected to increase noticeably. . . . Because of WPB's announcement that production of transmission and receiver equipment might come earlier than was anticipated, the FCC will hold hearings on June 22 for industry
(Continued on Page 16)

Don't overlook WLAW — it blankets the worst textile capital of America. Advt.

Okay For Tele-FM Production Seen In Both Moves Of FCC And RMA; Transmission Equipment First

OWI's Radio Appeal For Co-Op On Jap War

An appeal was issued to all stations and networks alike over the week-end for their co-operation in the OWI's new campaign titled "Keep the Japs In the Dark!" The appeal was made by Harold Rosenberg, deputy chief of the Domestic Radio Bureau. He stated: "Right now, selected network programs are being asked to put security across under the Special As-
(Continued on Page 13)

Ryan Appeals To Senate To Restore OWI Funds

NAB President J. Harold Ryan appeared Friday before the Senate Appropriations Committee to urge that funds for the maintenance of the OWI Domestic Radio Bureau for the duration of the war be included in the National War Agencies Appropriation
(Continued on Page 13)

Reports Huge Backlog Of Home Radio Orders

Well over eight million dollars in bona fide sales orders for home radios to be used in the post-war era have been signed, it was stated Friday by Nate Hast, who recently took
(Continued on Page 4)

Washington Bureau, RADIO DAILY

Washington—Strong indications here point to the WPB giving the green light for production of tele and FM equipment for commercial use, possibly next month. This comes on the heels of a wire sent Thursday by the RMA during course of its Chicago meeting, wherein Chester Bowles of the OPA was
(Continued on Page 16)

CBS Tele Facilities Open To Web Clients

CBS' television facilities and personnel, effective today are made available to network clients on "a working basis" for testing, development and broadcasting of commercial video programs. While there will be no charge for time on the air, there will be a charge of \$150 an hour for use of
(Continued on Page 4)

Weather Bur. Broadcasts Now Include Bond Appeals

Washington Bureau, RADIO DAILY
Washington — The United States weather forecasters are for the first time doing a radio job in support of a War Loan drive as a result of arrangements made with the U. S.
(Continued on Page 2)

SERVING THE 7th!

Santa Barbara, Cal. — Famous duo of radio, screen and sports, Bing Crosby and Bob Hope, put on one KTMS of their golf matches at the Montecito Country Club to aid the 7th War Loan drive. KTMS donated 45 spots and 10 quarter-hour programs to publicize the contest and broadcast a Victory Bond Rally from the Granada Theater later.



Vol. 31, No. 55 Mon., June 18, 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 (June 15)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

20 YEARS AGO TODAY

(June 18, 1925) Money paid to Ascop in the form of annual license fees by broadcasting stations of the country is distributed quarterly to around 440 writers and 50 publishers who are members of the society. Six classifications range from prolific composers on down.

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

Radio Welcome To Eisenhower Most Ambitious Since V-E Day

(Continued from Page 1)

Lockwood, production manager, and John Fleming will do the description. NBC-WEAF will cover the general's visit to New York City beginning with the Adelaide Hawley program at 9:30 a.m., EWT, with Kenneth Banghart at the mike at LaGuardia Airport. Fred Waring will dedicate his 11-11:30 a.m., EWT, network show to the commander. During this period, switches will be made from the program to a mobile transmitter following the route of march down Fifth Avenue, with Ben Grauer at the mike. The next coverage scene will take place at City Hall, from 12-12:30 p.m., when Mayor Fiorello H. LaGuardia will introduce the general for the latter's talk. Others to appear on this program will be: Marian Anderson, Lawrence Tibbett, Boyd Heath, the Fort Jay Band and the Police Department Glee Club, with Bob Denton doing the announcerial chores on the latter portion of the program. The next broadcast will be of the dinner at the Waldorf-Astoria at 9:30 p.m.

Networks, Indies All Set

The American's coverage will be similar to that of the aforementioned with the following doing the color scenes, respectively: John Bryson, correspondent who covered the Third Army in Europe; George Hicks, Gordon Fraser, Taylor Grant and Douglas Browning.

WOR-Mutual's commentators will come from the WOR's war services and news division staff.

Columbia's commentators and correspondents to cover the events will be: Robert Trout, John Daly, Harry Marble and Tony Marvin. All programs will be directed by Bill Slocum, Jr., director of special events.

WNEW will present tomorrow a special program titled "General Eisenhower Documentary," from 9:15-9:30 p.m. Eddie Cantor will make a special appearance on Paula Stone's "Hollywood Digest" program, 5:15-5:30 p.m., with material written especially around "Ike."

WHOM will cover the day's events in three languages. Arnold Jaffe will handle the Yiddish commentaries; Charles Baltin, English; Thaddeus Szybel the Polish; Dale Morgan in English.

WOV's coverage will be broadcast

in Italian by Giuliano Gerbi, Italian news editor. WOV has given blanket permission to all Italian-language stations to pick up the broadcast, either for immediate retransmission or for transcribing for future broadcast. Out of town Italian-language stations will be served by ET.

WHN's coverage will be handled by Phil Goulding throughout the day.

WNBT, NBC's tele station, has made arrangements to cover general's activities throughout the day with television and motion picture cameras. From his arrival at LaGuardia Airport to his departure for the Polo Grounds, NBC movie cameras will be stationed along the route. At 8 p.m., EWT, the film taken during the day will be flashed upon the screen of WNBT along with a resume of Gen. Ike's career and pictures of his arrival Monday, June 18, in Washington.

A General Dwight D. Eisenhower war bond show at Roxy Theater tomorrow, featuring stars of stage, screen and radio, will be broadcast in entirety over WNEW from 10:15 to 12 midnight. Admission to theater will be by purchase of war bonds and it is expected that "Buy a Bond for Ike Day" at the Roxy will total \$1,000,000 in sales.

The show will feature Eddie Cantor, Jack Benny, Perry Como, Marion Hutton, Jay Jostyn, Roddie McDowall, Peggy Ann Garner, Milton Berle, Hazel Scott, Paul Ash orchestra, Dean Murphy, John Boles and others. New York Motion Picture War Activities committee is arranging the program.

Weather Bur. Broadcasts Now Include Bond Appeals

(Continued from Page 1)

Weather Bureau by Gene Carr, chief of War Finance Radio Section. Last week all forecasters now on the air received a letter from Carr asking them to co-operate by including bond messages in their daily broadcasts. Attached to his letter were a variety of brief announcements for the forecasters to use and a covering letter from the Bureau authorizing them to broadcast the War Bond material, which was also approved by the OWI.



Tragedy

That empty life boat, plaything of the elements tells a story that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REBE

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.

*We've been a
million miles
together...*

BACK in September, 1942, Coca Cola's Parade of Spotlight Bands began its six-nights-a-week series on our network. By June first of this year, we had presented 875 broadcasts—featuring 129 different name bands—to a *visual* audience of 3,037,375 service men and women and war workers.

A lot of memorable things happened in the million miles we've traveled with Coca Cola and their agency. Exciting things—like the Christmas Day we had two years ago. In a 12-hour period, we broadcast 42 different Spotlight Band performances, coast-to-coast. They originated from all over the country, and the whole thing came off without a hitch. And pleasant things, too. Like the friendship and cooperation we could always count on from the executives of the Coca Cola Company, their local bottlers everywhere, the D'Arcy Agency, and Music Corporation of America, which furnished the bands.

To all our friends who worked with us on Spotlight Bands, we extend our good wishes and thanks. We enjoyed every mile of the million.



American Broadcasting Company

By-Law-Director Poll Talled By The NAB

(Continued from Page 1)

who received a majority of the votes cast on the first ballot.

Elected as directors-at-large for small stations are Matthew M. Bonebrake, KOCY, and Clair R. McCollough, WGAL. In addition J. Leonard Reinsch, WSB, and J. Harold Ryan, executive vice-president of the Fort Industry Company, and present NAB president, will serve as directors-at-large for large stations for the one-year term beginning July 1.

"The two amendments to the by-laws proposed by the board of directors were overwhelmingly approved by the membership vote" NAB said.

The first clarifies the definition of large, small and medium stations for the purpose of determining membership eligibility. The second broadens associate memberships to include professions and applicants for permits. The newly elected directors-at-large will assume their duties July 1, when the reorganization of the board takes place.

CBS Tele Facilities Open To Web Clients

(Continued from Page 1)

major studios, personnel and equipment.

According to vice-president Joseph H. Ream, the notice of the move is contained in a booklet being sent to clients and agencies. Three points highlight the plan. 1. To collaborate in creating new techniques of commercial television. 2. To pre-test the effectiveness of these techniques under carefully controlled conditions and audience research. 3. To field-test their effectiveness under conditions of actual broadcasting. Until expanded set-ownership is at hand, no charge will be made for the research knowledge obtained and forwarded to the clients.

Present operations will be confined to black and white pictures of low definition, but CBS states the way is now open toward high definition full color tele, which the network hopes to demonstrate soon, Ream stated.



"Hope Ma sent us the radio - WFDF Flint plays luncheon music"



Notes From An Aisle Seat . . . !

• • • Eddie Cantor took his show last week to Mitchel Field and Jimmy Walker went along as his guest. After the show, they dropped in at the Catholic, Protestant and Jewish Chapels. As they were leaving the field, Jimmy turned to Eddie and said: "Now you can't lose, Eddie. You just played God across the board!" . . . Sophie Tucker will go to court to try and regain the securities she entrusted to her brother. He died recently and his widow finding all the bonds in the vault has claimed them. . . . Is Mrs. Ted Thackrey adding the Brooklyn Eagle to her string of papers? . . . Hires' Root Beer trying out singers and announcers for a new summer show. Talk around is that Ken Niles and Don Prindle won't be renewed in the fall . . . Pete Donald will co-interview with Ed Sullivan on Vox Pop during July. . . . Whatever happened to those guys who yapped that we were crazy when we hinted that Lawrence Tibbett was going off the Hit Parade? . . . Andy Russell set on the Joan Davis ailer. . . . "Counter-Spy" sold to Fresh—a deodorant. It goes on ABC Wednesday nite at 10:00. . . . Paul Whiteman going into the Capitol July 15th for six weeks. . . . The Bert Wheeler ailer ought to lose those situations plucked right out of burlesque. . . . Overheard in Toots Shor's: "You know, I'm just as glad that Germany lost." And the retort: "Why, who'd you have in the pool!"

☆ ☆ ☆

• • • Talk about the breaks, Geo. A. Putnam's wife, Ruth Carhart, has been trying every angle she knows to get to the Coast for a vacation—but no dice. The other day, she got a call from Bill Lewis, of Kenyon & Eckhardt, offering her a spot on a Coast show! . . . "Fighting AAF" on ABC shifts from Saturday afternoons to 10:00 p.m. Wednesday. . . . The Coleman Jacobys are expecting. He's the radio gag writer. . . . Overhead: "I've got a new Carrie Jacobs Bond song that I'm dirtying up for radio!" . . . Wesson Bros. going into the Paramount July 4th with Diana Lynn and Louie Jordan's crew.

—Remember Pearl Harbor—

Mexican Radio Concern Queries KABC Priority

(Continued from Page 1)

plication of last year for authority to step up its power to 50 kilowatts has not been granted. "we hereby make our application to be heard before your Commission in order to present facts as to how they (the KABC management) secured the transmitting equipment from this company, which is of such a nature that we expect to place the matter in the hands of our attorney."

The application had been granted, nearly a year ago, but the Commission wrote the Mexican company for further details, pointing out that the power shift has not yet taken place.

The Mexican firm replied that KABC had obtained its new transmission equipment through "fraud or unfair tactics" from XENT, Nuevo Laredo, Mexico. "We are able to prove," the station wrote, "that a trusted employee of ours gave an option illegally for the sale of such equipment and called a meeting of this corporation, gave said option to buy at a price lower than the stockholders agreed . . . all without knowledge of such stockholders."

The Commission has not announced

Reports Huge Backlog Of Home Radio Orders

(Continued from Page 1)

over the job of selling the line to the trade, for Lear Company. These orders cover the entire line, said Hast, and include consoles with FM, television, phonograph combination with automatic record changer and portables. Wire recording, he said, will be a sales feature of most Lear sets soon to be offered.

Quality will be the first requisite for receivers in the post-war era despite the tremendous demand which is certain to exist following the close of hostilities, it was emphasized by Hast. "There will be a heavy call for receivers," re declared, "but that doesn't mean that anything will go. Distributors are insisting on good products more than ever before, because they can look back on their experiences with cheap goods, and don't want to repeat them."

Lear Home Radio production will be centered in Grand Rapids, Mich.

any intention of holding a further hearing on this matter, but legal action may be taken. Congressional curiosity about this deal has also been aroused.

New 200,000 Watt Int'l Outlet Now Operating

(Continued from Page 1)

gan thundering American psychological warfare messages into the ears of the enemy.

The new super-power transmitter makes the Delano station one of the three most powerful high-frequency transmitters in the world and the first of the three to be beamed directly to the Orient. It will carry the broadcast warfare not only into the home islands of Japan but to all countries held by the enemy from Manchukuo to the extreme South Pacific area.

Exclusive!

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

560 Kc. 5000 WATTS



Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

WCBM

Baltimore's Listening Habit

John Elmer President George H. Roeder General Manager

FREE & PETERS, Inc., Exclusive Nat. Rep.

TELEVISION DAILY

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SECTION OF THE RADIO DAILY • JUNE 18, 1945

ATS 1945 TELE AWARDS

Stills In War Series Found Okay By Agency

Chicago—New treatment in the development of television programming has been inaugurated here by David W. Dole, in charge of tele for Henri, Hurst & McDonald agency. Program, entitled, "Look At The News" is scheduled over the Balaban Katz station WBKB, and the first which got under way last week featured five minutes of a pictorial review of the life of General Courtney Hodges, Commander of the American First Army. This portion is designed to follow and tie in with a regular 10-minute news telecast.

Pictures are used from Acme News—(Continued on Page 10)

Use Television Media For Milk Sales Meeting

Salt Lake City—When Morning Milk Company representatives from 11 western states met here last week for their annual sales meeting, their officers spoke to them over KDYL's experimental television equipment.

Gathering in a studio in KDYL's Radio Playhouse, the salesmen saw and heard company officials speak to them from the station's television laboratories.

Sid Lockhart, president and general manager of the milk firm, said the company's parent plant at Wells—(Continued on Page 7)

WNBT's Full Coverage Of Eisenhower Return

Return to the United States of General Dwight D. Eisenhower, supreme commander, Allied Expeditionary Force, will be brought to the public through radio and television facilities of NBC today. Both mediums will be used in—(Continued on Page 11)

Tele Postwar Jobs

Radio Panel Committee of the Conference of the Arts, Sciences and Professions, which will be held June 22 and 23 at the Waldorf-Astoria Hotel, N. Y. will include job potentialities of television and FM. Gilbert Seldes of CBS will speak, also an FCC representative. Ben Grauer is chairman of Panel.

Playing Safe

For the past few weeks, Arthur T. Gore, announcer of the Metropolitan AAU boxing bouts telecast over CBS-WCBW has elected high-school boys as guest announcers and awarding a \$50 bond to the one voted as best. One future Ted Husing never uttered a word throughout the fight. His comment and answer was: "Yes sir, I figured that way I couldn't make mistakes!"

Du Mont-IA Confabs Sked For This Week

No widespread organization of tele technicians is expected until after negotiations are concluded with the Du Mont outlet WABD employees, which last week received a charter from the International Alliance of Theatrical Stage Employees. Chartered local is through the IA's Television Broadcasting Studio Employees, Local 794. Negotiations are expected to be under way today with Allen B. Du Mont. Most of Local 794 members are Du Mont workers.

Joseph D. Basson, IATSE special representative in charge of the union's activities in the tele field was—(Continued on Page 7)

Experimental Tele CP Asked By Earle C. Anthony

Washington Bureau, RADIO DAILY
Washington—Earle C. Anthony of Los Angeles, has filed application with the FCC for a new experimental television station on Channel No. 2—60-66 megacycles. Anthony is licensee of the standard broadcasting station—(Continued on Page 11)

Hewlett Sees Tele Success Despite Every Opposition

Television producer for United States Rubber Co., John Hewlett, recently answered three pertinent questions relating to television, as put to him by a reporter for Television Daily. Impromptu interview was based on the three questions: "Is Television Around the Corner?"; "Has anybody in television the real faith they profess in the new art?" and

Eight Separate Classifications Covered For Programming And Production By Representative Committee

Expanded Operations In Line For CBS Tele

With the appointment of Lawrence W. Lowman, CBS vice-president on leave with the Armed forces as vice-president in charge of television as of July 1, and George Moskovics as commercial manager, CBS station WCBW the network's New York outlet will embark on intensified activities. Toward this end, the video outlet has added 3,000 square feet of floor space and is making extensive alterations of its premises in the Grand Central Terminal to permit expansion of operations. The augmented quarters will give the video station a total of 25,000 square feet for offices.—(Continued on Page 11)



LAWRENCE W. LOWMAN

Tele Problems Solved, Says Canadian Educator

Montreal—New and amazing developments have emerged from the radio field due to research during the war.—(Continued on Page 7)

American Television Society on Friday announced its 1945 tele awards covering programs, stations and individual effort, as recommendations made by its Awards Committee, plus information forwarded by out-of-town correspondents. Several preliminary meetings were held by the committee prior to final recommendations, with—(Continued on Page 7)

St. Louis Tele Clinic Opens Sessions Today

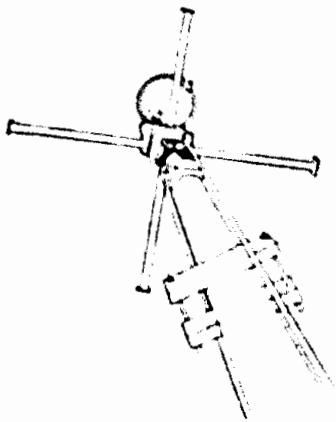
St. Louis—Teachers and parents here will be given an opportunity to learn of the future of television along with FM and the use of these developments in education at a three-day Radio Institute to be held at KMOX, starting today. Institute is sponsored by the Committee on Radio Education and the Division of Audio-Visual Education of the St. Louis Public—(Continued on Page 11)

Gilbert Seldes On Coast For Series Of Tele Talks

Gilbert Seldes, CBS director of television programs, is on the West Coast to give a series of talks on television. He addressed a Los Angeles advertising group on Tuesday, and the San Francisco Advertising Club on Wednesday. Today, Seldes will discuss television with a group of Hol—(Continued on Page 7)

Color Chart

Thomas H. Hutchinson, production director of RKO Television Corp. has developed a practical color chart to aid in tele production. Color chart devised, has been left at the DuMont studios where it is available by RKO Television and the Du Mont organization, to anyone who wants to use it.



Kate Smith SAYS:



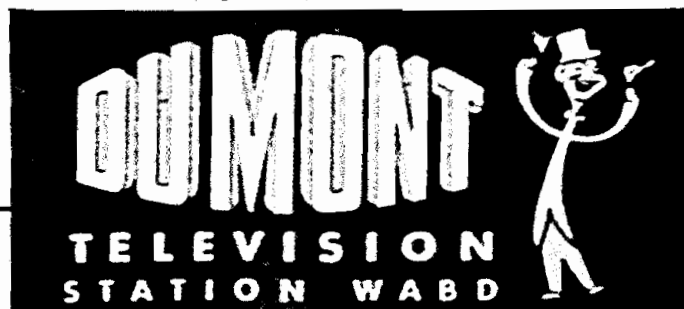
YOU'LL SEE AND LOVE AMERICA MORE-

WITH DUMONT TELEVISION

And advertisers echo her whole-hearted enthusiasm... For they are testing the unprecedented selling power of this challenging new mass-marketing medium. They are becoming skilled in the techniques of programming and advertising their particular products and services. You still have the opportunity to experiment with "television time." Consult your advertising agency. Visit Station WABD... write our Guest Relations Department for appointment.

ALLEN B. DUMONT LABORATORIES, INC. GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

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ATS 1945 Tele Awards In Eight Categories

(Continued from Page 5)

Richard Manville, consultant, acting chairman.

Although all committee members were not present at all of the meetings, all were kept fully informed of the proceedings. Committee members present at the first meeting held April were: Charles Alicoate, Joseph Koehler, Frederick O. Kugel, Perry Ramsaye, Irwin A. Shane, George Shupert (representing Dan D. Alpin), John L. Stoutenburgh (representing Dr. Orrestès Caldwell) and Al Bernsöhn, (not a member of committee), Richard Manville, acting chairman. Members absent were J. Raymond Hutchinson, Dr. Caldwell, Bruce Robertson and Frank Burke. At the final meeting held today, categories were further clinched and the organization's recommendations were offered.

Classification Changes

Classification previously set up as "Most Entertaining Production," was killed by the Committee and hence no award was made.

Classification, "The Outstanding Personality," was changed to, "The Outstanding Producer On Each Station."

Recommendations for the awards also waited on formal approval of the ATS Executive Board and are found in an adjoining column as finally adopted.

du Mont-IA Canfabs Sked For This Week

(Continued from Page 5)

Washington late last week and due to return today. Basson has been delegated to handle the negotiations by Richard F. Walsh, president of IA. IATSE won out in voting by the du Mont technicians who chose the IA as their bargaining agent.

Gilbert Seldes On Coast For Series Of Tele Talks

(Continued from Page 5)

Wood writers and directors, terminating the tour with an address before the Independent Citizens Committee of Arts, Sciences and Professions at the Waldorf-Astoria in New York on June 23. Norman Corwin will also participate in the latter.

7th War Loan Campaign Gets Weekly WBKB Show

Chicago—U. S. Treasury's weekly television show aired over B & K's WBKB from its State Lake Building studios, continues to help speed the mighty 7th War Loan Drive, utilizing new variety talent and stars for each program. The past week a star from Ted Lewis' band appeared (Geraldine Du Bois). A Navy dance and a returned war hero augmented the show.

1945 Awards By ATS

1. THE OUTSTANDING PRODUCTION: "Men in White," produced January 24, 1945 over WNBT, N. Y.

2. OUTSTANDING PRODUCER ON EACH STATION CARRYING ON A FULL-FLEDGED STUDIO PRODUCTION PROGRAM: WNBT, Ed Sobol; WCBW, Leo Hurwitz, WABD, Paul Mowrey; WRGB, Helen Rhoades; W6XYZ, Klaus Landsberg; W6XAO, Jack Stewart, and WBKB, Helene Carson. WPTZ, Philadelphia and WTZR, Chicago, were not considered by the Committee as coming within the precinct of the above category and were, therefore, passed over without prejudice by the Committee.

3. (a) OUTSTANDING NEWS PROGRAM: "CBS Newscast" with Everett R. Holles, over WCBW, New York.

(b) SPECIAL AWARD: Made by the Committee to Paul Alley, WNBT, for outstanding editing of news films—specifically, "The War As It Happens."

4. OUTSTANDING CONTRIBUTION TO CHILDREN'S PROGRAMMING: WRGB.

5. FOR THE MOST CONSISTENT EFFORT IN DEVELOPING EFFECTIVE TELEVISION COMMERCIALS: Ruthrauff & Ryan, Inc., New York.

6. FOR THE BEST INSTITUTIONAL TELEVISION COMMERCIAL: "Conquest Over Darkness," WRGB.

7. BEST SPORTS PROGRAMMING (Boxing and Wrestling): WNBT.

8. BEST EDUCATIONAL PROGRAM: "The Court of Public Opinion," WCW.

Tele Problems Solved, Says Canadian Educator

(Continued from Page 5)

Raymond C. Dearle, head of the University of Ontario's department of physics, told the Canadian Manufacturers Assn. at a meeting here late last week. Among the developments expected, said Dearle, is commercial television in the near future.

"Televisión technical problems" Dearle stated, "which stood in the way of wider use of the art, have been solved almost entirely through war research." As to frequency modulation, Dearle said that it now awaits only definite ruling on the assignment of frequency bands for broadcast service.

"Put And Take" Debuts Under U. S. Rubber Aegis

Premiere television performance of "Put and Take," sponsored by U. S. Rubber Co. took place last night over WABD at 8 p.m., EWT. The program, sponsored by the rubber company, consisted of competition between three company officials and three secretaries. The television of the radio show maintained the identical format: contestants answer questions posed by master of ceremonies Allen Prescott and Eddie Dunn. The contestants start with a total of 50 silver dollars. A dollar is added to a jar allocated to each contestant for each

J. T. Reich Joins WCBW As Director And Writer

John T. Reich, Viennese born theatrical producer-director has joined the CBS-WCBW television staff in a director-writer capacity. A former associate of Max Reinhardt, Reich for the past six and a half years has been Associate Professor in charge of the Drama and Play Production curriculum at Ithaca College, New York. An international authority on professional and experimental theater and radio, Reich recently returned from Hollywood where he made a study of screen acting technique.

Prior to his arrival in the United States in 1938, Reich directed major productions at the Salzburg International Festival, the Max Reinhardt theaters and the Austrian National theater.

Has Cornell Doctorate

A graduate of the University of Vienna, Reich also holds a masters degree from his native university as well as a Ph.D. from Cornell. He is a regular contributor to theatrical publications and has adapted and translated into German and French English and American plays.

question answered properly. Two are deducted for each failure to give the correct answer.

Edwin Brown, owner of the show produced and directed the program. Campbell-Ewald is U. S. Rubber Company's advertising agency.

Sees Faith In Tele Overcoming Obstacles

(Continued from Page 5)

Says Hewlett: "The answer to question number one is an emphatic 'No.' Television is here—and it's here to stay. The answer to your second question is just as emphatically 'Yes.' Everyone in television who will remain in it has faith. Those who haven't, won't be in television after tomorrow—which is really today. The answer to your third question is that any effort to stop television would be as futile as an effort to stop the telephone, telegraph, radio or the movies. Patriotism has been the only real stumbling block to television; that is, our all-out efforts for war. That stumbling block will be eliminated with the fall of Japan. Most important, America is willing and ready to pay for television.

"The theaters, schools and colleges will gain a greater strength and influence through television. Showmen will make more money because of television. It is conceivable that through a 'book of the month club' application to television that residents of Conyers, Georgia, or Fallen Arches, North Dakota, will be able to visit N. Y.'s Stork Club by television and have all the advantages of a ringside table.

Powerful "Circulation"

"Producers of plays such as 'Voice of the Turtle,' in one night through the medium of television and the 'book of the month club' tele audience of 35 to 100 million persons (and it won't be long now) will gross 90 million to 300 million for one night's one-and one half hours' performance. Every great play will have one-nite stands—one nite and all over America.

"They ask how it can be done. There are many ways. Science has solved, and will continue to solve, the technical problem. Somebody has to pay for tele. America is ready and willing to pay the bill.

"Television will make every alleged competitor healthier and wealthier. Many say that motion pictures and radio are going to gobble tele for selfish reasons. The real gobbler will be the electronic miracle—television. When tele gobbles, it will gobble for a bigger, better and happier America and a more prosperous entertainment industry.

"The big minds in radio and motion pictures have recognized this, and therefore have no quarrel with tele. Only the curmurring Donald Ducks are quacking. Quack, quack!"

Use Television Media For Milk Sales Meeting

(Continued from Page 5)

ville, Utah had received the Grade A Award from the War Food Administration, and that the formal presentation had been set.

In a 20-minute appearance before the television camera, W. H. Crockett, sales manager, explained features of the company's new sales manual and system of reports.



It's all in knowing

• This year, top honors in three classifications of the Annual American Television Society Awards have been given NBC television station WNBT, New York.

WNBT is pleased and proud. Pleased, because although awards are not our foremost goal, these ATS citations are, we feel, recognition of our efforts to make each WNBT television program the finest to be seen on the air.

Proud, because every once in a while we

come up with a "MEN IN WHITE" cited by the ATS as the *Outstanding Television Production* of the 1944-45 season; or an "ABE LINCOLN IN ILLINOIS," produced after the deadline for the 1944-45 awards, but hailed in *Variety's* recent review as "television's greatest play to date."

Although productions of the calibre of these two are still too often the exception in television—even at WNBT—they do represent forward strides. And it is just possible that



OUTSTANDING TELEVISION PRODUCTION

This is Edward Sobol, who produced the award-winning WNBT television drama, "MEN IN WHITE." Sobol's television experience began at WNBT in 1939—the same year the NBC television station inaugurated America's first public television service. Sobol has been actor, director, business and production manager in the legitimate theatre.



OUTSTANDING TELEVISION PRODUCTION

This is Ronald C. Oxford, WNBT stage manager for Mr. Sobol in the presentation of the prize-winning "MEN IN WHITE" production. Born in England, Oxford's colorful career as actor, director, producer for the last fifteen years has taken him from his birthplace to the theatre . . . to Hollywood . . . to Radio City . . . and in February, 1944 to WNBT television.

HOW...

they reflect the finest television broadcasting facilities in the business; the longest practical television production experience in the industry.

WNBT thanks the ATS and the society's judges for their recognition of the job we're trying to do well. WNBT publicly salutes the distinguished production and technical staffs whose skill has made it possible for WNBT to win more 1944-45 ATS awards than any other television broadcaster.

If you are considering an initial venture in television, remember the accumulated experience and technical and production knowledge that brought these awards to WNBT are available to all WNBT advertisers.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA



BEST OVER-ALL SPORTS PROGRAM

This is WNBT producer Ernest S. Colling, who, in addition to his regular studio assignments, handled the outside sports pickups judged best in the ATS awards. Colling joined NBC as television director in 1940. Took over for regular Special Events Director Burke Crotty (just returned to WNBT) when Crotty left WNBT in 1942 for Army service.



AWARD FOR NARRATION AND EDITING OF NEWS

This is Paul Alley, Director of WNBT Film Programs, who was given a special ATS award for his superb handling of WNBT news presentations. Long a prominent figure in motion pictures, Alley joined WNBT a year ago to direct news presentation. His "Life of Franklin D. Roosevelt" was cited in reviews as comparable in excellence to a March of Time presentation.

TELE-VIEW

"UNTITLED"

Adaptation of Norman Corwin Script
Previously Heard on Radio.
Sustaining, on WCBW, New York,
Thursday, 8:30-9 p.m., EWT.

Television production of Norman Corwin's "Untitled" on CBS's WCBW was a significant experiment in the search for video material. With practically no actual adaptation of script, the Corwin work was reproduced for television utilizing studio scenes, still pictures and film. Music and sound effects held as closely as possible to the original radio show. It would have been entirely possible for a radio listener to have tuned in on the audio band for this program and never missed the video—it definitely points the way for future combination radio and television productions designed to satisfy both audiences.

But more so than that, perhaps, it indicates that a great work in the radio medium can be reproduced in video. This has not always been true of the various story telling media. A good novel cannot be translated directly into a film, nor a good film necessarily makes a good radio drama without a complete rewriting. Perhaps Corwin's work is in a style that makes it an exception and it will be only work of this particular type which can be done in video.

Critical viewers of this production admitted that they expected something less strong, less dramatic than the radio play. It would have been the simple way out to merely illustrate every verbal passage with pictures which repeated the same idea in visual terms. Not so here. The imagination of the producers went beyond Corwin in many places, added to and complemented his verbal ammunition so that the result was greater than the original.

The finest compliment that could be given to Ben Feiner, Paul Belanger and Fred Rickey, is that if Corwin himself had made the translation this was probably the way he would have done it.

Produced in the interests of the Seventh (7th) War Loan Drive and closing with a plea by John Hersey, Norman Corwin's "Untitled" made its television bow definitely "on a note of triumph."

WTMJ's Video Planning Taken Over By Herzog

Milwaukee—Changes in executive duties of WTMJ officials puts L. W. Herzog, in charge of future television activities and current plans. Except for an advisory capacity he will divorce himself from all-day operations of WTMJ and WMFM. Herzog becomes assistant general manager of radio for the Milwaukee Journal Company and Russell G. Winnie, is now manager of WTMJ and WMFM. Herzog had been station manager in charge of sales.

Television Audiences Critical

By WORTHINGTON C. MINER
Manager Television Dep't, CBS

IT IS wise in attempting to estimate any over-all improvement in programming to define specifically the perspective from which that judgment is being made. I have selected, therefore, in this instance to analyze the responses to various types of programs, not in terms of my own personal likes or dislikes, the favorable or unfavorable impressions of the trade press, or even of the guests who appear in the studio during transmission. I am basing this solely upon opinions expressed by owners of television receiving sets, who have been viewing our programs in the home.

First, let us be clear on one point. There has never been a good television program, for the simple reason

that a good television picture has never appeared on a home receiver. We do not know precisely how far this has conditioned the reactions of many of our viewers, how often it has hurt the response to a



WORTHINGTON MINER

truly imaginative job, while glossing over imperfections in other directions. I am merely quoting the facts of our findings to date, with the fullest recognition that they do not represent a permanent or a completely valid gauge of audience reactions in the future.

News Sure-Fire

To date, the program which has evoked the most universal approval is the News. The efforts we have made here at Columbia to develop an adult News pattern, capable of reporting not only the war, but peacetime conditions, have paid off not merely in favorable reactions from the trade press, but in the responses of the home viewer. We know, however, that we have no more than scratched the surface of the potential job which lies ahead in reporting News.

On the basis of home audience reaction, our next two popular programs have been a variety package and an audience participation program. The variety show, produced under the title, "At Home," has, perforce, been abandoned, due to the action of the A. F. of M. in barring musicians from appearing on television. During the course of the weeks that it was produced, however, it evoked the highest percentage of "favorite program" responses from the audience. On the other hand, there were individual unfavorable reactions to the program, and to certain personalities appearing on it.

This is interesting, since it is reflected by a marked difference of opinion in the critical press. Actually, however, the favorable trade press responses came far closer to matching the audience response, than the critical thrusts periodically levelled at it.

In a similar way, the audience response has been, in the main, notably favorable toward "The Missus Goes A-Shopping" with John Reed King. In neither case, however, has there been the universality of acceptance which seems to exist in respect of the News. There are some who have not shared the general enthusiasm for "The Missus"; in a number of cases those who expressed the highest approval of "At Home" were the least receptive to "The Missus," and vice versa.

Boxing Popular

One of the most interesting responses to any of our programs surrounds the hour and a quarter of boxing produced each Friday evening. There is clear indication that, whereas the audience for this may be very strong in bars, restaurants, and places of public gathering, the responses in the home vary all the way from avid enthusiasm to black-listing. The fact that we produce this program in the studio, and are consequently able to reproduce for the viewer the advantages of a front row ringside perspective, has not in every case proven to be an asset. For women particularly, the close-ups which we are able to achieve in the ring, have proven no selling point. The moment they are able to see the expression on a fighter's face, they become emotionally involved, and seem to suffer pain commensurate with, if not worse than, that endured by the fighter who has just taken a sock on the jaw. It would seem reasonable to assume, therefore, that sports reporting on television will, in large measure, appeal to sports fans; that, consequently, its ultimate audience will tend to correspond to the percentage of sports enthusiasts among the viewers.

Drama Will Be Vital

Without question, the most difficult category of program to analyze in terms of audience response has been the dramatic. No program we have produced in four years of broadcasting has evoked the particular quality of enthusiasm that has been showered upon the "Women in Wartime" series. On the other hand, we know that there has been a segment of the audience which has been highly critical of our effort in this field. In the main, the favorable responses to this dramatic series has been from the higher economic and more literate bracket of viewer. Possibly that is because we have not yet found a dramatic pattern with a wide enough base of audience appeal. When we do, it may be possible completely to dissipate the present critical perspective toward our dramatic efforts.

We continue to believe that ulti-

EQUIPMENT

New Lear Distributor

E. B. Latham & Company has been appointed distributors for the Lear Home Radio line in the New York metropolitan area. This includes all of greater New York, Westchester County and Nassau and Suffolk counties in Long Island. The line will include a complete range of sets from console models with phonograph combination to portables. Lear Wire Recording will also be a part of the line, according to Nate Hast, merchandise manager of Lear.

Gets Capehart Post

R. E. (Bob) Kane, pre-war district manager of Farnsworth Television and Radio Corp.'s Chicago territory, has been named Capehart district manager in the Philadelphia area.

George S. Jeffers has been named Southwest district manager for Farnsworth Television and Radio Corp., with headquarters in Dallas, Tex. He will be active in portions of Texas, Tennessee, Louisiana, Oklahoma and Arkansas.

Stills In War Series Found Okay By Agency

(Continued from Page 5)

pictures, Inc. and the program was developed with the co-operation of William Borglund, midwest manager for Acme. The photos are displayed in a small stage with the introduction; picture changes and conclusion are presented on a vertical curtain operated by a puppet known as "Johnny Acme." This stands before the stage. Stage is placed on a desk along side of the narrator, who uses a pointer in analyzing war action on maps and selecting items of interest in the photographs. These include telephoto prints. Gil Hix was narrator on the first show last Friday.

mately the dramatic program will be a most vital part of our production schedule. It suffers most acutely, however, from inferior technical performance of the equipment. As a result, we are prepared to face an interval of time when we shall have to continue to experiment with the dramatic form, fully aware of the fact that the costs involved will not be justified by the enthusiasm of the home audience. We trust that, when sufficient technical improvements have been made in the television system, these experiments will pay off. At the moment, however, they are a costly and not altogether heartening adventure.

Gradually, television is becoming more professional, more flexible, and more nearly able to set its sights on an open competition with other media of entertainment. It has not got there yet. Important, very important advances have been made. The pace is slower than some of us would wish, but day by day it is accelerating. The moment will come very suddenly when we will find ourselves in high gear.

St. Louis Tele Clinic Opens Sessions Today

(Continued from Page 5)

Schools, and is open without charge to the public.

Institute sessions will be held in the air-conditioned Playhouse of KMOX from 9:30 a.m. to 12 noon each day and a tour of the studio will be scheduled at the end of each morning session.

Miss Catherine Dillon of the Walbridge School will serve as chairman of the meeting Monday morning, June 18, when Guy Runyon, director, news department, KMOX, will open the Institute's program with an address on "Listening to the News." John Tinnea, program director of radio station KWK, will discuss television and frequency modulation radio in a talk on "Post-War Radio." Following their addresses, there will be a discussion on "The Use of Radio in the Classroom" in which C. E. Scott, Stowe Teachers College, will serve as leader. Participants in this discussion include Mrs. June Hunker, acting educational director of KMOX; Miss Emily Russell, Simmons School; Miss Louise Carr, Hempstead School, and Miss Alma Schaeperkoetter of the Sigel School.

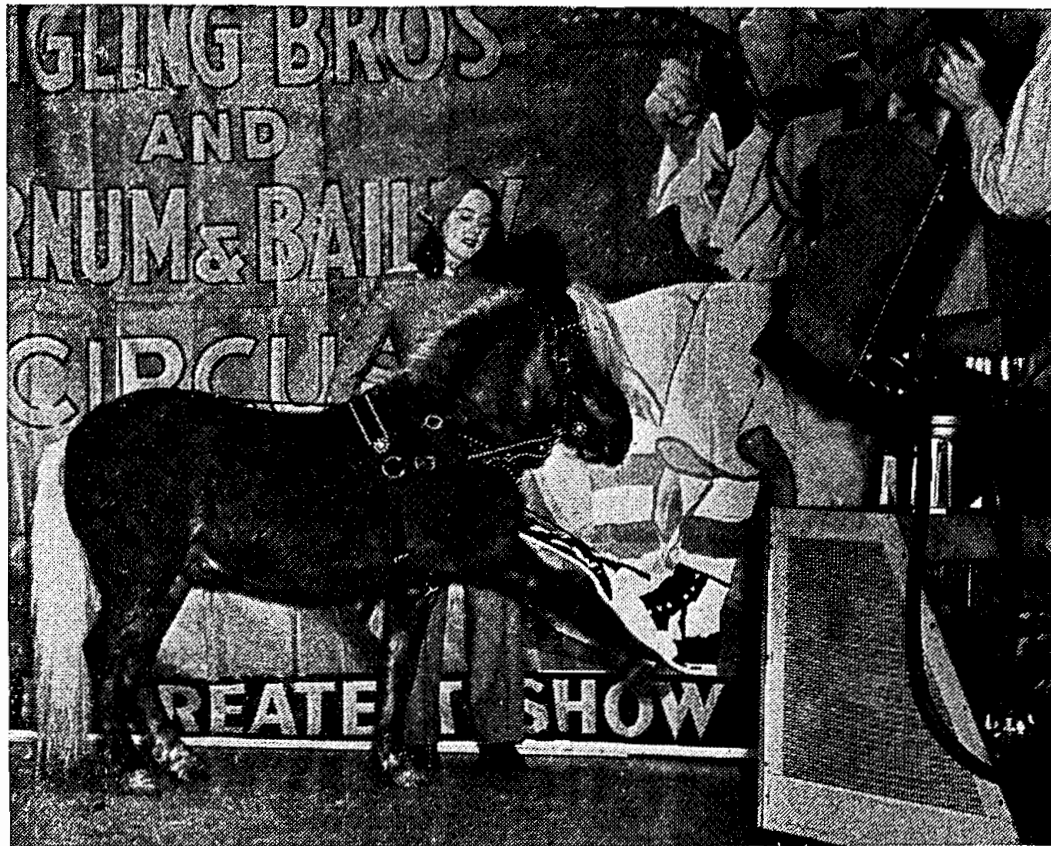
Miss Nancy Sherman, whose "News for Young America" may be heard over KXOK each Saturday morning, will be the first speaker Tuesday morning when R. W. Janetzke, assistant director of Education, will be chairman. Miss Sherman will talk on "Newscasting for Children." Philip J. Hickey, superintendent of instruction of the St. Louis Public Schools, will present an address on "The Place of Radio in Education." Other speakers on the Tuesday morning program include Harry E. LaMertha, radio editor of the St. Louis Globe Democrat, who will discuss "The Radio Page, an Aid to Education" and Miss Peggy Cave director of Women's Activities of KSD, who will describe "Famous People in Radio" and present suggestions for preparation for careers in radio.

The final day of the Institute will be devoted to the problems of script writing and production. Mrs. Ellen Lee Brashear, free-lance script writer, will discuss "Writing Radio Drama." Miss Elaine Debus of the Division of Audio-Visual Education will explain how she prepares scripts for school broadcasts. A demonstration of radio dramatic production with students from the St. Louis Public Schools will be presented under the direction of Gordon Carter, producer, KMOX. Rev. Elmer J. C. Knoernschild, production manager of KFUE will describe "Educational Programs of Radio Stations." The chairman of this meeting will be Miss Dorothy Blackwell of the Division of Audio-Visual Education.

Make-Up Artist Joins Cunning

Los Angeles—Anatole Robbins, nationally known make-up artist, has become head of make-up at Patrick Michael Cunning's tele studio.

Circus Folk In The Studio



Various members of the Ringling Brothers-Barnum & Bailey Circus troupe were admirably adapted for lending color to a television program. On one occasion Jeane Davis and Jolson, the Shetland pony, among others, did their stuff before the WABD cameras on the Alexander Smith Carpet Co. show. Jolson, incidentally, revealed no stage fright at the studios.

WNBT's Full Coverage Of Eisenhower Return

(Continued from Page 5)

describing the official reception in Washington.

Although plans are tentative, since Gen. Eisenhower's itinerary has not yet been disclosed, NBC will broadcast his address before a joint session of Congress today. Sound movie cameras representing WNBT, NBC television station, will be at the Washington airport to film the general's arrival and subsequent ceremonies. The film will then be flown to New York for presentation to WNBT viewers that same night.

NBC television also is allocating time to present a description of Gen. Eisenhower's welcome in New York City tomorrow.

Television cameras of WNBT will bring to viewers on-the-spot scenes of the welcome here, with movie cameras recording the event of telecasting that same night for the benefit of viewers unable to witness the daytime program.

Experimental Tele CP Asked By Earle C. Anthony

(Continued from Page 5)

KFI, also in Los Angeles. Anthony has had a CP for tele outlet (KSEE) on Channel No. 6, 96-102 which expired and application for reinstatement was made.

Educational Feature Set For Summer On WCBW

CBS-WCBW television series, "There Ought To Be a Law" produced in collaboration with the New York City Board of Education will be continued through the summer. The program now in its fourth month has won high critical acclaim among educators as pointing the way to future television experiments in the field of education. Continuance of the program was authorized by Superintendent of Schools Dr. John E. Wade.

"There Ought To Be a Law" features some 30 students from 15 New York City high schools who discuss topics of the day in a mythical "high school congress" setting.

Two representatives from each of the 15 schools debate the merits of the legislation proposed by one of their number with only the "Speaker of the House" and the "Clerk" enacted by adults.

Seven members of the group recently appeared in minor roles in the CBS television production "Untitled" by Norman Corwin. The students are selected by rigorous auditions in the studios of WNYE.

Payne To Study At N.Y.U.

Mynor P. Payne, assistant transformer division engineer of the Federal Telephone and Radio Corp. of Belleville, N. J. will do graduate work in electrical engineering at New York University.

Expanded Operations In Line For CBS Tele

(Continued from Page 5)

studios, workshops and storage of supplies and equipment.

Present operations of WCBW are confined to the third floor. The additional space comprises two separate sections of the second floor. One section will be used for television activities of the CBS research department and as a "viewing room," accommodating 20 persons. The other section will be devoted to a carpentry shop.

Modern Equipment

The third floor is being altered and modernized. The room for scenery designing is being enlarged, and additional storage space for props is also being provided. On the balcony of the third floor, rooms used for storage will be converted into additional offices and the storage material moved to a warehouse.

A second "viewing room," also seating 20 persons will be built on this floor for the use of visitors. The new "viewing rooms" will bring to five the number of television receivers at WCBW. They are to be installed by Phil Goetz, supervising engineer of technical operations for CBS Television, and fed by antenna from atop the Grand Central Terminal Building and directly from the control room of the station by way of a video transmission line.

New Summer Video Series Planned By Admiral Corp.

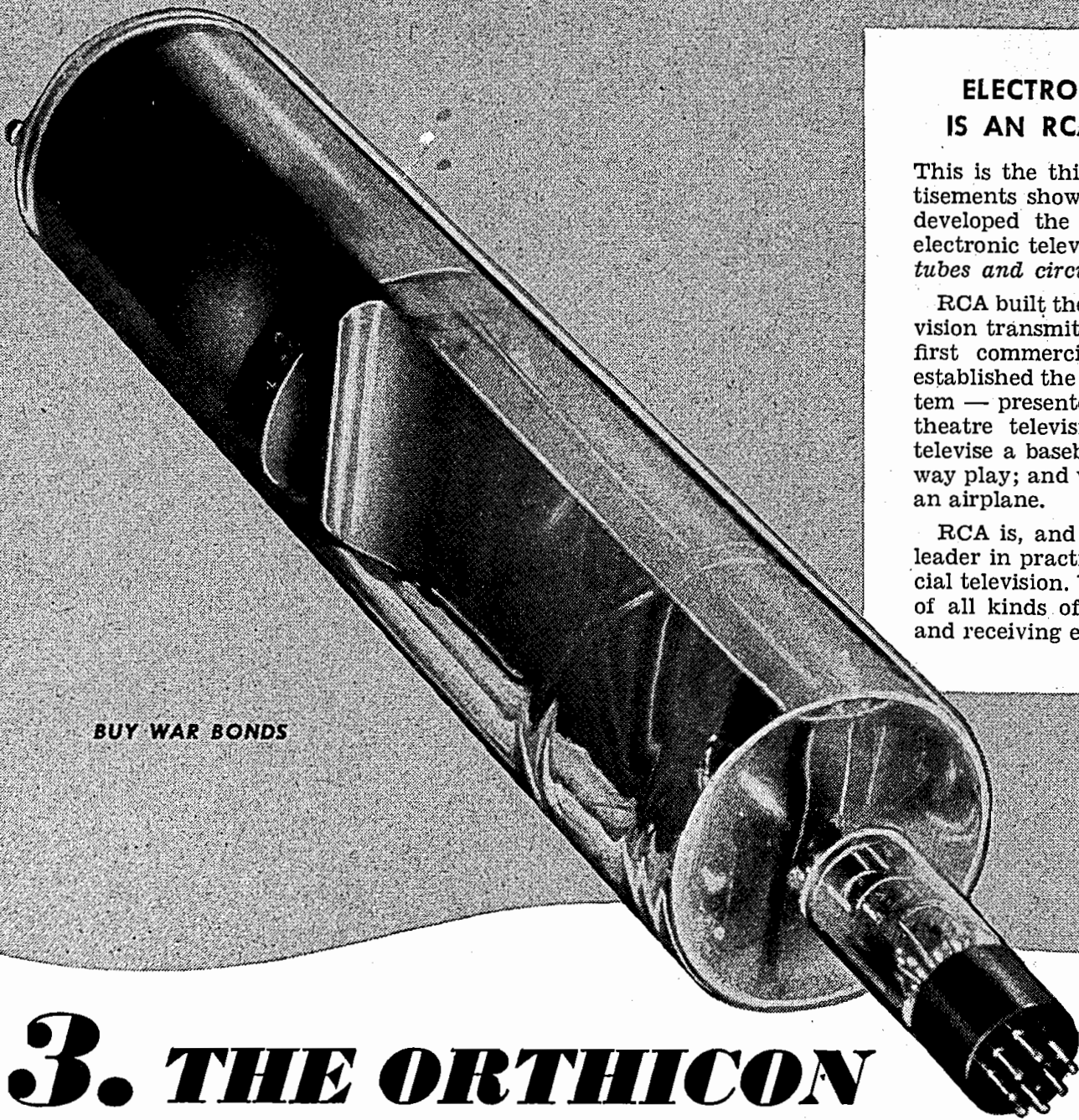
Chicago—Telecast series sponsored by the Admiral Corp. has gone off for the season as aired via WBKB. Entitled "Young Chicago," the program had been produced in co-operation with the Radio Council of the Chicago Board of Education, and designed to develop future television artists from local high schools. Final show late last week, featured the outstanding young actors of the seasons who appeared on the program.

Admiral Corp. plans to return to tele with a new series this summer and the format will be announced at an early date. "Young Chicago" resumes in the fall.

Sherron Electronic Co. Gets Experimental CP

In anticipation of the television manufacturers' post-war problems, the Sherron Electronics Co. of this city has been granted permission by the FCC to construct an experimental television station in this area for the purpose of "impaling television's kinds," it was announced by the electronics company recently.

A spokesman said, "This move enables us to expend our services to include a close-up of the problems confronting the television industry. This purpose behind this experimental station is the desire to understand and anticipate the needs of manufacturers."



BUY WAR BONDS

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the third of 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.

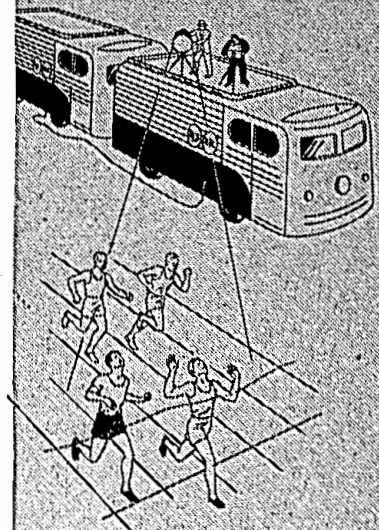
3. THE ORTHICON

IN a paper presented before the New York Section of the I.R.E., June 7, 1939, Albert Rose and Harley Iams, of the RCA Research Laboratories, announced the Orthicon, a new television pick-up tube. In its issue of the following month, this tube was characterized by "Electronics" as "...one of the most significant advances in television electronics since the advent of the Iconoscope itself... A new and greatly improved form of the Iconoscope, using low-velocity electrons for scanning, thereby avoids spurious

signals, obtains storage efficiency ten to twenty times that of the Iconoscope, and produces an output current linearly related to the light input."

With this tube, storage efficiency was stepped up to almost 100 per cent, compared to 5 to 10 per cent previously obtained, and overall sensitivity increased 20 times. The practical effect of this tube was to free television from the limitations of the studio and its artificial lighting, and make the whole world of living events a stage for television.

The Fountainhead of Modern Tube Development is RCA



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Program Parade

OWI Readies Radio Campaign For Co-Op In Fighting Japs

(Continued from Page 1)

signment Plan. The subject will go on the Network Allocation Plan the week of July 2. We are trying to get as heavy radio coverage as possible because in the opinion of top military authorities, security on the home front about military information is more important today than ever before in this war.

"We realize that it is not easy to get over to each individual listener that the little fact he personally knows may be just what the enemy needs to complete the picture of an important American military operation in the Pacific. But we know that radio will do the job of making the threat of Careless Talk a real thing to every American. Along these lines, we are expecting to be able to obtain, for the first time, release of details on actual cases for use by programs interested in dramatizing the subject," Rosenberg said.

Outlines Japan's "Needs"

Radio is urged to "drive home the fact that secrecy of war information is more important now than ever before. There may be a tendency now to relax our caution about war information now that the Germans have been defeated and only Japan is left, but the fact is that never before in this war has secrecy been so important.

"Large numbers of troops are being re-deployed from Europe to the Pacific, many by way of the United States. They will have, and their friends and relatives may learn, facts about their weapons, tactics, training, and future assignments which would be of immense value to the Japanese enemy.

"Surprise is a vital factor in delivering the final blows to Japan, but as we close in surprise becomes more difficult. Only by preserving the utmost secrecy here at home can surprise be achieved on the fighting front.

"Many war workers are shifting jobs, either to other war jobs or in some cases leaving war work. These workers will all have information which, if it leaks out, can be of use to the Japs in prolonging the war and costing American lives.

"Impress upon your listeners that Japanese agents in America are not Japanese, that distance is no obstacle

to them in getting information back to Tokyo—that, as a matter of fact, distance actually works to the advantage of the Japanese by giving them time to act on information when they do get it.

"Tell your listeners what kind of information the Japanese want most: about movements of troops, ships, and materials within, to, and from the Asiatic-Pacific theater; about new weapons, unless the information has been officially released by the military services; military information gained in confidence."

Ryan Appeals To Senate To Restore OWI Funds

(Continued from Page 1)

Bill now before the Committee. As the bill came over from the House last week, the overall OWI budget of \$35,000,000 recommended by the House Appropriations Committee was pared down to \$18,000,000, with the specification that the economies must be effected in the European and Domestic activities of the agency. This would mean that no more than a skeleton Radio Bureau could be retained.

Ryan pointed out how the channeling of government requests for radio time in an orderly manner through the radio bureau has been "an important factor in the radio industry's contribution to the war effort." He said grave disorder was created in the early days of the war by a deluge of requests from civil and military branches of the government. "In event the activities of the Radio Bureau are impaired or terminated for any reason during the war it is certain that an even more chaotic condition than that existing prior to the development of the Radio Bureau would result," Ryan declared.

The NAB president introduced charts showing how the OWI Domestic Radio Bureau, in co-operation with the industry and its advertisers, had conducted war information campaigns during 1944, embracing 2,344,879 war messages creating 642,000,000 listener impressions every week for a total time and talent value of \$66,141,600.

AGENCIES

CHARLES S. O'DONNELL, formerly vice-president and director of J. M. Mathes, Inc., has formed his own public relations organization to be known as Charles S. O'Donnell & Co., with offices at 220 East 32nd Street. The firm will specialize in Latin-American public relations.

LOUISE WINTER, formerly an engineer at WOV, and a free-lancer on the Coast in the various production phases of radio, has been appointed radio supervisor of Compton Advertising, Inc. She succeeds Rita McCusker who has left the agency.

SIDNEY J. ABELSON, formerly in the radio departments of Pedlar & Ryan and the Raymond Spector Company, has joined the William J. Ganz Company, producers of commercial films, as sales promotion director.

THE FIRST LINE—CBS. Fri., 10-10:30 p.m., WT. William Wrigley Co. Having virtually no product for civilian sales, Wrigley has adopted the policy of devoting its efforts to the war effort. "First Line" is a Navy and Navy aviation series of dramatizations, plus use of narrator. Stories are founded on fact and members of the original exploits are frequently in the studio. Good reminder of the tough job ahead with the Japs.

TRANS-ATLANTIC QUIZ—WJZ. 10 p.m., Monday, sustaining. Stuffy take off on "Information Please" with teams in London and New York competing via trans-Atlantic telephone. Very, very British in treatment with American cousins doing jolly well with the questions hailing from London town.

AIR EVACUATION HOSPITAL—WMCA. Monday, 9:30 p.m., sustaining. Dramatic half hour of transcribed interviews with returning overseas veterans. It's a moving preachment against complacency in the war against Japan and evidence of the courage and hardships endured by European veterans. Program came from Mitchel Field, N. Y.

L. OAKLEY CHRISTOPH—WTIC. Mon., 1:30-1:45 p.m. Sponsor, Hartford Electric Light. Not a news broadcast, but a new and compelling personality. Miss Christoph tells of little people and prominent people—and finds the common denominator in them all. It's straight from the shoulder to her listeners' hearts.

Seven Name Bands Set In Special Bond Sked

(Continued from Page 1)

Support of the 7th War Loan Drive, Saturday, June 23 CBS, 11:15 p.m.-12:00 a.m., EWT.

During each orchestra's period on the air, the leader will dedicate a song to members of the band in the Armed Forces. The vocalist will sing a special war bond song, and the leader will ask listeners for continued support of the bond drive.

Following is the schedule under quarter-hour broadcasts: 11:15-11:30 p.m.—Harry James, Hotel Astor, New York City; George Paxton, Hotel Pennsylvania; Henry Busse, Hotel Baltimore; Frankie Masters, Hotel Stevens, Chicago; Vaughn Monroe, Hotel Sherman; Tommy Tucker, Palladium Ballroom, Los Angeles, and Tommy Dorsey, Casino Gardens.

WPRO means the Station having a brand-new Woman's Program available to participating sponsors at 2:30 p.m.

PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co

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

STARS OVER KMBC



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

WROK WILL DO A JOB IN
ROCKFORD, ILLINOIS
AMERICAN BROADCASTING COMPANY
✓ CHECK WITH HEADLEY-REED

Men of Science behind

RCA Laboratories



E. W. ENGSTROM
Research Director



V. K. ZWORYKIN
Associate Research Director



H. H. BEVERAGE
Associate Research Director



L. P. SMITH
Associate Research Director



J. L. CALLAHAN
Terminal Equipment



I. WOLFF
Radio Systems



C. J. YOUNG
Facsimile



G. H. BROWN
Antenna Systems



W. L. CARLSON
Receiver Circuits



C. W. HANSELL
Transmitters and Relays



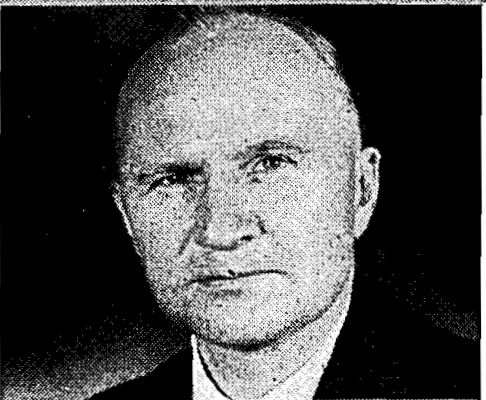
S. SEELEY
Industry Service



H. F. OLSON
Acoustics



J. R. VAN DINE
Telephony



H. O. PETERSON
Radio Propagation

WE take this opportunity to "remember" men behind RCA...research men, engineers and associates... whose genius and teamwork gave, the world electronic television, magic brain radio receivers, magic eye tuning, electron tubes for all purposes, full range recording, radar equipment —before the war began!

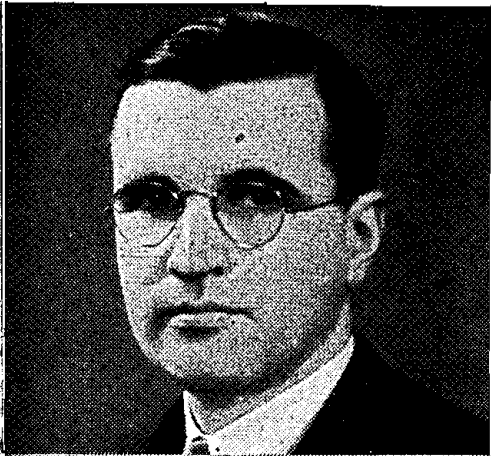
These men have created and improved electronic equipment for the Allied Armed Forces.

PIONEERS IN PROGRESS



RCA Leadership

RCA Victor Division



D. F. SCHMIT
Chief Engineer



G. L. BEERS
Asst. Chief Engineer



F. X. RETTENMEYER
Radio Apparatus



E. A. LAPORT
International



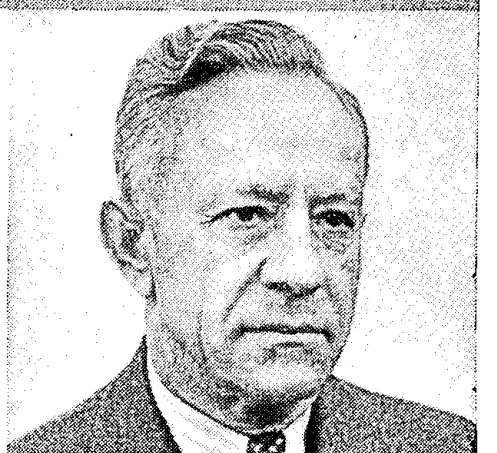
J. B. COLEMAN
Engineering



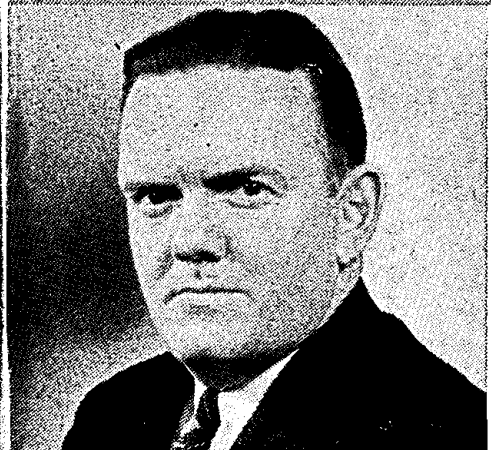
D. D. COLE
Instruments



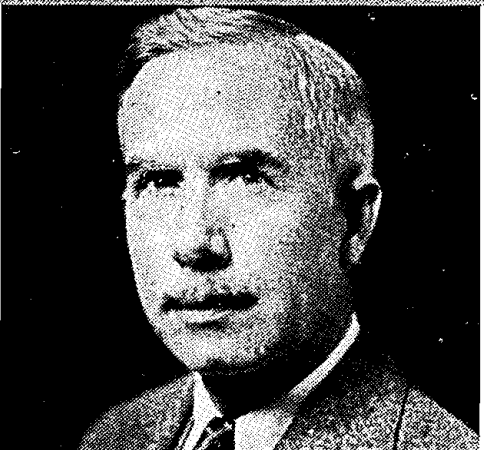
G. R. SHAW
Tubes



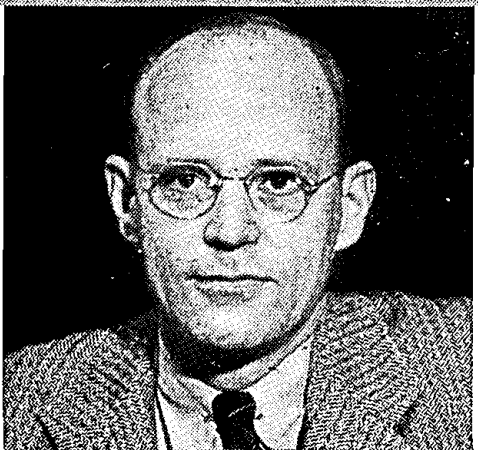
DAYTON UIREY
Transmitter Tubes



W. P. MAGINNIS
Radio Receivers



M. C. BATSEL
Sound Equipment

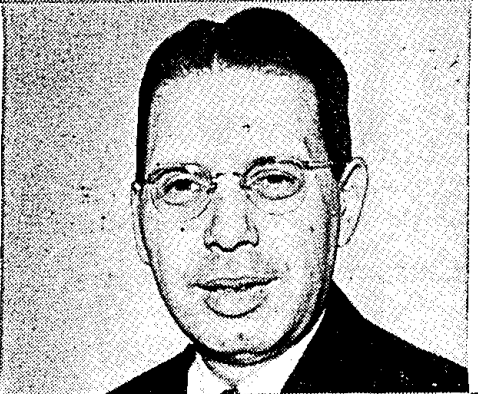


A. C. BLANEY
Sound Recording

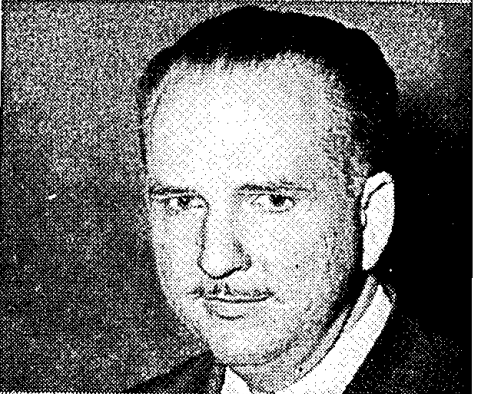


R. T. ORTH
Receiving Tubes

When conditions permit, all their present and past experience will be concentrated on developing new and finer RCA products . . . large-screen home television . . . Super-FM radio receivers, completely new automatic electronic phonographs and even better records . . . new electron tubes . . . the best in FM and AM sound transmitters. These men will indeed contribute to your enjoyment of peacetime living.



H. I. REISKIND
Records



J. W. MILLION
Auto Sets

RADIO CORPORATION OF AMERICA

PRINCETON, N. J. • ROCKY POINT, N. Y. • RIVERHEAD, N. Y. • NEW YORK, N. Y. • CAMDEN, N. J. • HARRISON, N. J.
LANCASTER, PENN. • INDIANAPOLIS, IND. • BLOOMINGTON, IND. • HOLLYWOOD, CAL. • MONTICELLO, IND.

WPB Go-Ahead For Tele Seen Near; RKO Advancing Film-For-Video Plan

(Continued from Page 1)

asked to take immediate action on home radios and other such electrical equipment. This request is based on slackening war orders and employees unemployed.

Rumors of an early lifting of restrictions on this equipment have been ripe for several days, with the FCC announcement Thursday that WPB was unable to promise a 90-day notice to the Commission seen as the virtual confirmation.

Despite the sizeable military orders in electronics plants, it appears that small quantities of civilian equipment can be put in production soon, probably transmission equipment first.

It is the imminence of this green light which caused the FCC to schedule its oral argument on the three alternative proposals for the 44-108 megacycle band less than 10 days ago. Most Commission announcements of forthcoming hearings of this type are made from three weeks to a month in advance of the selected day.

RMA on Record

Chicago—The Radio Manufacturers Association, in a wire sent last Thursday to Chester Bowles, OPA administrator by the president R. C. Cosgrove, urged that the OPA "immediately formulate an acceptable pricing policy on household radio sets and equipment in view of the falling off in war orders and the increased large unemployment facing this industry. It is essential that we have promptly a satisfactory pricing program so that our manufacturing program may be prepared and established."

The action was taken at the second day of a two-day meeting of the RMA

board of directors at the Stevens Hotel. Other Business included the re-election of the president and three vice-presidents of the association, election of two new vice-presidents, re-election of 11 of the 12 directors whose terms had expired, also the election of one new director.

Allocations Decision Asked

Earlier the RMA board had adopted a resolution asking the FCC to make an immediate decision in the allocation of a radio band for FM broadcasting and to make the decision in favor of the FCC's No. 1 proposed alternative band for FM, namely, 50-68 megacycles.

The board also adopted a resolution recommending that the War Production Board, if possible, authorize production of repair parts for radio receivers and full production of essential communications equipment, such as aircraft and police radio communication apparatus, for the third quarter of the year, but that the WPB make no authorizations for radio set production for this third quarter.

Austrian Tells RKO Plans

With all indications pointing to a general War Production Board release latter part of this year of materials negotiable into transmission and receiver equipment, the RKO Television Corp. for one will accelerate its plans to establish elaborate production facilities designed to feed films for consumption to the entire television industry, it was revealed Friday by Ralph B. Austrian, executive vice-president of RKOTC. Austrian recently returned from the West Coast where he studied the tele status as it pertains to the over-all picture throughout the country.

For the next several years the television center of this country will be in the East (New York), it was pointed out by Austrian, for various reasons: manufacturing facilities for all branches of the new industry are located here; advertisers and adver-

tising agencies are located here; density of population; the theater and radio centers in this area, etc. He said that industry spokesmen on the West Coast were perturbed because television was making slow progress there and "that nothing was taking place." Whereas in the East, the medium is all keyed up for production, he declared.

Discusses Talent

Austrian brought up the topic of radio's talent, technical and creative, and how it will fit into the tele scene. Is the radio actor really an actor? or is he just a script reader? Can he memorize lines? Is he photogenic? Regarding the radio writer, Austrian asked, can he write for the visual medium? Re the radio director's role, is he really a director? or is he a dialog director? Austrian feels very doubtful about the role of the radio director's role in television, unless he has had some motion picture or stage experience.

Production Expense Vital

To all outward appearances, it now would seem that Hollywood is the most practical place for the production of telereels; however, Austrian disputed this on the ground that Hollywood productions of any given film are too costly for independent television station's operations. Hollywood does not know how to operate on a small productional scale, while in the East telefilms have been produced on an inexpensive basis, thus permitting the rental of telefilms to local sponsorship on a practical price level. Austrian reiterated the fact that RKO will not venture into tele broadcasting, but will devote all its facilities to the production of films exclusively for the medium. RKO is currently producing live television shows; however, Austrian explained that these productions are the testing ground for the participating talent.

THE WEEK IN RADIO

Radio Awaits Eisenhower

(Continued from Page 1)

representatives who wish to present their arguments re allocations.

Spotshots: Thirty-two states, Canada, South America and China will be represented at the fourth annual NBC Northeastern University Summer Radio Institute. . . . Harry E. Houghton has been elected director of the Associated-Muzak Corp., and chairman of the board of Muzak Corp., Assoc. Program Service and Assoc. Music Publishers Inc. . . . Webs are readying elaborate coverage of final session of UNCIO. . . . Lt. Col. A. A. Shechter is the new chief of news and special events of Mutual. . . . Gov. William R. Wills of Vt. will be the seventh FCC Commissioner if ok'd by the Senate. . . . Lester Gottlieb, radio publicity director of the Bureau of Industrial Service, division of Y. & R., planning elaborate specialization campaigns. . . . George T. Shupert of Paramount Pictures is the new prexy of ATS. . . . Robert W. Clark, WEAJ engineer, has been made tele operations supervisor of NBC. . . . Radio Executives Club will take a summer hiatus and will reconvene Oct. 4. . . . National Headliners Club awards went to ABC's George Hicks, CBS' William Downs and ABC's H. R. Baukhage. . . . Radio operations of the OWI were greatly affected when the Republicans halved the agency's appropriations.

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

HELP YOURSELF TO A BIG TALL ONE



Sho'nuf . . . the South is famous for its Mint Juleps. We'll be glad to offer one on the house to advertising executives and sales managers who want to talk over Branch Offices in "The Magic Circle".

For further particulars write Edney Ridge, Director

W B I G

GREENSBORO, N. C.

WHO SAID INFLATION?
W-I-N-D delivers
79% MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D
5000 WATTS Chicago 580 KC.

Send Birthday Greetings To -

June 18

Ray Baudac Russ Hodges
William R. Goodhart Kay Kyser
Clayton Collyer Della Grattan

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.



\$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

FOR JOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 56

NEW YORK, N. Y., TUESDAY, JUNE 19, 1945

TEN CENTS

Radio Greeted Eisenhower

DWI Beams Arrival Via Shortwave To World

Welcome ceremonies accorded General of the Army Dwight D. Eisenhower in New York today will be broadcast to the world in 35 assorted languages over nearly 50 "Voice of America" shortwave transmitters, Louis G. Cowan of the Overseas branch of the Office of War Information, announced

(Continued on Page 6)



Welcome Home!



Webs and Indies Complete Plans For Cover

American radio today welcomes its first great Conquering Hero, General Dwight D. Eisenhower, the coverage being second only to the huge reception itself prepared by New York City. Both network and independent stations will go all out on a vast scale, with every minute of the available to the

(Continued on Page 6)

High Court Reverses Ruling Against WOW

Washington Bureau, RADIO DAILY

Washington—Former FCC chairman, James Lawrence Fly, yesterday won his first Supreme Court case since leaving the Commission last November, when the court reversed the Supreme Court of Nebraska, which had ordered dissolution of the 15-year lease of WOW, Omaha, to Radio Station WOW, Inc., by the Woodmen of

(Continued on Page 10)

Iowa College Inaugurates Special Radio Schedule

Ames, Ia.—Specialized radio training will be added to courses at the Iowa State College it was announced yesterday. Training of a limited number of students who show professional aptitude as farm radio editors, women's radio editors and teachers

(Continued on Page 9)



International News Photos



Cleveland Radio Survey Evaluates Listeners Tastes

Cleveland—Listener preferences in evaluating commercial announcements on network programs were gained by the Radio Council of Greater Cleveland in a survey among the residents of Cleveland with 2,000

radio listeners completing the questionnaires.

Johnson's Wax Company, who sponsor Fibber McGee and Molly, on NBC rated first among the programs

(Continued on Page 6)

Today WLAW reaches nearly two million listeners within 181 cities and towns. Advt.

WLAW covers the market with the highest payroll in Mass. per 1000 population. Advt.

NBC News Heads Meet For Conference Here

NBC's meeting of news heads got under way today with several out-of-town news heads in for the confab, which is scheduled through Thursday. Among those in town as of last night were: William Ray, Central Division; Joseph Alvin, West Coast; Cecil Seavey, KOA Denver news director; William McAndrews.

(Continued on Page 9)

Civic Celebration Launches CBS Week In Tri-State Area

Ashland—The heads of three city governments officially proclaimed "CBS week" as a downtown parade featured the celebrations attending WCMI's affiliation with the Columbia Broadcasting System on June 15 celebrating "CBS Week" June 15-22

(Continued on Page 4)

SERVING THE 7th!

Winston-Salem, N. C.—More than \$100,000 in E Bonds changed hands during the 60-minute "B-Hour on the Air" broadcast over WSJS from 12 noon to 1 p.m. on May 14. The broadcast originated in the show window of a centrally located downtown store, where the station aired reports from members of Retail Merchants Assn. of Winston-Salem.

SERVING THE 7th!

St. Louis—In furthering the 7th War Loan Drive, KXOK head microphone atop the Civil Courts Building, while "Gabby" Street, veteran baseball figure and now local sportscaster, caught two out of three baseballs tossed from the top of the building, a distance of 267 feet. The baseball and other equipment were auctioned.



Vol. 31, No. 56 Tues., June 19, 1945 Price Ten Cts.

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

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FINANCIAL

(Monday, June 18)

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).

Rose Bampton On Texaco Show
Rose Bampton, soprano of the Metropolitan Opera Company, will guest on the "Texaco Star Theater" show over CBS next Sunday. It will be an all-Gershwin program.

20 YEARS AGO TODAY

(June 19, 1925)

Considerable interest is being evidenced by college graduates this year in radio as a profession. Some would like to become announcers. Others, express a preference for radio engineering work, specializing in research and station management. . . . WJLB features a program by the YWCA Harlem branch, titled "YWCA Night."

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

Coming and Going

CHARLES GODWIN, Mutual network's assistant director of station relations, is on a trip through the South visiting affiliates of the web. He'll return later this week.

LYMAN BRYSON, director of education at CBS, on Sunday was in Portland, Ore., from which point he broadcast his "Problems of the Peace" program.

G. W. "JOHNNY" JOHNSTONE, American Broadcasting Co., director of news and special features, has returned to San Francisco following a quick trip to Hollywood, where on Saturday he helped launch George Lewin on his new job as manager of news and news features at KECA.

SAMMY KAYE and his swing-and-swayers are appearing this week at the Chicago Theater in the Windy City.

KATHARINE CLARK, femme commentator on WCAU, Philadelphia, has left for Europe, where she will observe the workings of the Allied Military Government and will make transcriptions which will be flown back to the United States and broadcast over the station.

GIL BABBETT, of Mutual's exploitation department, is vacationing on the Jersey shore.

FRANK BURKE, editor of RADIO DAILY, returned yesterday from a short vacation. At the same time, CHARLES MANN, of the editorial staff, left to sojourn for a week in Connecticut.

PAUL MANNING, foreign correspondent for WOR-Mutual, left yesterday to cover the Pacific theater of war. His first stop will be Pearl Harbor, after which he will go on to Guam.

AL LEFTWICH, JR., left town last Saturday for Miami, where he will do a show.

JOSEPH M. SEIFERTH, audience promotion manager of WJZ, and PHIL WILLIAMS, advertising manager and publicity director for the "March of Time," are in Chicago today for the salute to the M. of T. 10th birthday by Don McNeill's "Breakfast Club" show.

JANE KALMUS, of the Tom Fizdale office, left by plane yesterday for Washington, D. C., where she will head a special showing of the David Loew picture, "The Southerner," for executives of the Department of Agriculture.

WILLIAM MALO, WALTER HAASE and HARVEY OLSON, all of WDRC, Hartford, went to Providence, R. I., late last week on "Song of the Week" promotion.

Bob Davis Takes New Post As NBC Trade Editor

Bob Davis, formerly an NBC press department staff writer, has been named trade news editor, replacing Richard Connelly who resigned to accept a post with Young & Rubicam.

William R. Peer has joined the department as a staff writer, coming to NBC from Phillips H. Lord, Inc., where he was a script writer. Formerly he held editorial positions with the Daily Mirror and McCall's Magazine.

In another department change, Alfred W. Cammann was promoted to the writing staff from the night desk. Dwight Worthy, formerly of the Photo section, replaced Cammann.

Stevens Show Replaces Information Please on July 2

A new half-hour program, "Rise Stevens Show" starring the Metropolitan Opera mezzo, will originate in Hollywood as the summer replacement for "Information Please," on NBC beginning Monday, July 2.

Program will feature Miss Stevens with guest conductors and a 29-piece orchestra. Compton Advertising Agency handles the program.

New Station Authorized By FCC in New Mexico

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday authorized construction of a new station in Gallup, N. M. Applicant is the Rio Grande Broadcasting Co., of which the stockholders are Albert E. Bush and Merle H. Tucker. Frequency is 1,230 kilocycles and power 250 watts.

Veach Takes RCA Position With Washington Office

James P. Veach, formerly with the FCC in charge of the Treaty section of the International division, has been appointed manager of the Washington office of the RCA Frequency Bureau, Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, announced. Veach will handle matters pertaining to frequency allocations and station licenses for RCA, its subsidiaries and services.

Dick Brown Host To Ann Ronnell

Ann Ronnell, composer who did the entire musical score for the new Ernie Pyle motion picture, will appear on the Dick Brown program next Sunday at 6:45 p.m. over Mutual.



Ice breaker

That's a Lake Michigan freighter making its way through a narrow channel in the ice.

It's built for that kind of work.

And in radio in Baltimore city, W-I-T-H is built to do a channel-opening sales job for you.

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

Glad to show you the facts any time.

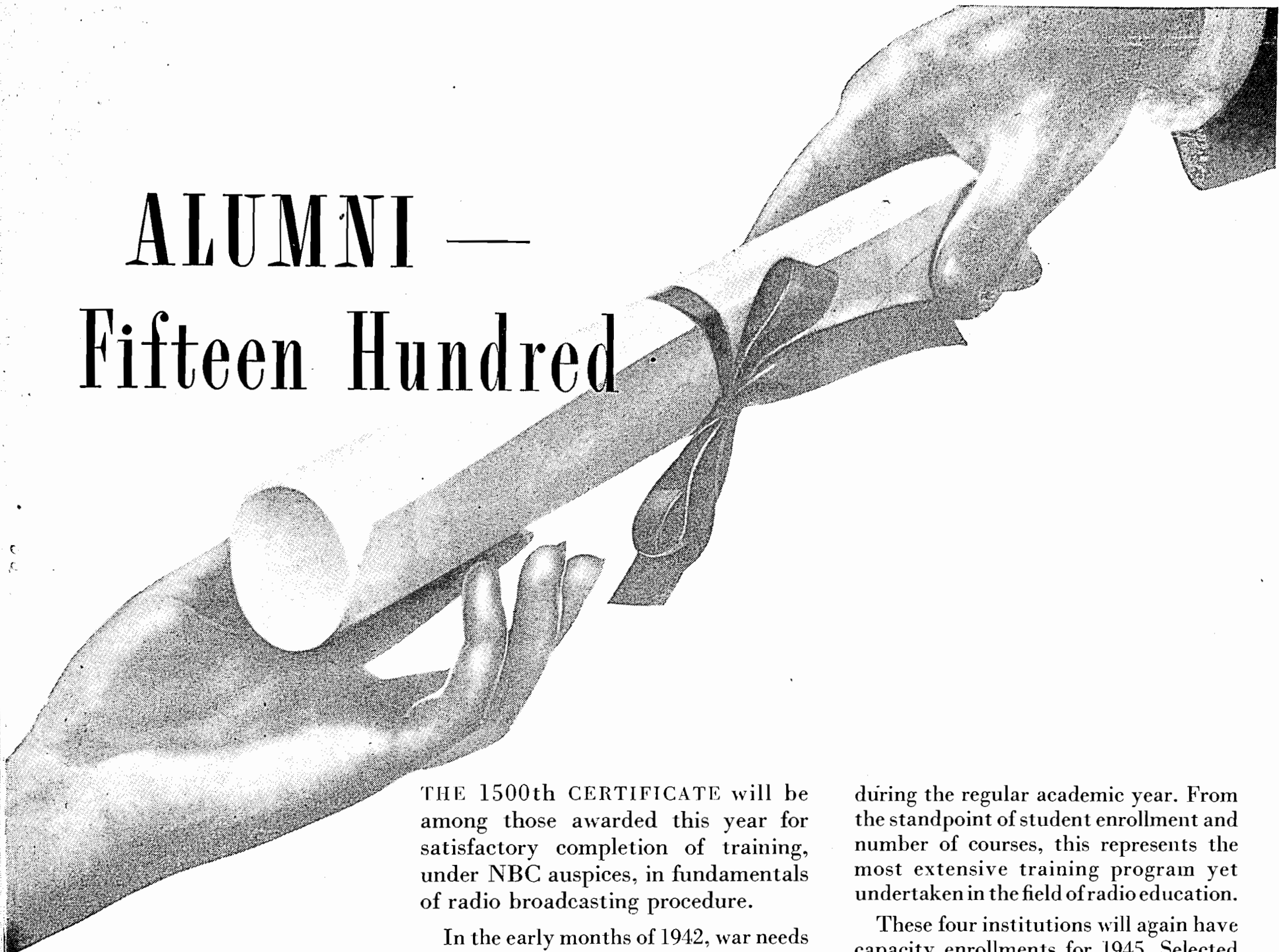


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

ALUMNI — Fifteen Hundred



THE 1500th CERTIFICATE will be among those awarded this year for satisfactory completion of training, under NBC auspices, in fundamentals of radio broadcasting procedure.

In the early months of 1942, war needs were draining trained personnel from radio faster than replacements could be found. Counter-measures were needed—urgently and quickly.

From that emergency came the NBC-Northwestern University Summer Radio Institute—an academically accredited organization offering intensive, practical training by experts under actual operating conditions. The Institute was supplemented in the following year by similar establishments with the co-operation of the University of California at Los Angeles and of Stanford University. And building further upon these successful foundations, NBC last winter joined with Columbia University to present accredited courses in practical radio subjects

during the regular academic year. From the standpoint of student enrollment and number of courses, this represents the most extensive training program yet undertaken in the field of radio education.

These four institutions will again have capacity enrollments for 1945. Selected for aptitude, experience, and the abilities to absorb and apply their training, students will receive instruction from NBC staff members and university faculties in continuity and dramatic writing . . . announcing . . . program planning and production . . . radio teaching . . . news editing and writing . . . utilization . . . control room operation . . . sales techniques . . . radio history and survey . . . music for radio.

Here again are examples of NBC's leadership in service . . . service to the radio industry, to sponsors, to listeners . . . and to education . . . *continuing service that helps maintain NBC's position as America's No. 1 Network.*

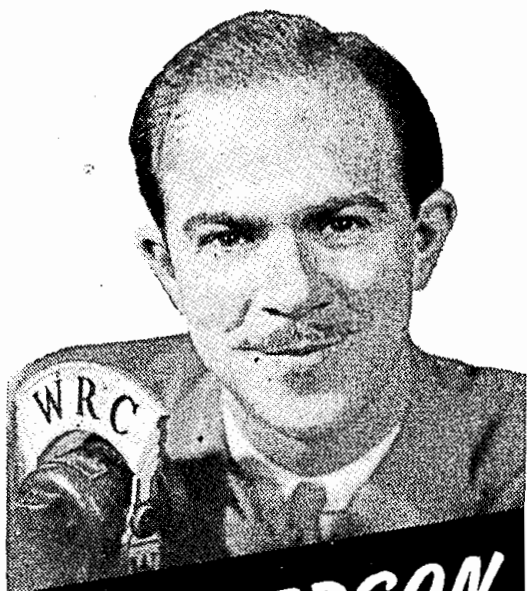


A Service of Radio
Corporation of America

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!



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.

FIRST in WASHINGTON

Represented by NBC SPOT SALES



Notes From An Aisle Seat...!

● ● ● One of the top Hollywood names is pulling every angle he knows to keep his name out of the Langford case. . . . Jimmy Dorsey recuperating at a hospital from a nervous breakdown. . . . Tom Wallace and Co. leaving Tuesday for the Coast with Arlene Francis and "Blind Date." Troupe is inked in for a week at the Orpheum July 3rd, and there's picture talk in the wind. . . . Look-Alikes: Zero Mostel and Ben (Hollywood Reporter) Kaufman. Not only that, they also act alike! . . . Artie Franklin and Mickey Freeman have formed a new comedy writing combo, and if they need any references they can have ours. . . . Milton Kaye, one of the original trio of Maggie Fisher's Piano Playhouse and formerly with WOR Symphony, now piano soloist with NBC Symphony. . . . Plenty of Radio Row citizens up in arms over Swiss Inn's alleged refusal to serve Canada Lee. Latter is suing. . . . We completely forgot to include Hazel Weigh, of Richard Stark & Co., in the "Prof. Broadway and Boitram" set-up—so consider this our apology. . . . Bill Gernant's "County Fair" starting July 10th from the Coast—and if it clicks it'll be on for a regular run. . . . Capt. Leon A. Arkus, brother of Fred Arkus, of the Fizdale factory, awarded the Bronze Star Medal. . . . The Astor Roof has six plainclothesmen on duty to 'protect' Harry James from the bobby-soxers. . . . Vera Massey, who sings those sexy tunes every Sat. nite over ABC, used to be a church soloist in her home town of Bloomington, Ind. That's where Ed East hails from—in fact, it was Ed who got Vera to come here.



— Remember Pearl Harbor —

Civic Celebration Launches CBS Week In Tri-State Area

(Continued from Page 1)
are the Tri-State area cities—Huntington, W. Va., Ashland, Ky. and Ironton, Ohio which have been the target of a month-long publicity campaign. At the same time it was announced by Lindsay Nunn, vice-president of the Nunn stations that WCMI is now under the management of Joseph B. Matthews, former manager of WGKV, Charleston, W. Va., Matthews had headed the WCMI production department since March being elevated to the general manager-ship on the eve of the CBS affiliation. Prior to joining WGKV in 1939 his eight years radio activity in the Southwest included association with KGNC, Amarillo, Texas; KGGM, Al-

NBC Will Broadcast Series of Horse Races

Plans to broadcast three of 1945's outstanding horse races—the Santa Anita handicap, the Belmont Stakes and the Santa Anita Derby were announced yesterday by NBC. Clem McCarthy will describe the running of the Belmont Stakes on Saturday at 4:15 p.m., EWT, and later in the day Oscar Otis will describe the Santa Anita Derby. The Santa Anita Handicap will be described by McCarthy over NBC on Saturday, June 30.

buquerque, N. M.; and KBIX, Muskogee, Oklahoma. In addition to WCMI the Nunn stations include WLAP Lexington, Ky.; WBIR, Knoxville, Tenn.; and KFDA, Amarillo, Texas all American Broadcasting Company outlets.

LOS ANGELES

By RALPH WILK

CHARLES F. CHAPLIN, radio producer for Hillman-Shane-Breyer is serving as radio chairman for Southern California for the Seventh War Loan Drive and Mort Goodman, co-chairman of publicity for this area. Chaplin produces "This Is My Story" heard Saturdays over CBS station KNX. 42 Products is the sponsor.

Lorraine Bendix, teen-age real-life daughter of William Bendix, who plays "Riley" on the weekly Blue Network ailer, "The Life of Riley," will trek to New York soon to do auditions for radio roles in Gotham.

It looks as if there will be no vacation this summer for radio's "Dagwood" and "Blondie." Penny Singleton and Arthur Lake, co-stars of the weekly "Blondie" ailer, are being paged by Columbia Pictures to make two more "Blondie" comedy flickers during the season.

Lecture requests for CBS News Analyst Harry W. Flannery have doubled since he has been broadcasting the doings of the United Nations Conference from San Francisco. However, Flannery, who is on the air more than ten times weekly, has postponed all lecture bookings until after the conclave.

Thrifty Drug Stores have renewed their deal with George Fisher, heard over KECA Monday through Friday nights on his Hollywood Spotlight program, for 13 weeks effective June 18. New arrangements gives Fisher more money.

Frank DeVol has been commissioned by Harry James to make a series of special arrangements, with name credit, for use on the Danny Kaye program.

George Burns and Gracie Allen have converted their summer vacation into an airplane tour about the nation doing hospital entertainment shows for wounded war veterans. The popular radio couple will take off July 6th on their initial run.

32nd Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

WIP means
JOYCE O'NEILL talk-
ing intimately to women
about women's inti-
mate interests . . .
2:30 each day. Par-
ticipation available.
PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

HE'S *the* FAVORITE'S FAVORITE... and Michigan's Favorite Host!

It's Not "WHAT" He Sells ... But "HOW" He Sells!

Ask

National Sponsors such as: THE GREAT ATLANTIC & PACIFIC TEA CO., CANADA DRY GINGERALE (SPUR), GRIFFIN ALL-WHITE and AIR-WICK.

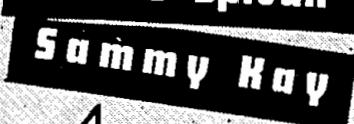
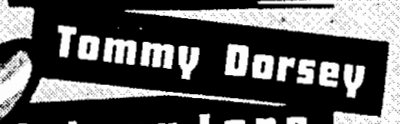
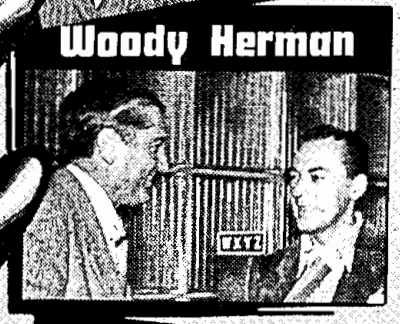
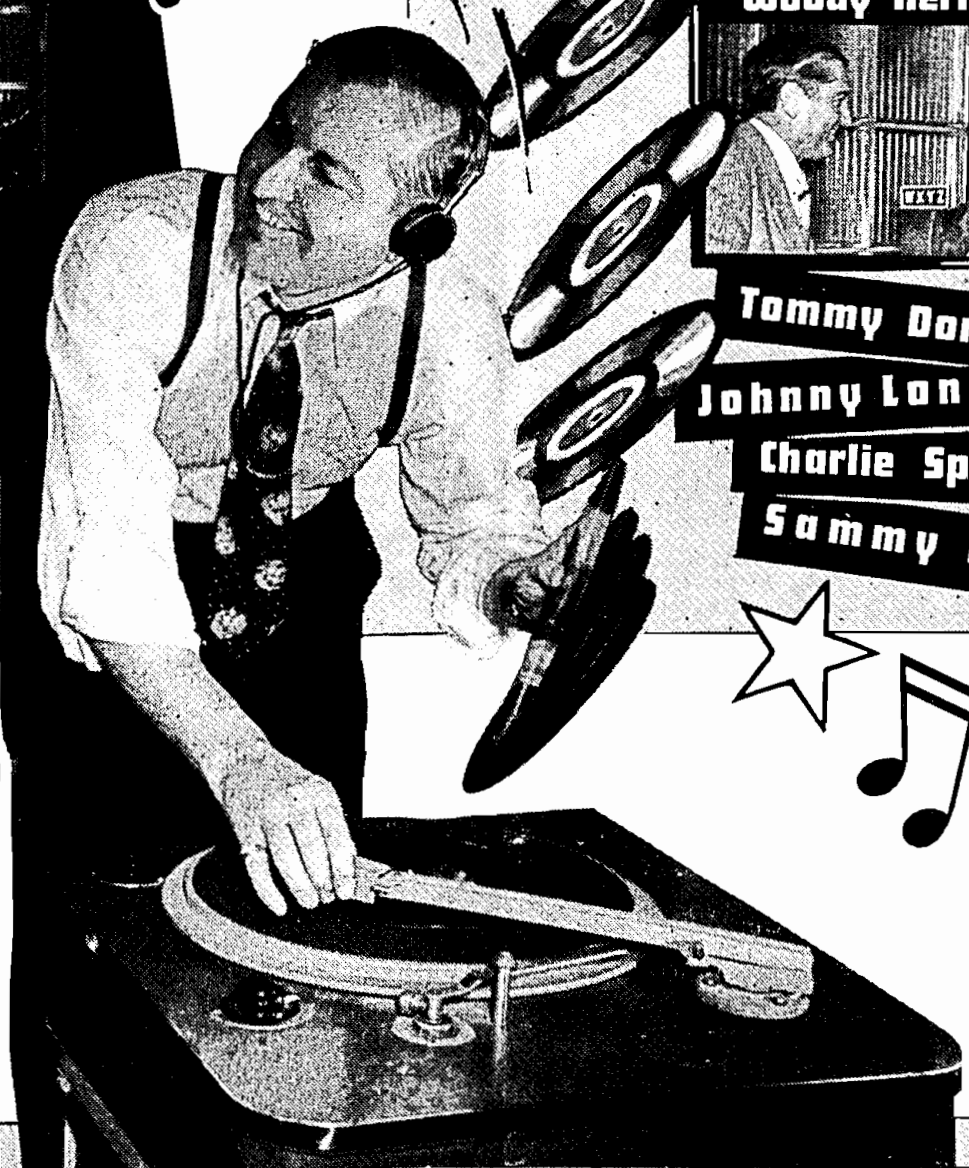
They have found out—along with many local and regional advertisers . . . how effective and unique his selling method really is . . .

That's
EDDIE CHASE
With
"MAKE BELIEVE BALLROOM"
 MONDAY THRU FRIDAY, 2:00 to 3:00 P.M.
WXYZ Detroit, Mich.

Time Now Available

To have Eddie Chase spin your sales records up to a new high level—Get In Touch With:
KING-TRENDLE BROADCASTING CORP.
 1700 Stroh Bldg. Detroit 26, Mich.

or **PAUL H. RAYMER COMPANY**
 New York Chicago Detroit
 Los Angeles San Francisco



Eisenhower Welcome On Air In 35 Tongues

(Continued from Page 1)

yesterday. Harry Torczner, tri-lingual reporter, has been assigned to City Hall and will record the proceedings in an OWI sound truck parked at City Hall Plaza. He will record the event in French, Flemish and Dutch. Peter Kappel, who is known to "Voice of America" listeners as "Peter Arnold" will record the proceedings in German.

The records will then be rushed to OWI broadcasting studios at 224 West 57th Street, where they will be sent to Europe and the Pacific on all of OWI's daily radio programs. The OWI's east coast transmitters will broadcast the news of Eisenhower's reception in 24 languages while the West Coast transmitters will transmit the news of the event in 11 languages.

General Eisenhower's arrival at LaGuardia airport and his visits to other parts of the city will be picked up by OWI from WNYC, the municipal broadcasting station.

Seven Belgian journalists, who have just completed a tour of the United States as guests of the OWI, will cover the proceedings at City Hall as members of the working press. They are: Miss Betsie Hollants, representing the Nieuwe Standaard, the Het Nieuwsblad, the Spectator, the Belga News Agency, and Ons Volk; Gust De Muynck, representing the National Belgian Radio Institute; Albert Bouckaert, representing Le Soir and Le Soir Illustré, La Gazette de Charleroi and La Flandre Liberale; Cornelius J. Staes, representing Gazet Van Antwerpen, the Gazet Van Mechelen, the Zondagsvriend, and de Gazet; Charles Leroux, representing Le Peuple; Jean Eugene Grosfils, representing Cite Nouvelle; and Valere d'Archembeau, representing Le Monde du Travail, Liege, and L'Aube, Paris.

Stork News

Bob Sherry, NBC announcer and emcee, spent Father's Day yesterday becoming a father. The mother is the former Julie Conway, NBC singer, and the child is a seven-pound girl, Michael Norma. Mother and daughter are doing well at New York's Doctor's Hospital.

Salute As Conquering Hero Set By Radio For 'Gen. Ike'

(Continued from Page 1)

several millions in New York who cannot attend the parade or other functions and to the many millions throughout the country who will be staying close to their radio receivers.

As a constant source of program supply, Municipal station WNYC, under the direction of Morris Novik will co-ordinate coverage of the local sta-

All Webs Thursday

General Eisenhower will be heard on all networks this Thursday during a reception in Kansas City, 4.45-5.15 p.m. EWT and from the hometown, Abilene, Kansas, on Friday from 1.15-1.45 p.m. EWT.

tion pool which will also be available to networks who will add their own particular coverage and programs. WNYC however will broadcast continuously and has received special permission from the FCC to keep its transmitters open beyond the 10 p.m., EWT time to include the formal banquet at the Waldorf-Astoria Hotel when General Eisenhower will speak again.

Generally speaking the coverage will start at 9:45 a.m. today with a description of the arrival of the Eisenhower plane and accompanying Fighter Salute Squadron at La Guardia Airport. First official welcome will be by Mayor LaGuardia, Grover Whalen, (Chairman of the Reception Committee), General Grunert, General Terry and Admiral Kelley, Commandant of the New York Naval District. Parade down Fifth Avenue to City Hall and up Broadway through Times Square and thence uptown to the Mayor's mansion in Gracie Square.

Two former radio men Cpl. Dick Pack and Cpl. Joe Hasel, will cover the triumphal tour of the city with WNYC's mobile transmitter, with a continuous eye-witness account from the time Eisenhower alights from his plane. FM and television will be much in prominence with FM doing pretty much of a steady job and tele through NBC's WNBT will cover with both tele and movie cameras intermittently. WHOM for instance will cover in

Jessica Dragonette Guests With Boys Town Choir

Omaha—Jessica Dragonette will replace Vivian Della Chiesa who is ill as guest artist with the 95-piece Boys Town Choir at the City Auditorium in a special war bond concert today. Bill Billotte, Omaha World-Herald and KOWH correspondent in the Pacific theater, presented his first transcription broadcasts this week. Transcriptions are being sent families of Nebraskans interviewed. . . . Elvin C. "Dutch" Woodward, KMMJ, Grand Island, announcer, described progress of radio prior to the industry's 25th anniversary and FM and television possibilities before the Grand Island Lions Club.

three languages and WOV will do an Italian broadcast.

American, CBS, NBC and WOR-Mutual will cover mostly according to their individual plans, using star reporters, while various programs will dedicate their shows to General Eisenhower. Every independent outlet in the city will either be fed by WNYC or handle certain aspects on their own. BBC will pick up whatever it sees fit for transmission to England and Empire points.

Networks and some stations have informed their employees that those not necessary to operations of broadcasting, may not report until after they have taken time out to get a peek at General "Ike" at some point of vantage or other.

Yesterday's coverage of General Eisenhower's tour of Washington, received all-round coverage by the networks and some smaller stations

Mayor's Aide Busy

Busiest man in New York in connection with the arrival plans of General Eisenhower has been Morris Novik, director of WNYC, municipal station. Novik, charged with handling many of the arrangements for Mayor La Guardia's "Eisenhower Day" also aided radio stations and networks in completing their plans for coverage.

which arranged for pickups. Average coverage as revealed by NBC ran as follows:

11:05-11:13 a.m. John Batchelor at airport, interrupting Waring program for the pickup.

11:30-12:10 Back to airfield—Ben Grauer in mobile unit describing parade.

12:20 Holly Wright describing scene at Capitol steps.

12:30 p.m. Don Fischer setting House of Representatives scene.

12:34-12:54 General Eisenhower.

A transcription of General Eisenhower's speech to Congress was aired by WOR and other local stations.

Todd Bats For Tibbett After July 23 Program

Dick Todd, baritone, replaces Lawrence Tibbett on the Lucky Strike "Hit Parade" on CBS effective Sat. July 28. Tibbett leaves after the July 23 program to go overseas for the USO. Todd, who has appeared on many prominent programs, has just returned himself from an overseas USO tour. Foote, Cone & Belding is the agency.

Martin Directing "Happiness"

Paul Martin is the new director of Compton's "Right To Happiness." He replaces Frank Papp. The NBC serial is sponsored by P. & G. for Ivory Soap.

Listener Preferences Studied In Cleveland

(Continued from Page 1)

who "present their commercials in way that appeals." Other programs rating in the order named, were Pepsi, Sunoco, General Electric, Kraft Music Hall, Sohio, Lux Radio Theater, Telephone Hour, Swan Soap and Information Please.

Opening and closing commercials were rated preferred by 95.13 per cent of the persons replying to the survey while 4.87 per cent declared a preference for middle commercial. A total of 59.86 per cent would buy most of the singing commercials while 15.23 per cent reported they "like most of them."

On news programs, 93.57 per cent declared themselves as disliking middle commercials. Only 6.43 per cent preferred middle commercials.

Among the "objectionable features of commercials" reported by those completing questionnaires, were these: "dislike programs that never change mode of advertising, exaggerate claims for product, high pressure salesmanship, middle commercial newscasters on commercials, poor voices, poor grammar, poor taste, poor music, overdramatized, reading of testimonials, repetition of identical phrases, repulsive subject matter, spelling trade names, singing commercials, same tone and enthusiasm for ads as for news, sound effects shouting and gushing announcer, talking down to listeners, too realistic, too long and too detailed, too personal in tone and application, too loud—louder than the rest of program, too much descriptive talk."

Michelson Show Adds Outlets

Charles Michelson's "A Date With Music" ET series, featuring Phil Brito, Doc Whipple and Sammy Line, has added the following stations: WIP, KGU, WOPI, KTAR, KTSM, WARM, KMO, WWL, WIRE, WPAF, WJLS, WNOE, KMAC.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD
a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

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

WDOD
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS-DAY ALL

first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

"Intelligently...
Unselfishly...
Successfully"

THREE words used by H. V. Kaltenborn to describe a WMCA program series when he, Norman Corwin and Raymond Gram Swing *unanimously* singled out WMCA as the only station in the country to receive the Edward L. Bernays \$1,000 award.

"New World A-Coming," heard on Sunday at 3:03 to 3:30 p.m., is the program which, in their opinion, did "most to further democracy in America during the last year."

The Bernays award is latest in a long list of laurels that have come to WMCA. Laurels of which these are just a few.

PAGE ONE AWARD
OF THE NEWSPAPER GUILD OF NEW YORK
"For alert and constructive public service."



OHIO STATE UNIVERSITY INSTITUTE
FOR EDUCATION BY RADIO
*Fifth successive year WMCA has achieved first honors in the
public discussion category.*



NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
*"For contributions to national unity . . . understanding and
harmony among all groups of the American people."*



VARIETY SHOWMANAGEMENT AWARD
"For fostering racial good will and understanding."



WRITER'S WAR BOARD—TOP RATING
"For outstanding public service in the war effort."

wmca NEW YORK
America's Leading Independent Station

Program Parade . . .

★ AGENCY NEWSCAST ★

CHICAGO

By BILL IRVIN

THE H. M. KIESEWETTER ADVERTISING AGENCY announces that the name of the agency will be changed to Kiesewetter, Wetterau and Baker. Rudolf Wetterau and Samm S. Baker, who have been associated with the agency for 11 and nine years respectively, will acquire substantial interests in the corporation. H. M. Kiesewetter will be president and chairman of the board; Wetterau and Baker will be vice-presidents. A number of additions are being made to the creative staff of the agency to take care of its increasing volume of business. These will be announced shortly.

WILLIAM SCHEIBEL has been named advertising manager of the Waltham Watch Co. In his former posts as advertising director first of Bulova Watch Co. and later of Benrus Watch Co., he was a leading figure in the development of "time signal" publicity on the radio.

THE WLS feature foods program, Co-conducted by Martha Crane and Helen Joyce, Monday through Saturday, 11:00 to 11:30 a.m., CWT, will originate direct from the fourteenth annual festival of Rose's in Newark, the "Rose Capital of America," on June 20. The broadcast will include descriptions of the scene and of individual roses, and interviews with flower and garden experts.

ADRIAN JAMES FLANTER has been named advertising director of The Benrus Watch Co. Flanter comes to Benrus from Fawcett Publications, where he was assistant director of public relations. Previously, he had his own advertising agency for seven years, specializing in radio promotion.

JOHN ORR YOUNG, co-founder of Young & Rubicam and who retired from that organization in 1936 to enter the public relations field, has formed Young & Meyers, public relations agency which will represent industrial, commercial and institutional clients. Young is a consultant to the National Industrial Information Committee of the NAM, with which organization his new partner, Harold C. Meyers, also was associated. Both men are terminating their connection with NAM.

Renewal orders for two news programs, a renewal order for 10 station breaks, and new orders for 11 station breaks, were included in the new business announced last week for station WMAQ by Oliver Morton, spot sales department manager of the NBC central division. W. F. McLaughlin (Manor House Coffee), through Sherman K. Ellis and Company, placed a 52-week renewal order for sponsorship of the six-a-week 8:35 to 8:45 a.m., CWT news commentary period effective June 4. The other news period renewal was placed by Shell Oil Co. (Shell Petroleum Products), through J. Walter Thompson Company, for the Tuesday, Thursday and Saturday 5:45 to 6:00 p.m., CWT period featuring John Holtman as newscaster. Contract, for 13 weeks.

BENDIX AVIATION CORPORATION announces the appointment of Grant Advertising, Incorporated, to handle their new radio program, "Men of Vision" with Edwin C. Hill. This program started Sunday, June 17th, using the full network facilities of the Columbia Broadcasting System from 7:00 to 7:30 p.m. Eastern War Time.

SIDNEY J. ABELSON has joined William J. Ganz Company, producer of commercial films, as sales promotion director. He formerly was associated with Pedlar & Ryan, Inc., and the Raymond J. Spector Company.

The NBC Chicago recording division is now recording the 15-minute program titled "The Lutheran Hour," featuring sermons in Spanish and hymns by the chorus of the Lutheran Concordia Seminary in St. Louis, it has been announced by Frank Chizlini, manager of the division. The program, under the supervision of Dr. E. Bertermann, radio director of the seminary, will be used by 75 stations throughout Central and South America.

ED BOWERS, with a background of over 20 years' advertising and merchandising experience, has joined the Chicago office of the Al Paul Lefton Company.

JUSTIN FUNHOUSER AND ASSOCIATES has been formed as a general advertising agency in Baltimore, Md., with branch office in Hagerstown, Md., and executive office in Ranson, West Va. The organization will assume the former business of Advertising and Sales Council, Ranson. The new agency's staff will be headed by Justin Funkhouser as executive director and Lee Elson as managing director.

Lum and Abner, beginning July 2, are being heard 15 minutes earlier, from 7:00 to 7:15 p.m., CWT, Monday through Thursday.

THAT'S MY POP—CBS. Sun., 7:30-8 p.m., EWT. Sustaining. Mill Gross who originated many gags, dialects and cartoons is co-author of this new series and stars Hugh Herbert as "Pop." Herbert as J. Gaylord Ginch is a happy-go-lucky character with good intentions, and the gags old and new, fly fairly thick. Many listeners will enjoy this series, but it is regrettable that it comes to radio at a time when other scripts have already dulled the novelty of this type show.

MEET ME AT PARKY—NBC. Sun., 10:30-11 p.m., EWT. P. Lorillard Co. (Old Gold). Harry Einstein (Parkyakarkus) plus Opie Cates orchestra, singers and good cast is back at his Greek-restaurant counter. Welcome addition to the summer replacement fare and is breezy as to tempo. Parkyakarkus should have no trouble keeping up the tempo should the authors remain on their toes.

"MAGIC DOOR" AND "STORY BOOK"—WNEW. Sun., 9:35-10 a.m. Former program with Alice Remsen runs 10 minutes and the latter by Vernon Crane, 15 minutes. With the exception of the 9:30-9:35 period for news, this rounds out a full hour of children's shows, starting at 9 a.m. The "Magic Door" with songs and continuity handled by Miss Remsen seems to hit for the kiddies six to 10 years old or so and the follow-up lowers the range to six and under. Both are deftly handled and an excellent feature for Sunday ayem.

Ruffner, WOR, Will Head 'Commercial Prog. Sales'

WOR has organized a new department to be known as commercial program sales, a division of WOR Program Service, Inc., it was announced by Norman S. Livingston, director of program operations of the station.

Commercial program sales will be under the direction of Edmund B. "Tiny" Ruffner who has been in radio for many years as a radio producer and performer and as an advertising agency executive. He will devote his full time to this activity. The department will operate in the creation, development and sale of live or transcribed packages which will include every type of radio fare. All programs will be developed for commercial sale only, and will be available for broadcast over any station or network selected by the agency or client. Each program unit will be ready for immediate sponsorship, and an audition recording together with sales presentation will be available.

Commercial program sales will also produce and sell transcribed programs for syndication.

In entering the package program and syndicated field, the division will have the benefit of all of WOR's experienced personnel, creative program staff, and production facilities.

May Name College Prexy Full-Time CBC Chairman

Montreal — Norman Mackenzie, president of the University of British Columbia, may be offered the new post of full-time salaried chairman of CBC. The post will probably carry a salary of \$15,000 per annum and the occupant will become the top man in Canadian radio.

Whether Mackenzie will accept the post is uncertain. He went to the British Columbia University about a year ago after a highly successful term as president of the University of New Brunswick.

During the war, Mackenzie served as chairman of the wartime information board.

One vacancy on the CBC board of governors was kept open by the Government to facilitate the appointment of chairman of the board when a qualified man could be secured. It may be a few months, however, before the CBC chairman is named, after Premier Mackenzie King decides which minister will be given ministerial responsibility for that Government-controlled agency.

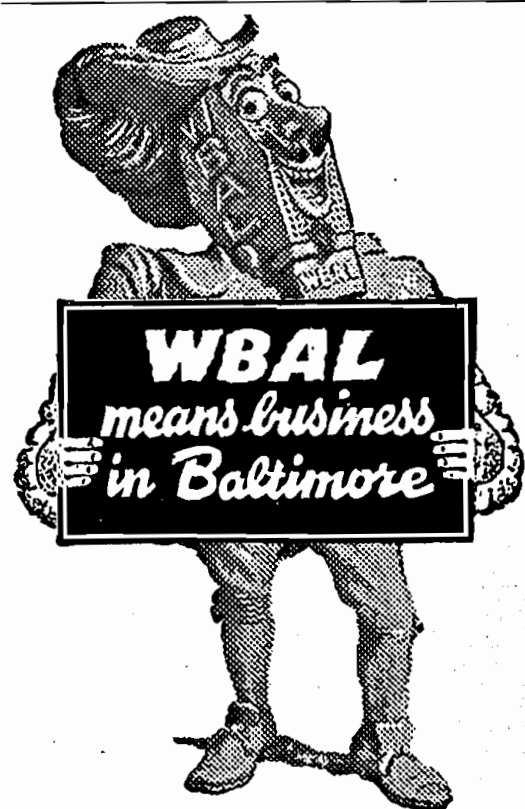
The War Services Department, headed by Hon. J. J. McCann, may disappear and that minister be transferred to another department. Radio at present is under the war services,

Canadian Radio Industry Sets Production Record

Niagara Falls, Ont.—In 1944 the Canadian radio industry produced \$200,000,000 of electronic equipment compared with annual pre-war output of about \$15,000,000, President R. M. Brophy reported at the annual meeting of the Radio Manufacturers' Association of Canada. Production reached peak some months ago, has been gradually declining and manufacturers are rounding out reconversion plans, he said. It was hoped government orders prohibiting manufacture of civilian receiving sets soon would be rescinded, but material and component shortages and reconversion lag would have to be overcome before the sets reached market, Mr. Brophy said. Second joint meeting of the Canadian and United States radio makers will be held at Rye, New York, October 10 and 11, it was announced.

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.



Edward Petry & Co., National Representative

Schechter Takes Over Post At Mutual Web

Mustered-out Lt. Col. A. A. Schechter, formally took over his new post as director of special events and news at Mutual headquarters here yesterday. Col. Abe will not take too active a part yet in administrative and other duties until he has made a thorough survey of the situation. Tom Slater will handle the details of the Eisenhower coverage.

Among the many well-wisher greetings received yesterday was a fine spray of lilies sent Schechter by Johnny Johnstone of American. The card read: Rest in Peace. Johnstone and Schechter both worked for NBC at the same time a few back. Otherwise the felicitations were normal.

Schechter is recently back from the Pacific where he acted as radio officer for General MacArthur and facilitated both radio and news coverage from the Philippine Theater of Operations. Expected that in the next 10 days or two weeks, Schechter will do whatever reorganizing he feels necessary to the welfare of the Mutual news and special events department.

Westinghouse Buys Site For New KEX Station

Portland—Purchase by Westinghouse Radio Stations, Inc., operators of station KEX, of the Beth Israel School building and the half block extending from 12th to 13th on Main Street was announced today by J. B. Conley, general manager of KEX. The purchase, was negotiated by Walter Evans, Westinghouse vice-president and vice-president and general manager of the broadcasting subsidiary, during a recent visit to Portland. After extensive remodeling, the building will be occupied by the studios of KEX which at the present time is utilizing temporary quarters. Present plans call for two large studios on the first floor complete with client rooms and observation booths. Three smaller studios and the master control room will be on 2nd floor.

★ PROMOTION ★

News letter

Current new letter of the Keystone Broadcasting System is, as usual, an interesting sheet. Among the items featured is one on Distribution Trend, another on Money in the bank. There's a blessed event story, a Suggestion and Quote of the Month.

Public Service Story

The Cowles station, WOL, in Washington, D. C., is sending out a booklet which sets forth some of the "line-of-duty" public service programs broadcast by the station during the past months.

Purpose of this presentation is to show these programs as a basis for future building. Booklet is called "A Story of Public Service."

"Here's Spot News!"

The above is the tile of a booklet devoted entirely to the subject of removing spots from all fabrics that WNEW's Allen Prescott is giving away on his "Wifesaver" program, heard Mondays through Fridays from 9:35 to 10 a.m.

Cover shows Prescott at the WNEW mike. Contents consists of chapter five, pages 51-62, of "The Miracle Book for your Clothes and Home" by Constance Talbot.

WNAX Announcement

Program Log of WNAX, Yankton, South Dakota, for the week June 3-9 carried the slogan "Tis the Month of June" on the cover. Slogan pointed to the WNAX change from CBS to ABC as of June 15. Program log is being mailed to advertising agencies throughout the United States.

Showmanship

"Done With Showmanship" is the title of WBBM's (CBS affiliate in Chicago) new brochure that points out that the station has "the highest average rating for all local daytime programs," etc. Colors are in green, black and white. This promotion piece asserts a great deal considering the brevity of words.

WHN Folder

"Team Up with the Stars!", new WHN promotion piece, is an attractive folder presenting "Gloom Dodgers," Monday through Saturday variety show, heard from 9 a.m. to 1 p.m. Folder pictures the permanent stars of the program, lists 28 stars of theater, screen and radio who have appeared as guests, and describes in copy why WHN considers the program a great radio buy.

NBC News Heads Meet For Conference Here

(Continued from Page 1)

Washington news director and Ralph Peterson, NBC Washington correspondent.

Purpose of the conference, according to William Brooks, NBC news director is to co-ordinate national and regional coverage "in order to insure accurate, reliable and comprehensive on-the-spot reports." The above mentioned and some others are meeting with Brooks and other officials.

ABC Coast News Confab

San Francisco—George Lewin, newly appointed manager of news and news features for the American Broadcasting System in Los Angeles and Hollywood, was in town over the week-end conferring with G. W. Johnstone and Frank Latourette, Pacific Coast news head for ABC. Lewin is accompanied by Mrs. Lewin and leaves for Hollywood tomorrow morning.

Gertrude Grey

Mrs. Gertrude Grey, mother of Lanny Grey, passed away last week at the Johns Hopkins Hospital in Baltimore. Interment took place in Philadelphia.

Iowa College Inaugurates Special Radio Schedule

(Continued from Page 1)

for FM school broadcast systems is planned together with professional apprenticeships for radio engineers at the college owned station, WOI.

No newcomer to broadcasting, Iowa State College began broadcasting in 1922; its 5,000-watt, non-commercial station, WOI, ranks among the first five most preferred Iowa stations, according to the Dr. Whan "Iowa Radio Survey." The college counts among its graduates R. J. Rockwell, WLW chief engineer; Frank E. Mullen, NBC's general manager; Herb Planbeck, WHO farm editor.


An integrated series of courses in journalism, speech, music and psychology for student broadcasters, together with course work in physics and engineering for technicians will be combined in apprentice work on a professional level at WOI. Iowa State College will start construction, as soon as materials are released, on a complete studio and transmitter installation in both television and FM.

This specialized training, which carefully screens out for future training those who show definite professional radio promise, will afford major students in the five division, veterinary medicine, engineering, science, home economics, agriculture, to relate their special fields to radio use, and to perfect their skills in a period of apprenticeship on WOI before entering the commercial broadcast field.

RESULTS!

AT 6:15 A.M.

At \$1.95 each, WLS listeners ordered 2,699 assortments of bulbs and plants. Eight 6:15 a.m. quarter hours brought this total of \$5,263.05! WLS listeners have *Confidence* in our programs and our advertisers. So WLS—*An Old Friend to Midwest America* —GETS RESULTS!



WLS
The PRAIRIE FARMER STATION

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

CHICAGO 7

REPRESENTED BY JOHN BLAIR & COMPANY

KCKN

The VOICE of
GREATER KANSAS CITY
24 Hours a Day

BASIC MUTUAL
AFTER 6 P.M.

High Court Reverses Ruling Against WOW

(Continued from Page 1)

the World Life Insurance Society, Inc. Homer H. Johnsen, a stockholder of the society, had brought the suit, and the Nebraska court had upheld his claim of "constructive fraud."

The decision was by 6-2, with Justice Frankfurter writing the majority opinion and Justice Jackson the dissenting opinion. It strengthens FCC authority in relation to state courts. Justice Black did not participate.

The court had heard the case because of the contention by the defendant that the court's decision involved invasion by the state on the prerequisites of the FCC. The question, Justice Frankfurter said, is whether, although the Nebraska court claims to recognize FCC authority, "its decree is inconsistent with such recognition." The court, according to the majority of the high tribunal, "went outside its bounds when it ordered the parties to do all things necessary to secure a return of the license."

This means that the society is not free to confine itself to the insurance business, and Radio Station WOW, Inc., is not free to seek another license. In addition, it is restriction on the licensing system set up by Congress.

The court has the power to adjudicate the fraud claim, Frankfurter said, and to order the return of the license to the society—even if the Commission agrees to the re-transfer, and broadcasting thus is ended. On the other hand, he wrote, "severance of the licensed facilities from the license so precipitously that the FCC is deprived of the opportunity of enabling the two to be kept together needlessly disables the Commission from protecting the public interest committed to its charge."

The state is not forbidden by law to terminate the broadcast service, he pointed out.

Justice Jackson, in his dissent, declared that conflict between state and FCC authority "can occur only if the FCC shall hold that the Federal public interest requires this radio station to be kept in the hands of those who are judged to be guilty of fraud and that the public interest cannot be served by those who have been adjudged to have been the victims of that fraud, although they had operated station for many years with success and without any question as to the public interest."

The state court, he wrote, has the power even if the Commission decides as he wrote above, "not only to compel restitution of property obtained from its corporations in violation of its laws but, if by Federal proceedings or otherwise the wrongdoers have put some part of the value of this station beyond their power to recapture, the State has the right to compel them to account for its value. The State has the right to strip the wrongdoers of every fruit of the wrong, including the value of the Federal license even if the license itself cannot be obtained."

WOMEN IN RADIO

By MILDRED O'NEILL

THERE'S much talk about the big name situation that exists today in radio. There's also a little lady in radio who definitely takes the negative side of the question and is trying in her own modest way to prove a point. We are speaking of Marguerite Temple and her co-operative stock company of the air, the aim of which is to give the not-too-well known with ability and the willingness to work a chance.

☆ ☆ ☆

It's called the Radio Repertory Theater and is housed on the twenty-second floor of 654 Madison Avenue in the studios of FM station WABF. The Repertory Theater began with about 10 young people who wanted to act. Today its membership counts up to about 150. Under the able direction of Marguerite, coupled with a wonderful group spirit, there's been steady growth and freedom of endeavor for each and every one of them. There are no stars, no color line, no petty jealousies, no age limit. Casting is based on talent and interest only. Members play leads and bits alternately, depending on the show. A charming woman who was with the Abbey Players may work with a 14-year-old boy on a script. A member of the American Negro Theater will play opposite a member of Equity.

☆ ☆ ☆

Marguerite herself went to the FM station almost when it started and long before operating policies were formulated. So, temporarily she acted as receptionist-secretary. It wasn't long before she was named assistant program manager. She made such a splendid showing for herself producing shows for the Russian War Relief that what followed was hardly unexpected . . . they offered her her present position as program manager there. But her new job doesn't keep her away from WABF altogether. Her Radio Repertory is there.

☆ ☆ ☆

World War II has been called the best-reported war in history. Some of the finest examples of this have come from radio folk who have brought the war right into our homes. But there's one gal who's been doing a terrific job that many of you haven't heard of. When the war started Doris Johnston became a foreign correspondent and radio commentator in the Far East. In 1938 she covered the Sino-Japanese war from the battlefield. In 1939 found her in Hankow as a UP correspondent and when the city fell into the hands of the enemy, so did she, later to be rescued by Admiral Yarnell and returned to Shanghai.

☆ ☆ ☆

An experience of that sort would have brought most women back to the States to write in safety. But not Doris Johnston. She remained in China and wrote articles for the China Weekly Review and other papers. Then she traveled west via Manchuria and Siberia, reaching Berlin in time to see Hitler's troops marching eastward; from where she went to Paris. In 1940 she returned to Manila. Came Pearl Harbor, at the request of President Quezon, Doris joined the office of publicity and propaganda of the Commonwealth. Her broadcasts during that period over KZRM can be found in the Library of Congress today.

☆ ☆ ☆

The rest is sheer drama. After living and fighting with the guerrillas in the mountains for most of two years, Doris was captured a second time and learned what Santo Tomas and Los Banos were like before being rescued by the Americans. Doris is back in the States now—back with invaluable experience and knowledge—back with an insight into the psychology of the people and forces which are shaping the future of Asia—a future of extreme interest to us all.

CBS Publishes Book On European War

From "D-Day Through Victory in Europe," a new book published by the Columbia Broadcasting System, was released last Friday. The 320-page volume is a collection of 160 high spot broadcasts made by Columbia's correspondents in Western Europe and from CBS World News headquarters and includes material from behind the scenes operations, short wave conversations between Paul White, CBS Director of News Broadcasts, and his staff men overseas, addresses by the late President Roosevelt, President Truman, Prime Minister Churchill, the Kings of England and Norway, Generals Eisenhower, Montgomery, Marshall and DeGaulle and many other government and military leaders.

There are also excerpts from Norman Corwin's stirring V-E Day program, On a Note of Triumph. Among the CBS correspondents and news analysts whose broadcasts are included in the book are Edward R. Murrow, William L. Shirer, Charles Collingood, Eric Sevareid, Howard K. Smith, Quincy Howe, Major George Fielding Eliot, Quentin Reynolds, Winston Burdett, Joseph C. Harsch, Bill Downs, Larry Leseuer, and Richard C. Hottelet.

From D-Day Through Victory in Europe, contains 31 full-page illustrations of historic events in Europe during the past year, photographs of the radio correspondents at work, and scenes of CBS World News headquarters during the excitement of big news stories breaking. The first printing calls for 75,000 copies. It will be distributed to CBS stations, public officials, civic leaders, libraries, schools and similar representative persons and organizations.

Radio Station Operating With Forces on Okinawa

Los Angeles—American fighting men on Okinawa have been hearing a full eight and a half hours a day of home-quality radio entertainment since Sunday, May 20th, when Lt. Gen. Simon Bolivar Buckner opened station WXLH, Okinawa's first radio outlet programmed for servicemen-listeners, and the 180th station established overseas by the Armed Forces Radio Service. The heroic General was killed in action during yesterday's fighting on the island.

WXLH hit the air while the Marines were still fighting outside of Shuri and the 96th Division was battling East of Ishimmi Town. The studio consists of a tent with floor and sidewalls. The transmitter is a portable fifty-watter. Plans are in the works for a permanent studio structure and a 1000-watt transmitter to be installed as soon as conditions on the island permit.

According to word from Tenth Army Headquarters, the Okinawa station is broadcasting daily, Monday through Saturday from 6:00 to 8:00 a.m.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— MICHIGAN —

DETROIT—WWJ has contributed to the Randolph G. Adams collection of "potential Americana rariora" by sending him the AP and UP ashes of President Roosevelt's death. Mr. Adams is director of the William C. Clements Library of Rare Americana at the University of Michigan. WWJ has also presented the Clements library with complete newscast scripts by the station's newscasters Justin Grant and Harold True as well as the NBC account of the three-day radio handling of the event.

— MISSISSIPPI —

CLARKSDALE—Sidelight of the announcement that WROX announcer William A. Dollahite had been married June 10 to Mae Adams of Vance is that Dollahite met his bride but several weeks ago when she came to the studio to see a radio program he conducted. . . . Burr Harrison of Centerville, Alabama, has joined WROX as chief engineer, replacing Charles R. Hicks who has joined the Government Civilian Service.

— NEW JERSEY —

PATERSON—"Press Photographers Forum" is the title of WPAT's new series of weekly broadcasts every Thursday at 7:30 p.m. Format is an impromptu discussion on leading spot-news pictures of the week from which is picked a weekly winner. An award is made to the cameraman who snapped it. . . . NEWARK—Through co-operation of New Jersey librarians in the WAAT primary area, 1,000 printed bookmarks have been distributed, promoting station's "This New Jersey" program. Foster Williams acts as moderator.

— NEW YORK —

ROCHESTER—WHAM's special promotion for the Fred Waring show weekdays at 11 a.m. is the piping of the program to loudspeakers in the downtown area. . . . SYRACUSE—WFBL, always in the forefront of stations aiding in war bond drives, is going all out in its support of the 7th War Loan Campaign. . . . WATERTOWN—WWNY announcers Charles Pierce and Jim Rice recently directed and emceed respectively (local variety show. . . . Doris Croyle has been promoted to continuity chief of WWNY. . . . Fred Schilling has been appointed night program supervisor.

— NEW HAMPSHIRE —

PORTSMOUTH—New earlybird show on WHEB features Verne Williams, announcer. He gives the time and temperature; high and low tide reports and weather from 7-7:15 and is followed by top name singers and bands. In addition to WHEB, series is heard on Yankee's WNAC and WGAN.

— OHIO —

TOLEDO—Dallas DeWeese has come from Texas to Ohio to write and voice Standard Oil of Ohio's "Sophio Reporter," three-a-day news show on WTOL. Night capper Sophio show at 11 p.m. is done by Don Miller. . . . PORTSMOUTH—Since May 14 WPAY has carried an average of four quarter-hour shows, treasury salutes and music for Millions daily, and 15 one-minute sponsored war bond announcements plus regular OWI transcriptions. . . . DAYTON—WING recently aired an actual parachute jump over Patterson Field through the facility of a walkie-talkie over which the jumper broadcast his reactions during the descent.

— NEW YORK —

NEW YORK—WHN's Dick Gilbert has been admitted to the "20 Year Club" of radio. . . . Everett Ball WQXR announcer, has been signed to play the only male role in the Australian and New Zealand company of "The Voice of the Turtle." Company leaves July 6. . . . WNYC will air City College commencement exercises June 20. . . . Sid Torin of WHOM now piloting a new 50-minute Request Time show on which he answers telephone calls on the air and plays the numbers over WHOM from 5:05 to 6 pm. six days a week.

— MASSACHUSETTS —

BOSTON—RKO Radio Pictures, Inc. has taken to the airwaves over WNAC and Yankee for two weeks to promote "Back to Bataan" opening in Boston, June 26. . . . WORCESTER—WTAG reports it is presenting the first aired course in Red Cross home nursing to be broadcast on a U. S. station. . . . FITCHBURG—WEIM's broadcast of festivities in connection with the 7th War Loan opening and bond auction from the Fitchburg Theater was given before an audience of 1,800. Bond auctioneer was Eddie Kasper of Kasper-Gordon studios, assisted by WEIM's Bob Reynolds.

— MISSOURI —

KANSAS CITY—KMBC radio institute for teachers got under way the other day with a word of tribute from John B. Gage, mayor, and attendance of 300 were on hand for the opening sessions. . . . ST. LOUIS—KMOX has a new music director and program manager. Respectively they are Seth Greiner, pianist, and Jack Sexton, for two years featured announcer on the station.

— OKLAHOMA —

OKLAHOMA CITY—Major General Raymond McLain, city's fighting banker and number one soldier, was interviewed in an exclusive WKY broadcast from Union Station when McLain returned home for the first time in two years. WKY also broadcast General McLain Day parade and his speech.

— FLORIDA —

MIAMI—"Salty" Mallants, boating and fishing editor of the Miami Daily News and writer of WIOD's "Salty Says" program, recently spoke before two senior high school students on "Conservation of fish and wild life in south Florida." . . . JACKSONVILLE—WPDQ and the Teen Town Club, one of the first groups to organize a citywide center for high school students, were saluted over BBC short wave by the "Bridgebuilders," similar youth project in Great Britain.

— TENNESSEE —

BRISTOL—WOPI, the Pioneer Voice of the Appalachians, celebrated its 16th anniversary of broadcasting June 15, featuring as principal speaker Clarence King, president of the Chamber of Commerce. Date also witnessed dedication of WOPI's new studios and offices. . . . KNOXVILLE—Frank Lokey, Jr. of Birmingham, newcomer to the WNOX announcing staff, has also worked at WWSL and WSGN.

— PENNSYLVANIA —

PITTSBURGH—To aid in distributing veteran information, WWSW's "Women in War" with Marjorie Davis, has inaugurated a question and answer service. Only program of this type in the city, it is conducted in co-operation with local veterans committee and information centers. . . . PHILADELPHIA—Norman Black, WFIL music director, is in his third season as conductor of the USO Labor Plaza Sunday Night Concerts. . . . Charles P. Shoffner, WCAU farm editor, will give his 5000th broadcast on June 27.

Wedding Bells

Madeleine Clark, member of the CBS division of program writing, was married to Lt. Edward B. Winslow of the U. S. Coast Guard, on Thursday, June 14, at the First Presbyterian Church, New York.

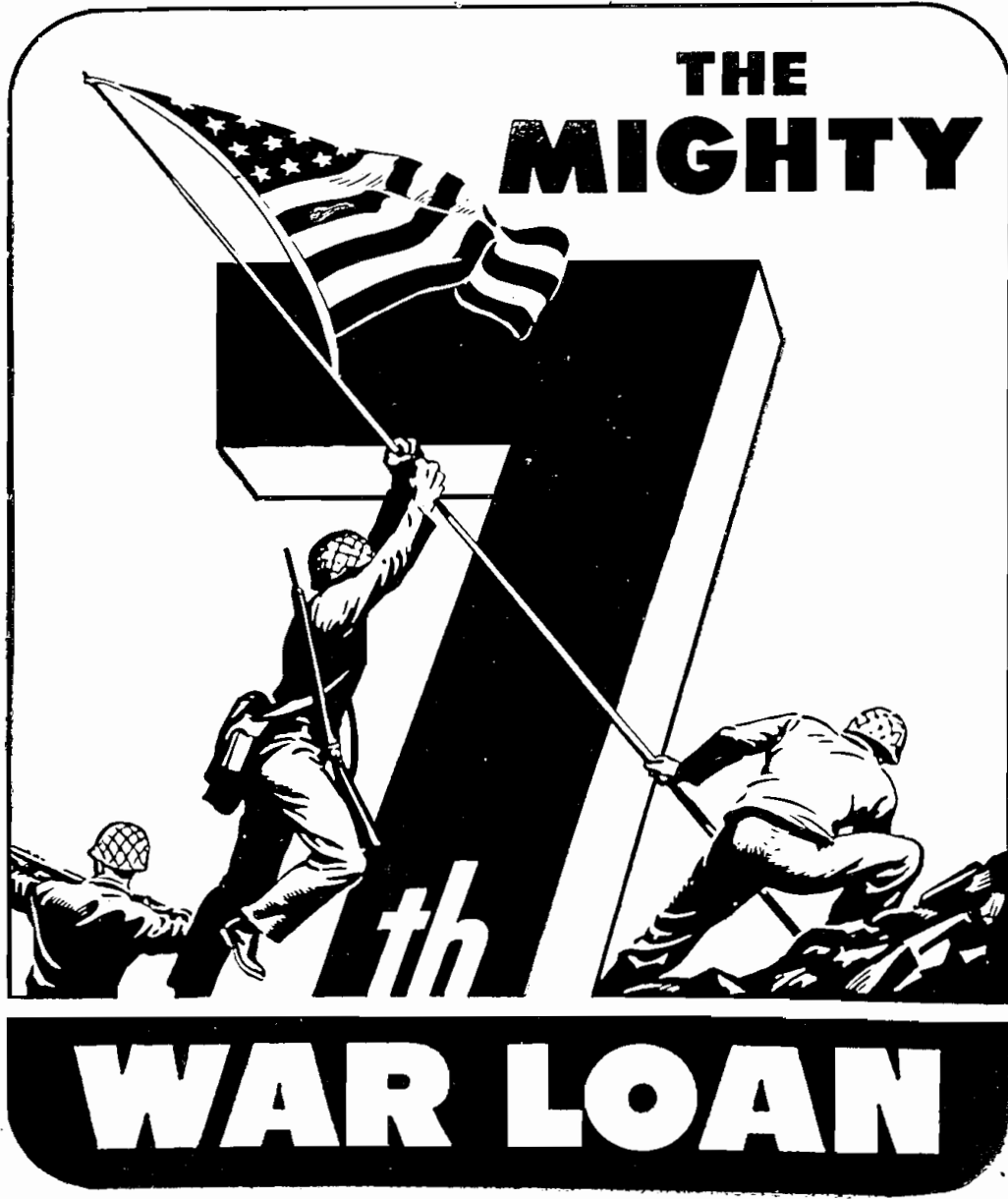
Send Birthday Greetings To—

June 19

- Emil Coleman Alden Edkins
- Martin Gabel Charlotte Harriman
- Guy Lombardo Mildred Murray
- Virginia Payne Ed Thorgersen
- Maurice Zinn Pat Buttram

Dramatic Show Set By Mars on American

A 30-minute dramatic program titled, "Curtain Time," sponsored by Mars, Inc., will debut on 64 basic mountain and West Coast stations of the American network on July 4. The series, initially set for 26 weeks, will be produced by the Grant Advertising, Inc., under the direction of Harry Holcombe, radio director. Beryl Vaghn and Harry Elders will have leading roles in the dramatic series of programs.





THE PEOPLE LOOK TO PEACE

BIG THINGS are taking place at the World Security Conference in San Francisco. . . . Yet — many groups and many people are belittling it. . . . Many of these same people, under several group

names, are likewise trying to belittle the atrocities of Nazi Germany. The reason? — well, your guess is as good as ours!

BUT — the fact is, that in San Francisco, history is being written!

It took 18 weeks in Philadelphia before our own people representing only a group of 13 colonies and 2½ millions of people, came to an understanding . . . and even then, only 39 of 55 delegates signed. Now — in San Francisco — there are 270 delegates representing 1,042,707,720 persons. But a charter will be written here!



Recognizing *the importance of this conference*

WARNER BROS. RADIO STATION KFWB

has devoted hours of time and brought you great personalities to keep the people abreast of what's going on — to LET YOU "IN ON THE INSIDE" — to allow the people to hear history being written . . . and WE WILL CONTINUE TO DO SO, THESE CLOSING DAYS, UNTIL THE CHARTER IS SIGNED!

To continue our coverage we will give you a complete outline of ALL the delegates in San Francisco. . . . The views of your favorite KFWB personalities, including

- | | |
|----------------------------|----------------|
| MRS. J. BORDEN HARRIMAN | SAM BALTER |
| MRS. ELEANOR WILSON McADOO | PETER DeLIMA |
| LOUIS DOLIVET | BILL PENNELL |
| DAVID KARR | JOHN DEHNER |
| JOHN B. HUGHES | AVERILL BERMAN |

—and the views of Leading Newspapermen of the country, including—

- | | |
|---|--|
| ART SYLVESTER Newark Evening News | ALEX KENDRICK Philadelphia Enquirer |
| BLAIR MOODY Detroit Free Press | ROBERT MILLER United Press |
| ALEXANDER UHL Foreign Editor P.M. | ROBERT RIGGS Louisiana Courier Journal |

YES . . . History for the future of the world is being made in San Francisco. Keep abreast of it through Warner Bros. **KFWB**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 57

NEW YORK, N. Y., WEDNESDAY, JUNE 20, 1945

TEN CENTS

Senate Restores OWI Cut

Fly Gives Views On Radio Outlook

Declaring that the great need for the radio industry today is intelligent leadership, James Lawrence Fly, former chairman of the FCC, addressed the Radio division of the American Marketing Association at the Murray Hill Hotel on Monday night. He declared that confusion predominates on the matter of television and FM and suggested that the industry find a mechanism by which the best in these great developments can be brought together in a harmonious pattern.

"Industrial self-regulation is much more wholesome than grudging con-

(Continued on Page 10)

Resume Communications Between U. S.-Philippines

Renewal of commercial radiotelegraph service between the United States and Manila yesterday was signaled by an exchange of greetings between President Sergio Osmene of the Philippines and Lieut. General James G. Harbord, chairman of the RCA board. In announcing the restoration of service, Lieut. Colonel

(Continued on Page 8)

FCC Grants 2 New CPs; Other Commission Activity

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday issued construction permits for two new standard broadcast stations in Corinth, Miss., and Palm Springs, Cal. In both cases, the Commission found that there was no primary service for

(Continued on Page 2)

SERVING THE 7th!

Des Moines, Ia.—KRNT put on an amusing stunt to promote the 7th War Loan drive. Gene Emerald, KRNT emcee of the 90-minute afternoon variety show, was "arrested," jailed and "sentenced" by Judge Charles B. Cooter to sell \$25,000 in war bonds. And he did just that—dressed in convicts' stripes and sitting in a cage on the main street.

Loyalty

Barnett Stillman of New York, a cutter on ladies' garments listens to Bessie Beatty's broadcast daily over WOR while he works. Monday he showed up at the studio with a check for \$9,000 that he wanted to give Miss Beatty for war bonds. He had sold everything he owned that could be turned into cash to get the money.

FMBI Board Meets; Plan August Meeting

Directors of the FM Broadcasters, Inc., met at the Ambassador Hotel in New York yesterday and made plans for an annual meeting by proxy which will be held in Milwaukee on August 14. The meeting, in lieu of a convention similar to the one held in New York last year, will be for the purpose of electing officers and increasing the board from nine to 15 members.

At yesterday's meeting the FM board commissioned Phil Loucks, general counsel, to represent their

(Continued on Page 11)

Five Staff Members Added By NBC in Pacific Theater

Five new reporters have been added to NBC's staff of the Pacific, William F. Brooks, director of the web's news and special events, announced at yesterday's meeting of the divisional news directors in New York.

The newsmen soon to take up posts

(Continued on Page 2)

Radio Blows The Bankroll Welcoming Gen. Eisenhower

While General of the Army Dwight D. Eisenhower was receiving the plaudits of some 6,000,000 people lining the sidewalks of New York, networks

WLAW is the accepted station of nearly two million people in New England. *Adv.*

Budget Committee Requests \$39,750,000 For All Activities Of The Agency; Normal Fund Seen Assured

Washington Bureau, RADIO DAILY

Washington—Continuance of the OWI radio bureau at its present strength seemed likely yesterday following the decision of the Senate Appropriations sub-committee considering the National War Agencies Appropriations bill to recommend a budget of \$39,750,000 for the agency. It is likely that this amount will be cut down somewhat either today by the full committee or tomorrow when the bill reaches the Senate floor.

Another fight will take place in

(Continued on Page 8)

Crosley Corp. Sold To Aviation Corp.

Controlling interest in the Crosley Corp., including station WLW in Cincinnati, FM and tele outlets (experimental) has been purchased by the Aviation Corp., it was confirmed yesterday by the latter organization. Deal will involve some \$22,000,000 for all of the property and due to the stations concerned, will be subject to FCC approval. Crosley Corp. holds

(Continued on Page 11)

Town Meeting Cancels Tour Because Of Travel Problem

Plans for a summer tour of American's Town Meeting through the middle west have been cancelled because of transportation difficulties, it was announced by the American network yesterday. Tomorrow night the program will originate at the Shrine

(Continued on Page 10)

WCAU Femme Analyst Off For European Theater

Philadelphia — Katharine Clark, WCAU feminine commentator left for the European theater of operations yesterday for an indefinite period. While there she will observe the workings of the Allied Military

(Continued on Page 8)

AFRA Members Vote On Convention Plans

AFRA's membership vote on its referendum, which if passed would permit the National Board to call off the annual convention for this year, will be tabulated beginning tomorrow. Deadline was June 15, but allowance is being made for the West Coast to

(Continued on Page 2)

Gershwin Memorial Show Planned By Paul Whiteman

Paul Whiteman, American web musical director, will conduct a Gershwin memorial program over WJZ and the network on Saturday, June 30, from 4 to 5 p.m. Whiteman, who was closely identified with the

(Continued on Page 10)

SERVING THE 7th!

Savannah, Ga.—A Saturday afternoon bond-selling program was broadcast by WTOC from Hunter WTOC Field. A remote transmitter was aboard a C-47 carrier plane. Dwight Bruce, station's program manager was on the field with a shortwave walkie-talkie. Stunt pilots thrilled thousands attending and large sales of war bonds were reported.

Day and night, WLAW's 5000 watt power reaches the No. 1 industrial market of New England. *Adv.*

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, June 19)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 172 3/4 | 171 5/8 | 172 3/4 | + |
| Crosley Corp. | 38 1/2 | 38 1/2 | 38 1/2 | + |
| Farnsworth T. & R. | 15 3/4 | 15 3/8 | 15 3/8 | - |
| Gen. Electric | 43 3/8 | 43 1/8 | 43 5/8 | + |
| Philco | 37 | 36 1/4 | 37 | + |
| RCA Common | 13 5/8 | 13 1/2 | 13 5/8 | + |
| Stewart-Warner | 20 5/8 | 20 3/8 | 20 1/2 | + |
| Westinghouse | 34 7/8 | 34 1/4 | 34 7/8 | + |
| Zenith Radio | 39 | 38 7/8 | 38 7/8 | - |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|---|
| Nat. Union Radio | 6 1/8 | 6 1/8 | 6 1/8 | + |
|------------------|-------|-------|-------|---|

NEW YORK STOCK EXCHANGE

| | Bid | Asked |
|------------------|--------|-------|
| WACO (Baltimore) | 27 1/2 | 28 |
| WJR (Detroit) | 51 | 52 |

Buys Canadian Firm

Montreal—RCA Victor Co., Ltd., Montreal subsidiary of Radio Corporation of America has purchased North American Bent Chair Co., Ltd., Owen Sound, Ont., Announcement from Owen Sound said the change of ownership is effective immediately.

20 YEARS AGO TODAY

(June 20, 1925)

When asked what he considered necessary qualifications for a studio manager, Charles B. Popenoe, managing director of dual stations WJZ and WJY said: "The studio manager must have initiative and energy in order to keep things moving on schedule. Second, he must have an excellent personality and the ability to meet all classes of people."

FOR SALE

Brand new "Commando" A G Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.

FCC Grants 2 New CPs; Other Commission Activity

(Continued from Page 1)

the towns. The two stations will be on unlimited time with 250 watts, the Corinth station on 1,230 kc and the Palm Springs station on 1,340 kc.

The Corinth station had been held up by an application of Birney Imes, Jr., for the same assignment. When Imes withdrew his application, the hearing ordered was cancelled and approval given the application of the Corinth Broadcasting Co. Licensee at Palm Springs will be Richard W. Joy and Donald C. McBain.

Corinth is a city of about 8,000 and the county seat of Alcorn County, while Palm Spring, 103 miles east of Los Angeles, had about 3,500 people according to the 1940 census.

KSWO Transfer Approved

The FCC yesterday approved the voluntary assignment of the license of KSWO, Lawton, Okla., from Byrne Ross and R. H. Drewry to the Oklahoma Quality Broadcasting Co., a partnership including Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott. Ross will receive \$35,000 for his half-interest in the KSWO Broadcasting Corp., former licensee, and Drewry will have a 53.5 per cent interest in the new company.

Application was filed with the FCC yesterday for a new experimental tele relay station for New York, with Allen B. Du Mont Laboratories seeking to utilize the 480-920 region of the spectrum for relay. Visual power of one kilowatt peak and aural power of one kilowatt were asked, A5 emission for visual and A3, special, for FM or other experimental sound.

Application was received also from Louisiana State University, Baton Rouge, La., for a non-commercial educational FM station. Assignment to 43.9 megacycles was requested, with three kilowatts power.

Treasury Citation Set For Don McNeill's Show

Chicago—Don McNeill, host of the American web's "Breakfast Club," will receive a special citation from the United States Treasury department when the show's 12th anniversary program is broadcast from his hometown—Sheboygan, Wis., on Saturday. The citation will be awarded for McNeill's active selling in the Seventh War Loan drive.

AFRA Members Vote On Convention Plans

(Continued from Page 1)

come in and those postmarked on or before midnight June 15, will be included by the tellers.

Vote according to AFRA's officials is the heaviest for any event in the organization's history. Unofficial belief is that the vote not to hold a convention this year, will be unanimous.

In the event of no national convention, regional meets will be held with local and national officers in attendance. AFRA officials have pointed out that the ODT has stated over and over again that transportation this summer will be worse than ever due to heavy troop movements to the Pacific Coast. Air travel on the other hand, it was also pointed out, is the most uncertain of all without priorities.

Five Staff Members Added By NBC in Pacific Theater

(Continued from Page 1)

in the Pacific are Ross McConnell of NBC affiliate KOMO in Seattle; Howard Pyle of NBC affiliate KTAR in Phoenix, Arizona; Ray Clark of NBC affiliate WOW in Omaha, Nebraska; Walfred Johnson, recently honorably discharged from the U. S. Marine Corps and former AP and UP correspondent; and Charles Miner, Chungking editor of the Shanghai Evening Post and correspondent for the New York Post. McConnell, Pyle and Johnson are being assigned to Manila; Clark to Guam; and Miner to Chungking.



OFFICIAL U. S. NAVY PHOTO

Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target.

His work is exact, precise, searching. There's none of that firing from the hip stuff.

And that's the way radio time ought to be bought.

Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a market.

In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town.

To get the range on Baltimore, the sixth largest city, get the facts on W-I-T-H.

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

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.

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

A Good Situation* Made† Better...

*Footnotes to a Campaign**


*SITUATION . . . In January 1944, WEAF was the high Hooper-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. Topping ten other rated stations, Hooper's check showed an average rating of 3.8%, representing 17% of the available audience.

†MADE . . . WEAF took steps to improve this rating. Four first quality shows were put in the hour—Don Hollenbeck, Serenade to America, Bill Stern, and Lowell Thomas. An intensive advertising campaign in the metropolitan newspapers was followed by vigorous and continuous promotion.

©BETTER . . . In April 1945, WEAF was still the top-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. The WEAF average rate jumped from 3.8 to 5.7, an increase of 50%. This rating means that WEAF is now getting more than 25% of the available listening audience—that one out of every four set users at that hour is tuned to 660.

★FOOTNOTE TO A FOOTNOTE . . . *The heart of this 6:00 to 7:00 hour—the twenty-five minute "Serenade to America" program, is available for sponsorship. The high quality of this musical program, plus its steadily increasing popularity, make it one of the outstanding bargains of the day.*

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by NBC SPOT-SALES

IN PENNSYLVANIA THE
**TRI-PENN
MARKET**

**WGAL
LANCASTER**

**WKBO
HARRISBURG**

**WORK
YORK**

**produces sales
for you**

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER

NBC-MUTUAL



Reporter At Large . . . !

● ● ● Is the D'Arcy agency burning at Kostelanetz because of the latter's reported refusal to extend Coca-Cola's option one more week after the expiration date of June 16th—until which time they had paid him \$2,000 a week? . . . Winchell's summer replacement for the four weeks will be just Ray Henle and Dr. Frank Kingdon, instead of the trio formerly mentioned. . . . Jack Benny telling pals he'd like to take a full year vacation from the mike. Not next season, but perhaps the following one. . . . It wasn't only the State Dep't that tried to keep Ingrid Bergman from going overseas—David O. Selznick was the main obstacle. . . . "Maisie" set as the Berle replacement starting July 4th, with Tony Stanford leaving J. Walter Thompson to produce. . . . Rene Barthelmy, French engineer who perfected the 1015-line picture screen for television, coming to the U. S. in Aug. to continue his work here. . . . P & G flirting with Al Jolson. . . . Fred Allen has signed Parker Fennelly as one of his stooges for his new ainer. . . . Jerry Wald being dropped by Majestic label. . . . Herb Moss, considered one of the hottest writer-producers right now, nixed the Olsen & Johnson deal and the Nash-Kelvinator setup because they wouldn't meet his terms. Talk in the trade is that Herb has the inside track on the Danny Kaye show next fall. . . . Nat Brandwynne's crew looking for a femme warbler. . . . Geo. Frazier, Life amusement editor, comes from an old line Back Bay Boston family. Recently he wrote a tune called "Harvard Blues," which shocked his kin no end because it was a jive thing. However, George explained that his co-writer was Count Basie, so now everything is hotsytotsy because they think that Geo. is now associating with the nobility!



● ● ● Radiokays: Robert Merrill's baritoning on the Sigmund Romberg stanzas. . . . Louie Prima's heat wave at the Strand. . . . The good taste and dignity of the "This is Your FBI" commercials. . . . Maxine Keith's brilliant Fathers' Day program over Mutual with four kids here carrying on a two-way conversation with their dads in London. Idea was repeated again Sunday ayem over WOR. . . . Bob Emery's deft direction of his weekly television series. . . . Buddy Sheppard's tuneful four-piece combo on CBS shortwave.



● ● ● That comedy writer who got mixed up in the recent Page 3 divorce mess (his wife alleged he was a Red) distrusted banks so much that he used to carry his coin around with him in a money belt. . . . The Major John Huston-Doris Lilly idyll is over . . . Jack Raymond is packaging a new sports show built around Tom Meany, PM's sports ed. . . . It's a boy at the Doc Ewens. He's the AFRA dentist and a former concert violinist. . . . New Hires' show will offer Phil Davis' ork and announcer Charlie Stark so far, with singer still unsigned. Joe Ripley will produce—his first coast-to-coast commercial. . . . Are the Carleton Alsops (she's Martha Scott) disagreeing? . . . Amzie Strickland, who came from Oklahoma less than a year ago, signed for the lead on "Jones and I," which debuts today on ABC. Stuart Buchanan is producing. . . . Jack Rubin was out in Pittsburgh Sunday directing the dedication of the new ABC station, WCAE. He needed a type-writer for sound effects—so some mental wizard came in lugging a noiseless! . . . Howard Phillips out of the army. . . . Major Emmett Giffen, of "Fighting AAF" show, poppa of a baby boy. . . . The Ink Spots have a standing offer from Columbia Records of 50 grand more per annum than they're getting from Decca—but insiders believe they'll remain with latter providing they can pick their own tunes. . . . Phil Silvers will rate \$7500 a week for a solo at the Roxy when he gets back from overseas. The story behind this is that Phil was originally offered \$6500 but turned it down as he was set to go over. The Roxy bookers, however, thinking he had turned it down because it wasn't onuf moolah, immediately upped the bid to \$7500—which he grabbed.



— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

EDGAR "COOKIE FAIRCHILD, 3 years musical head for Ginny Simms on the airlines and on recordings, now is rounding out the cycle by being her musical director in the forthcoming Universal film, "Alibi in Ermine." Fairchild and George Waggener have written a special rhythm number titled "Xango" for Miss Simms to feature in the production, in which she is to be featured as the feminine star.

Jan Savitt has written a series of audience participation radio shows around the theme of his song, "Let's Play Geography," published in 1938 by Mills. Savitt plans to produce the program in the fall, with his orchestra featured.

Kay Kyser will leave all of his "College of Musical Knowledge" faculty at home in the States to entertain the boys in camps and hospitals while the "Old Professor" makes his overseas tour of the war zone this summer. Phil Harris, who subbed for Kay last year, will resume cap and gown again during Kyser's absence.

C. F. Marden, general manager of the Commonwealth Broadcasting Corporation and Australian Broadcasting Co., inspected Patrick Michael Cuning's Television Studio, Stage 8, while in town.

Hal Peary and Walter Tetley, both of "The Great Gildersleeve" program, are in Seattle, Washington, this week, to make a personal appearance in connection with the War Bond Drive. They will play in Portland and San Francisco before returning to Hollywood.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WFPG their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG
ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.





FOOD, CLOTHING, SHELTER...AND RADIO!

To the three basic needs of humankind.. food, clothing, and shelter.. many will add a fourth today: Radio. Certainly, it is no exaggeration to say that radio, in the last quarter-century, has become as habitual a factor in our daily lives as eating, dressing, working, and sleeping.

There is no loneliness wherever radio enters the home.. in the crowded metropolis no less than on the farms that dot remote regions. Night and day, come the radio voices of other human beings.. bringing services valuable alike to the nation and the individual.

In many homes, turning-on the radio in the morning is a custom as regular (and as automatic) as bringing-in the milk and the newspaper, and putting a pot of coffee on the stove. It is one of the things the American family does, not only from habit but by design. Truly.. it is the *fourth* dimension of civilized living.

More than 18,000,000 people live within the intense primary areas of six Westinghouse stations.. and most of them know from daily experience that they can always expect quality and variety in programs by staying in tune with Westinghouse.

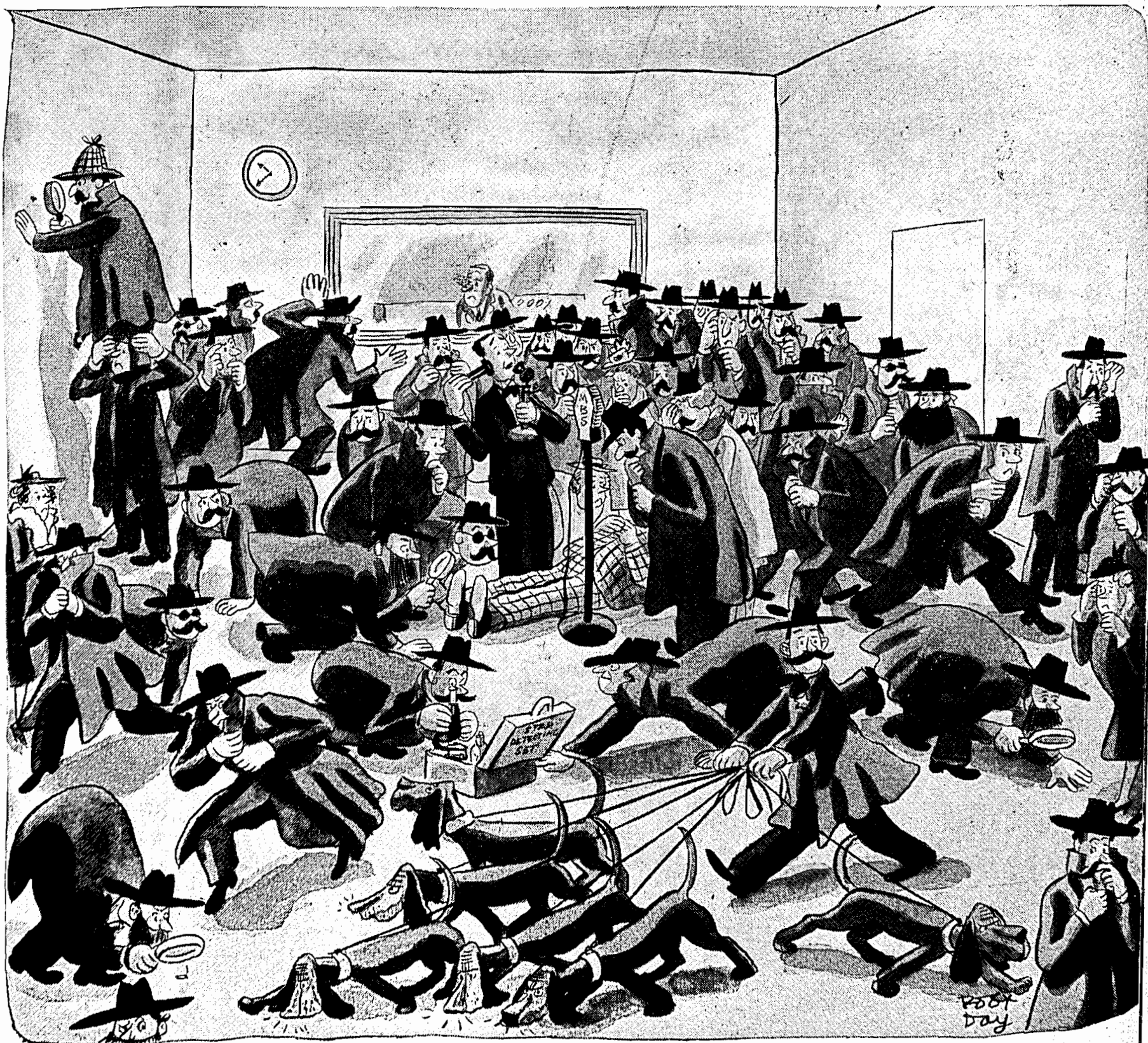
WESTINGHOUSE RADIO STATIONS Inc



WBZ • WBZA • WOWO • KEX • KYW • KDKA

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

Ever hear of a mystery
with 260 solutions?



.....

AS A RULE, a mystery can have just one solution. So Mutual breaks the rule.

Being the network that takes its showmanship seriously, we now dramatize mysteries that can have as many as 260 solutions apiece. Add new story-telling techniques *and* nationwide listener-participation *and* gripping, original whodunit material, and you have "Calling All Detectives". It keeps people on the edge of their chairs every Saturday night from 9:30-10 EWT.

It works like this. Sparkling dramatization carries the story up to the point where all the clues and suspects are clearly revealed. Then local announcers telephone to a listener in every market on the hookup to ask for the answer, while the rest of the audience eavesdrops on the phone call. Each station rejoins the network for the dramatic windup, and a final cut-in presents a prize to the neighborhood criminologist who came up with the right solution to the mystery.

To the listener, "Calling All Detectives"

more than meets the universal yen to be a sleuth—it makes every family a part of the program and airs the name of somebody in every community on the line. That, gentlemen, is businesslike showmanship, with no false whiskers.

To a sponsor, this new show offers a local solution to every conceivable marketing problem. There's no better time for a shot of sales-adrenalin than when the customers are poised to cheer the local Hawkshaw. (If you distribute through franchised, one-outlet dealers, you can take *special* advantage of the program's unique operation.) Here, at your nearest Mutual office, is showmanship ready to work for *you*...

MORE MUTUAL SHOWS DESIGNED TO SOLVE YOUR PROBLEMS

Queen for a Day . . . how to make any woman happy
Arch Oboler's Plays . original tops in radio drama
Between Us Girls . mere man faces glamor ensemble
Leave It to Mike a son of the sod to rely upon

Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.

.....

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

World Hears Eisenhower's Welcome Via N. Y. Indie And Network Stations

(Continued from Page 1)

running story, also the picture of the triumphant tour to the tune of the mightiest welcome ever received by any human being.

From the time the colorful General "Ike" arrived at LaGuardia airport shortly after 10 a.m., EWT yesterday morning until he toured the city, had lunch at the Mayor's mansion, attended the ball game between the Giants and Boston Braves, the formal banquet at the Waldorf-Astoria, no moment was left uncovered. Mobile units, points of vantage, television and FM, all were thrown into the pool of all-round coverage. Local outlets were well protected by the Municipal station coverage of WNYC.

American's Coverage

American Broadcasting Company's began about 10 a.m. yesterday morning at LaGuardia airport when Fred Cole and John Bryson were at the microphone when the General's plane landed at 10:12 a.m. At 10:25 a.m. they signed off there. Via WJZ listeners heard interludes of music as the cavalcade started for City Hall. At 10:30 a.m. after four minutes of music, Douglas Browning resumed from the 60th floor of the Empire State Bldg. on Fifth Ave. Meanwhile Taylor Grant took over from a vantage point at the Public Library and Gordon (Jack) Fraser was heard from the second floor of Bonwit-Teller, also on Fifth Avenue, further uptown.

Regular program, "The Listening Post" was delayed 15 minute at 10:45 until 11 a.m. when Tom Breneman was heard from Hollywood and broke into at 11:10 for another five minutes description of the parade. Other interruptions followed, by men along the line of parade. At 12 noon Walter Kiernan and Dorian St. George came on with a word picture from City Hall where the official welcome took place until 12:50. LaGuardia was heard and New York medal was presented to Eisenhower who followed LaGuardia on the mike. Procession then started uptown again to Gracie Mansion, to the Polo Grounds and at night to the Waldorf. George Hicks covered the last mentioned festivities.

American's mobile unit was in ac-

tion, but weak signal brought the decision by the engineers to do away with it as broadcasting pickup was not good.

CBS Goes All Out

Mass celebration found CBS' Robert Trout at the airport as the Eisenhower C-47 arrived, and the small-cannon salute was fired. Trout gave it plenty of color and subsequently Allan Jackson, Tony Marvin, Harry Clark and Bill Cullen came in with eye-witness accounts. Harry Marble

Tele Coverage

Television coverage of General Eisenhower included the NBC station WNBC which included the ball game and other pickups. CBS' station WCBW had a crew of nine men under Leo Hurwitz who photographed the tour at various points of vantage with three 15 mm. cameras, both in Queens and Manhattan. Pictures were shown last night during course of the 8:15 p.m. news period. WNBC Monday night telecast shots of Eisenhower in Washington as photographed earlier in the day and flown to New York immediately afterward.

replaced Trout as the Polo Grounds reporter which was broadcasting during the "Feature Story" program 4:30 p.m., EWT.

As the cavalcade moved around the city, Bill Slocum, Jr. CBS director of special events kept in touch with the mobile unit accompanying the official cars. Engineers in the unit called off each street by short wave and Slocum kept a map which enabled him to line up the ensuing broadcasts, etc.

John Daly was at City Hall for CBS where Marian Anderson sang "The Star Spangled Banner" and James Melton the "Army Air Corps" song. In the meantime a standby setup of equipment has been stationed at Madison Square Garden should the City Hall proceedings be rained out. Uptown procession was again covered by CBS reporters at points of vantage and describing the wildly cheering crowds.

NBC Starts With St. John

Robert St. John started the ball rolling for NBC at the airport, going on at 10:02 a.m. Ken Banghart followed with his description of the arrival of the Allied Supreme Commander. Pickups were made along

the route from Queens to City Hall and the mobile unit was also stationed en route. At City Hall several NBC reporters took up the angles there. Points of vantage were covered en route uptown, including Mary Margaret McBride on the balcony of the Astor Hotel in Times Square. Miss McBride after giving her version of the colorful crowd and passing by of General Eisenhower had her guest, Peggy Ann Garner add her description. Ben Grauer was among those planted en route.

Banquet at the Waldorf was transcribed by NBC and was broadcast at 12:05 this morning.

WOR-Mutual apparently was mostly WOR inasmuch as Mutual did not carry the City Hall activities. Dave Driscoll for WOR handled the arrival at the airport of Eisenhower and with the aid of police escort made a fast trip down the line of march to City Hall. Driscoll wrote a piece for the next scheduled news broadcast which was the 12:30 p.m. time moved back to 12:45 and this description was broadcast at the time.

Meanwhile the pickups included Don Frederick, at City Hall; Hugh Sanders, previously on Fifth Avenue and Bob Dixon at Times Square shortly after 1 p.m. WOR also carried the Eisenhower dinner 10-10:30 p.m. last night.

Comprehensive coverage was offered by all independent outlets, both on their own and the pooled pickups from the Municipal station WNYC. This coverage was intermittent throughout most of the early part of the day until the game at the Polo Grounds. Dinner speeches at the Waldorf were also carried. Many of the stations along with some of the key stations of networks, rebroadcast Eisenhower's speech at City Hall.

Chaplain-Author On Mutual

Maj. William C. Taggart, U. S. Army chaplain and author of "My Fighting Congregation," will appear on Mutual's "Radio Chapel" Sunday, 10:30-11 a.m.

WTAG Local Shows Rate High Hoopers

December '44-April '45

6:30-6:45 p.m., Mon. Thru Fri.

EVENING REVUE 18.1

Local participating

1-1:15 p.m., Mon. Thru Fri.

NEWS 29.8

**WTAG
WORCESTER**

Full Budget For OWI Requested By Senate

(Continued from Page 1)

conference between the two houses after the Senate has passed the bill, but it now appears certain that the OWI will not have to limp along on the budget voted 10 days ago by the House.

The amount agreed upon yesterday by the committee is \$21,000,000 more than the \$18,000,000 authorized by the House when last week it passed the annual War Agencies Appropriation bill.

WCAU Femme Analyst Off For European Theater

(Continued from Page 1)

government in the setting up of the governing agencies in Germany since V-E Day. Miss Clark's programs are aired twice daily Monday through Friday and she will make transcriptions which will be flown back for airing on her programs.

Resume Communications Between U. S.-Philippines

(Continued from Page 1)

Thompson H. Mitchell, vice-president and general manager of RCAC, stated that radiophoto and program transmission facilities would be available shortly.

Broadcast From Moscow On Columbia Web Today

Dr. Harlow Shapley, director of the Harvard College Observatory, and member of the group of American scientists now visiting Moscow, will interview a number of Russian scientists over the Columbia network today from Moscow. The program will be heard from 4:45 to 5:00 p.m., EWT.

WHO SAID INFLATION?
W-I-N-D delivers
79%
MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943
Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.
W-I-N-D
5000 WATTS Chicago 560 KC.

"A Bit of Paris in New York"
Henri
Est. 1906
FRENCH RESTAURANT
 REAL FRENCH CUISINE
 LUNCHEON From \$1.50
 DINNER From \$2.00
 Famous French Candies
15 EAST 52d ST.

Send Birthday Greetings To—
 June 20
 Matthew D. Crowley Bob Howard
 Ginger Groy Kenny Stevens

*No other broadcaster
can make this claim!*

**ONLY WAY TO REACH
THE 5,000,000
RADIO LISTENERS
OF MICHIGAN IS
WITH THE MICHIGAN
RADIO NETWORK**

Program Parade . . .

THANKS TO THE YANKS—CBS. 7:30-8 p.m., EWT. R. J. Reynolds Tob. Co. (Camels). Bob Hawk, as is his wont, makes a perfectly smooth, fast working emcee on any quiz show. Formerly the program gave a contestant his choice of going for one, two or three thousand cigarettes and the question was framed accordingly. Now the contestant gets a whack first at one thousand to be sent to a serviceman and if he wins the first he is entitled to continue. This seems to be a more equitable arrangement and the listener likes it better also.

★

CONTENTED HOUR—NBC. Monday, 10 p.m. Sponsor, Carnation Milk Company. Batoned by the gifted arranger-composer, Percy Faith, this musical half hour makes for good summer listening. Commercials are in good taste and solos of Josephine Antoine and Reinhold Schmidt enhance the program.

★

JOHN GAMBLING—WOR. 7:15 a.m. daily Co-op Sponsorship; Rambling John Gambling rolls along as a perennial early morning favorite with his stories, war effort appeals, news and incidental gags about his listeners. Only tiring feature is Gambling's corny conversations with his musicians.

★

FRANCES LANGFORD—WEAF-NBC. 8 p.m. Sponsor—Chase & Sanborn. Bob Hope's girl singer makes good in a big way as the summer replacement for Edgar Bergen and Charlie McCarthy. Frances is plenty good as femme emcee and her songs are still the servicemen's delight. Spike Jones' City Slickers orchestra dispense corn and sweet music and fit nicely in the Langford plans for summer entertainment.

Hosts News Analysts

Washington—President Harry S. Truman played host to members of the Association of Radio News Analysts Saturday, June 16. Present were Quincy Howe, George Fielding Eliot, Johannes Steel, secretary, Bill Henry, Max Hill, George Hamilton Combs, William Hillman, H. V. Kaltenborn, Bob Trout, and Ernest Lindley.

Intelligent Leadership Needed For Radio, Fly Informs AMA

(Continued from Page 1)

cessions under the whiplash of public criticism or government coercion," Fly declared.

"Here we need to define and invest a great deal of authority" he continued.

"NAB itself has long suffered through lack of organization—through a deficiency in wholesome principles—and through the failure to vest authority to effectuate those principles in a recognized competent, permanent leader. In this whole area greater good can be accomplished and greater public respect earned by a courageous approach to this problem. Hortatory functions are limited in effect. Defensive attitudes are of little avail. Organization and potential leadership are inadequate. It is still essential that organization and leadership be endowed with segments of authority from the industry upon which wholesome policies can be effectuated on a uniform—common good for all—basis. Then and only then may we beat the attack from the myriad sources which have been recrudescing and which, but for intelligent self regulation, will continue so through the years."

Discusses Scientific Aspect

Turning to the scientific phases of radio's development Fly charged that there is need of leadership too. He said:

"In other areas the industry is in need of leadership—even in the scientific phases where we are most progressive. There is more than a slight danger that this most modern and progressive of all sciences may eventually settle into a groove reminiscent of railroad philosophy. Note how in the matter of television and FM. There is the tendency on the part of each segment of the industry to keep the public, the broadcasters and the government entangled with multifaceted conflict—each segment promotes its own limited claims. Confusion predominates. It is possible that this great industry cannot find a mechanism by which the best in these great developments can be brought together in a harmonious pattern for the good of all concerned?"

"Is it possible that in struggling through these faltering steps our imagination has been impeded? How can we be startled at the suggestion of television going above 500 mc? Surely that doesn't start to exhaust the potential of the radio spectrum which extends to 30,000 mc. May we not one day actually have television—with a thousand line definition and full color 50 times higher in the radio frequencies? Up there may we not get great efficiency, avoid the shadows, and do all of this with a directional antenna array with dime store parts attached to a simple pole? I would not say we cannot.

Cites Confusion

"Again note the well nigh hopeless confusion of the broadcasters faced with the need to move into FM and

then into television. The public is concerned and confused. What will the broadcaster use for money—for heavy plant investment and still heavier operating costs—while at the same time he is dividing his own audience into halves or even into thirds?"

"What will the public buy? A new AM receiver, an FM receiver, a television receiver, a facsimile receiver? How many people can afford this? How many will establish a living room to accommodate all these contraptions? Here we need little imagination—we need more a small modicum of common sense.

"The public will not put up with such a complicated and burdensome broadcasting mechanism. It will expect to get one receiver which will give the best in available forms of broadcasting. The broadcaster by establishing a single unified service will then serve a continuing audience without competing with himself."

Optimistic on Outlook

The former FCC chairman, however, was optimistic in the prospects of FM and television development. He was particularly impressed with the future of the video industry.

"With the advent of FM and television, broadcasting will wield still greater power," Fly said. "No doubt that both are here to stay and ultimately to achieve real success. FM is not merely more AM. It has certain inherent qualities that will be exploited. Under present and presumably future government policy programming must be provided which will not merely do justice to FM, but which will give the public something of the quality inherent in the system. FM will not be operated on a 'hand-me-down' basis or simply piped over from AM outlets. Here you have a task for which you need be prepared.

Tele To Be "Great Success"

"Television is going to be a great success. The essential scientific bases have been laid and its development will move in stride with the close of the war. Wartime developments plus those in the making now are so reassuring that this observation may soon be commonplace. The advent of radio-vision (and that ought to be its name) presents a challenge to those who would utilize its force. To a great extent traditional patterns will go by the board. Here you have a big job to do and it is already high time you were starting to prayer meeting."

Town Meeting Cancels Tour Because Of Travel Problem

(Continued from Page 1)

Auditorium in Des Moines, Iowa, and will return to New York instead of continuing across the country. On Thursday, June 28, there will be a special broadcast from Mitchel Field, Long Island.

AGENCIES

FRED W. AMEND COMPANY candy manufacturers of Chicago and Danville, Ill., have engaged as their advertising agents Henri Hurst & McDonald, Inc. of Chicago. Radio is included in a complete list of media to be used.

MERCREADY & CO., industrial sales promotion and advertising agency, has been formed in Newark, N. J. and will start operations on July 1. It is headed by Herbert V. Mercready formerly of A. W. Lewin Co.

HARRY C. JAMES, advertising manager of the St. Louis-San Francisco Railway, has engaged the Gardner Advertising Company of St. Louis to handle advertising for the Frisco Lines effective July 1st. Charles E. Claggett, vice-president of Gardner is account executive.

PURITY DRUG COMPANY, INC. Passaic, N. J., has selected J. M. Korn & Company, Philadelphia, to handle the advertising of Nucoferrin. Radio and newspapers will be used.

REINCKE, Ellis, Younggreen and Finn, Inc., Chicago, have added to their staff Bill S. Ballinger as radio director and Charles Fleming in the copy department. Both men are graduates of the University of Wisconsin. Ballinger in 1933 and Fleming in 1937. Ballinger has devoted most of the intervening years to radio work, establishing a reputation as writer and producer. Among his programs are four major network shows, 85 local live talent presentations and some 300 sets of recorded announcements. Fleming, in July 1942, entered the U. S. Marine Corps. He was honorably discharged March 31st of this year with the rank of Staff Sergeant.

Gershwin Memorial Show Planned By Paul Whiteman

(Continued from Page 1)

American composer and commissioned Gershwin to write "Rhapsody in Blue" will feature the number on the program. Guest artists will be Earl Wilde, pianist, Georgia Gibbs and Bob Johnston, vocalists, the Merry Macs and a special chorus.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

KLZ
DENVER
CBS - 560 KC.
FIRST IN DENVER
with FM
(Developmental)
REPRESENTED BY THE KATZ AGENCY

Crosley Corp. Sold To Aviation Corp.

(Continued from Page 1)

contract to buy WINS, N. Y. which has a license for 50,000 watts when it can obtain the transmitter. The acquisition will give AVCO a place of major importance in the post-war production and distribution of household appliances since Crosley also makes refrigerators (electric) as well as receivers and phonograph combinations, etc. Purchase however does not include the Crosley automobile, a small car that came out about the time of the New York Worlds Fair. This is only three per cent of the Crosley assets, or less. Powel Crosley, Jr., plans to form new company to manufacture the cars and all Crosley stockholders will be given an opportunity to acquire pro-rata interest in the new company. Currently, AVCO and its associated companies are among the nation's largest producers of war equipment ranging from battleships and heavy bombers to jeep bodies. Company in the post-war expects to also produce planes for civilian use.

Statement by Crosley

Cincinnati—In a statement issued yesterday confirming the sale of his interest in the Crosley Corporation, Powel Crosley, Jr. said: "My decision to sell was based on personal considerations, one of which was my desire to concentrate on the manufacture of the Crosley automobile. We are planning a new lighter and much improved in design and manufacture over the pre-war model. The new company will be organized to produce and sell the car and Crosley Corporation stockholders will have an opportunity to acquire a pro-rata interest in this new company, if the sale is approved by the Federal Communications Commission. "The Aviation Corporation will assume control of all the Crosley Corporation assets except the car. However, I will remain on the Crosley board of directors and will continue to take an active interest in the affairs and progress of the company. "AVCO executives have made it clear that no change is contemplated either in management policies or in the operating heads of the Crosley manufacturing plants or the radio

COAST-TO-COAST

—UTAH—

SALT LAKE CITY—KSL has arranged to broadcast the entire Summer Music Festival from Brigham Young University at Provo. Thirteen concerts will be aired, first of which took place June 13. . . . Newcomers to KDYL are Ned Lynch, as a writer, and Harry Woodle, announcer. Lynch is a veteran showman who once directed his own stock company. . . . OGDEN—Frank W. Kaull, KLO sales manager, has been elected president of the advertising club.

—WASHINGTON—

SEATTLE—KIRO news editor Ralph Thompson was a passenger the other day in the first Pacific Coast army acceptance flight of a B-29 open to radio and press. . . . Clarence (Lem) Lemming is back announcing at KIT, after receiving his honorable discharge from the Army. Lem is the first of KIT's twelve servicemen to return to the fold. . . . Simon's Furniture Company, longtime KIT advertiser, started a new show this month pointed to outlet's rural audience. It's a Saturday night hour of western music, called, "The Country Dance."

—SOUTH CAROLINA—

FLORENCE—On May 1 Pete Thornell completed his 1130th Super-X Quiz show over WOLS. Thornell, owner of the Super-X service station, went on the air three days after the station began broadcasting and hasn't missed a program. . . . SPARTANBURG—WORD limped along on one turntable for some time until a new "head" came from the factory. When it finally arrived, it seemed, according to staffers, like an unnecessary luxury. . . . Charlie Spears' midnight excerpts from the Rubiyat have proven interesting and mystifying to WORD listeners. The quotations are from the famous translation of the work of the Eastern philosopher by Fitzgerald. They contain many lines familiar to most Americans.

broadcasting division. Joining forces with AVCO and its associated companies will broaden the Crosley peacetime lines and strengthen its national retail outlets. The AVCO group is dynamic and ably managed and is certain to be a major factor in the post-war market for household appliances. Crosley employees and its distributors and dealers will benefit." Crosley announced he was sending

—IOWA—

SHENANDOAH—KMA has underwritten an extensive bond tour in Iowa made up of KMA talent. Beginning with a two-show kickoff in Council Bluffs, the bond brigade played in Bedford, Mapleton, Denison, Corning and Guthrie Center. Group is credited with selling close to a million dollars in bonds. . . . DES MOINES—Jack Knott of WHO has departed from here to assume duties of news editor at WSPA, Spartanburg, South Carolina.

—WISCONSIN—

MILWAUKEE—Jeanne Dixon who conducts the WISN program "Jeanne Dixon Says" has returned to her first love, the stage, for nine weeks of the summer season, to play leading roles with the New York cast of the Port Players. Her broadcast built around the theme that all women are important, will be resumed in the Fall. G. W. Grignon, general manager of WISN, is managing director of the theatrical company.

—TEXAS—

AUSTIN—KTBC has begun a daily 10-minute local news program written and aired by the men who write the news. Paul Bolton, editor, and Stuart Long and Wray Weddell of the newsroom make up the regular members of the cast with other male and female voices brought in from time to time. Program is titled "City Desk." . . . DALAS—Robert Holton, former announcer of WFAA and KGKO, has been signed to play in Hunt Stromberg's "Young Widow."

—CANADA—

TORONTO—Beginning Monday, August 6, EDT over CBC Trans-Canada network, Charlotte Robinson will give a series of four talks about pioneer women of the Maritimes. She will tell stories of Elizabeth McColl, Charlotte Haines, Harriet Hunt and Martha Owen, whose careers have made Canadian history. . . . EDMONTON—Eleven programs a week over CJCA feature 'teen age participation.

a letter to stockholders of the Crosley Corporation, advising them of the sale and of the same offer to purchase their stock which he has accepted and which will be extended to them by AVCO if the sale is approved by FCC. AVCO acquired approximately 64 per cent of Crosley Corp. 545,800 shares at \$39 a share. Similar offer has been made to minority stockholders.

FMBI Board Meets; Plan August Meeting

(Continued from Page 1)

organization at the FCC allocations hearing in Washington on Friday and ratified their recent resolution on allocations matters. This resolution, similar to the one adopted by TBA, urged the FCC to adopt at once the first of three alternative proposals which calls for commercial FM operation on from 50 to 68 megacycles with educational FM between 44 and 50 megacycles.

Milwaukee Meet in August

Attending yesterday's board meeting were Theodore Streibert of WOR; Walter J. Damm of WTMJ, Milwaukee; Cecil D. Maston of Binghamton; Dr. Roy H. Matson of Stromberg-Carlson, Rochester; George W. Lang of WGN, Chicago; Lee B. Wailes of Westinghouse, Philadelphia. Also present were W. R. David of General Electric; Dr. Edwin R. Armstrong. C. M. Jansky, and Miles Loucks, executive secretary of FMBI.

Invitations will be extended to Paul Porter, chairman of the FCC and Commissioners Jett and Adair to attend the Milwaukee meeting in August.

White Is Disappointed In FCC Nomination

Washington Bureau, RADIO DAILY

Washington — Senate Minority Leader Wallace H. White made it plain this week that he was disappointed that President Truman had failed to reappoint Norman S. Case to the FCC. "I told the President I thought Case should be reappointed," White said. "I urged it, but I guess I didn't have enough influence." Although disappointed by the failure to rename Case, White said he has nothing against William R. Wills, former Vermont governor who was nominated for the post yesterday. He does not look for any difficulty in winning confirmation for Wills.

Every 24 Hours
51
SPONSORED
NEWSCASTS
UP-AP-INS
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

WIPR means
five days a week of sparkling Women's Interests on the 2:30 JOYCE O'NEILL programs Participation available
PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

KNOW YOUR ABC'S about **KOA**

EXCLUSIVE!

KOA is the ONLY Denver station with an exclusive tie-up with The Denver Post, a newspaper as dominant in its field as KOA is among the nation's radio stations.

No wonder KOA's FIRST!

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES



TIME!

TIME TO TALK to a city's teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets... such time is the full-time concern of Weed & Company—specialists in good times on good stations.

That "time will sell" and that Weed & Company *sells* it is recognized by all stations carrying the familiar letterhead line: "Nationally Represented by Weed & Company." It means more business for all concerned.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 58

NEW YORK, N. Y., THURSDAY, JUNE 21, 1945

TEN CENTS

Supports FCC Proposal

FCC Upholds NBC In Chain Regulations

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday released a letter it had sent NBC notifying the net that it is not violating the chain broadcasting regulations when it includes in its contract a provision the affiliate must give 35 days advance notice in the event it decides to discontinue a network commercial program which it has carried on an initial commitment for non-option time.

NBC had requested the Commission to review this provision last month, and yesterday's letter constituted this Commission approval:

"(2) From time to time you may desire to sell to us and we may desire
(Continued on Page 8)

New Short Wave Stations Completed on West Coast

Santa Rosa, Cal.—The Federal Telephone and Radio Corporation has just announced that two new 200 kilowatt WI radio stations are scheduled to begin opening soon at Dixon and Delano, Calif. They are more powerful and far reaching than any ever used by the enemy. The two sta-

(Continued on Page 2)

ATSE Officials Meet With Tele Executives

Preliminary conferences have been held between the International Alliance of Theatrical Stage Employees and station WABD officials, representing Du Mont Laboratories, owners of the television outlet. Joseph D. Bas-

(Continued on Page 2)

Cricket

Just to prove their impartiality in the coming British elections, BBC's New York offices removed the photo enlargement of Winston Churchill from the walls of their reception offices yesterday. BBC, 'tis said, is not in politics and Winnie's picture will remain in the custody of Christopher Cross until after the elections.

Philco Asks 3 CPs For Experimental Tele

Philco Radio yesterday applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked. Philco wants these stations in order to work on new relay equipment, and asked these licenses in order that it not be left without channels in the event television broadcasters move into those channels Philco is now using for relay experiments.

Ross Federal To Inaugurate Tele Film Exchange Service

Plans for inaugurating a film exchange service for television stations in 31 key center cities was announced by Harry A. Ross, president of Ross Federal Service, Inc., in connection with company's research, checking and survey service.

Each branch of the Ross organiza-
(Continued on Page 8)

Frazier, NAB Chief Engineer, Approves Proposal To Lower Standard Band To 540, Or To 530, Kilocycles

Frisco Conference Closing Coverage

San Francisco—All the networks and independent stations are planning on full coverage of President Harry Truman's visit to San Francisco and the United Nations conference. According to present plans the President will arrive here Friday and on Saturday will address the closing plenary session of the conference in the Opera House. All stations are planning on
(Continued on Page 3)

American Web Announces Bach-Mozart Music Festival

Plans to broadcast the Bach-Mozart Festival at Tanglewood, Mass., under the direction of Dr. Serge Koussevitzky, on three Saturday evenings, July 28, August 4 and August 11, were announced yesterday by the American Broadcasting Company. Programs will be heard from 8:30 to 9:30 p.m.

St. Louis Opera Series Set For CBS Airings

St. Louis—The St. Louis Municipal Opera is to be featured in a weekly broadcast over the Columbia Broadcasting System commencing on Saturday, June 23. It will originate via KMOX, local outlet for the system.

Washington Bureau, RADIO DAILY

Washington—Support for the FCC's proposal to lower the standard broadcast band to 540 kc, and a suggestion that the band be dropped to 530 kc, were voiced yesterday by NAB engineering Chief Howard S. Frazier, chairman of RTPB Panel 4, on Standard Broadcasting. Speaking at the oral argument before the Commission yesterday concerning its proposals for allocation of the frequencies below 25 megacycles, Frazier asked also
(Continued on Page 7)

NAB Mulls 'Oscars' And Public Relations

Considerable discussion of the possibility of awarding "Oscars" for top-flight radio performances, music and direction was held during New York meeting of the NAB public relations executive committee this week. The idea was suggested some time ago by Lee and Losh, the originators of the films Oscars.

In addition, there was a report on
(Continued on Page 8)

Webs Will Carry Arrival Of Gen. 'Ike' In Abilene

Major webs will broadcast the arrival of General of the Army Dwight D. Eisenhower in his hometown of Abilene, Kansas, on Friday from 1:15 to 1:45 p.m., EWT.

Reciprocal Promotion Plan Practiced By Rival Stations

Baltimore—An innovation in reciprocal promotion was practiced here in connection with WCBM changing from the American network to Mutual and WFBR changing from Mutual to the American network.

The plan started with WCBM tagging the Tom Breneman program for fan mail for WFBR—two weeks be-

fore the change in networks. In reciprocity, WFBR gave WCBM the closing cut-in on the Fulton Lewis, Jr., co-op to plug the change of Mutual to WCBM.

A week before the date the networks changed, all WCBM programs that were switching from WFBR was
(Continued on Page 2)

WLAW's audience is greater than the population of the 4th largest U. S. city. Advt.

WLAW produces sales for you from New England's 3rd largest concentrated audience. Advt.

SERVING THE 7th!

Columbus, Ohio—WBNS joined the 7th War Loan campaign with a traveling "Country Store." For six weeks the talent and staff of the station toured the greater Columbus area on a giant float. Grab bags, electric irons, nylon hose and other rationed and hard-to-get material was auctioned off to the highest bidder for War Bonds.

SERVING THE 7th!

Holyoke, Mass.—WHYN has set up a bond booth on the lawn in front of the Holyoke City Hall, where it is broadcasting special events during the course of the campaign. A brass band is featured, speakers are presented and veterans returned from the war tell of their experiences as a means of emphasizing necessity for bond-buying.



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

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FINANCIAL

(Wednesday, June 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Simon Convalescing

Arthur Simon, formerly manager of WPEN, Philadelphia, is convalescing at the Le Roy Sanitarium at 40 E. 61st Street, New York, from a sinus operation.

20 YEARS AGO TODAY

(June 21, 1925)

Little does the radio audience realize the great amount of engineering technique and study that goes into bringing them the chimes of Grace Church, New York, broadcast every Sunday morning by WJZ at 10:40 by remote control. Every possible contingency is considered and checked before the chimes are sent out to the listening audience.

KGW One of the GREAT STATIONS of the NATION NBC AFFILIATE PORTLAND, ORE. Represented by Edward Patry & Co.

Stations, Swapping Webs, Set Reciprocal Promotion

(Continued from Page 1)

followed by a tag to that effect. And WFBR tagged every Mutual program that was changing to WCBM.

Commenting on the effect of the reciprocal promotion of the two rival stations, Theodore A. Newhoff, Baltimore advertising agency executive said:

"Listeners reaction was good. The reciprocal Tag Plan was not only easy listening—it brought enthusiastic public interest to radio generally, and to WCBM-WFBR especially. I believe this point to be of unusual importance.

"Telephones Ringing"

"Telephones have been ringing. All Baltimore is talking. Listeners are calling the stations to tell how they appreciate this fine spirit of co-operation between highly competitive broadcasters. It's another notch in radio's public service belt. People appreciate our telling them the truth—our letting them in on the future of 'their' programs. Reciprocal Promotion has been a tremendous stimulus to public interest in all broadcasting. Business men have called to admire the high level of an industry where rivals co-operate with such good will.

"No rivalry has been sacrificed, of course. Both WCBM and WFBR are hitting hard for a lion's share of the lucrative Baltimore market. Every type of promotion is being played by each station. While General Managers and Program Directors of the two rivals meet regularly to co-operate on Reciprocal Promotion, both WFBR and WCBM are spending an all time high to establish maximum audience. Reciprocal Promotion, in this sense, simply means an increase in the potential audience of both broadcasters."

New Short Wave Stations Completed on West Coast

(Continued from Page 1)

tions have been operating on 50 kilowatts for several months while the more powerful units have been under construction. These two stations will each actually house three high frequency transmitters. There are two 50 kilowatt units which can be programmed together so that they operate as two voices carrying the same program and the 200 kilowatt transmitter which carries still another program having greater power. According to the OWI it will be possible to send out the same program simultaneously on all three transmitters of each station at their different frequencies to forestall jamming by the enemy. This will enable the broadcast warfare against the Japanese to be heard, by means of directional antennae, far into the enemy held territories from Manchukuo to the extreme South Pacific, as well as all of South America.

Grauer Off For Abilene

Ben Grauer, NBC announcer, leaves today for Abilene, Kans., to cover the salute given by that city to its native son, General Eisenhower.

IATSE Officials Meet With Tele Executives

(Continued from Page 1)

son, represented the IA and for WABD were Mortimer W. Loewi, executive assistant to the president (Du Mont) and in charge of labor relations for the company; Sam Cuff, general manager of the station and Bob Jamieson, assistant manager.

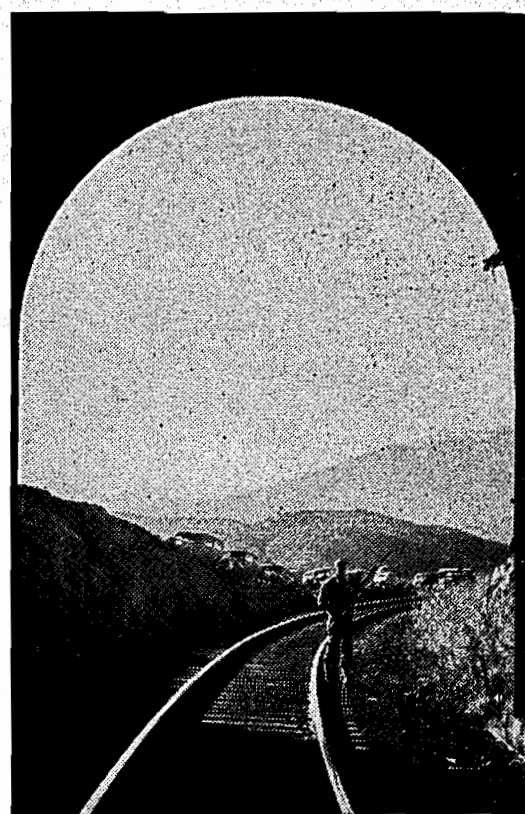
First such move wherein tele technicians of a station have organized and received a charter from the AFL union, the IATSE, culminated in "friendly" conversation as an opener with every indication that a contract satisfactory to both sides will eventuate. Both sides it is understood, have "laid the cards on the table" and the preliminary talks more or less were exploratory. Du Mont officials feel that the IA is approaching the situation in a very intelligent manner and the IA feels the same way about Du Mont.

Job-Evaluation Difficult

The union takes the position that it does not know yet just how much certain jobs will be worth; whether live talent or films will predominate and if different technicians will be used accordingly. Also that it understands the experimental status of most of television, that no money is being made at present and a thorough study with the help of both sides is in order. Actual departments involved will change, all according to how tele graduates from its present status.

Returns From Service

Syracuse—E. M. Leonard, former salesman at WFBL, who has been in the Sixth Ferry Command stationed at Long Beach, Calif., for the past three years, has received an honorable discharge from the Army.



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.

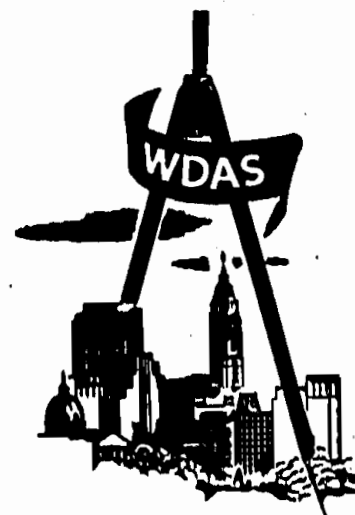
It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big 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.

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

Full Report Of Truman Visit Planned By 'Frisco Stations

(Continued from Page 1)

catching the arrival of the President starting with Argentina and ending at Hamilton Field when his plane arrives from the Northwest. From there he will motor to the Fairmont Hotel where the United States delegation has its headquarters. Saturday there will be a parade through San Francisco streets to the Opera House where the President will enter from the plaza entrance, while he will deliver his address on the New World Charter. His activities for the two days will be followed and broadcast by commentators of all networks and local independent stations.

Most comprehensive coverage so far announced seems to be that of the independent stations under the direction of James Morgan, UNCIO's independent stations manager and William Ray, program manager for KFVB of Hollywood which is hooked up with KYA on the independent chain. Starting with the arrival of the President's plane at Hamilton Field they will follow him as he visits the Hamilton Field Evacuee hospital where he will talk with wounded service men who only three days before were on Okinawa. The next morning the parade will be reviewed by independent commentators from vantage spots along the street and on to the plaza at the Opera House. Then from a box in the Opera House will come the grand finale conference session. In addition to this there will be the historic ceremony of the signing of the United Nations charter which is scheduled to start Friday afternoon and finish sometime Saturday morning in the Little Theater in the Veterans Building, the conference headquarters.

Delegates from the 50 nations will all sign and there are from two to 14 members on each. It is estimated that it will take eight hours for the signing to be completed. Delegations will be called in alphabetical order

The independent stations' plans call for describing the signing of each group, followed by a two-minute talk by the head of each delegation in his native tongue. The independents appear to have an exclusive on this as the nets will only broadcast a few of them and make recordings of the balance.

All these plans for Friday and Saturday are dependent upon the conference committees completing their work according to present schedules. If there should be prolonged debates or arguments in any of the dozen committees it may delay the closing of the conference until next week in which case the final session will not be held until Tuesday.

Some committees still have work to do and are rushing to meet this week's deadline and the State Department representatives are hopeful that Saturday will see the end of the conference. When it is done the records will show that the broadcasting industry has completed one of the greatest informative and educational services to the peoples of the world ever accomplished.

Named To Rotary Board

Miami—James M. LeGate, general manager of WIOD, was elected to the board of directors of the Miami Rotary Club at the annual meeting.

Opportunity for an Advertising Executive with a Radio Account

A medium-size successful New York agency, handling national accounts and staffed by a highly trained and talented personnel, wishes to establish a radio department by bringing into the organization an experienced radio executive with a good radio account.

Such an executive will immediately improve his present position and earnings, and have a wide-open opportunity to expand with the agency. His remuneration will be based not alone on his ability but on the growth of his department as well.

For very confidential interview, telephone ASland 4-4600 and ask for Mr. Joseph Hayden.



...well, almost-
so you'd better hurry
if you want to sponsor
Fulton Lewis, jr.
in your own home town

America's top cooperative program — heard by more people on more stations with more sponsors than any other radio reporter. No wonder, only a few choice availabilities remain. So act at once. Phone, wire or write WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

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

WKY Covers
The Biggest Part
of Oklahoma's
DRUG SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative



Bruno Walter, voted the outstanding opera conductor in Musical America's recent radio poll.

500 experts ... and it

ONE OF THE things we'd like to do at the American Broadcasting Company is give our listening audience *the best that there is* in every field of radio entertainment. This is a great policy if—and only if—we successfully put it into practice.

That's why the result of Musical America's recent radio poll was music to our ears. Over 500 of the leading music editors and critics from coast to coast and Canada picked five of our musical programs and people as outstanding in their fields. They said:

BRUNO WALTER, conductor of the Metropolitan Opera Association, was the best of all opera conductors. **THE BOSTON SYMPHONY**, under the direction of Dr. Serge Koussevitsky, was tied for first place as the finest symphony orchestra.

"DIE MEISTERSINGER," presented by the Metropolitan Opera, was the best performance of opera.

MILTON CROSS was the outstanding announcer-commentator.

METROPOLITAN OPERA, U.S.A., presented by the Metropolitan Opera Guild, was the best program of operatic character.

We have always been deeply conscious of the importance of music in the lives of all people as a means of entertainment and relaxation. That is why we have been trying to do a *complete* job in bringing our listeners the best in music: everything from the rich classical to jive—everything from "Die Meistersinger" to our *Saturday Senior Swing*.

We are proud that it was an "American" Network program that gave a host of talented singers the opportunity to compete for the highest goal in grand opera: the Metropolitan. A large number of the most brilliant stars in the "Met" today were "discovered" on *Metropolitan Opera Presents* (formerly *Metropolitan Auditions of the Air*).

We also know that there are radio listeners who, while not regular opera followers, do enjoy many

of the beautiful arias as sung by opera stars. So in addition to the broadcasts direct from the Metropolitan stage on Saturday afternoons, we have been giving our listeners the chance to hear their favorite singers on a special weekly evening program—*Metropolitan Opera, U. S. A.*

Saludos Amigos is a program presented in cooperation with the Coordinator of Inter-American Affairs and features outstanding guest conductors of both continents. It regularly gives "American" listeners a better appreciation of Latin-American music and a better understanding of Latin-American way of life.

One of the four greatest conductors—Sir Thomas Beecham—was represented to our listeners through our new *Saturday Symphony*, a series that makes it possible for many to enjoy the outstanding—but lesser known—works in the field of

Finale of "Die Meistersinger," chosen by music critics as the finest Metropolitan Opera broadcast this season.

...speak
...as music to our ears.

symphonic literature. In this series we are also presenting such prominent guest conductors as Nicolai Berezowsky, Max Gobberman and Anatol Dorati. This summer we are taking our listeners to Tanglewood, in the Berkshires, for one of the top events of the musical season: *The Bach-Mozart Festival* under the direction of the noted conductor, Dr. Serge Koussevitsky. And to round out the classical musical fare that we give our listeners, we bring them still another type of musical entertainment: *The Coffee Concert*, featuring Sylvia Marlowe, one of America's finest harpsichordists, in a program of 17th and 18th Century music.

Our obligation to give the public the best in music is not limited to the classics. In the semi-classical field, we are currently broadcasting the famed *Boston "Pops"* every Saturday night. We've also given our listeners Gilbert & Sullivan operettas. And when it comes to popular music, we have on our staff the man who has done more for this type of music than anyone

else—Paul Whiteman. Also Nathan Van Cleave, nationally famous for his distinctive arrangements of popular music.

Here again—in popular music—we have brought our listeners a variety of top personalities and programs. *Guy Lombardo, Duke Ellington, Sammy Kaye, Kay Armen, The Andrews Sisters, Saturday Senior Swing, Philco Summer Series, Andy Russell and The Ford Early American Music*—these are only some of popular music programs on the "American" Network.

* * *

Yes, we do think that we are doing a pretty good job in the field of music. And we were extremely pleased to have Musical America, in telling us about the awards say: "The American Broadcasting Company has won five first places in the various groups of our second annual radio poll from over 500 radio and music editors from coast to coast and Canada. Incidentally, you top all other networks in the number of first places won."

American Broadcasting Company





The American Poultry Journal has given the green light to 48 custom-built programs featuring Smilin' Ed McConnell. NBC Produced and Recorded, these 5-minute shows will be put on wax in Chicago for distribution across the nation. . . . Account placed through E. H. Brown.

Stressing the universally interesting subject of food, The Forum Cafeteria, of midwest fame, has released a new series of NBC Recorded spot announcements. Agency: Potts, Calkins and Holden.

Food gives wings to another thought. *Come and Get It*, NBC Syndicated audience participation program, is all about food. Food of all nations . . . for all tastes is brought to the stage every time Bob Russell (MC of Miss America Beauty Pageant) reads the bill of fare. Alma Kitchell and Gaynor Maddox . . . both noted food authorities . . . help a nationwide studio audience answer interesting questions on food. Cash prizes and laughs add further spice to this entertaining 15-minute program. Incidentally, *Come and Get It* is still available in many markets throughout the nation.

Slim Bryant and His Wildcats are uttering purrs of satisfaction over the grand reception they have received among 250 THESAURUS subscriber stations. *Bryant* and his unique style of hillbilly music have already become nationwide favorites.

This week (Monday) Slim and his gang started to sell *Wildroot Hair Tonic* over station WGL, Fort Wayne, Indiana. The initial broadcast was preceded by a promotion barrage of spot announcements and newspaper ads.

Slim Bryant is one of the "top twelve" in THESAURUS . . . and another reason why it is known from coast to coast as *America's No. 1 Musical Program Service*.



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!

● ● ● Local American broadcasting execs are still talking about the bangup promotion and exploitation job by KRNT on the four American shows—Breakfast Club, Meet Your Navy, Quiz Kids and America's Town Meeting—which have broadcast from Des Moines within the past five days in celebration of KRNT's affiliation with American. Lion's share of the credit for making

Des Moines American network conscious is being heaped on Phil Hoffman, KRNT's vice prexy and general manager, Orville Lawson, promotion manager, and Mary Little, who doubles in brass as radio ed of the Register and Tribune and publicity director of KRNT. . . . The Dinning Sisters—Ginger, Lou and Jean—are 1945's most promising vocal trio, according to Orchestra World. By way of making it official, Jess Carlin, managing ed of O. W., presented the gals with a silver record telling of the award on last week's airing of "Swing's the Thing" via WGN-Mutual. . . . The velvety-voiced Vagabonds make a flying trip to N'Yawk for a guest on the Chesterfield Supper Club Tuesday. . . . Gene Autry, the singing cowboy, reported signed by P. K. Wrigley for a fall air show.

★ ★ ★

● ● ● Saxie "Three Little Fishies" Dowell who once played a mean sax for the late Hal Kemp and who as a Musician 1/C led a makeshift band to bolster morale during some of the darkest hours aboard the crippled aircraft carrier USS Franklin, has been sent to Washington by the Navy—to attend music school! . . . Harry Cool, who is taking over Carl Ravazza's band, opens a 20-week engagement at the Blackhawk July 11. . . . Sid Strotz, NBC West Coast vice prexy, and Mrs. S. in town for a couple of days to probate the will of her father, Thomas Howell, the late grain broker. . . . Comd. Bob Elson, former sports announcer, transferred from Great Lakes to New York where he'll supervise the Navy's entertainment program. . . . The Quiz Kids celebrate their fifth birthday on the air July 1.

★ ★ ★

● ● ● Success Story: Johnny "So The Story Goes" Neblett, who celebrated his 32nd birthday Monday, arrived in Chicago from St. Louis three years ago with a radio idea but with no cash and no job. He tried peddling his idea to stations and agencies but no one was interested. Finally, after a lean two months, he got his break and his "So The Story Goes" idea clicked via WBBM. Now, in addition to his WBBM series he has an hour show on WGN, plus shows on WMAQ and WCFL, not to mention the transcriptions of his "So The Story Goes," which are aired over 100 stations here and abroad.

★ ★ ★

● ● ● "Warner Bros. may sue us because of the similarity between the name of our new picture, 'A Night in Casablanca' and their film 'Casablanca,'" said Chico Marx of the Marx Bros., when he was in town the other day, "but if they do we'll sue them for using 'Brothers' in their name" . . . Everett R. Holles, WBBM news editor, planed to Camp Kilmer, N. J. last week at the invitation of the Army to interview Illinois troops returning from European battlefields. Interviews describing the GI's first reactions on their arrival and a step-by-step picture of Army processing were recorded by WBBM engineer Jerry Cerny for airing this week over WBBM. Later Holles and Cerny boarded a troop train for the ride to Fort Sheridan with Chicagoland GI's. Recordings were made of interviews and experiences aboard train.

★ ★ ★

—Remember Pearl Harbor—

SAN FRANCISCO

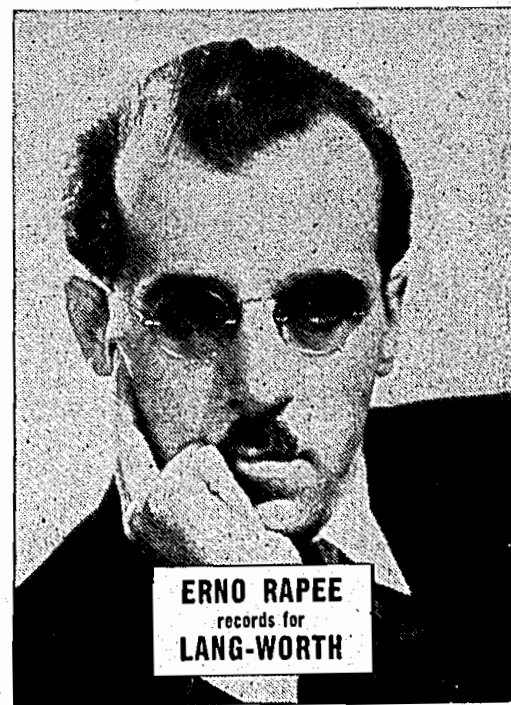
TOMMY DORSEY is one busy guy these Sundays. Between 1:30 and 2:00 p.m., PWT, he announces the RCA show on KPO, and then at 5:30 he joins his band to put on the new "Tommy Dorsey & Co." show.

Hal Burdick has concocted two new fictitious characters which he impersonates on his "Night Editor" show (NBC). This time they are a pair of arguin' and ever fightin' Irishmen—Army engineer Paddy Gahagan and Mike Harney—getting mixed up in the far Pacific battle areas. The ten-year old NBC program is broadcast from San Francisco's KPO twice a week—Friday for the Pacific Coast network, and Wednesday for the Mountain and Arizona nets—with Hal Burdick as Editor, Wally Elliott as Bobby, and Bill Baldwin as announcer. Hal does most of the character impersonations himself.

Ralph Edwards's "Truth of Consequences" radio show will be broadcast from the San Francisco Civic Auditorium twice on Saturday, June 23rd; at 5:30 for the Eastern network and at 8:00 p.m. for KPO and the Pacific coast network. Admission to the show will be by purchase of war bonds only, and it is expected that several million dollars in series "E" bonds will be purchased for admissions to the two shows.

Accompanying the troupe will be stage manager Al Paschal whose job it is to supply anything from elephants to electrons.

Garfield and Guild, San Francisco advertising agency, and the American Broadcasting Company are starting a promotion contest for the California American stations carrying "Hawthorne House." Horace Guitard Jr., of Guitard Chocolate Company and Walter Guild, explained the contest in a letter to station managers. Along with the letter each station received cartons of Guitard Flavor-Rich Ground Chocolate. The contest runs until July 21st, and war bonds and merchandise will be given as prizes to the stations putting on the best promotions.



ERNO RAPEE
records for
LANG-WORTH

Program Parade . . .

Okays Lowering Of AM Band To 540, Or To 530, Kilocycles

(Continued from Page 1)

for definite allocation of frequencies between 1,600 and 3,000 kilocycles for relay. These are used in the west and far west for remotes.

Frazier said it is important that adequate provision be made for this service pointing out that the Commission's proposed allocation states that "number and width of channels will be left for future determination." Under questioning by FCC Chief Engineer George P. Adair, Frazier said he could not be certain whether a permanent assignment of these frequencies was necessary or whether, as suggested by Adair, special service authorizations might not be sufficient. He suggested, however, that the Commission poll broadcasters to determine whether a permanent allocation of frequencies is necessary.

Post-war Receivers Factor

In the post-war period, Frazier said, listeners will purchase a great many AM-FM combinations, as well as many receivers solely for AM broadcast. The panel believes these sets can be designed to receive signals as low as 530 kilocycles without difficulty.

In connection with the downward extension of the band, Frazier quoted extensively from the testimony given the FCC nine years ago by Dr. Charles B. Aiken, a technical consultant appearing for NAB.

"It might be admitted that the present American broadcast band is over crowded, and yet the clamor for new frequency assignments steadily increases. The public has enthusiastically supported the majority of the stations in existence, and would certainly support more. There are many rural parts of the country that need additional service, especially during the day, when signals from a distance cannot be heard. Such regions can be served only by more stations or more power, or both.

"Another fault to be found with the present system of allocation arises from the fact that broadcasting has been forced to use certain frequencies not well suited to its needs.

Rural Coverage Stressed

"Rural coverage—obviously, rural areas should receive as good service as it is possible to give them. Not

only the United States, but Canada and Mexico as well, contain large regions which can best be served by relatively long distance broadcasting. It would appear therefore, that our needs for long range transmission are better established than are those of any European nation except Russia. Although faced with the difficult problems raised by the clash of national interests, these nations have succeeded in allocating their broadcast services where they can be most effective, while the North American nations have completely failed in efforts to secure such allocations.

"A more satisfactory broadcast structure can be obtained only by the assignment of new groups of frequencies. One group below 550 kc would do much to improve rural coverage in the United States and Canada, but would be of less use to Mexico because of the high noise levels and low latitudes.

"It is well known that, for a given radiated power, the radius of ground wave coverage decreases rapidly as the frequency is increased, and that the zone of serious fading also draws in toward the transmitter . . . there is a tremendous change in ground-wave coverage with frequency, and it is therefore not surprising that there should be general agreement that the higher frequencies (of the standard broadcast band) are not well suited to broadcasting. . . . The high frequencies can be used for local coverage only, and the problem of delivering a satisfactory service to large suburban regions and to rural areas can be solved only by the efficient use of longer waves.

European Progress Noted

"The United States, Canada, and Mexico, are large countries having well developed needs for rural coverage. The longest waves are perhaps less interesting to Mexico, because of the high noise levels which commonly exist on the low frequencies in southern latitudes but Canada and the northern part of the United States present coverage problems which can best be solved by the use of low-frequency broadcasting. The European countries have long recognized the advantages of such ser-

AGENCIES

CEREMONIES welcoming General of the Army Dwight D. Eisenhower in Washington Monday, and in New York Tuesday, were televised over NBC's video station WNBT Monday and Tuesday by the ESSO Reporter under the sponsorship of ESSO Marketers. According to R. M. Gray, manager of the advertising and sales promotion department, Standard Oil Company of New Jersey, "This return to television after a five-year absence presages a resumption of ESSO advertising over that medium in the foreseeable future. While we expect to continue to use newspapers, outdoor and broadcasting by the ESSO Reporter, as well as other sales aids as in the past, we also look forward to utilizing television once again."

MADISON ADVERTISING COMPANY, INC., is the new name of the organization formerly known as Glicksman Advertising Agency. H. Sumner Sternberg has joined the firm as vice-president and merchandising consultant.

ices, even though no one nation except Russia has anything like such distances to cover as are regularly met with in North America. In spite of conflicting national interest and in spite of the great value which is accorded to the military services by all European countries, their administrations have realized the tremendous importance of broadcasting and the technical value of longwaves for rendering efficient service. As a result, a continent which has less need for it, has evolved a fairly satisfactory structure employing frequencies from 153 to 546 kc, while the continent which, from the standpoint of national boundaries, geographical, distances, and economic capabilities, has the most obvious need for low-frequency broadcasting stations has succeeded in acquiring none below 540 kc. That this is an unfortunate state of affairs can hardly be denied."

LAN YOUNG SHOW—AMERICAN. Tues. 30-9 p.m., EWT. Bristol-Myers Co. This young comedian from Canada has had his ups and downs as to acceptance of his program. He reveals however that with good material he is a fairly good comic and should be encouraged and built up rather than carelessly handled. Nothing is more scarce in radio than up-and-coming comedians, therefore he is entitled to the best possible authors, looking toward the future.

GENERAL DWIGHT D. EISENHOWER—WOR-MBS. 10:15 p.m., Tuesday. Displaying the best radio personality since the late Franklin Delano Roosevelt, General Eisenhower speaking before a banquet at the Waldorf-Astoria Hotel in New York, demonstrated a voice that is vibrant, forceful and with personal charm. He spoke with sincerity and as one schooled in radio technique.

AVE ELMAN AUCTION SHOW—WOR. Tuesday, 8:30 p.m., sustaining. Clever artist in bringing auction to the air of treasures, curios, and keepsakes but now leaves listeners wanting for closing sales to studio bidders. Items are auctioned to studio audience and final bids recorded pending action of the potential participation by air audience with higher bids. Victor Jory, Harry Hershfield, J.J. Fox and Neil Francis were Elman's hosts Tuesday night.

LY LOMBARDO SHOW—WJZ-ABC. Tuesday, 9 p.m., sponsor, Chelsea cigarettes. All one of the most consistently good musical shows on the air. Lombardo's revival of old tunes and presentation of singing hits add up to excellent musical showmanship.

Savo In Straight Role

Jimmy Savo, will do his first straight dramatic role when he appears tonight on the Chesterfield Supper Club, over NBC, at 7-7:15 p.m., WT. The comedian, who has been taking elocution lessons, will do nothing in course of the program.

Send Birthday Greetings To—

June 21

Ruth Allen Jack Arthur
Gene Austin Gail Laughton

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.

WIP means the whole gamut of pertinent Women's Interests run by JOYCE O'NEILL . . . daily at 2:30 . . . Participation available.

PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

CHOICE
IN
CHATTANOOGA
IS

WDDO
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

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

FCC Upholds NBC In Chain Regulations

(Continued from Page 1)

to purchase from you specific periods of time, during hours other than those designated as network optional time, for the broadcasting of a particular series of network commercial programs for a designated advertiser. In the event such sale is consummated it is understood and agreed that, subject to our 28-day right of cancellation provided for in paragraph (5) of Section III, you shall broadcast such series of programs for the duration of our commitment, to deliver your series of programs for the duration of our commitment, to deliver your station to such advertiser but in no instance shall you be so obligated for more than 52 weeks. We shall advise you of the expiration date of our initial commitment and of each renewal commitment subsequently made for your station to such advertiser and you shall notify us at least 35 days prior to each such date in the event you do not desire to broadcast a continuation of said series or programs. In the event you fail to so notify us we shall consider your station to be available for the immediately following renewal term of not more than 52 weeks should such advertiser elect to continue said series of programs over your station. Except as expressly provided to the contrary in this paragraph, your use and the broadcasting of such programs shall be subject to all the terms and conditions of this contract."

Ross Federal To Inaugurate Tele Film Exchange Service

(Continued from Page 1)

tion will be stocked with a complete library of films and package programs which will be made available to television stations on a low rental basis. Most of the films will be in 16 mm. and along with the distributing service, Ross Federal will start a film production advisory service for national advertisers and television station production managers.

Government films that have entertainment value to the home will be available at all branches, the Ross announcement revealed, also a new audience checking method.

COAST-TO-COAST

— COLORADO —

DENVER—Rainbo Bread Company of Denver is sponsoring "The Cowboy Hit Parade" over KLZ twice weekly. Programs are transcribed in Dallas especially for KLZ and feature Hal Horton as emcee. . . . Dean Hudson and orchestra are filling an engagement at Lakeside Park and being carried nightly over KLZ.

— VIRGINIA —

NORFOLK—Major Edward D. Andrus, formerly dramatic director and announcer at WTAR, is now at Tinker Field, Oklahoma, as chief of the signal branch. . . .

RICHMOND—WRVA is sending Jack Stone, continuity editor, to the Pacific theater of operations to interview men from Virginia. Stone, as an accredited radio war correspondent, will be provided with army facilities and transportation for his broadcasts and plans to carry his broadcasts on a daily schedule for the next few months are being made.

— NORTH DAKOTA —

FARGO—As a feature of WDAY's war bond day, June 23, Fargo and Moorhead citizens will take over all newscasting beginning with the first at 6:15 a.m. and ending with the 11 p.m. news and sportcast. Newscasts will contain special war bond messages. . . . The WDAY war bond caravan, consisting of 15 radio entertainers, goes on tour June 25 and will visit one Minnesota town, Ada, and four in its own state.

— KANSAS —

SALINA—KSAL has gotten out a new coverage map which gives complete coverage as well as the primary .5 millivolt area and the secondary based on mail pull from counties within the second line. . . . Paxton-Gallagher Company have signed a year's contract with KSAL for a 9 a.m. newscast Monday through Saturday and 10 p.m. on Sunday. . . . Phillips Petroleum is sponsoring daily 15-minute newscasts Monday through Saturday at 10 p.m. on a 52-week contract with KSAL.

— IOWA —

CEDAR RAPIDS—The Czech Melody Hour, a half-hour Sunday participation show on WMT was an important factor in raising \$30,000 from the surrounding territory. Ted Hlubucek besides being emcee of the program is a member of the board of directors for American Relief for Czechoslovakia. Announced in English, program features native classics and folk tunes.

— INDIANA —

FORT WAYNE—Particular interest was given to WOWO's Infantry Day broadcast when Major General Paul W. Baade, commander of the 35th infantry of the 3rd Army returned here June 15 and was interviewed by Hilliard Gates, public service director. . . . **VINCENNES**—Gene Allison and Eddie Raasch, both new to radio, have joined the WAOV announcing staff. They replace G.I.'s from nearby George Field who have been filling in part time. . . . **KOKOMO**—WKMO is one of two stations in the state which have been given permission to air the Indiana-Kentucky game on June 22.

— DISTRICT OF COLUMBIA —

WASHINGTON—Art Brown is attracting huge crowds to his "man on the street" broadcasts from in front of the Capitol Theater. . . . Herb Dohlen, coming directly from WMAL, has joined the WOL announcing staff. Dohlen was recently discharged from the Marines. . . . In covering the city's reception for General Eisenhower, WWDC general manager Ben Strouse turned loose 25 engineers and announcers to air the proceedings from 11 a.m. until 2:30 p.m., excluding all scheduled programs. WWDC fed to WPEN in Philadelphia and WITH in Baltimore. The reception to the Allied Commander on his return to the Nation's Capital was of record-breaking proportions.

NAB Mulls 'Oscars' And Public Relations

(Continued from Page 1)

the new NAB public relations book which has gone out to all member stations and many national organizations and figures of national prominence. Initial press run was 8,000, and stations have already ordered enough of these books to necessitate another run of 5,000. The committee discusses the possibility of distributing a total of 25 to 30 thousand through the individual stations.

It was also suggested that a special limited publication outlining actual projects, such as bond sales stunt and various other public service undertakings, be published for exclusive use of broadcasters. In addition plans are shaping for publication of another book to be known as "radio in the war." This will include many photos of radio activities on the home and military fronts.

Premiere On WCBW Today

A new television program, "Letter from the Teens" produced by CBS in collaboration with the United Parents Association will debut on WCBW New York, tonight at 8:30. An adolescent problem, submitted by a teenager, will be dramatized on each program. Worthington Miner, CBS manager of television directs.

The news is going around—
Buy KQV in Pittsburgh!



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

EXCLUSIVE!
WIBG
990 ON YOUR DIAL
Philadelphia

Athletics and Phillies HOME GAMES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 58

NEW YORK, N. Y., THURSDAY, JUNE 21, 1945

TEN CENTS

Supports FCC Proposal

FCC Upholds NBC In Chain Regulations

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday released a letter it had sent NBC notifying the net that it is not violating the chain broadcasting regulations when it includes in its contract a provision the affiliate must give 35 days advance notice in the event it decides to discontinue a network commercial program which it has carried on an initial commitment for non-option time.

NBC had requested the Commission to review this provision last month, and yesterday's letter constituted this Commission approval:

"(2) From time to time you may desire to sell to us and we may desire
(Continued on Page 8)

New Short Wave Stations Completed on West Coast

Santa Rosa, Cal.—The Federal Telephone and Radio Corporation has just announced that two new 200 kilowatt OWI radio stations are scheduled to begin opening soon at Dixon and Delano, Calif. They are more powerful and far reaching than any ever used by the enemy. The two sta-

(Continued on Page 2)

IATSE Officials Meet With Tele Executives

Preliminary conferences have been opened between the International Alliance of Theatrical Stage Employees and station WABD officials, representing Du Mont Laboratories, owners of the television outlet. Joseph D. Bas-

(Continued on Page 2)

Cricket

Just to prove their impartiality in the coming British elections, BBC's New York offices removed the photo enlargement of Winston Churchill from the walls of their reception offices yesterday. BBC, 'tis said, is not in politics and Winnie's picture will remain in the custody of Christopher Cross until after the elections.

Philco Asks 3 CPs For Experimental Tele

Philco Radio yesterday applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked. Philco wants these stations in order to work on new relay equipment, and asked these licenses in order that it not be left without channels in the event television broadcasters move into those channels Philco is now using for relay experiments.

Ross Federal To Inaugurate Tele Film Exchange Service

Plans for inaugurating a film exchange service for television stations in 31 key center cities was announced by Harry A. Ross, president of Ross Federal Service, Inc., in connection with company's research, checking and survey service.

Each branch of the Ross organiza-
(Continued on Page 8)

Frazier, NAB Chief Engineer, Approves Proposal To Lower Standard Band To 540, Or To 530, Kilocycles

Washington Bureau, RADIO DAILY

Washington—Support for the FCC's proposal to lower the standard broadcast band to 540 kc, and a suggestion that the band be dropped to 530 kc, were voiced yesterday by NAB engineering Chief Howard S. Frazier, chairman of RTPB Panel 4, on Standard Broadcasting. Speaking at the oral argument before the Commission yesterday concerning its proposals for allocation of the frequencies below 25 megacycles, Frazier asked also

(Continued on Page 7)

Frisco Conference Closing Coverage

San Francisco—All the networks and independent stations are planning on full coverage of President Harry Truman's visit to San Francisco and the United Nations conference. According to present plans the President will arrive here Friday and on Saturday will address the closing plenary session of the conference in the Opera House. All stations are planning on
(Continued on Page 3)

American Web Announces Bach-Mozart Music Festival

Plans to broadcast the Bach-Mozart Festival at Tanglewood, Mass., under the direction of Dr. Serge Koussevitzky, on three Saturday evenings, July 28, August 4 and August 11, were announced yesterday by the American Broadcasting Company. Programs will be heard from 8:30 to 9:30 p.m.

St. Louis Opera Series Set For CBS Airings

St. Louis—The St. Louis Municipal Opera is to be featured in a weekly broadcast over the Columbia Broadcasting System commencing on Saturday, June 23. It will originate via KMOX, local outlet for the system.

NAB Mulls 'Oscars' And Public Relations

Considerable discussion of the possibility of awarding "Oscars" for top-flight radio performances, music and direction was held during New York meeting of the NAB public relations executive committee this week. The idea was suggested some time ago by Lee and Losh, the originators of the films Oscars.

In addition, there was a report on
(Continued on Page 8)

Webs Will Carry Arrival Of Gen. 'Ike' In Abilene

Major webs will broadcast the arrival of General of the Army Dwight D. Eisenhower in his hometown of Abilene, Kansas, on Friday from 1:15 to 1:45 p.m., EWT.

Reciprocal Promotion Plan Practiced By Rival Stations

Baltimore—An innovation in reciprocal promotion was practiced here in connection with WCBM changing from the American network to Mutual and WFBR changing from Mutual to the American network.

The plan started with WCBM tagging the Tom Breneman program for fan mail for WFBR—two weeks be-

fore the change in networks. In reciprocity, WFBR gave WCBM the closing cut-in on the Fulton Lewis, Jr., co-op to plug the change of Mutual to WCBM.

A week before the date the networks changed, all WCBM programs that were switching from WFBR was
(Continued on Page 2)

WLAW's audience is greater than the population of the 4th largest U. S. city. Advt.

WLAW produces sales for you from New England's 3rd largest concentrated audience. Advt.

SERVING THE 7th!

Columbus, Ohio—WBNS joined the 7th War Loan campaign with a traveling "Country Store." For six weeks the talent and staff of the station toured the greater Columbus area on a giant float. Grab bags, electric irons, nylon hose and other rationed and hard-to-get material was auctioned off to the highest bidder for War Bonds.

SERVING THE 7th!

Holyoke, Mass.—WHYN has set up a bond booth on the lawn in front of the Holyoke City Hall, where it is broadcasting special events during the course of the campaign. A brass band is featured, speakers are presented and veterans returned from the war tell of their experiences as a means of emphasizing necessity for bond-buying.



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

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FINANCIAL

(Wednesday, June 20)

| NEW YORK STOCK EXCHANGE | | | | |
|-------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | High | Low | Close | Net Chg. |
| Am. Tel. & Tel. | 174 ³ / ₄ | 172 ⁷ / ₈ | 174 ³ / ₄ | + 2 |
| CBS A | 38 ¹ / ₂ | 38 ¹ / ₄ | 38 ¹ / ₄ | - 1 ¹ / ₄ |
| CBS B | 37 ³ / ₄ | 37 | 37 ³ / ₄ | - 1 ³ / ₄ |
| Crosley Corp. | 39 ¹ / ₄ | 38 | 38 ¹ / ₄ | - 1 ¹ / ₄ |
| Farnsworth T. & R. | 15 ¹ / ₂ | 15 ¹ / ₄ | 15 ¹ / ₂ | + 1 ¹ / ₈ |
| Gen. Electric | 44 | 43 ¹ / ₂ | 43 ⁷ / ₈ | + 1 ¹ / ₈ |
| Philco | 36 ⁷ / ₈ | 36 ¹ / ₂ | 36 ¹ / ₂ | |
| RCA Common | 13 ⁵ / ₈ | 13 ¹ / ₄ | 13 ¹ / ₄ | |
| RCA First Pfd. | 86 ³ / ₄ | 86 ³ / ₄ | 86 ³ / ₄ | |
| Stewart-Warner | 20 ¹ / ₂ | 20 ¹ / ₄ | 20 ¹ / ₄ | - 1 ¹ / ₄ |
| Westinghouse | 34 ³ / ₄ | 34 ¹ / ₂ | 34 ¹ / ₂ | |

| NEW YORK CURB EXCHANGE | | | | |
|------------------------|-------------------------------|---|---|---------------------------------|
| | | | | |
| Nat. Union Radio | 6 ¹ / ₈ | 6 | 6 | - 1 ¹ / ₈ |

| OVER THE COUNTER | | | |
|------------------|--------------------------------|-------|--|
| | Bid | Asked | |
| WCAO (Baltimore) | 27 ¹ / ₂ | | |
| WJR (Detroit) | 50 | 52 | |

Simon Convalescing

Arthur Simon, formerly manager of WPEN, Philadelphia, is convalescing at the Le Roy Sanitarium at 40 E. 61st Street, New York, from a sinus operation.

20 YEARS AGO TODAY

(June 21, 1925)

Little does the radio audience realize the great amount of engineering technique and study that goes into bringing them the chimes of Grace Church, New York, broadcast every Sunday morning by WJZ at 10:40 by remote control. Every possible contingency is considered and checked before the chimes are sent out to the listening audience.

Represented by Edward Petry & Co.

Stations, Swapping Webs, Set Reciprocal Promotion

(Continued from Page 1)
followed by a tag to that effect. And WFBR tagged every Mutual program that was changing to WCBM.

Commenting on the effect of the reciprocal promotion of the two rival stations, Theodore A. Newhoff, Baltimore advertising agency executive said:

"Listeners reaction was good. The reciprocal Tag Plan was not only easy listening—it brought enthusiastic public interest to radio generally, and to WCBM-WFBR especially. I believe this point to be of unusual importance.

"Telephones Ringing"
"Telephones have been ringing. All Baltimore is talking. Listeners are calling the stations to tell how they appreciate this fine spirit of co-operation between highly competitive broadcasters. It's another notch in radio's public service belt. People appreciate our telling them the truth—our letting them in on the future of 'their' programs. Reciprocal Promotion has been a tremendous stimulus to public interest in all broadcasting. Business men have called to admire the high level of an industry where rivals co-operate with such good will.

"No rivalry has been sacrificed, of course. Both WCBM and WFBR are hitting hard for a lion's share of the lucrative Baltimore market. Every type of promotion is being played by each station. While General Managers and Program Directors of the two rivals meet regularly to co-operate on Reciprocal Promotion, both WFBR and WCBM are spending an all time high to establish maximum audience. Reciprocal Promotion, in this sense, simply means an increase in the potential audience of both broadcasters."

New Short Wave Stations Completed on West Coast

(Continued from Page 1)
tions have been operating on 50 kilowatts for several months while the more powerful units have been under construction. These two stations will each actually house three high frequency transmitters. There are two 50 kilowatt units which can be programmed together so that they operate as two voices carrying the same program and the 200 kilowatt transmitter which carries still another program having greater power. According to the OWI it will be possible to send out the same program simultaneously on all three transmitters of each station at their different frequencies to forestall jamming by the enemy. This will enable the broadcast warfare against the Japanese to be heard, by means of directional antennae, far into the enemy held territories from Manchukuo to the extreme South Pacific, as well as all of South America.

Grauer Off For Abilene
Ben Grauer, NBC announcer, leaves today for Abilene, Kans., to cover the salute given by that city to its native son, General Eisenhower.

IATSE Officials Meet With Tele Executives

(Continued from Page 1)
son, represented the IA and for WABD were Mortimer W. Loewi, executive assistant to the president (Du Mont) and in charge of labor relations for the company; Sam Cuff, general manager of the station and Bob Jamieson, assistant manager.

First such move wherein tele technicians of a station have organized and received a charter from the AFL union, the IATSE, culminated in "friendly" conversation as an opener with every indication that a contract satisfactory to both sides will eventuate. Both sides it is understood, have "laid the cards on the table" and the preliminary talks more or less were exploratory. Du Mont officials feel that the IA is approaching the situation in a very intelligent manner and the IA feels the same way about Du Mont.

Job-Evaluation Difficult
The union takes the position that it does not know yet just how much certain jobs will be worth; whether live talent or films will predominate and if different technicians will be used accordingly. Also that it understands the experimental status of most of television, that no money is being made at present and a thorough study with the help of both sides is in order. Actual departments involved will change, all according to how tele graduates from its present status.

Returns From Service

Syracuse—E. M. Leonard, former salesman at WFBL, who has been in the Sixth Ferry Command stationed at Long Beach, Calif., for the past three years, has received an honorable discharge from the Army.



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 a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big 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-REED

Coverage

...in Philadelphia

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

Full Report Of Truman Visit Planned By 'Frisco Stations

(Continued from Page 1)

catching the arrival of the President starting with Argentina and ending at Hamilton Field when his plane arrives from the Northwest. From there he will motor to the Fairmont Hotel where the United States delegation has its headquarters. Saturday there will be a parade through San Francisco streets to the Opera House where the President will enter from the plaza entrance, while he will deliver his address on the New World Charter. His activities for the two days will be followed and broadcast by commentators of all networks and local independent stations.

Most comprehensive coverage so far announced seems to be that of the independent stations under the direction of James Morgan, UNCIO's independent stations manager and William Ray, program manager for KFWB of Hollywood which is hooked up with KYA on the independent chain. Starting with the arrival of the President's plane at Hamilton Field they will follow him as he visits the Hamilton Field Evacuee hospital where he will talk with wounded service men who only three days before were on Okinawa. The next morning the parade will be reviewed by independent commentators from vantage spots along the street and on to the plaza at the Opera House. Then from a box in the Opera House will come the grand finale conference session. In addition to this there will be the historic ceremony of the signing of the United Nations charter which is scheduled to start Friday afternoon and finish sometime Saturday morning in the Little Theater in the Veterans Building, the conference headquarters.

Delegates from the 50 nations will all sign and there are from two to 14 members on each. It is estimated that it will take eight hours for the signing to be completed. Delegations will be called in alphabetical order

with Yugoslavia.

The independent stations' plans call for describing the signing of each group, followed by a two-minute talk by the head of each delegation in his native tongue. The independents appear to have an exclusive on this as the nets will only broadcast a few of them and make recordings of the balance.

All these plans for Friday and Saturday are dependent upon the conference committees completing their work according to present schedules. If there should be prolonged debates or arguments in any of the dozen committees it may delay the closing of the conference until next week in which case the final session will not be held until Tuesday.

Some committees still have work to do and are rushing to meet this week's deadline and the State Department representatives are hopeful that Saturday will see the end of the conference. When it is done the records will show that the broadcasting industry has completed one of the greatest informative and educational services to the peoples of the world ever accomplished.

Named To Rotary Board

Miami—James M. LeGate, general manager of WIOD, was elected to the board of directors of the Miami Rotary Club at the annual meeting.

Opportunity for an Advertising Executive with a Radio Account

A medium-size successful New York agency, handling national accounts and staffed by a highly trained and talented personnel, wishes to establish a radio department by bringing into the organization an experienced radio executive with a good radio account.

Such an executive will immediately improve his present position and earnings, and have a wide-open opportunity to expand with the agency. His remuneration will be based not alone on his ability but on the growth of his department as well.

For very confidential interview, telephone ASHland 4-4600 and ask for Mr. Joseph Hayden.



...well, almost-
so you'd better hurry
if you want to sponsor
Fulton Lewis, jr.
in your own home town

America's top cooperative program—heard by more people on more stations with more sponsors than any other radio reporter. No wonder, only a few choice availabilities remain. So act at once. Phone, wire or write WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

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

WKY Covers
The Biggest Part
of Oklahoma's
DRUG SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative



Bruno Walter, voted the outstanding opera conductor in Musical America's recent radio poll.

500 experts ... and it

ONE OF THE things we'd like to do at the American Broadcasting Company is give our listening audience *the best that there is* in every field of radio entertainment. This is a great policy if—and only if—we successfully put it into practice.

That's why the result of Musical America's recent radio poll was music to our ears. Over 500 of the leading music editors and critics from coast to coast and Canada picked five of our musical programs and people as outstanding in their fields. They said:

BRUNO WALTER, conductor of the Metropolitan Opera Association, was the best of all opera conductors. **THE BOSTON SYMPHONY**, under the direction of Dr. Serge Koussevitsky, was tied for first place as the finest symphony orchestra.

"DIE MEISTERSINGER," presented by the Metropolitan Opera, was the best performance of opera.

MILTON CROSS was the outstanding announcer-commentator.

METROPOLITAN OPERA, U.S.A., presented by the Metropolitan Opera Guild, was the best program of operatic character.

We have always been deeply conscious of the importance of music in the lives of all people as a means of entertainment and relaxation. That is why we have been trying to do a *complete* job in bringing our listeners the best in music: everything from the rich classical to jive—everything from "Die Meistersinger" to our *Saturday Senior Swing*.

We are proud that it was an "American" Network program that gave a host of talented singers the opportunity to compete for the highest goal in grand opera: the Metropolitan. A large number of the most brilliant stars in the "Met" today were "discovered" on *Metropolitan Opera Presents* (formerly *Metropolitan Auditions of the Air*).

We also know that there are radio listeners who, while not regular opera followers, do enjoy many

of the beautiful arias as sung by opera stars. So in addition to the broadcasts direct from the Metropolitan stage on Saturday afternoons, we have been giving our listeners the chance to hear their favorite singers on a special weekly evening program—*Metropolitan Opera, U. S. A.*

Saludos Amigos is a program presented in cooperation with the Coordinator of Inter-American Affairs and features outstanding guest conductors of both continents. It regularly gives "American" listeners a better appreciation of Latin-American music and a better understanding of Latin-American way of life.

One of the four greatest conductors—Sir Thomas Beecham—was represented to our listeners through our new *Saturday Symphony*, a series that makes it possible for many to enjoy the outstanding—but lesser known—works in the field of

Finale of "Die Meistersinger," chosen by music critics as the finest Metropolitan Opera broadcast this season.

...oke
...as music to our ears.

symphonic literature. In this series we are also presenting such prominent guest conductors as Nicolai Berezowsky, Max Gobbeman and Anatol Dorati. This summer we are taking our listeners to Tanglewood, in the Berkshires, for one of the top events of the musical season: *The Bach-Mozart Festival* under the direction of the noted conductor, Dr. Serge Koussevitsky. And to round out the classical musical fare that we give our listeners, we bring them still another type of musical entertainment: *The Coffee Concert*, featuring Sylvia Marlowe, one of America's finest harpsichordists, in a program of 17th and 18th Century music.

Our obligation to give the public the best in music is not limited to the classics. In the semi-classical field, we are currently broadcasting the famed *Boston "Pops"* every Saturday night. We've also given our listeners Gilbert & Sullivan operettas. And when it comes to popular music, we have on our staff the man who has done more for this type of music than anyone

else—Paul Whiteman. Also Nathan Van Cleave, nationally famous for his distinctive arrangements of popular music.

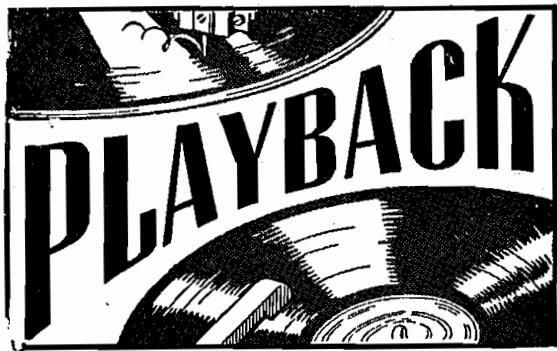
Here again—in popular music—we have brought our listeners a variety of top personalities and programs. *Guy Lombardo, Duke Ellington, Sammy Kaye, Kay Armen, The Andrews Sisters, Saturday Senior Swing, Philco Summer Series, Andy Russell and The Ford Early American Music*—these are only some of popular music programs on the "American" Network.

* * *

Yes, we do think that we are doing a pretty good job in the field of music. And we were extremely pleased to have Musical America, in telling us about the awards say: "The American Broadcasting Company has won five first places in the various groups of our second annual radio poll from over 500 radio and music editors from coast to coast and Canada. Incidentally, you top all other networks in the number of first places won."

American Broadcasting Company





The American Poultry Journal has given the green light to 48 custom-built programs featuring Smilin' Ed McConnell. NBC Produced and Recorded, these 5-minute shows will be put on wax in Chicago for distribution across the nation. . . . Account placed through E. H. Brown.

Stressing the universally interesting subject of food, The Forum Cafeteria, of midwest fame, has released a new series of NBC Recorded spot announcements. Agency: Potts, Calkins and Holden.

Food gives wings to another thought. *Come and Get It*, NBC Syndicated audience participation program, is all about food. Food of all nations . . . for all tastes is brought to the stage every time Bob Russell (MC of Miss America Beauty Pageant) reads the bill of fare. Alma Kitchell and Gaynor Maddox . . . both noted food authorities . . . help a nationwide studio audience answer interesting questions on food. Cash prizes and laughs add further spice to this entertaining 15-minute program. Incidentally, *Come and Get It* is still available in many markets throughout the nation.

Slim Bryant and His Wildcats are uttering purrs of satisfaction over the grand reception they have received among 250 THESAURUS subscriber stations. *Bryant* and his unique style of hillbilly music have already become nationwide favorites.

This week (Monday) Slim and his gang started to sell *Wildroot Hair Tonic* over station WGL, Fort Wayne, Indiana. The initial broadcast was preceded by a promotion barrage of spot announcements and newspaper ads.

Slim Bryant is one of the "top twelve" in THESAURUS . . . and another reason why it is known from coast to coast as *America's No. 1 Musical Program Service*.



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!

● ● ● Local American broadcasting execs are still talking about the bangup promotion and exploitation job by KRNT on the four American shows—Breakfast Club, Meet Your Navy, Quiz Kids and America's Town Meeting—which have broadcast from Des Moines within the past five days in celebration of KRNT's affiliation with American. Lion's share of the credit for making

Des Moines American network conscious is being heaped on Phil Hoffman, KRNT's vice prexy and general manager, Orville Lawson, promotion manager, and Mary Little, who doubles in brass as radio ed of the Register and Tribune and publicity director of KRNT. . . . The Dinning Sisters—Ginger, Lou and Jean—are 1945's most promising vocal trio, according to Orchestra World. By way of making it official, Jess Carlin, managing ed of O. W., presented the gals with a silver record telling of the award on last week's airing of "Swing's the Thing" via WGN-Mutual. . . . The velvety-voiced Vagabonds make a flying trip to N'Yawk for a guest on the Chesterfield Supper Club Tuesday. . . . Gene Autry, the singing cowboy, reported signed by P. K. Wrigley for a fall air show.

★ ★ ★

● ● ● Saxie "Three Little Fishies" Dowell who once played a mean sax for the late Hal Kemp and who as a Musician 1/C led a makeshift band to bolster morale during some of the darkest hours aboard the crippled aircraft carrier USS Franklin, has been sent to Washington by the Navy—to attend music school! . . . Harry Cool, who is taking over Carl Ravazza's band, opens a 20-week engagement at the Blackhawk July 11. . . . Sid Strotz, NBC West Coast vice prexy, and Mrs. S. in town for a couple of days to probate the will of her father, Thomas Howell, the late grain broker. . . . Comd. Bob Elson, former sports announcer, transferred from Great Lakes to New York where he'll supervise the Navy's entertainment program. . . . The Quiz Kids celebrate their fifth birthday on the air July 1.

★ ★ ★

● ● ● Success Story: Johnny "So The Story Goes" Neblett, who celebrated his 32nd birthday Monday, arrived in Chicago from St. Louis three years ago with a radio idea but with no cash and no job. He tried peddling his idea to stations and agencies but no one was interested. Finally, after a lean two months, he got his break and his "So The Story Goes" idea clicked via WBBM. Now, in addition to his WBBM series he has an hour show on WGN, plus shows on WMAQ and WCFL, not to mention the transcriptions of his "So The Story Goes," which are aired over 100 stations here and abroad.

★ ★ ★

● ● ● "Warner Bros. may sue us because of the similarity between the name of our new picture, 'A Night in Casablanca' and their film 'Casablanca,'" said Chico Marx of the Marx Bros., when he was in town the other day, "but if they do we'll sue them for using 'Brothers' in their name" . . . Everett R. Holles, WBBM news editor, planed to Camp Kilmer, N. J. last week at the invitation of the Army to interview Illinois troops returning from European battlefields. Interviews describing the GI's first reactions on their arrival and a step-by-step picture of Army processing were recorded by WBBM engineer Jerry Cerny for airing this week over WBBM. Later Holles and Cerny boarded a troop train for the ride to Fort Sheridan with Chicagoland GI's. Recordings were made of interviews and experiences aboard train.

★ ★ ★

—Remember Pearl Harbor—

SAN FRANCISCO

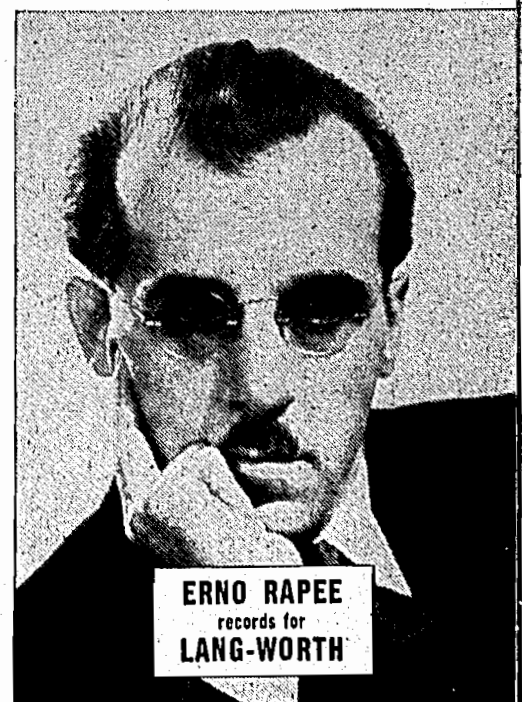
TOMMY DORSEY is one busy guy these Sundays. Between 1:30 and 2:00 p.m., PWT, he announces the RCA show on KPO, and then at 5:30 he joins his band to put on the new "Tommy Dorsey & Co." show.

Hal Burdick has concocted two new fictitious characters which he impersonates on his "Night Editor" show (NBC). This time they are a pair of arguin' and ever fightin' Irishmen—Army engineer Paddy Gahagan and Mike Harney—getting mixed up in the far Pacific battle areas. The ten-year old NBC program is broadcast from San Francisco's KPO twice a week—Friday for the Pacific Coast network, and Wednesday for the Mountain and Arizona nets—with Hal Burdick as Editor, Wally Elliott as Bobby, and Bill Baldwin as announcer. Hal does most of the character impersonations himself.

Ralph Edwards's "Truth of Consequences" radio show will be broadcast from the San Francisco Civic Auditorium twice on Saturday, June 23rd; at 5:30 for the Eastern network and at 8:00 p.m. for KPO and the Pacific coast network. Admission to the show will be by purchase of war bonds only, and it is expected that several million dollars in series "E" bonds will be purchased for admissions to the two shows.

Accompanying the troupe will be stage manager Al Paschal whose job it is to supply anything from elephants to electrons.

Garfield and Guild, San Francisco advertising agency, and the American Broadcasting Company are starting a promotion contest for the California American stations carrying "Hawthorne House." Horace Guittard Jr., of Guittard Chocolate Company and Walter Guild, explained the contest in a letter to station managers. Along with the letter each station received cartons of Guittard Flavor Rich Ground Chocolate. The contest runs until July 21st, and war bonds and merchandise will be given as prizes to the stations putting on the best promotions.



ERNO RAPEE
records for
LANG-WORTH

Program Parade

Okays Lowering Of AM Band To 540, Or To 530, Kilocycles

(Continued from Page 1)

for definite allocation of frequencies between 1,600 and 3,000 kilocycles for relay. These are used in the west and far west for remotes.

Frazier said it is important that adequate provision be made for this service pointing out that the Commission's proposed allocation states that "number and width of channels will be left for future determination." Under questioning by FCC Chief Engineer George P. Adair, Frazier said he could not be certain whether a permanent assignment of these frequencies was necessary or whether, as suggested by Adair, special service authorizations might not be sufficient. He suggested, however, that the Commission poll broadcasters to determine whether a permanent allocation of frequencies is necessary.

Post-war Receivers Factor

In the post-war period, Frazier said, listeners will purchase a great many AM-FM combinations, as well as many receivers solely for AM broadcast. The panel believes these sets can be designed to receive signals as low as 530 kilocycles without difficulty.

In connection with the downward extension of the band, Frazier quoted extensively from the testimony given the FCC nine years ago by Dr. Charles B. Aiken, a technical consultant appearing for NAB.

"It might be admitted that the present American broadcast band is over crowded, and yet the clamor for new frequency assignments steadily increases. The public has enthusiastically supported the majority of the stations in existence, and would certainly support more. There are many rural parts of the country that need additional service, especially during the day, when signals from a distance cannot be heard. Such regions can be served only by more stations or more power, or both.

"Another fault to be found with the present system of allocation arises from the fact that broadcasting has been forced to use certain frequencies not well suited to its needs.

Rural Coverage Stressed

"Rural coverage—obviously, rural areas should receive as good service as it is possible to give them. Not

only the United States, but Canada and Mexico as well, contain large regions which can best be served by relatively long distance broadcasting. It would appear therefore, that our needs for long range transmission are better established than are those of any European nation except Russia. Although faced with the difficult problems raised by the clash of national interests, these nations have succeeded in allocating their broadcast services where they can be most effective, while the North American nations have completely failed in efforts to secure such allocations.

"A more satisfactory broadcast structure can be obtained only by the assignment of new groups of frequencies. One group below 550 kc would do much to improve rural coverage in the United States and Canada, but would be of less use to Mexico because of the high noise levels and low latitudes.

"It is well known that, for a given radiated power, the radius of ground wave coverage decreases rapidly as the frequency is increased, and that the zone of serious fading also draws in toward the transmitter . . . there is a tremendous change in ground-wave coverage with frequency, and it is therefore not surprising that there should be general agreement that the higher frequencies (of the standard broadcast band) are not well suited to broadcasting. . . . The high frequencies can be used for local coverage only, and the problem of delivering a satisfactory service to large suburban regions and to rural areas can be solved only by the efficient use of longer waves.

European Progress Noted

"The United States, Canada, and Mexico, are large countries having well developed needs for rural coverage. The longest waves are perhaps less interesting to Mexico, because of the high noise levels which commonly exist on the low frequencies in southern latitudes but Canada and the northern part of the United States present coverage problems which can best be solved by the use of low-frequency broadcasting. The European countries have long recognized the advantages of such ser-

AGENCIES

CEREMONIES welcoming General of the Army Dwight D. Eisenhower in Washington Monday, and in New York Tuesday, were televised over NBC's video station WNBT Monday and Tuesday by the ESSO Reporter under the sponsorship of ESSO Marketers. According to R. M. Gray, manager of the advertising and sales promotion department, Standard Oil Company of New Jersey, "This return to television after a five-year absence presages a resumption of ESSO advertising over that medium in the foreseeable future. While we expect to continue to use newspapers, outdoor and broadcasting by the ESSO Reporter, as well as other sales aids as in the past, we also look forward to utilizing television once again."

MADISON ADVERTISING COMPANY, INC., is the new name of the organization formerly known as Glicksman Advertising Agency. H. Sumner Sternberg has joined the firm as vice-president and merchandising consultant.

vices, even though no one nation except Russia has anything like such distances to cover as are regularly met with in North America. In spite of conflicting national interest and in spite of the great value which is accorded to the military services by all European countries, their administrations have realized the tremendous importance of broadcasting and the technical value of longwaves for rendering efficient service. As a result, a continent which has less need for it, has evolved a fairly satisfactory structure employing frequencies from 153 to 546 kc, while the continent which, from the standpoint of national boundaries, geographical, distances, and economic capabilities, has the most obvious need for low-frequency broadcasting stations has succeeded in acquiring none below 540 kc. That this is an unfortunate state of affairs can hardly be denied."

LAN YOUNG SHOW—AMERICAN. Tues. 30-9 p.m., EWT. Bristol-Myers Co. This young comedian from Canada has had ups and downs as to acceptance of his program. He reveals however that with good material he is a fairly good comic and should be encouraged and built up rather than carelessly handled. Nothing is more scarce in radio than up-and-coming comedians, therefore he is allotted to the best possible authors, looking toward the future.

GENERAL DWIGHT D. EISENHOWER—COR-MBS. 10:15 p.m., Tuesday. Displaying the best radio personality since the late Franklin Delano Roosevelt, General Eisenhower speaking before a banquet at the Waldorf-Astoria Hotel in New York, demonstrated a voice that is vibrant, forceful and with personal charm. He spoke with sincerity and as one schooled in radio technique.

LIVE ELMAN AUCTION SHOW—WOR. Tuesday, 8:30 p.m., sustaining. Clever artist in bringing auction to the air of treasures, curios, and keepsakes but now leaves listeners wanting for closing sales to studio bidders. Items are auctioned to studio audience and final bids recorded pending action of the potential participation by air audience with other bids. Victor Jory, Harry Hershfield, J. Fox and Neil Francis were Elman's hosts Tuesday night.

LY LOMBARDO SHOW—WJZ-ABC. Tuesday, 9 p.m., sponsor, Chelsea cigarettes. One of the most consistently good musical shows on the air. Lombardo's recital of old tunes and presentation of new hits add up to excellent musical showmanship.

Savo In Straight Role

Jimmy Savo, will do his first straight dramatic role when he appears tonight on the Chesterfield Supper Club, over NBC, at 7-7:15 p.m., VT. The comedian, who has been giving elocution lessons, will do nothing in course of the program.

Send Birthday Greetings To—

June 21

Ruth Allen Jack Arthur
Gene Austin Gail Laughton

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.

WIP means
the whole gamut of pertinent Women's Interests run by JOYCE O'NEILL daily at 2.30. Participation available.

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

CHOICE
IN
CHATTANOOGA
IS

WDDO
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

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

FCC Upholds NBC In Chain Regulations

(Continued from Page 1)

To purchase from you specific periods of time, during hours other than those designated as network optional time, for the broadcasting of a particular series of network commercial programs for a designated advertiser. In the event such sale is consummated it is understood and agreed that, subject to our 28-day right of cancellation provided for in paragraph (5) of Section III, you shall broadcast such series of programs for the duration of our commitment, to deliver your series of programs for the duration of our commitment, to deliver your station to such advertiser but in no instance shall you be so obligated for more than 52 weeks. We shall advise you of the expiration date of our initial commitment and of each renewal commitment subsequently made for your station to such advertiser and you shall notify us at least 35 days prior to each such date in the event you do not desire to broadcast a continuation of said series or programs. In the event you fail to so notify us we shall consider your station to be available for the immediately following renewal term of not more than 52 weeks should such advertiser elect to continue said series of programs over your station. Except as expressly provided to the contrary in this paragraph, your use and the broadcasting of such programs shall be subject to all the terms and conditions of this contract."

Ross Federal To Inaugurate Tele Film Exchange Service

(Continued from Page 1)

tion will be stocked with a complete library of films and package programs which will be made available to television stations on a low rental basis. Most of the films will be in 16 mm. and along with the distributing service, Ross Federal will start a film production advisory service for national advertisers and television station production managers.

Government films that have entertainment value to the home will be available at all branches, the Ross announcement revealed, also a new audience checking method.

COAST-TO-COAST

—COLORADO—

DENVER—Rainbo Bread Company of Denver is sponsoring "The Cowboy Hit Parade" over KLZ twice weekly. Programs are transcribed in Dallas especially for KLZ and feature Hal Horton as emcee. . . . Dean Hudson and orchestra are filling an engagement at Lakeside Park and being carried nightly over KLZ.

—VIRGINIA—

NORFOLK—Major Edward D. Andrus, formerly dramatic director and announcer at WTAR, is now at Tinker Field, Oklahoma, as chief of the signal branch. . . .

RICHMOND—WRVA is sending Jack Stone, continuity editor, to the Pacific theater of operations to interview men from Virginia. Stone, as an accredited radio war correspondent, will be provided with army facilities and transportations for his broadcasts and plans to carry his broadcasts on a daily schedule for the next few months are being made.

—NORTH DAKOTA—

FARGO—As a feature of WDAY's war bond day, June 23, Fargo and Moorhead citizens will take over all newscasting beginning with the first at 6:15 a.m. and ending with the 11 p.m. news and sportcast. Newscasts will contain special war bond messages. . . . The WDAY war bond caravan, consisting of 15 radio entertainers, goes on tour June 25 and will visit one Minnesota town, Ada, and four in its own state.

—KANSAS—

SALINA—KSAL has gotten out a new coverage map which gives complete coverage as well as the primary .5 millivolt area and the secondary based on mail pull from counties within the second line. . . . Paxton-Gallagher Company have signed a year's contract with KSAL for a 9 a.m. newscast Monday through Saturday and 10 p.m. on Sunday. . . . Phillips Petroleum is sponsoring daily 15-minute newscasts Monday through Saturday at 10 p.m. on a 52-week contract with KSAL.

—IOWA—

CEDAR RAPIDS—The Czech Melody Hour, a half-hour Sunday participation show on WMT was an important factor in raising \$30,000 from the surrounding territory. Ted Hlubucek besides being emcee of the program is a member of the board of directors for American Relief for Czechoslovakia. Announced in English, program features native classics and folk tunes.

—INDIANA—

FORT WAYNE—Particular interest was given to WOWO's Infantry Day broadcast when Major General Paul W. Baade, commander of the 35th infantry of the 3rd Army returned here June 15 and was interviewed by Hilliard Gates, public service director. . . . **VINCENNES**—Gene Allison and Eddie Raasch, both new to radio, have joined the WAOV announcing staff. They replace G.I.'s from nearby George Field who have been filling in part time. . . . **KOKOMO**—WKMO is one of two stations in the state which have been given permission to air the Indiana-Kentucky game on June 22.

—DISTRICT OF COLUMBIA—

WASHINGTON—Art Brown is attracting huge crowds to his "man on the street" broadcasts from in front of the Capitol Theater. . . . Herb Dohlen, coming directly from WMAL, has joined the WOL announcing staff. Dohlen was recently discharged from the Marines. . . . In covering the city's reception for General Eisenhower, WWDC general manager Ben Strouse turned loose 25 engineers and announcers to air the proceedings from 11 a.m. until 2:30 p.m., excluding all scheduled programs. WWDC fed to WPEN in Philadelphia and WITH in Baltimore. The reception to the Allied Commander on his return to the Nation's Capital was of record-breaking proportions.

NAB Mulls 'Oscars' And Public Relations

(Continued from Page 1)

the new NAB public relations book which has gone out to all member stations and many national organizations and figures of national prominence. Initial press run was 8,000, a stations have already ordered enough of these books to necessitate another run of 5,000. The committee discussed the possibility of distributing a total of 25 to 30 thousand through the individual stations.

It was also suggested that a special limited publication outlining actual projects, such as bond sales stunts and various other public service undertakings, be published for exclusive use of broadcasters. In addition plans are shaping for publication another book to be known as "radio in the war." This will include many photos of radio activities on the home and military fronts.

Premiere On WCBW Today

A new television program, "Let's Hear from the Teens" produced by CBS in collaboration with the United Parents Association will debut on WCBW New York, tonight at 8:30. An adolescent problem, submitted by a teenager, will be dramatized on each program. Worthington Miner, CBS manager of television directs.

The news is going around— Buy KQV in Pittsburgh!



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

Exclusive!
WIBG
990 ON YOUR DIAL
Athletics and Phillies HOME GAMES
PHILADELPHIA



The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 58

NEW YORK, N. Y., THURSDAY, JUNE 21, 1945

TEN CENTS

Supports FCC Proposal

FCC Upholds NBC In Chain Regulations

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday released a letter it had sent NBC notifying the net that it is not violating the chain broadcasting regulations when it includes in its contract a provision the affiliate must give 35 days advance notice in the event it decides to discontinue a network commercial program which it has carried on an initial commitment for non-option time.

NBC had requested the Commission to review this provision last month, and yesterday's letter constituted this Commission approval:

"(2) From time to time you may desire to sell to us and we may desire

(Continued on Page 8)

New Short Wave Stations Completed on West Coast

Santa Rosa, Cal.—The Federal Telephone and Radio Corporation has just announced that two new 200 kilowatt OWI radio stations are scheduled to begin opening soon at Dixon and Delano, Calif. They are more powerful and far reaching than any ever used by the enemy. The two sta-

(Continued on Page 2)

IATSE Officials Meet With Tele Executives

Preliminary conferences have been opened between the International Alliance of Theatrical Stage Employees and station WABD officials, representing Du Mont Laboratories, owners of the television outlet. Joseph D. Bas-

(Continued on Page 2)

SERVING THE 7th!

Columbus, Ohio—WBNS joined the 7th War Loan campaign with a traveling "Country Store." For six weeks the talent and staff of the station toured the greater Columbus area on a giant float. Grab bags, electric irons, nylon hose and other rationed and hard-to-get material was auctioned off to the highest bidder for War Bonds.

Cricket

Just to prove their impartiality in the coming British elections, BBC's New York offices removed the photo enlargement of Winston Churchill from the walls of their reception offices yesterday. BBC, 'tis said, is not in politics and Winnie's picture will remain in the custody of Christopher Cross until after the elections.

Philco Asks 3 CPs For Experimental Tele

Philco Radio yesterday applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked. Philco wants these stations in order to work on new relay equipment, and asked these licenses in order that it not be left without channels in the event television broadcasters move into those channels Philco is now using for relay experiments.

Ross Federal To Inaugurate Tele Film Exchange Service

Plans for inaugurating a film exchange service for television stations in 31 key center cities was announced by Harry A. Ross, president of Ross Federal Service, Inc., in connection with company's research, checking and survey service.

Each branch of the Ross organiza-

(Continued on Page 8)

Reciprocal Promotion Plan Practiced By Rival Stations

Baltimore—An innovation in reciprocal promotion was practiced here in connection with WCBM changing from the American network to Mutual and WFBR changing from Mutual to the American network.

The plan started with WCBM tagging the Tom Breneman program for fan mail for WFBR—two weeks be-

fore the change in networks. In reciprocity, WFBR gave WCBM the closing cut-in on the Fulton Lewis, Jr., co-op to plug the change of Mutual to WCBM.

A week before the date the networks changed, all WCBM programs that were switching from WFBR was

(Continued on Page 2)

WLAW's audience is greater than the population of the 4th largest U. S. city. Advt.

WLAW produces sales for you from New England's 3rd largest concentrated audience. Advt.

Frazier, NAB Chief Engineer, Approves Proposal To Lower Standard Band To 540, Or To 530, Kilocycles

Frisco Conference Closing Coverage

San Francisco—All the networks and independent stations are planning on full coverage of President Harry Truman's visit to San Francisco and the United Nations conference. According to present plans the President will arrive here Friday and on Saturday will address the closing plenary session of the conference in the Opera House. All stations are planning on

(Continued on Page 3)

American Web Announces Bach-Mozart Music Festival

Plans to broadcast the Bach-Mozart Festival at Tanglewood, Mass., under the direction of Dr. Serge Koussevitzky, on three Saturday evenings, July 28, August 4 and August 11, were announced yesterday by the American Broadcasting Company. Programs will be heard from 8:30 to 9:30 p.m.

St. Louis Opera Series Set For CBS Airings

St. Louis—The St. Louis Municipal Opera is to be featured in a weekly broadcast over the Columbia Broadcasting System commencing on Saturday, June 23. It will originate via KMOX, local outlet for the system.

Washington Bureau, RADIO DAILY

Washington—Support for the FCC's proposal to lower the standard broadcast band to 540 kc, and a suggestion that the band be dropped to 530 kc, were voiced yesterday by NAB engineering Chief Howard S. Frazier, chairman of RTPB Panel 4, on Standard Broadcasting. Speaking at the oral argument before the Commission yesterday concerning its proposals for allocation of the frequencies below 25 megacycles, Frazier asked also

(Continued on Page 7)

NAB Mulls 'Oscars' And Public Relations

Considerable discussion of the possibility of awarding "Oscars" for top-flight radio performances, music and direction was held during New York meeting of the NAB public relations executive committee this week. The idea was suggested some time ago by Lee and Losh, the originators of the films Oscars.

In addition, there was a report on

(Continued on Page 8)

Webs Will Carry Arrival Of Gen. 'Ike' In Abilene

Major webs will broadcast the arrival of General of the Army Dwight D. Eisenhower in his hometown of Abilene, Kansas, on Friday from 1:15 to 1:45 p.m., EWT.

SERVING THE 7th!

Holyoke, Mass.—WHYN has set up a bond booth on the lawn in front of the Holyoke City Hall, where it is broadcasting special events during the course of the campaign. A brass band is featured, speakers are presented and veterans returned from the war tell of their experiences as a means of emphasizing necessity for bond-buying.



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FINANCIAL (Wednesday, June 20)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc. with High, Low, Close, and Net Chg. values.

Simon Convalescing Arthur Simon, formerly manager of WPEN, Philadelphia, is convalescing at the Le Roy Sanitarium at 40 E. 61st Street, New York, from a sinus operation.

20 YEARS AGO TODAY

(June 21, 1925) Little does the radio audience realize the great amount of engineering technique and study that goes into bringing them the chimes of Grace Church, New York, broadcast every Sunday morning by WJZ at 10:40 by remote control. Every possible contingency is considered and checked before the chimes are sent out to the listening audience.

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

Stations, Swapping Webs, Set Reciprocal Promotion

(Continued from Page 1) followed by a tag to that effect. And WFBR tagged every Mutual program that was changing to WCBM.

Commenting on the effect of the reciprocal promotion of the two rival stations, Theodore A. Newhoff, Baltimore advertising agency executive said:

"Listeners reaction was good. The reciprocal Tag Plan was not only easy listening—it brought enthusiastic public interest to radio generally, and to WCBM-WFBR especially. I believe this point to be of unusual importance.

"Telephones Ringing" "Telephones have been ringing. All Baltimore is talking. Listeners are calling the stations to tell how they appreciate this fine spirit of co-operation between highly competitive broadcasters. It's another notch in radio's public service belt. People appreciate our telling them the truth—our letting them in on the future of 'their' programs. Reciprocal Promotion has been a tremendous stimulus to public interest in all broadcasting. Business men have called to admire the high level of an industry where rivals co-operate with such good will.

"No rivalry has been sacrificed, of course. Both WCBM and WFBR are hitting hard for a lion's share of the lucrative Baltimore market. Every type of promotion is being played by each station. While General Managers and Program Directors of the two rivals meet regularly to co-operate on Reciprocal Promotion, both WFBR and WCBM are spending an all time high to establish maximum audience. Reciprocal Promotion, in this sense, simply means an increase in the potential audience of both broadcasters."

New Short Wave Stations Completed on West Coast

(Continued from Page 1) tions have been operating on 50 kilowatts for several months while the more powerful units have been under construction. These two stations will each actually house three high frequency transmitters. There are two 50 kilowatt units which can be programmed together so that they operate as two voices carrying the same program and the 200 kilowatt transmitter which carries still another program having greater power. According to the OWI it will be possible to send out the same program simultaneously on all three transmitters of each station at their different frequencies to forstall jamming by the enemy. This will enable the broadcast warfare against the Japanese to be heard, by means of directional antennae, far into the enemy held territories from Manchukuo to the extreme South Pacific, as well as all of South America.

Grauer Off For Abilene Ben Grauer, NBC announcer, leaves today for Abilene, Kans., to cover the salute given by that city to its native son, General Eisenhower.

IATSE Officials Meet With Tele Executives

(Continued from Page 1) son, represented the IA and for WABD were Mortimer W. Loewi, executive assistant to the president (Du Mont) and in charge of labor relations for the company; Sam Cuff, general manager of the station and Bob Jamieson, assistant manager.

First such move wherein tele technicians of a station have organized and received a charter from the AFL union, the IATSE, culminated in "friendly" conversation as an opener with every indication that a contract satisfactory to both sides will eventuate. Both sides it is understood, have "laid the cards on the table" and the preliminary talks more or less were exploratory. Du Mont officials feel that the IA is approaching the situation in a very intelligent manner and the IA feels the same way about Du Mont.

Job-Evaluation Difficult The union takes the position that it does not know yet just how much certain jobs will be worth; whether live talent or films will predominate and if different technicians will be used accordingly. Also that it understands the experimental status of most of television, that no money is being made at present and a thorough study with the help of both sides is in order. Actual departments involved will change, all according to how tele graduates from its present status.

Returns From Service Syracuse—E. M. Leonard, former salesman at WFBL, who has been in the Sixth Ferry Command stationed at Long Beach, Calif., for the past three years, has received an honorable discharge from the Army.



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 a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big 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.

Coverage ...in Philadelphia. Includes an illustration of a radio tower with 'WDAS' on it and a cityscape below. Text: 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-REEB

Full Report Of Truman Visit Planned By 'Frisco Stations

(Continued from Page 1)

catching the arrival of the President at Hamilton Field when his plane arrives from the Northwest. From there he will motor to the Fairmont Hotel where the United States delegation has its headquarters. Saturday there will be a parade through San Francisco streets to the Opera House where the President will enter from the plaza entrance, while he will deliver his address on the New World Charter. His activities for the two days will be followed and broadcast by commentators of all networks and local independent stations.

Most comprehensive coverage so far announced seems to be that of the independent stations under the direction of James Morgan, UNCIO's independent stations manager and William Ray, program manager for KFVB of Hollywood which is hooked up with KYA on the independent chain. Starting with the arrival of the President's plane at Hamilton Field they will follow him as he visits the Hamilton Field Evacuee hospital where he will talk with wounded service men who only three days before were on Okinawa. The next morning the parade will be reviewed by independent commentators from vantage spots along the street and on to the plaza at the Opera House. Then from a box in the Opera House will come the grand finale conference session. In addition to this there will be the historic ceremony of the signing of the United Nations charter which is scheduled to start Friday afternoon and finish sometime Saturday morning in the Little Theater in the Veterans Building, the conference headquarters.

Delegates from the 50 nations will all sign and there are from two to 14 members on each. It is estimated that it will take eight hours for the signing to be completed. Delegations will be called in alphabetical order

starting with Argentina and ending with Yugoslavia.

The independent stations' plans call for describing the signing of each group, followed by a two-minute talk by the head of each delegation in his native tongue. The independents appear to have an exclusive on this as the nets will only broadcast a few of them and make recordings of the balance.

All these plans for Friday and Saturday are dependent upon the conference committees completing their work according to present schedules. If there should be prolonged debates or arguments in any of the dozen committees it may delay the closing of the conference until next week in which case the final session will not be held until Tuesday.

Some committees still have work to do and are rushing to meet this week's deadline and the State Department representatives are hopeful that Saturday will see the end of the conference. When it is done the records will show that the broadcasting industry has completed one of the greatest informative and educational services to the peoples of the world ever accomplished.

Named To Rotary Board

Miami—James M. LeGate, general manager of WIOD, was elected to the board of directors of the Miami Rotary Club at the annual meeting.

Opportunity for an Advertising Executive with a Radio Account

A medium-size successful New York agency, handling national accounts and staffed by a highly trained and talented personnel, wishes to establish a radio department by bringing into the organization an experienced radio executive with a good radio account.

Such an executive will immediately improve his present position and earnings, and have a wide-open opportunity to expand with the agency. His remuneration will be based not alone on his ability but on the growth of his department as well.

For very confidential interview, telephone ASland 4-4600 and ask for Mr. Joseph Hayden.



...well, almost-
so you'd better hurry
if you want to sponsor
Fulton Lewis, jr.
in your own home town

America's top cooperative program — heard by more people on more stations with more sponsors than any other radio reporter. No wonder, only a few choice availabilities remain. So act at once. Phone, wire or write WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

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

WKY Covers
The Biggest Part
of Oklahoma's
DRUG SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative



Bruno Walter, voted the outstanding opera conductor in Musical America's recent radio poll.

500 experts ... and it

ONE OF THE things we'd like to do at the American Broadcasting Company is give our listening audience *the best that there is* in every field of radio entertainment. This is a great policy if—and only if—we successfully put it into practice.

That's why the result of Musical America's recent radio poll was music to our ears. Over 500 of the leading music editors and critics from coast to coast and Canada picked five of our musical programs and people as outstanding in their fields. They said:

BRUNO WALTER, conductor of the Metropolitan Opera Association, was the best of all opera conductors. **THE BOSTON SYMPHONY**, under the direction of Dr. Serge Koussevitsky, was tied for first place as the finest symphony orchestra.

"DIE MEISTERSINGER," presented by the Metropolitan Opera, was the best performance of opera.

MILTON CROSS was the outstanding announcer-commentator.

METROPOLITAN OPERA, U.S.A., presented by the Metropolitan Opera Guild, was the best program of operatic character.

We have always been deeply conscious of the importance of music in the lives of all people as a means of entertainment and relaxation. That is why we have been trying to do a *complete* job in bringing our listeners the best in music: everything from the rich classical to jive—everything from "Die Meistersinger" to our *Saturday Senior Swing*.

We are proud that it was an "American" Network program that gave a host of talented singers the opportunity to compete for the highest goal in grand opera: the Metropolitan. A large number of the most brilliant stars in the "Met" today were "discovered" on *Metropolitan Opera Presents* (formerly *Metropolitan Auditions of the Air*).

We also know that there are radio listeners who, while not regular opera followers, do enjoy many

of the beautiful arias as sung by opera stars. So in addition to the broadcasts direct from the Metropolitan stage on Saturday afternoons, we have been giving our listeners the chance to hear their favorite singers on a special weekly evening program—*Metropolitan Opera, U. S. A.*

Saludos Amigos is a program presented in cooperation with the Coordinator of Inter-American Affairs and features outstanding guest conductors of both continents. It regularly gives "American" listeners a better appreciation of Latin-American music and a better understanding of Latin-American way of life.

One of the four greatest conductors—Sir Thomas Beecham—was represented to our listeners through our new *Saturday Symphony*, a series that makes it possible for many to enjoy the outstanding—but lesser known—works in the field of

Finale of "Die Meistersinger," chosen by music critics as the finest Metropolitan Opera broadcast this season.

Speak as music to our ears.

symphonic literature. In this series we are also presenting such prominent guest conductors as Nicolai Berezowsky, Max Gobberman and Anatol Dorati. This summer we are taking our listeners to Tanglewood, in the Berkshires, for one of the top events of the musical season: *The Bach-Mozart Festival* under the direction of the noted conductor, Dr. Sergé Koussevitsky. And to round out the classical musical fare that we give our listeners, we bring them still another type of musical entertainment: *The Coffee Concert*, featuring Sylvia Marlowe, one of America's finest harpsichordists, in a program of 17th and 18th Century music.

Our obligation to give the public the best in music is not limited to the classics. In the semi-classical field, we are currently broadcasting the famed *Boston "Pops"* every Saturday night. We've also given our listeners Gilbert & Sullivan operettas. And when it comes to popular music, we have on our staff the man who has done more for this type of music than anyone

else—Paul Whiteman. Also Nathan Van Cleave, nationally famous for his distinctive arrangements of popular music.

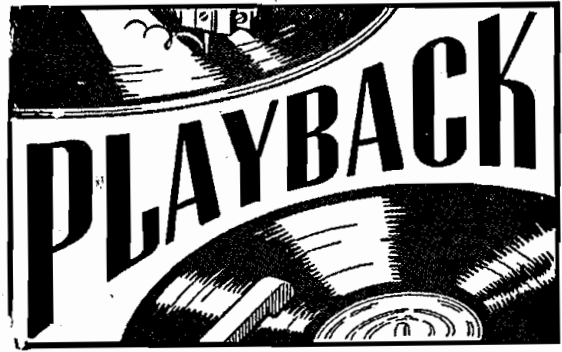
Here again—in popular music—we have brought our listeners a variety of top personalities and programs. *Guy Lombardo, Duke Ellington, Sammy Kaye, Kay Armen, The Andrews Sisters, Saturday Senior Swing, Philco Summer Series, Andy Russell and The Ford Early American Music*—these are only some of popular music programs on the "American" Network.

* * *

Yes, we do think that we are doing a pretty good job in the field of music. And we were extremely pleased to have Musical America, in telling us about the awards say: "The American Broadcasting Company has won five first places in the various groups of our second annual radio poll from over 500 radio and music editors from coast to coast and Canada. Incidentally, you top all other networks in the number of first places won."

American Broadcasting Company





The American Poultry Journal has given the green light to 48 custom-built programs featuring Smilin' Ed McConnell. NBC Produced and Recorded, these 5-minute shows will be put on wax in Chicago for distribution across the nation. . . . Account placed through E. H. Brown.

Stressing the universally interesting subject of food, The Forum Cafeteria, of midwest fame, has released a new series of NBC Recorded spot announcements. Agency: Potts, Calkins and Holden.

Food gives wings to another thought. *Come and Get It*, NBC Syndicated audience participation program, is all about food. Food of all nations . . . for all tastes is brought to the stage every time Bob Russell (MC of Miss America Beauty Pageant) reads the bill of fare. Alma Kitchell and Gaynor Maddox . . . both noted food authorities . . . help a nationwide studio audience answer interesting questions on food. Cash prizes and laughs add further spice to this entertaining 15-minute program. Incidentally, *Come and Get It* is still available in many markets throughout the nation.

Slim Bryant and His Wildcats are uttering purrs of satisfaction over the grand reception they have received among 250 THESAURUS subscriber stations. *Bryant* and his unique style of hillbilly music have already become nationwide favorites.

This week (Monday) Slim and his gang started to sell *Wildroot Hair Tonic* over station WGL, Fort Wayne, Indiana. The initial broadcast was preceded by a promotion barrage of spot announcements and newspaper ads.

Slim Bryant is one of the "top twelve" in THESAURUS . . . and another reason why it is known from coast to coast as *America's No. 1 Musical Program Service*.



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!

● ● ● Local American broadcasting execs are still talking about the bangup promotion and exploitation job by KRNT on the four American shows—*Breakfast Club*, *Meet Your Navy*, *Quiz Kids* and *America's Town Meeting*—which have broadcast from Des Moines within the past five days in celebration of KRNT's affiliation with American. Lion's share of the credit for making

Des Moines American network conscious is being heaped on Phil Hoffman, KRNT's vice prexy and general manager, Orville Lawson, promotion manager, and Mary Little, who doubles in brass as radio ed of the Register and Tribune and publicity director of KRNT. . . . The Dinning Sisters—Ginger, Lou and Jean—are 1945's most promising vocal trio, according to *Orchestra World*. By way of making it official, Jess Carlin, managing ed of *O. W.*, presented the gals with a silver record telling of the award on last week's airing of "Swing's the Thing" via WGN-Mutual. . . . The velvety-voiced Vagabonds make a flying trip to N'Yawk for a guest on the *Chesterfield Supper Club* Tuesday. . . . Gene Autry, the singing cowboy, reported signed by P. K. Wrigley for a fall air show.



● ● ● Saxie "Three Little Fishies" Dowell who once played a mean sax for the late Hal Kemp and who as a Musician 1/C led a makeshift band to bolster morale during some of the darkest hours aboard the crippled aircraft carrier USS Franklin, has been sent to Washington by the Navy—to attend music school! . . . Harry Cool, who is taking over Carl Ravazza's band, opens a 20-week engagement at the Blackhawk July 11. . . . Sid Strotz, NBC West Coast vice prexy, and Mrs. S. in town for a couple of days to probate the will of her father, Thomas Howell, the late grain broker. . . . Comd. Bob Elson, former sports announcer, transferred from Great Lakes to New York where he'll supervise the Navy's entertainment program. . . . The Quiz Kids celebrate their fifth birthday on the air July 1.



● ● ● Success Story: Johnny "So The Story Goes" Neblett, who celebrated his 32nd birthday Monday, arrived in Chicago from St. Louis three years ago with a radio idea but with no cash and no job. He tried peddling his idea to stations and agencies but no one was interested. Finally, after a lean two months, he got his break and his "So The Story Goes" idea clicked via WBBM. Now, in addition to his WBBM series he has an hour show on WGN, plus shows on WMAQ and WCFL, not to mention the transcriptions of his "So The Story Goes," which are aired over 100 stations here and abroad.



● ● ● "Warner Bros. may sue us because of the similarity between the name of our new picture, 'A Night in Casablanca' and their film 'Casablanca,'" said Chico Marx of the Marx Bros., when he was in town the other day, "but if they do we'll sue them for using 'Brothers' in their name" . . . Everett R. Holles, WBBM news editor, planed to Camp Kilmer, N. J. last week at the invitation of the Army to interview Illinois troops returning from European battlefields. Interviews describing the GI's first reactions on their arrival and a step-by-step picture of Army processing were recorded by WBBM engineer Jerry Cerny for airing this week over WBBM. Later Holles and Cerny boarded a troop train for the ride to Fort Sheridan with Chicagoland GI's. Recordings were made of interviews and experiences aboard train.



—Remember Pearl Harbor—

SAN FRANCISCO

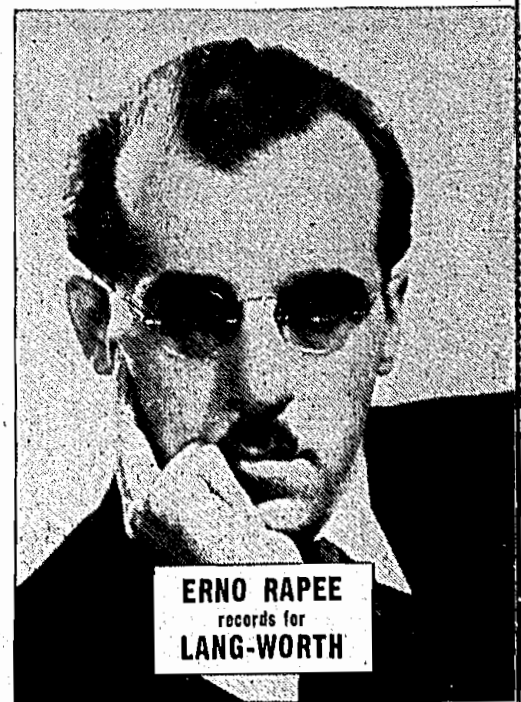
TOMMY DORSEY is one busy guy these Sundays. Between 1:30 and 2:00 p.m., PWT, he announces the RCA show on KPO, and then at 5:30 he joins his band to put on the new "Tommy Dorsey & Co." show.

Hal Burdick has concocted two new fictitious characters which he impersonates on his "Night Editor" show (NBC). This time they are a pair of arguin' and ever fightin' Irishmen—Army engineer Paddy Gahagan and Mike Harney—getting mixed up in the far Pacific battle areas. The ten-year old NBC program is broadcast from San Francisco's KPO twice a week—Friday for the Pacific Coast network, and Wednesday for the Mountain and Arizona nets—with Hal Burdick as Editor, Wally Elliott as Bobby, and Bill Baldwin as announcer. Hal does most of the character impersonations himself.

Ralph Edwards's "Truth of Consequences" radio show will be broadcast from the San Francisco Civic Auditorium twice on Saturday, June 23rd; at 5:30 for the Eastern network and at 8:00 p.m. for KPO and the Pacific coast network. Admission to the show will be by purchase of war bonds only, and it is expected that several million dollars in series "E" bonds will be purchased for admissions to the two shows.

Accompanying the troupe will be stage manager Al Paschal whose job it is to supply anything from elephants to electrons.

Garfield and Guild, San Francisco advertising agency, and the American Broadcasting Company are starting a promotion contest for the California American stations carrying "Hawthorne House." Horace Guittard Jr., of Guittard Chocolate Company and Walter Guild, explained the contest in a letter to station managers. Along with the letter each station received cartons of Guittard Flavor Rich Ground Chocolate. The contest runs until July 21st, and war bonds and merchandise will be given as prizes to the stations putting on the best promotions.



Program Parade . . .

Okays Lowering Of AM Band To 540, Or To 530, Kilocycles

(Continued from Page 1)

for definite allocation of frequencies only the United States, but Canada and Mexico as well, contain large regions which can best be served by relatively long distance broadcasting. It would appear therefore, that our needs for long range transmission are better established than are those of any European nation except Russia. Although faced with the difficult problems raised by the clash of national interests, these nations have succeeded in allocating their broadcast services where they can be most effective, while the North American nations have completely failed in efforts to secure such allocations.

Frazier said it is important that adequate provision be made for this service pointing out that the Commission's proposed allocation states that "number and width of channels will be left for future determination." Under questioning by FCC Chief Engineer George P. Adair, Frazier said he could not be certain whether a permanent assignment of these frequencies was necessary or whether, as suggested by Adair, special service authorizations might not be sufficient. He suggested, however, that the Commission poll broadcasters to determine whether a permanent allocation of frequencies is necessary.

Post-war Receivers Factor

In the post-war period, Frazier said, listeners will purchase a great many AM-FM combinations, as well as many receivers solely for AM broadcast. The panel believes these sets can be designed to receive signals as low as 530 kilocycles without difficulty.

In connection with the downward extension of the band, Frazier quoted extensively from the testimony given the FCC nine years ago by Dr. Charles B. Aiken, a technical consultant appearing for NAB.

"It might be admitted that the present American broadcast band is over crowded, and yet the clamor for new frequency assignments steadily increases. The public has enthusiastically supported the majority of the stations in existence, and would certainly support more. There are many rural parts of the country that need additional service, especially during the day, when signals from a distance cannot be heard. Such regions can be served only by more stations or more power, or both.

"Another fault to be found with the present system of allocation arises from the fact that broadcasting has been forced to use certain frequencies not well suited to its needs.

Rural Coverage Stressed

"Rural coverage—obviously, rural areas should receive as good service as it is possible to give them. Not

only the United States, but Canada and Mexico as well, contain large regions which can best be served by relatively long distance broadcasting. It would appear therefore, that our needs for long range transmission are better established than are those of any European nation except Russia. Although faced with the difficult problems raised by the clash of national interests, these nations have succeeded in allocating their broadcast services where they can be most effective, while the North American nations have completely failed in efforts to secure such allocations.

"A more satisfactory broadcast structure can be obtained only by the assignment of new groups of frequencies. One group below 550 kc would do much to improve rural coverage in the United States and Canada, but would be of less use to Mexico because of the high noise levels and low latitudes.

"It is well known that, for a given radiated power, the radius of ground wave coverage decreases rapidly as the frequency is increased, and that the zone of serious fading also draws in toward the transmitter . . . there is a tremendous change in ground-wave coverage with frequency, and it is therefore not surprising that there should be general agreement that the higher frequencies (of the standard broadcast band) are not well suited to broadcasting. . . . The high frequencies can be used for local coverage only, and the problem of delivering a satisfactory service to large suburban regions and to rural areas can be solved only by the efficient use of longer waves.

European Progress Noted

"The United States, Canada, and Mexico, are large countries having well developed needs for rural coverage. The longest waves are perhaps less interesting to Mexico, because of the high noise levels which commonly exist on the low frequencies in southern latitudes but Canada and the northern part of the United States present coverage problems which can best be solved by the use of low-frequency broadcasting. The European countries have long recognized the advantages of such ser-

AGENCIES

CEREMONIES welcoming General of the Army Dwight D. Eisenhower in Washington Monday, and in New York Tuesday, were televised over NBC's video station WNBT Monday and Tuesday by the ESSO Reporter under the sponsorship of ESSO Marketers. According to R. M. Gray, manager of the advertising and sales promotion department, Standard Oil Company of New Jersey, "This return to television after a five-year absence presages a resumption of ESSO advertising over that medium in the foreseeable future. While we expect to continue to use newspapers, outdoor and broadcasting by the ESSO Reporter, as well as other sales aids as in the past, we also look forward to utilizing television once again."

MADISON ADVERTISING COMPANY, INC., is the new name of the organization formerly known as Glicksman Advertising Agency. H. Sumner Sternberg has joined the firm as vice-president and merchandising consultant.

vices, even though no one nation except Russia has anything like such distances to cover as are regularly met with in North America. In spite of conflicting national interest and in spite of the great value which is accorded to the military services by all European countries, their administrations have realized the tremendous importance of broadcasting and the technical value of longwaves for rendering efficient service. As a result, a continent which has less need for it, has evolved a fairly satisfactory structure employing frequencies from 153 to 546 kc, while the continent which, from the standpoint of national boundaries, geographical, distances, and economic capabilities, has the most obvious need for low-frequency broadcasting stations has succeeded in acquiring none below 540 kc. That this is an unfortunate state of affairs can hardly be denied."

BLAN YOUNG SHOW—AMERICAN. Tues. 8:30-9 p.m., EWT. Bristol-Myers Co. This young comedian from Canada has had his ups and downs as to acceptance of his program. He reveals however that with good material he is a fairly good comic and should be encouraged and built up rather than carelessly handled. Nothing is more scarce in radio than up-and-coming comedians, therefore he is entitled to the best possible authors, looking toward the future.

GENERAL DWIGHT D. EISENHOWER—WOR-MBS. 10:15 p.m., Tuesday. Displaying the best radio personality since the late Franklin Delano Roosevelt, General Eisenhower speaking before a banquet at the Waldorf-Astoria Hotel in New York, demonstrated a voice that is vibrant, forceful and with personal charm. He spoke with sincerity and as one schooled in radio technique.

DAVE ELMAN AUCTION SHOW—WOR. Tuesday, 8:30 p.m., sustaining. Clever twist in bringing auction to the air of art treasures, curios, and keepsakes but how leaves listeners wanting for closing sales to studio bidders. Items are auctioned to studio audience and final bids are recorded pending action of the potential participation by air audience with higher bids. Victor Jory, Harry Hershfield, J. J. Fox and Neil Francis were Elman's guests Tuesday night.

GUY LOMBARDO SHOW—WJZ-ABC. Tuesday, 9 p.m., sponsor, Chelsea cigarettes. Still one of the most consistently good musical shows on the air. Lombardo's revival of old tunes and presentation of coming hits add up to excellent musical showmanship.

Savo In Straight Role

Jimmy Savo, will do his first straight dramatic role when he appears tonight on the Chesterfield Supper Club, over NBC, at 7-7:15 p.m., EWT. The comedian, who has been taking elocution lessons, will do nothing in course of the program.

Send Birthday Greetings To—

June 21

Ruth Allen Jack Arthur
Gene Austin Gail Laughton

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.

WMP means the whole gamut of pertinent Women's Interests run by JOYCE O'NEILL daily at 2:30. Participation available.

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

CHOICE
IN
CHATTANOOGA
IS

WDD
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

FCC Upholds NBC In Chain Regulations

(Continued from Page 1)

to purchase from you specific periods of time, during hours other than those designated as network optional time, for the broadcasting of a particular series of network commercial programs for a designated advertiser. In the event such sale is consummated it is understood and agreed that, subject to our 28-day right of cancellation provided for in paragraph (5) of Section III, you shall broadcast such series of programs for the duration of our commitment, to deliver your series of programs for the duration of our commitment, to deliver your station to such advertiser but in no instance shall you be so obligated for more than 52 weeks. We shall advise you of the expiration date of our initial commitment and of each renewal commitment subsequently made for your station to such advertiser and you shall notify us at least 35 days prior to each such date in the event you do not desire to broadcast a continuation of said series or programs. In the event you fail to so notify us we shall consider your station to be available for the immediately following renewal term of not more than 52 weeks should such advertiser elect to continue said series of programs over your station. Except as expressly provided to the contrary in this paragraph, your use and the broadcasting of such programs shall be subject to all the terms and conditions of this contract."

Ross Federal To Inaugurate Tele Film Exchange Service

(Continued from Page 1)

tion will be stocked with a complete library of films and package programs which will be made available to television stations on a low rental basis. Most of the films will be in 16 mm. and along with the distributing service. Ross Federal will start a film production advisory service for national advertisers and television station production managers.

Government films that have entertainment value to the home will be available at all branches, the Ross announcement revealed, also a new audience checking method.

COAST-TO-COAST

— COLORADO —

DENVER—Rainbo Bread Company of Denver is sponsoring "The Cowboy Hit Parade" over KLZ twice weekly. Programs are transcribed in Dallas especially for KLZ and feature Hal Horton as emcee. . . . Dean Hudson and orchestra are filling an engagement at Lakeside Park and being carried nightly over KLZ.

— VIRGINIA —

NORFOLK—Major Edward D. Andrus, formerly dramatic director and announcer at WTAR, is now at Tinker Field; Oklahoma, as chief of the signal branch. . . .

RICHMOND—WRVA is sending Jack Stone, continuity editor, to the Pacific theater of operations to interview men from Virginia. Stone, as an accredited radio war correspondent, will be provided with army facilities and transportations for his broadcasts and plans to carry his broadcasts on a daily schedule for the next few months are being made.

— NORTH DAKOTA —

FARGO—As a feature of WDAY's war bond day, June 23, Fargo and Moorhead citizens will take over all newscasting beginning with the first at 6:15 a.m. and ending with the 11 p.m. news and sportcast. Newscasts will contain special war bond messages. . . . The WDAY war bond caravan, consisting of 15 radio entertainers, goes on tour June 25 and will visit one Minnesota town, Ada, and four in its own state.

— KANSAS —

SALINA—KSAL has gotten out a new coverage map which gives complete coverage as well as the primary .5 millivolt area and the secondary based on mail pull from counties within the second line. . . . Paxton-Gallagher Company have signed a year's contract with KSAL for a 9 a.m. newscast Monday through Saturday and 10 p.m. on Sunday. . . . Phillips Petroleum is sponsoring daily 15-minute newscasts Monday through Saturday at 10 p.m. on a 52-week contract with KSAL.

— IOWA —

CEDAR RAPIDS—The Czech Melody Hour, a half-hour Sunday participation show on WMT was an important factor in raising \$30,000 from the surrounding territory. Ted Hlubcek besides being emcee of the program is a member of the board of directors for American Relief for Czechoslovakia. Announced in English, program features native classics and folk tunes.

— INDIANA —

FORT WAYNE—Particular interest was given to WOWO's Infantry Day broadcast when Major General Paul W. Baade, commander of the 35th infantry of the 3rd Army returned here June 15 and was interviewed by Hilliard Gates, public service director. . . . **VINCENNES**—Gene Allison and Eddie Raasch, both new to radio, have joined the WAOV announcing staff. They replace G.I.'s from nearby George Field who have been filling in part time. . . . **KOKOMO**—WKMO is one of two stations in the state which have been given permission to air the Indiana-Kentucky game on June 22.

— DISTRICT OF COLUMBIA —

WASHINGTON—Art Brown is attracting huge crowds to his "man on the street" broadcasts from in front of the Capitol Theater. . . . Herb Dohlen, coming directly from WMAL, has joined the WOL announcing staff. Dohlen was recently discharged from the Marines. . . . In covering the city's reception for General Eisenhower, WWDC general manager Ben Strouse turned loose 25 engineers and announcers to air the proceedings from 11 a.m. until 2:30 p.m., excluding all scheduled programs. WWDC fed to WPEN in Philadelphia and WITH in Baltimore. The reception to the Allied Commander on his return to the Nation's Capital was of record-breaking proportions.

NAB Mulls 'Oscars' And Public Relations

(Continued from Page 1)

the new NAB public relations book which has gone out to all member stations and many national organizations and figures of national prominence. Initial press run was 8,000, and stations have already ordered enough of these books to necessitate another run of 5,000. The committee discussed the possibility of distributing a total of 25 to 30 thousand through the individual stations.

It was also suggested that a special limited publication outlining actual projects, such as bond sales stunts and various other public service undertakings, be published for exclusive use of broadcasters. In addition plans are shaping for publication of another book to be known as "radio in the war." This will include many photos of radio activities on the home and military fronts.

Premiere On WCBW Today

A new television program, "Letter from the Teens" produced by CBS in collaboration with the United Parents Association will debut on WCBW, New York, tonight at 8:30. An adolescent problem, submitted by a teenager, will be dramatized on each program. Worthington Miner, CBS manager of television directs.

The news is going around—
Buy KQV in Pittsburgh!



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

Exclusive!
WIBG
990 ON YOUR DIAL
Athletics and Philllies HOME GAMES
PHILADELPHIA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 59

NEW YORK, N. Y., FRIDAY, JUNE 22, 1945

TEN CENTS

Spot Biz Outlook Bright

See 1st FCC Alternate As Allocations Choice

Washington Bureau, RADIO DAILY
Washington—A united industry front in favor of Alternative No. 1—retention of the FM service at its present level with the band extended upward—appeared likely last night for the oral argument to be heard this morning by the FCC. Only four appearances were definitely scheduled, according to the FCC, and all of them are expected to support the first of the three alternatives proposed by the FCC when it brought out its allocation for frequencies above 25 megacycles this spring.

Scheduled to appear are Maj. Ed-
(Continued on Page 2)

Omaha Station Joining American Web On Nov. 1

KOIL, Omaha, will join the American Broadcasting Company as a basic affiliate on November 1, Keith, Kiggins, vice-president in charge of stations for the web, announced yesterday. Affiliation is the result of negotiations just concluded with Charles T. Stuart, president, and Gordon Gray, general manager, Central States Broadcasting Company.

Cantor And Walker Appeal For Servicemen's Support

Eddie Cantor and James J. Walker, speaking before the Celestials at the Waldorf-Astoria Hotel yesterday noon, were heard in urgent pleas for the support of the rehabilitation of disabled servicemen. The speakers recounted the hardships endured by veterans and the debt owed them by the civilian population of the nation.

SERVING the 7th!

Philadelphia—The two-million-dollar goal for the 7th War Loan campaign set by the WDAS management for Nathan Fleisher, its news commentator, has been reached and passed, although the drive has some time yet to run. Total to date is \$2,125,000 in E Bonds, four per cent of all the E Bonds sold in the Philadelphia area.

Pres. Truman Tues.

The State Department has announced that the United Nations Conference will be brought to an official closing next Tuesday June 26th. President Truman is due to arrive Monday afternoon. On Tuesday afternoon he will appear at the final plenary session of the conference in the Opera House where he will make a world wide broadcast.

Aviation Industry Mulling Web Program

Report by the aviation industry committee as to the feasibility of buying a network program by way of educating the public in the need of a strong force of planes to maintain peace, is expected to be rendered in the very near future. Committee of three is currently mulling the situation over in Chicago.

Spokesman for the Aeronautical Chamber of Commerce, trade association
(Continued on Page 6)

Fair Taylor Resigns Post As Don Lee Publicity Chief

Los Angeles—Fair Taylor, director of publicity and promotion at KHJ-Mutual Don Lee is leaving July 1st. She will take a two months' vacation before making a new affiliation. Harriet Crouse, who has been Miss Taylor's assistant for a little over a year, takes over as director of publicity and promotion.

Don Lee Net Buys All Stock Of Pacific Broadcasting Co.

Hollywood—Contracts have been signed for the purchase of all stock of the Pacific Broadcasting Company by Don Lee Broadcasting System, according to announcement just released by Lewis Allen Weiss, vice-president and general manager of the Don Lee network. Pacific Broadcasting Company, which has been an affil-

93.5% of the residents within WLAW's .5
uv/m contour have radios. Advt.

Start Of Summer Finds Dollar Volume Holding On Despite Fewer Accounts; Choice Availabilities Scarce

NAB Abandons Plan For Celebration

Plans for fall observance of radio's "Twenty-Fifth Anniversary Week" were abandoned by NAB this week when the committee on network participation voted unanimously to shelve the plan. It was pointed out that the "Pledged to Victory" theme of the 25th anniversary observance
(Continued on Page 2)

CBS Announces Change In Television Schedule

Change in schedule of television broadcasting days at CBS effective July 2 was announced yesterday. Beginning July 2 the broadcasts will be aired Mondays, Tuesday and Thursdays of each week instead of Tuesdays, Thursdays and Fridays. Programs are televised on the station from 8-9:30 p.m.

BMB Officials Will Meet With Cana. Broadcasters

Hugh Feltis, president of BMB, and Linnea Nelson, chairman of the advertising relations committee, will go to Canada next Tuesday to meet with Canadian broadcasters and mem-
(Continued on Page 3)

Heading into the summer months, national spot radio business, while still fewer in numbers of accounts, is maintaining the dollar volume, even though a few less stations are involved in the total amount of business placed. Seasonal patent medicine accounts eased off in force during the latter part of
(Continued on Page 5)

Radio Workshop Set For Wash. In Sept.

Washington Bureau, RADIO DAILY
Washington—The first radio workshop sponsored by the radio committee of the D.C. Public schools, WTOP and CBS will be held this fall (tentatively September 4 to 14, inclusive), WTOP revealed yesterday.

The study of radio's educational possibilities will be conducted at Wilson Teachers College, with practical
(Continued on Page 3)

Herbert Gets Appointment As Sales Exec. At WNEW

Ira M. Herbert, radio and advertising agency executive, has been named national sales manager of WNEW, Bernice Judis, vice-pres. and mgr. of WNEW announced. Herbert.
(Continued on Page 2)

SERVING the 7th!

Boise, Idaho—KIDO's promotion of the 7th War Loan campaign started with V-E Day and has continued apace. Two programs each day are used exclusively to plug bond sales, with orders being taken over the telephone by girls who have become extremely war-bond-sales-wise. This procedure will continue for the duration of the campaign.

Discerning time buyers include WLAW with its No. 1 market—Industrial New England. Advt.



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

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FINANCIAL

(Thursday, June 21)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------------------------------|---------------------------------|---------------------------------|----------|
| Am. Tel. & Tel. | 174 ⁷ / ₈ | 174 ¹ / ₂ | 174 ¹ / ₂ | — 1/2 |
| CBS A | 39 ¹ / ₄ | 39 ¹ / ₄ | 39 ¹ / ₄ | + 1 |
| CBS B | 38 ³ / ₄ | 38 ¹ / ₄ | 38 ³ / ₄ | + 1 |
| Crosley Corp. | 38 ¹ / ₂ | 38 | 38 ¹ / ₂ | + 1/4 |
| Farnsworth T. & R. | 16 | 15 ¹ / ₂ | 15 ⁷ / ₈ | + 3/8 |
| Gen. Electric | 44 ³ / ₈ | 43 ¹ / ₂ | 43 ⁷ / ₈ | + 1/2 |
| Philco | 36 ⁷ / ₈ | 36 ¹ / ₂ | 36 ³ / ₄ | + 1/4 |
| RCA Common | 13 ¹ / ₂ | 13 ¹ / ₄ | 13 ¹ / ₄ | |
| Stewart-Warner | 20 ³ / ₄ | 20 ³ / ₈ | 20 ³ / ₈ | + 1/8 |
| Westinghouse | 34 ³ / ₄ | 34 ¹ / ₂ | 34 ⁵ / ₈ | + 1/8 |
| Zenith Radio | 38 ⁷ / ₈ | 38 ³ / ₄ | 38 ³ / ₄ | — 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------------------------------|--------------------------------|--------------------------------|-------|
| Hazeltine Corp. | 31 ¹ / ₂ | 31 ¹ / ₂ | 31 ¹ / ₂ | + 1/4 |
| Nat. Union Radio | 6 | 5 ³ / ₄ | 5 ³ / ₄ | — 1/4 |

OVER THE COUNTER

| | | |
|-------------------|--------------------------------|--------------------------------|
| Du Mont Lab. | 7 ¹ / ₂ | 8 ¹ / ₄ |
| Stromberg-Carlson | 19 ⁵ / ₈ | 20 ⁵ / ₈ |
| WCAO (Baltimore) | 27 | |
| WJR (Detroit) | 50 | |

20 YEARS AGO TODAY

(June 22, 1925)

Radio fans form not only the largest but probably the most critical audience in the world. With every conceivable form of entertainment to choose from, it grows more exacting daily... There seems to be no end to the "blooping" evil. Inexpert handling of radiating receivers continues as a great disturbance.

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

Coming and Going

EDGAR KOBAK, president of the Mutual network, has returned from a business trip to Chicago and Cincinnati.

COMMISSIONER CLIFFORD DURR of the FCC is in Gotham today to address the Independent Citizens Committee for Arts and Sciences and Professional People. Tomorrow he will participate in a panel discussion on the future of FM.

JOHN F. ROYAL, NBC vice-president in charge of television, leaves New York today to deliver the keynote address at the opening of the Northwestern University Summer Radio Institute on Monday. His talk will cover the subject of television programming.

FREDERICK B. OPPER, American network correspondent who left last week for the China-Burma-India theater of war, has arrived in New Delhi and will be heard in broadcasts from that area shortly.

CAPT. CARL RUFF, formerly of WOR press, is in town from Walter Reed Hospital, Washington, D. C., where he is being treated for a severe leg wound sustained before the Siegfried Line.

KINGSLEY HORTON, assistant manager and director of programs and sales at WEEI, Boston, was in New York yesterday for conferences at the headquarters of CBS.

JOHN J. KAROL, CBS network sales manager, leaves today for Kansas City, Mo., where on Monday he will speak before the Advertising Club of that city on the subject, "Radio Today."

SYLVAN TAPLINGER has left for Chicago, where he will spend several days directing a special series of Gershwin recordings.

IRVING WAUGH, announcer and sportscaster on WSM, Nashville, has left for the Pacific theater of warfare, where he will spend four months accredited to General MacArthur's headquarters as "homefolks" reporter.

ANDY RUSSELL, signed for CBS' new Joan Davis program, arrives in town this morning and will spend five days here before going to Boston for a theater engagement.

PAUL WHITEMAN, music director of the American Broadcasting Company, has returned from Boston, where he was made an honorary member of the Tub Thumpers of America.

E. R. VADEBONCOEUR, vice-president and news commentator of WSYR, Syracuse, was in New York momentarily this week while en route from Philadelphia to the home offices.

CAMPBELL ARNOUX, manager of WTAR, Norfolk, Va., and **JOHN W. NEW**, sales manager of the station, on a three-day trip this week to visit clients in Richmond.

NAB Abandons Plan For "25th" Celebration

(Continued from Page 1)

was of more importance and that the industry should train its sights on V-J Day rather than celebrating.

Network representatives on the committee who voted for abandonment of the Anniversary Week plan were William S. Hedges, vice-president, NBC; Dr. Frank Stanton, vice-president and general manager of CBS; Mark Woods, president of ABC; Douglas Coulter, vice-president in charge of programs, CBS and Phillips Carlin, vice-president in charge of programs, MBS.

WHN Appoints Tolchin Asst. Director Of Sales

Arthur M. Tolchin has been appointed assistant director of sales at WHN, it has been announced by Bert Lebar, Jr., director of sales. Tolchin replaces Ira Herbert who resigned effective June 18.

Tolchin has served on the WHN sales staff for eight years. Prior to that he held the post of account executive at WOR.

See 1st FCC Alternate As Allocations Choice

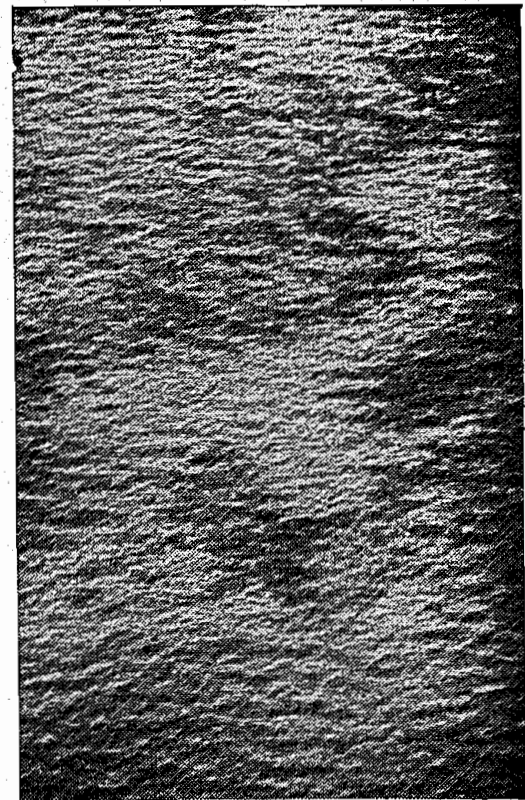
(Continued from Page 1)

win H. Armstrong, for RTPB; Col. J. B. Roberts for TBA; Attorney Philip Loucks for FMBI, and Dr. W. R. G. Baker of GE for RMA. Each of these organizations is favorable toward the first alternative, which would put the FM service in a single spectrum region starting at 44 megacycles, with the non-commercial service beginning there and the commercial band just above. Alternative No. 2 calls for the splitting of the FM service, with seven tele channels in the midst of the FM channels, while Alternative No. 3 calls for the seven tele channels to come just above 44 megacycles, with the FM service beginning at 84 megacycles.

Herbert Gets Appointment As Sales Exec. At WNEW

(Continued from Page 1)

has been in the advertising business 20 years. He served at one time on the sales force of WMCA and later was assistant sales director WHN, New York.



Oil slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture.

But we've made it pretty easy for you to spot how to reach more people for the lowest cost in one of the country's great markets

To tell the story of your product by radio in the city of Baltimore... you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in town.



W-I-T-H

IN BALTIMORE

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

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.



Radio Workshop Set For Wash. In Sept.

(Continued from Page 1)

use being made of WTOP facilities. The course is open to anyone with a genuine interest in radio and education, with full college credit allowed to those who qualify.

A combined conference and workshop technique will be used, half of each day set aside for lecture, demonstration and discussion, and the other half for actual work. Workshop exercises will include writing, production and programming, with an eye to what is being done and what can be done in radio education today, both in and out of the classroom. The workshop will also touch on some of the technical aspects of radio—FM and tele.

Students will be urged to participate in writing, producing, and directing workshop programs, and observe programs in actual rehearsal and on the air in the WTOP studios. An opportunity will also be given to those who decide to specialize in writing, scoring, producing, directing or any of the particular fields.

Among the experts who will plan and execute the first Radio Workshop are: Dr. Lyman Bryson, director of education broadcasts for CBS; Martin D. Wickett, program director of WTOP; Clyde L. Hunt, WTOP chief engineer; a member of the WTOP-CBS world news staff; Mrs. Betty Grove, chief script writer for WTOP; Mrs. Gertrude Broderick, executive secretary of the Federal Radio Education committee; Dr. R. R. Lowdermilk, consultant to the Federal Radio Education committee and Dorothy Lewis, NAB.

Members of the technical and production staffs of WTOP-CBS will assist as needed in demonstrations and workshop operations.

Leader Leaves NBC

Anton (Tony) Leader, for the past five years producer-director at NBC where he guided among others, "Words At War," program, will resign July 1 to free-lance. His initial effort will be to produce a Danny Seymour package, "Now It Can Be Told," which will be heard Monday through Friday at 8:15-8:30 p.m. via Mutual starting Monday. Stories will be based on heroic exploits of World War II. Martin Gabel is narrator.

Troupers

Jack Benny took off in a transport plane for the European theater of occupation yesterday and Bop Hope is in New York making ready for another jaunt overseas to entertain servicemen. Eddie Cantor, winding up a tour of 68 Army and Navy hospitals at Halloran Hospital today, will return to the West Coast for a vacation this week-end.

Don Lee Buys All Stock of Pacific Broadcasting

(Continued from Page 1)

consolidate and unify West Coast operations of the Don Lee network and will result in substantially increased compensation to stations in the northwest.

The formal transfer of the stock of the Pacific Broadcasting Company to the Don Lee Broadcasting System will be made in Tacoma, Wash., June 30th, with Weiss, Pat Campbell, executive assistant in the office of vice-president of Don Lee, and A. M. Quinn, treasurer, present.

BMB Officials Will Meet With Cana. Broadcasters

(Continued from Page 1)

bers of the BMB board in Toronto. They are making the trip at the invitation of Glen Bannerman, president of the Canadian Broadcasters Association.

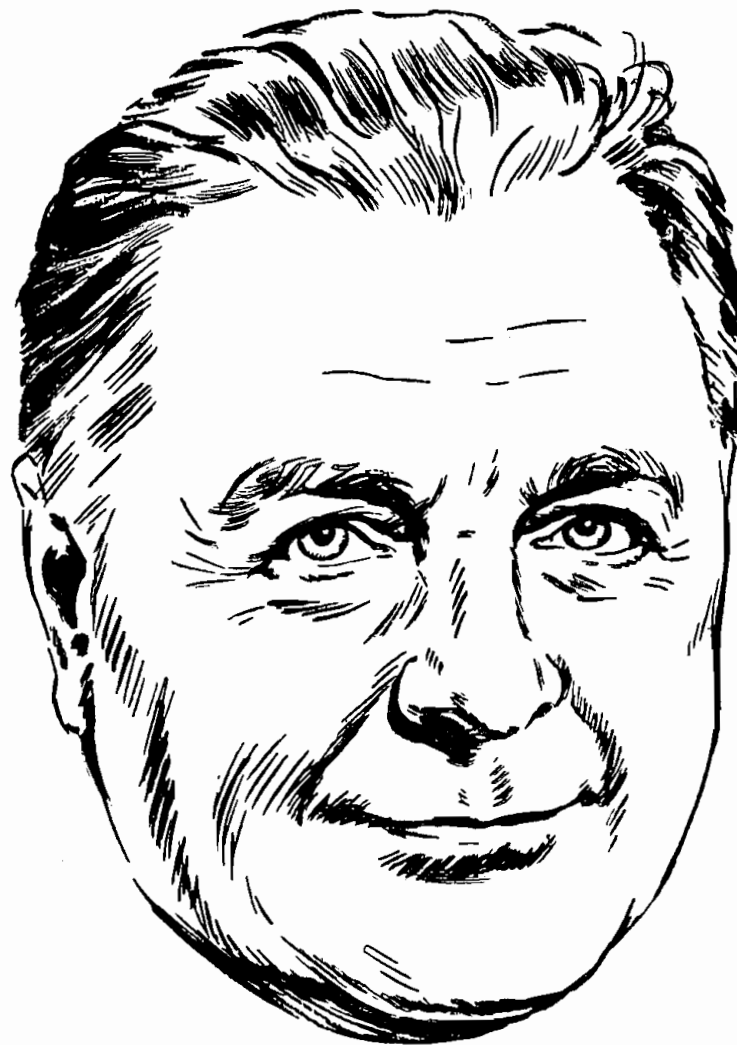
WCAU Program Executive Returns From Wright Field

Philadelphia—After returning from a two-day tour of Wright Field, Army Air Forces "laboratory" at Dayton, Ohio, Betty Hurd, assistant program director of WCAU said today: "If what we saw at Wright Field is any indication, post-war radio is headed for shorter wave lengths and higher frequencies. Many of the installations can't be discussed until after the war. But the Army Air Forces are carrying on research and development in the field of radio which should have important peace-time applications. At Wright Field, Colonel H. R. Yeager is chief of the radio and radar sub-division, which has staff supervision over engineering, development and test activities carried on at six field installations and a number of aircraft radio laboratories. We were told that 'this is a radio war' . . . and the equipment we saw certainly testified to the truth of that statement."

Canada's Dominion Day Will Be Special Radio Event

Montreal—Canada's Dominion Day is to be saluted by radio in both Great Britain and Canada on the anniversary date of confederation. A special feature presentation entitled "The Long Portage," will be broadcast on the home service of the BBC, and will be heard over the CBC Trans-Canada network, Sunday, July 1, at 5:15 p.m., EDT.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!



There's brilliant showman-musicianship in the 27 selections he and his great 34-piece orchestra have already made for Associated.

Roy Shield... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

BIG-TIME programming means what it says: big, elaborate units like Associated's network star Roy Shield and his 34-piece orchestra. Compare this with the ordinary small groups so abundant in other libraries. And compare *quality* with APS high fidelity vertical-cut recording. The answer's as clear as our Vinylite discs: there's no better buy in libraries! Investigate . . . Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service

A Plus for AM... A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

CHICAGO

By BILL IRVIN

ATLANTIC BREWING COMPANY, Chicago, has signed a 52-week contract with WBBM for sponsorship of the new detective mystery series, "Professor Van Dusen . . . Master of Mystery," heard Saturdays, 6:00 to 6:30 p.m., CWT, starting June 16. Jess Pugh will be heard as "Professor Augustus Van Dusen." Regular cast members will include Wilms Herbert, Herb Butterfield and Arnold Robertson. Series is adapted for radio from the writings of Jacques Futrell. Contract was placed through Campbell-Mithun, Chicago.

Contract for "Swing's the Thing," WGN-Mutual musical show featuring Skip Farrell, the Dinning Sisters trio and Bob Trendler's swing orchestra, has been renewed for an additional 13 weeks by the sponsor, E. J. Brach & Sons, Inc. of Chicago, through Hill Blackett & Co., Chicago. Renewal order is effective July 5. Program is heard Thursdays at 9:30 p.m., CWT.

The WGN Symphony Orchestra became the Chicago Philharmonic with its broadcast Tuesday night, June 12, 8:30 to 9:30 p.m., CWT, over WGN under the direction of Henry Weber. Dr. Rudolph Ganz, eminent conductor, composer and president of the Chicago Musical College, introduced the orchestra under its new name. Rights to the title were secured by WGN from Richard Czerwonky, well-known musician and former conductor of the Philharmonic.

Eileen Oberling, formerly with WTAD, Quincy, Ill., has joined the WIND production staff, and Russ Patch, formerly with WKBB and KDTH, Duquque, Iowa, the WIND announcing staff.

Two NBCites on military leave have returned to jobs with the NBC central division. They are Lt. Col. Paul Clark, AAF, a veteran of three years' service in both Atlantic and South Pacific war fronts, has rejoined the engineering staff as junior control room supervisor. Lt. Henry Cooke, AAF, has returned to the NBC announcing staff. A veteran of two years in the Pacific, Cooke has 45 bombing missions and 500 combat hours to his credit in the intensive war against Japan.



California Commentary

● ● ● The Hollywood Brown Derby played host to American Broadcasting Company executives during the June 15th luncheon and dinner hours, in honor of the net dropping its Blue designation. A red, white and blue birthday cake was concocted by the Brown

Derby chef. Don Searle, Frank Samuels, Frank Conrad, Jack O'Mara, Leo Tyson, Ted McMurray, Clyde Scott, Bud Edwards, William Bendix, Hal Peary, Penny Singleton, Ellen Drew and Amos Barron were among those who attended the luncheon party. . . ● A sad note was the news of the death in San Francisco of Harold Samuel, brother of Milt Samuel, American's western division publicity chief. Milt had been working very hard in connection with the Blue's change of name. Members of the CBS-KNX news bureau, publicity, announcing and engineering departments tossed a farewell party at Brittingham's in honor of Fox Case, who has gone East to become assistant to Earl Gammons, director of CBS activities in Washington, D. C. . . ● Jack Carson wound up his radio season by tossing a party at the Coconut Grove in honor of his cast. His golf pal and fellow actor at Warner Bros., Dennis Morgan, appeared on Jack's final program, and after the program was forced to sing a number from "The Desert Song." The audience also insisted on something special from Jack and he came through with a song he sang in the Frank Sinatra manner.

Los Angeles

● ● ● Gilbert Seldes, CBS director of tele programs, has been busy the last few days. He addressed a group of Los Angeles advertising executives June 12, spoke before the San Francisco Ad Club June 13 and on June 15 gave a talk before Hollywood advertising men. Grace Glasser, Ted Gailey, Carl Heintz, Bob Hixson, Bernard Weinberg, Bill Pringle, Ken Thurston, Nelson Carter, Art Gudelman, Bob Van Norden, Gay B. Little, George M. Wessels, Henry Mayers, Ed Keeler, Dick Smith and Arthur Mayers were among the executives at the June 12th gathering. . . ● Bill Grey, the comedian, is entertaining his father, who is from New York, and is trying to show his parent all the sights of the Southland in 10 days. Bill reports that his dad is thoroughly sold on Southern California.



● ● ● Radio boys are making good in the flickers, too. Bill Goodwin comes across with an excellent performance in Paramount's "Incendiary Blonde," starring Betty Hutton, while Marvin Miller does very well with his role in "Blood On The Sun," the James Cagney opus. . . ● Tom Hargis, KNX program director, has launched a new variety show (his original idea) on Saturdays, 8:05-8:30 a.m. Show stars Gene Baker, Charlie Lung and the Todds. Hargis presents Lung as an act for the first time since the man of many voices has been in radio. . . ● When Jack O'Mara, American Broadcasting's Western sales promotion manager, climbed aboard a train for New York several months ago, he was presented with a sloshing bowl of goldfish at the last moment, and pulled out of the depot with a weak and confused smile, holding the bowl gingerly. On his return to Hollywood, he walked into his office without cracking a smile, bearing a tetraarium with almost a hundred goldfish of various sizes. . . ● Jerry Oppel has been promoted to program director of KXO, El Centro, Calif., while Penny Pinola is the newest addition to the station's announcing staff. Al Pearce and Ken Niles, both of whom are enthusiastic nimrods, are organizing a clearing house for sportsmen among their radio colleagues to handle the current shortage. Guns, camping equipment, fishing tackle, etc., belonging to the group, are being indexed and will be made available to any member of the "Field And Stream Club," as the new group has been named.



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— Remember Pearl Harbor —

SOUTHWEST

SCHEDULED as a weekly feature, "Let's Discuss It," a special half-hour program to be aired over KGKO each Tuesday under the sponsorship of Southern Methodist University, will present prominent men of Dallas giving their views of public issues. Moderators on the forum series will be Harry C. Withers, managing editor of the Dallas Morning News and Dr. S. D. Myers, director of the SMU Institute of Public Affairs. Ralph Maddox, program director of WFAA and KGKO will supervise.

Fred M. Parris, instructor in journalism at Kansas State College, Manhattan, has been selected for special coaching in radio writing. Parris will get his experience at KGKO and WFAA where he will remain for three months in the news department. This practical experience method of training competent radio men was devised by the National Association of Broadcasters and the American Association of Schools and departments of journalism.

New type of radio reporting was introduced to Texas listeners by WOAI recently when it aired a special half-hour program titled "Texas Welcomes the Generals." Throughout the day and with the use of a wire recorder, special eventer Bud Thorpe covered events honoring returned veterans, highlights of which were later transcribed at the studios, and rebroadcast at night.

Rose Mary Walker will replace Jeanne Searle as merchandise manager at WOAI. Miss Searle leaves her post of several years to join a local business firm. Rose Mary Walker comes from KMAC.

Modern Radio Supply Company of San Antonio, owned and operated by Walter R. Retzliff, has been appointed official distributor of RCA electron tubes and commercial sound equipment as well as test equipment and replacement parts. Appointment was made by J. W. Cooke, RCA regional manager of Dallas.

Attacked By Thugs

Dick Bradley, WNEW announcer, was attacked by thugs in Jackson Heights, Wednesday night and taken to the Park East Hospital suffering from a possible fractured jaw.

Every 24 Hours
51
 SPONSORED
 NEWSCASTS
 UP-AP-INS
W-I-N-D
 CHICAGO
 560 Kc. 5000 WATTS

Free Speech "MIKE"
 YOU ARE IN
GOOD COMPANY
 WHEN YOU
 ADVERTISE ON
KMPG
 LOS ANGELES
 710 Kc. - 10000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 National Sales Representative • Paul H. Raymer Company

Spot Business Outlook Bright; Dollar Volume Holds Up Well

(Continued from Page 1)

last month, but were more or less offset by oil and gas business, in some cases sponsoring minor league baseball. War-baby type of cigarette brands helped, also toilet requisites which reveal noticeable increase in use of spot. Although publications are strong, motion picture time buying eased off considerably, not unnatural for some of the film producers in the summer.

Morton Salt continues as a strong project on 117 outlets as one of the many foodstuffs and household appliance categories. Coffee, dairy products, bakery products, and flour are fairly strong advertisers as of early June, with commitments to run further. Participation programs are getting some announcements and these include ginger ale (Canada Dry) through J. M. Mathes Agency. Dif, household cleanser, through Grey Advt. Agency, N. Y.; Pillsbury Flour, through McCann-Erickson, Minneapolis; Pan-American coffee through J. M. Mathes; Procter & Gamble's Spic and Span through Dancer-Fitzgerald-Sample; H. D. Lee Work Clothes, through Gardner Advt. St. Louis; Readers Digest, station breaks through BBD&O; Studebaker cars through Roche, Williams and Cleary, Chi.; Spry ETs through Ruthrauff & Ryan; Carcoline cleanser through Schick Agency, Newark, N. J. are some of

the prevalent accounts, apart from the regulars.

Farm and suburban advertising such as insecticides and other animal spray were slow in getting started, but some are under way. These include, Walker Remedy Co. for livestock medicines and spray, station breaks, through Weston-Barnett Inc., Waterloo, Iowa; Tobacco By-Products, Louisville for garden spray, through Campbell Sanford Agency, Cleveland; Oyster Shell Products (chicken feed) through Cecil & Presbrey, N. Y.; Gulf Oil's Gulf Spray, through Young & Rubicam; Babson Bros. Co., dairy equipment through C. C. Fogarty, Chicago and a few similar accounts were active during the early part of the month.

It is indicated however that despite any dropping out of some seasonal accounts, the choice availabilities are not necessarily going begging. Local and national accounts are still taking these whenever on tap. Benrus Watches through Young & Rubicam is putting out a series of ETs and jingles for use by local dealers.

Local bottling licensees for soft drinks are due for a strong campaign soon, although the sugar situation of late has not been the most encouraging. Stocks of sugar on hand and other sweetening materials are expected to fill the gaps.

Double Or Nothing Moving To New Spot On Mutual

"Double or Nothing," Mutual's quiz show, moves from the regular Friday night spot to Sunday nights from 9:30 to 10 p.m., starting Sunday, July 15. The program will be heard tonight from Richmond, Va.

CBS Television Book Mailed To Web Clients

CBS' television department this week is forwarding the booklet containing the offer of its facilities to clients and agencies of the network. Effective date is July 16. Charge is made for use of studios, but time on the air is gratis.

Larger WNBT Quarters Presage Tele Expansion

Expansion of facilities and consolidation of several different offices will be effected when the program operating sections of the NBC television department are moved to the 6th floor, it has been announced by John T. Williams, NBC television business manager. The new unit in the RCA Building which television personnel will occupy measures approximately 10,000 square feet. It comprises the entire South side of the 6th floor, studio section, and an upper section on the 7th floor.

The new space will provide room not only for all employees of the program operating departments of NBC television station WNBT, but will also provide a carpentry shop, two rehearsal rooms and much additional storage space. Occupancy is expected by early Fall.

Robertson Heads Committee

Charles M. Robertson, Jr., president of the Ralph H. Jones Co., Cincinnati, has been appointed chairman of the Joint Program Information Committee for the Cincinnati area. The Committee is composed of representatives from WPB, WMC, Army Ordnance, Navy and ATSC. Its purpose is to work closely with the press and radio stations in this area so that national stories on war production "cutbacks" can be studied in their relation to the local picture.

This little calf is to draw your attention to—



\$3,654,046,000 cash receipts from the livestock market in 1944, went into the farmer's pocket in the 12 states covered by MVN.

Mississippi Valley Network is a wired Regional Network which you can buy without paying Metropolitan rates. The states in this rich-and-ripe-for-sales market are: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota and Wisconsin.

THROUGH 74 affiliated stations, the Mississippi Valley Network (operated by North Central Broadcasting System) keeps your product in intimate touch with 1,600,762 farm radio homes. An exclusive listenership with programs beamed for this farm audience exclusively. Mr. and Mrs. Farmer want to know briefly how the war news affects farming . . . want the latest Washington agricultural bulletins . . . want complete market reports . . . are vitally interested in weather forecasts and local temperatures . . . want "live" musical entertainment for early morning pep-up. MVN delivers this to the country's most affluent rural territory without the cost of metropolitan rates. No other network offers this exclusive early-hour farm audience.

AVAILABLE FOR SPONSORSHIP:

- 6:00 A.M. Mississippi Valley Time (complete network)
- 7:00 A.M. Agriculture and the News
- 9:30 A.M. Features for "Mrs. Farmer"
- 12:15 P.M. News and the Farmer's Views

Contact any NCBS office for cost estimates and further details

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

Mississippi Valley Network
OPERATED BY
NORTH CENTRAL BROADCASTING SYSTEM, INC.
JOHN W. BOLER, President

New York
Empire State Bldg.
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Ave.
State 0361

AGENCIES

ALVIN KABAKER has been named to take charge of the Hollywood office of Dancer-Fitzgerald-Sample, effective immediately. The company has taken enlarged space in the Taft Building on Vine Street. Kabaker has just returned from active duty with the United States Navy, where he served as Lieutenant for the past two and a half years. He has been with Dancer-Fitzgerald-Sample previous to his naval service for four years and engaged in handling talent, programs and other radio activities.

COMPTON ADVERTISING, INC. has engaged Louise Winter for its radio department. Miss Winter, who is from San Francisco, has been associated with both dramatic and musical programs. She also is an experienced radio engineer. . . The agency also reveals that Evelyn Peirce has been appointed assistant program supervisor in charge of daytime radio. At the same time Floyd Holm has been named assistant program supervisor in charge of night-time shows.

PHILIP F. Mygatt has been appointed script editor of the radio department of Geyer, Cornell & Newell, Inc., it has been announced by Donald S. Shaw, radio director. He formerly was director of radio in the Toronto office of J. Walter Thompson, Ltd., and associated with that agency for the last 11 years. In 1939 he went to Sydney, Australia where he established a radio department in his firm's branch in that country.

WILLIAM J. CALDWELL has re-joined McCann-Erickson, Inc. as a copy writer after six months leave of absence. In December 1944, Caldwell, a former Army Air Forces sergeant, left the agency acting under orders from General H. H. Arnold to perform a special job for the U. S. Army Air Forces. He had joined McCann-Erickson's copy department in May 1944 after honorable discharge from the Army the previous fall.

Aviation Industry Mulling Web Program

(Continued from Page 1)

tion stated yesterday to RADIO DAILY that network and agency presentations are under advisement with the committee and there are being considered as the possibilities of a coast-to-coast program.

ACC meanwhile is changing its name to Aircraft Industry Association and this name will be the actual sponsor as representing the plane and engine manufacturers. All advertising will be of institutional nature for the entire industry and the subject and purpose of the program would be to tell the story of airforce in the war and its power for peace if rigidly maintained after present hostilities cease.

WORDS AND MUSIC

By HERMAN PINCUS

There! He Did It Again. . .

ABOUT four years ago, Redd Evans and Dave Mann wrote a ditty titled "There, I've Said It Again," which they placed with a music publisher. . . . In the meantime, Redd wrote "He's 1A In The Army and A1 In My Heart" and "Salt Water Cowboy," and with the royalties, decided to re-acquire and publish the first-named tune. Maestro Vaughn Monroe listened to Redd and the song, liked both and promised to record the number . . . and to make Redd's heart beat faster, Vaughn decided to have his rendition of the song backed up with the Nation's number one sensation, "Rum & Coca-Cola." . . . and here's where the fickle Goddess of Fortune stepped into the picture . . . for while the Andrews Sisters' Decca record of "Rum & Coca-Moolah" was nothing short of sensational, the Vaughn Monroe platter of that rumba turned out quite the reverse . . . consequently, juke-box operators, who had purchased thousands of the Monroe platters felt 'stuck'—but rather than destroy those discs, they decided to use the reverse side in the thousands of machines throughout the country . . . the song started to show signs of life, Vaughn Monroe programmed the number wherever possible and Redd became the publisher of the country's number one SONGHIT.

☆ ☆ ☆

RADIOLOGY:—The King Sisters will definitely be heard regularly on the Rudy Vallee show in the Fall. . . ● Alan Young wants pretty Diane Kemble to appear opposite him on his guest-spots . . . she did a great job as his 'girl friend,' on the "Alan Young Show." . . ● Columbia Pictures Starlet Edith Fellows, in town for a whirl at Musical comedy and radio . . . sings as sweet as she looks. . . ● Announcer Bernard Dudley, now a Private in the Army, is emceeing "Camp Gordon Capers," beamed from Camp Gordon via WRDW, Augusta, Ga. . . ● Captain Hy Gardner's "Suit Yourself," new program heard Tuesdays at 10:30 p.m. via the Blue and sponsored by the John David Stores, is a swell idea . . . a timely tonic for both the contestants, ex-G. I.'s and the listeners. . . ● Gus Haenschen, Maestro of the "Pet Milk" and "Album Of Familiar Music" programs, was awarded an Honorary Degree as Doctor of Music at Ithaca College. . . ● Tim Gayle's protege, Mary Ann James, looks and sings like Donna Mae, who thrushes for Fred Waring (Tim's Boss). . . ● George Kondolf, Dramatic Scripts Editor at BBD&O will take a leave of absence to produce a war play, "Appenine Grape," in September. . . ● Charlie Bell, who after slapping down several Jap planes, was given a medical discharge from the USAAF last summer, is now the 'Frank Sinatra' of Toronto, featured at the King Edward Hotel.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—NOW the guy's famous . . . we're referring to Mrs. Winchell's boy Walter, who's been honored by Noro Morales, Stork Club Maestro, who calls his latest tune the "Walter Winchell Rumba" . . . ● Miguelito Valdes has just recorded "You Never Say Yes" (You Never Say No) for Decca . . . published by Robbins. . . ● Al Friedman is now Coast Manager for Stevens Music Corp. . . ● Howcome the Ink Spots don't record the ballad, "Any Time At All," which they've been featuring lately? . . . This ditty is just begging for the opportunity of proving itself. . . ● Al Koppell, Irving Actman and Jean Herbert have just written a tune for the future titled, "On Your Tel-Tel-Television Telephone." . . . (this line is reprinted from a column which we wrote back in 1929 for the Hollywood Filmograph) . . . paging Sam Cuff. . . ● A TWENTY-FOUR BAR SALUTE to the 'Back-Seat Millionaires,' a group of 500 wealthy New Yorkers, who, led by philanthropist Irving Geist, are co-operating with the sponsors of the "Romance, Rhythm and Ripley," program, each of the group pledging to purchase a Ten Thousand Dollar War Bond . . . the purchase will be made at the June 21 special War Bond program to be heard via CBS, where the Bond Buyers will occupy the balcony seats, giving up the orchestra seats to 300 Purple Heart Servicemen and their gals . . . and to start the evening off right, Geist and his 'fine 500' will toss a party for the G. I.'s at the Zanzibar at 6:30 p.m.

EQUIPMENT

Du Mont Has New Tube

Multi-Band cathode-ray tube with 25,000 volts accelerating potential, has just been announced by Allen B. Du Mont Laboratories, Inc., Passaic, N. J., marking another outstanding development in the progress of cathode-ray oscillography. This Type 5RP (designation assigned by RMA) tube permits recording at writing rates in excess of 2,500 km/sec (using a 35 mm. camera with an f:1.9 lens) corresponding to sine wave transients at 10,000 megacycles.

The new tube is of the hot-cathode, permanently-sealed, high-vacuum type. Subdivision of the intensifier element provides a controlled gradient allowing a total accelerating potential of 25,000 volts to be employed with only slightly reduced deflection sensitivity. Greatly increased brightness with small spot size results in a writing rate far greater than those heretofore obtainable.

Magnavox Post-War Plans

Fort Wayne—Magnavox Co., peacetime maker of radio-phonograph combinations, radio parts for other manufacturers, and sound slide film equipment, is seriously considering establishing a branch plant in the Chicago area, said Richard A. O'Connor, president. Magnavox can resume production of civilian products as soon as materials are available, in addition to its present war output, O'Connor declared.

Denver Distributor

Hoffman Radio Corp., Los Angeles has appointed the Radio Products Sales Co., Denver, to be distributor for Colorado, Eastern Wyoming and Eastern Montana; and the Radio Supply Co., Salt Lake City, for Utah, Southern Idaho and Western Wyoming to Laramie.

Stewart-Warner Distributor

New distributor for the post-war line of Stewart-Warner home radios is Bright Distributing Company of Knoxville, Tennessee, owned by H. C. Bright. A native of Knoxville, Bright resigned from the Congoleum-Nairn Corporation last year to establish his own firm.

Tube Sale Head

L. E. Septer has been made manager of replacement tube sales for the home radio division of Westinghouse Electric Corporation, according to a recent announcement. He will have charge of nationwide distribution of all Westinghouse radio receiver tubes sold other than in complete receiver units. Septer has been in the electrical appliance business since 1928.

Stork News

Salt Lake City—Keith Hopkins, member of KDYL's technical staff, is the father of a new son, Frank K. It is the first child for Mr. and Mrs. Hopkins.

Program Parade . . .

PICTURE OF THE WEEK

PROMOTION



Glamor girls picked from the ranks of Walter Thornton agency models were RADIO DAILY carriers for a day in New York last week when the American Broadcasting Company dropped the Blue tag line and celebrated their new web identification with a special advertising supplement.

KRNT Sells Switch To ABC
 KRNT, of Des Moines, celebrated its switch to the American Broadcasting Company June 15, by originating five coast to coast broadcasts. The schedule included Breakfast Club with Don McNeill, Meet Your Navy, The Quiz Kids, America's Town Meeting of the Air, and a locally produced broadcast which dramatized the story of Iowa corn. Station is promoting the switch to American Broadcasting Company by billboards, street car cards (both inside and out), an ambitious schedule of ads in the Register and Tribune and in 18 central Iowa newspapers, by movie trailers, streamer ads in all retail stores, and attractive tent ads in all Bond booths. There will also be a schedule of Trade Paper ads both nationally and locally. The station is also carrying a schedule of 18 spot announcements daily and a number of 15-minute programs.

WFBR Splurge
 WFBR, Baltimore, is putting out an eight-page newspaper of 200,000 copies to publicize their switch to the Blue Network of the American Broadcasting Company. Titled "1300 News," tying in with the station's call letters, the paper gives details of the switch with plenty of pictures of programs to be heard on WFBR, together with weekly log. Station is putting on a three week contest tying in with the Seventh War Loan, offering bonds and stamps to adults and children for the best answer as to their favorite programs on WFBR.

WFBR has also made a tie-up with the Hippodrome theater for a contest to find Baltimore's best blues singer.

Promotion Contest
 Ed Breen, general manager of KVFD, Fort Dodge, Iowa, received the first prize of a \$500 war bond for outstanding work in promoting the Ralston-sponsored Tom Mix program in the Mutual Juvenile Program Promotion Contest. Special awards of merit, gold whistling rings, were also made in an official Ralston Cereal Division presentation to Bon Gribben of KDTH, Dubuque; Eleanor Haling, KBIZ, Ottumwa, and Ken Lufkin, KSO, Des Moines.

GREAT MOMENTS IN MUSIC—CBS. Wed., 10-10:30 p.m. Celanese Corp. Institutional type of commercial program which never wavers from its set style of highlights from famous operas, lighter scores and the classics. In addition to a fine symphonic orchestra, topnotch male and female soloists are heard, usually two or three. Good listening because the scores are broken into easy to digest songs and orchestral pieces.

★
PAT BARNES—WEAF. 7:00 a.m., Mon. to Fri., co-op sponsorship. Veteran radio artist does a pleasing personalized job of introducing recordings, telling stories, and offering characterizations. Clyde Kittel, newscaster, is heard with Barnes in a brief newscast.

★
YOUR ARMY SERVICE FORCES—WNEW. 9 p.m., Wednesday. This half-hour program transcribed from Mutual is an intelligent entertaining insight on the life of servicemen and their post-war planning. Servicemen's orchestra under Sgt. Henry Aaron particularly good in their arrangement of "Begin the Beguine" while Private Buddy Moreno was in excellent voice with "All of My Life."

★
FIGHTING AAF—WJZ-ABC. 10 p.m., Wednesday. Re-broadcast of two wire recordings of the Air Force in action proved solid dramatic stuff. One was an actual recording of the rescue of a bomber crew at sea and another covered the bombing mission of a B-29 over Japan. Lieut. Col. Eddie Dunstedter's Air Corps orchestra and General Ira Eaker were heard on the same program.

Eugene O. Sykes
 Washington — Judge Eugene O. Sykes, former FCC chairman and more recently a radio lawyer in Washington, died yesterday of a heart attack. The 69-year-old jurist was a member of the old Federal Radio Commission since its inception, and in 1934 became the first chairman of the FCC. A year later he was chairman of the FCC's broadcast division, from which he resigned in 1939 to practice law privately. He was associated with Paul D. Spearman. Judge Sykes was a native of Jackson, Miss.

New Transcribed Series Produced By Foundation

New series of transcribed programs presented by the World Wide Broadcasting Foundation will deal with "Problems in Occupying Germany" and the first of the series will be released Saturday with 96 local radio stations throughout the country carrying the recorded programs. Major George Fielding Eliot will be heard on the current transcription which is one of the foundations "Beyond Victory" series. The transcriptions are made available at no cost to stations which desire to present this vital subject by the foundation's New York offices.

New Transcribed Series Features Ex-Movie Stars

Los Angeles—Providing a real "come-back" for many of the stars of the silent days of motion pictures, is a new, half-hour transcribed radio show soon to hit the airways under the title of Nell Darling's "Hollywood Diary."
 The format of the new show is interesting. In each, Miss Darling introduces the pioneers of the screen, such as John Ince, Bryant Washburn, Minta Durfee Arbuckle, Chester Conklin, Herbert Rawlinson, and others who tell their most interesting experiences, which are then dramatized by an excellent cast.
 In all, the research and production of the programs have now entered into the sixth month of recording.

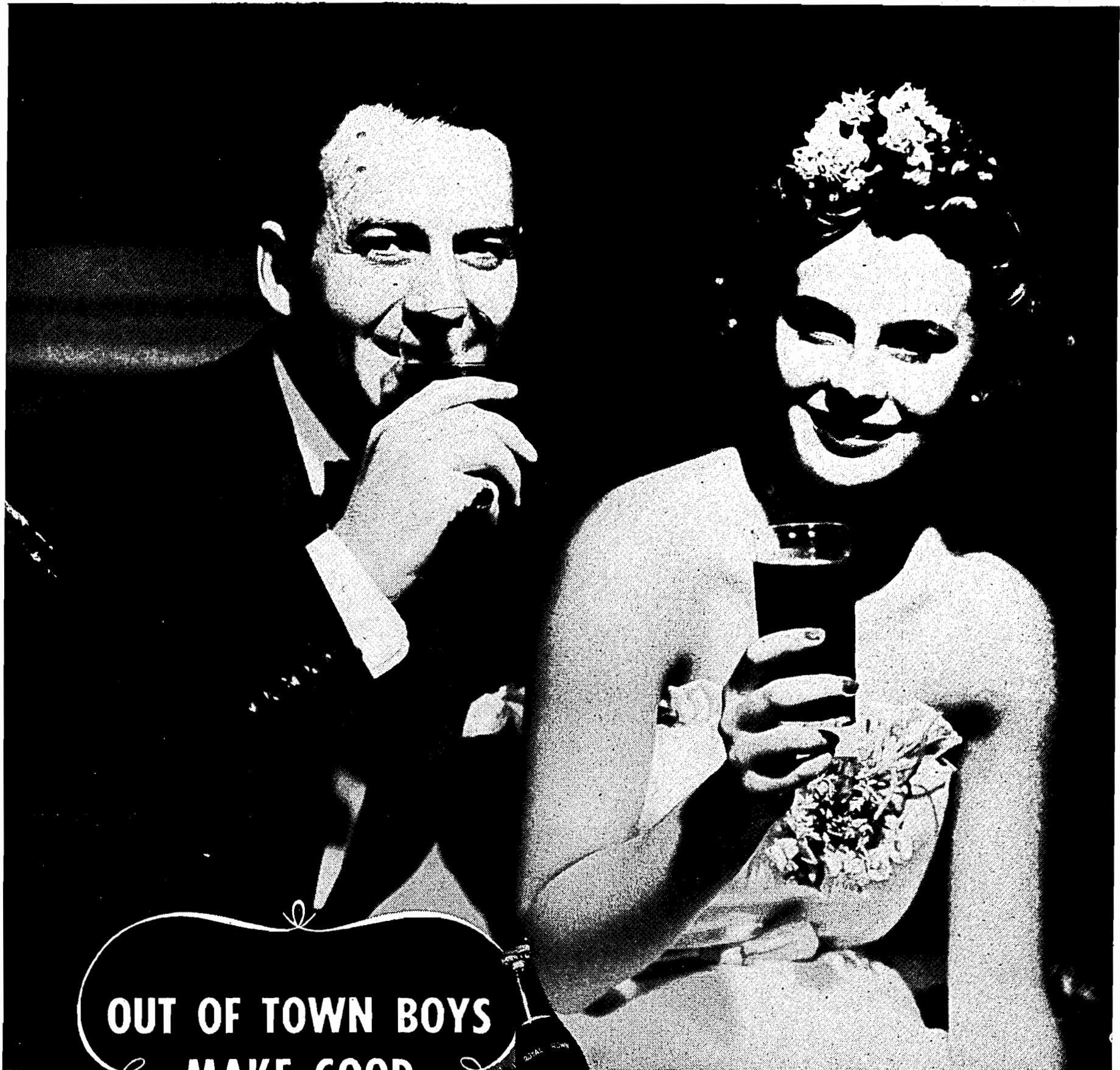
Send Birthday Greetings To

- | | |
|------------------|-----------------|
| June 22 | |
| Herbert Spencer | Stephen Wilhelm |
| Thomas B. Roach | |
| June 23 | |
| Mary Livingstone | Pick Malone |
| Claude Reese | Maxine Keith |
| June 24 | |
| S. Kirby Ayers | Frank Bastone |
| Harry M. Baldwin | Lois Ravel |
| Tom Wildman | |

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

WIPR means
 women listeners aplenty . . . when it's **JOYCE O'NEILL** time! 2:30 Monday through Friday. Participation available.
PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.



**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 . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 60

NEW YORK, N. Y., MONDAY JUNE 25, 1945

TEN CENTS

Allocations Views Differ

BMB Appointments Announced By Feltis

Appointment of John K. Churchill as director of Research and Paul F. Peter as executive secretary of the Broadcast Measurement Bureau was announced Friday by Hugh Feltis, president. Churchill will leave his present post as Director of Research with CBS and Peter is leaving a similar position with NAB.

It was also announced by Feltis that BMB now has a membership of 525 stations with subscriptions totalling \$775,000 to date. The BMB goal is \$1,000,000 for the financing of their first radio audience measurement sampling of 1,000,000 listeners.

First duties of the new appointees
(Continued on Page 7)

Educators Get Aid From SPB In Radio Plans

Washington Bureau, RADIO DAILY

Washington—Educators representing schools throughout the country have closed a three-day meeting in Washington on Thursday at which they planned utilization of surplus radio and electronic equipment in fostering and expanding educational

(Continued on Page 7)

New York Businessmen Buy Bonds As Show Admissions

Five hundred New York businessmen bought a total of \$6,200,000 in Seventh War Loan bonds as admissions to the broadcast of "Romance, Rhythm and Ripley" at CBS Playhouse No. 4 in New York last Thurs-

(Continued on Page 6)

Good Choices

Washington—Commissioner E. K. Jett, General Counsel Rosel H. Hyde and Marion Woodward of the FCC's international engineering department, have been nominated by the FCC as delegates to the Inter-American Radio Conference to be held in September of this year in Rio de Janeiro, Brazil. Final selection of delegates will be made by the State Department.

Johnstone Resigns; Net Reorganizes Dept.

G. W. Johnstone, director of news and special events for the American Broadcasting Company, who tendered his resignation to Chester La Roche, vice chairman of the board by letter on June 5, formally resigned last Friday and will leave the web's organization at the close of the United Nations Conference in San Francisco this week.

Johnstone, one of the industry's pioneers made his debut with old
(Continued on Page 5)

Mutual's New Rate Card Distributed Past Week

Mutual has issued a new rate card (No. 14) which goes into effect July 15, 1945 and protects current network advertisers for one year after that date. Cost of the entire network is "substantially unchanged" although some stations have reduced their cards
(Continued on Page 2)

FCC Oral-Hearing Testimony Indicates Wide Difference Of Opinion On FM Spectrum Position

Replacement Tube Outlook Brighter

Washington Bureau, RADIO DAILY

Washington—Approval of a WPB proposal to channel better than 4,000,000 tubes a month when they become available into the replacement market rather than into new set manufacture, was voted this week by WPB's radio receiver vacuum tube industry advi-

(Continued on Page 7)

Neville Miller Takes Post As Liquidation Executive

Neville Miller, former president of NAB and former mayor of Louisville, Ky., has joined the staff of the office of the Army-Navy liquidation commissioner, Thomas B. McCabe, commissioner, announcer the past week-

(Continued on Page 5)

Credits Shortwave With Developments

Baltimore—Forecasting that expanding post-war shortwave radio activities in the fields of FM, television, international communications and high frequency heating, Walter Evans, vice-president of radio, radar and
(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—Despite the strong industry position in favor of Alternate No. 1, calling for assignment of FM to the 50-68 megacycle band, it was apparent Friday as the FCC opened its oral argument on the eventual allocation of the 44-108 megacycle region that the Commission is far from con-

(Continued on Page 5)

Set Sub-Committee Re NAB Code Revision

Code Committee of the NAB met in New York June 20-21 to give further consideration to proposed revisions in the NAB Code, which has been under study for the past several months. Arthur Hull Hayes of WABC, chairman of the NAB Sales Managers Executive Committee, appeared to present resolutions relating to the commercial section of the code which
(Continued on Page 6)

Name 1945-46 Committees For N. Y. Advertising Club

Committees for 1945-46 season of the Advertising Club of New York were announced the past week-end by Allan T. Preyer, recently re-

(Continued on Page 6)

★ THE WEEK IN RADIO ★

Radio Grets Eisenhower

By MILDRED O'NEILL

Eisenhower: Radio went all out again in its welcome to General Eisenhower. Coverage of the activities surrounding his return were broadcast to the world in 35 languages over shortwave transmitters. Networks and indies brought the day-long reception to listeners direct and by transcription.

Crosley: It was confirmed that the

They'll get to know and buy your product if you tell and sell them thru WLAW. *Adv.*

Aviation Corporation has purchased controlling interest in the Crosley Corporation, subject to FCC approval, deal involving some \$22,000,000. Cincinnati station WLW with FM and experimental outlets and WINS, New York, are included.

WPB Move: There was strong indication last week that the WPB would
(Continued on Page 6)

WLAW's 5000 watt power penetrates wealthy Industrial New England day and night. *Adv.*

SERVING the 7th!

St. Louis—The regularly scheduled children's program on WEW from 10-11 a.m. Saturdays has been **WEW** War Loan drive as a bond show. Additionally, two 15-minute programs featuring Ralph Stein at the organ and piano—with imaginary conversation between him and the instruments—also are plugging bond sales.

SERVING the 7th!

Pittsburgh—The "Women in War" program, broadcast Monday through Saturday on WWSW from **WWSW** 11:15-11:30 a.m., is being used entirely for the promotion of war bond sales for the duration of the drive. The regular weekly broadcast from Deshon Hospital, a military establishment, also is being used exclusively to promote the campaign.



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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.

Coming and Going

LYMAN BRYSON, director of education at CBS, is expected back today from a coast-to-coast trip which started on June 8 and took him to Chicago, Portland, Denver and Kansas City.

JOSEPH F. SEIFERTH, audience promotion manager of WJZ, and PHIL A. WILLIAMS, advertising director of the "March of Time," are back from Chicago, where they were recipients of a salute to their 10th anniversary broadcast by Don McNeill and his "Breakfast Club" program.

TOM FITZSIMMONS, night editor of Radio Daily, left Saturday night for the Adirondacks, where at Blue Mountain Lake he will recuperate from the journalistic arduosities of the past twelvemonth.

CECIL D. MASTIN, general manager of WNBC, Binghamton, N. Y., is back at the home offices following a few days in Gotham. The station is affiliated with CBS.

KENYON BROWN, general manager of KOMA, Oklahoma City, and J. J. BERNARD, director of sales for the station, are here in the course of an extended business trip. They have several confabs scheduled with advertisers and their agencies.

JOHN BRYSON, formerly American network correspondent serving in the European theater of warfare, is back in Chicago and has resumed his pre-war duties as announcer for WENR.

REYNOLD R. KRAFT, sales manager of the NBC television department, tomorrow goes down to Baltimore, where he will be guest speaker at the Kiwanis Club luncheon in the Emerson Hotel.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, is spending two weeks in New York and Chicago at the offices of the American Broadcasting Company. He'll return to Missouri the latter part of this week.

DINAH SHORE is in Battle Creek, Mich., where she is singing for the servicemen at Percy Jones General Hospital.

JAMES E. DELINE, assistant program director of WFBL, Syracuse, now is on the second week of his vacation at Bolton Landing, Lake George, N. Y.

JOHN W. NEW, sales manager of WTAR, Norfolk, Va., to Baltimore for a series of conferences with advertising men.

CARL BURKLAND, general manager of WTOP, Washington, D. C., a caller last week at the offices of the Columbia network.

JOHN J. GILLIN, JR., president of WOW, is back at Omaha after having participated in the big war bond rally at the Paramount Theater in La Platte, Nebr.



Boat drill

The crew of a Canadian transport line up for rigid inspection by U. S. Coast Guard, during a life-boat and fire drill just before leaving for the war zone.

Would that most advertisers take the same precaution in radio time buying!

The smart time buyer checks his selection of radio stations every step of the way. Even when it's as open and shut as buying time in Baltimore.

Down here the job is simplified.

If you want to reach the greatest number of listeners-per-dollar-spent, you simply choose W-I-T-H, the successful independent.

But even then we insist that you study the figures carefully that prove W-I-T-H is the buy.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

FINANCIAL

(June 22)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 174 3/8 | 174 1/4 | 174 1/2 | ... |
| CBS A | 39 3/4 | 39 1/4 | 39 3/4 | + 1/2 |
| CBS B | 39 1/2 | 39 1/2 | 39 1/2 | + 3/4 |
| Crosley Corp. | 38 3/4 | 38 1/8 | 38 1/2 | ... |
| Farnsworth T. & R. | 15 7/8 | 15 3/8 | 15 5/8 | - 1/4 |
| Gen. Electric | 44 | 43 1/2 | 43 1/2 | + 3/8 |
| Philco | 36 7/8 | 36 1/2 | 36 1/2 | - 1/4 |
| RCA Common | 13 3/8 | 13 1/8 | 13 1/8 | - 1/8 |
| RCA First Pfd. | 86 1/8 | 86 1/8 | 86 1/8 | - 5/8 |
| Stewart-Warner | 20 3/8 | 20 3/8 | 20 3/8 | ... |
| Westinghouse | 34 3/4 | 34 3/8 | 34 1/2 | - 1/8 |
| Zenith Radio | 38 3/4 | 38 1/2 | 38 3/4 | ... |

Mutual's New Rate Card Distributed Past Week

(Continued from Page 1)

for a grand total of approximately \$1,000. On the other hand, says a covering letter by Z. C. Barnes, vice-president in charge of sales, several stations have been allowed a "well-justified" increase. Barnes states however that the cost-per-thousand listeners is probably less now than it was previously.

Changes involved include geographical groupings wherein the 245 Mutual affiliates are now divided into a Basic Network, Basic Supplementary Group and the following groups: South-Eastern, South-Central, South-Western, Mid-Western, Mountain and Pacific Coast. In addition, there is a group of 19 stations which are called, "Additional Markets" and finally a group called "Special Markets." This the letter states, is for greater flexibility.

Discount Structure

Discount structure is based on a combination of two factors; dollar volume and number of geographical groups in a contract. The discount groups include the Basic Supplmen-

Westinghouse Stations Big \$500,000 Worth Of Bonds

Philadelphia — The Westinghouse stations, making individual purchases from banks in their home cities, bought a half-million dollars worth of Treasury Certificates to help each station's district make its quota in the Mighty Seventh War Loan Drive.

tary and five geographical groups (Mountain stations not qualifying as a discount group). New discount classification is "Daytime Full-Network Discount," which will enable a client buying across the board full network, at an advantage. The annual rebate and over-all discount are both retained.

New card includes all of the recent additions as to affiliates also substitutions and changes at the time of going to press. Space is left at the bottom of each group listing for the holder of the card to make his own additions as they take place. Important additions are expected to be made during the next few months, according to Barnes' letter. Rate increases allowed were to WGN, WEAN, CKLW and KSAL.

20 YEARS AGO TODAY

(June 25, 1925)

WCDD out in Zion, Ohio, has just installed a superpower transmitter. WCDD is on about the same wavelength as WBZ, Springfield; WTIC, Hartford, and WLS, Chicago. . . . In the opinion of experts, the 2,500 miles that separate WMCA, New York and KFWB, Hollywood, in no way preclude the danger of air congestion.



"Pappy bought one o' them lightenin' rods WPDF Flint wuz sellin' — but got hit twice in the same place."



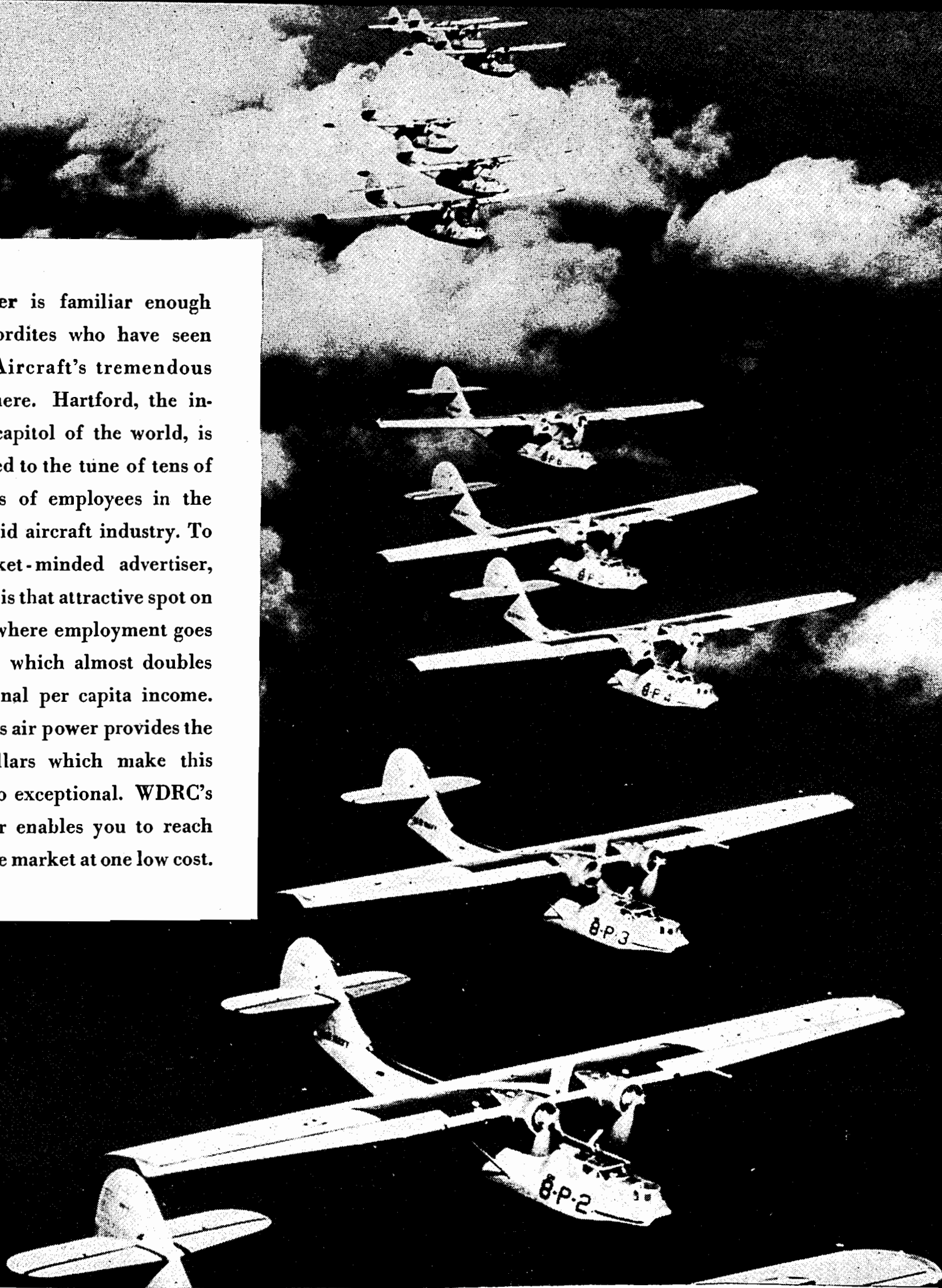
MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

AIR POWER OVER HARTFORD

Air power is familiar enough to Hartfordites who have seen United Aircraft's tremendous growth here. Hartford, the insurance capitol of the world, is air-minded to the tune of tens of thousands of employees in the highly-paid aircraft industry. To the market-minded advertiser, Hartford is that attractive spot on the map where employment goes at a pace which almost doubles the national per capita income. Hartford's air power provides the extra dollars which make this market so exceptional. WDRC's air power enables you to reach this entire market at one low cost.



DO YOU KNOW THIS PLANE?

The Consolidated Catalina Navy Patrol Bomber photographed here is one of the many fine planes powered by Pratt & Whitney engines and equipped with Hamilton Standard propellers, both made in East Hartford, Connecticut.



WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

CHICAGO

By BILL IRVIN

INTERVIEWS with men from Chicago area as they arrived at Camp Grant, Ill., on Tuesday with the famed 86th (Black Hawk) infantry division, are being broadcast over WGN via recordings Wednesday and Thursday this week. The men are being given 30-day furloughs at home and then most of them will be re-deployed to the Pacific. Announcer Harry Creighton conducted the interviews, with Morrison Wood handling production.

Other new orders included in the WMAQ business week were a new five-minute transcribed program, a renewal of the Club De Luxe program and the placement of 479 station breaks. The Esmond Mills, Inc., (baby blankets), through Marschalk & Pratt, will sponsor Lullaby Time, a five-minute transcribed program for 26 weeks, beginning July 2. Program will be heard Monday through Friday from 11:25 to 11:30 p.m., CWT. Club De Luxe, sponsored by the Peter Fox Brewing Company (Fox De Luxe Beer), through Schwimmer & Scott, featuring Ed Allen with recorded and transcribed music by leading dance bands, has been renewed for 26 weeks, effective June 23. Program is heard Saturdays from 3:30 to 4:00 p.m., CWT.



ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer—a poor audience for such talent.

Be sure your program has a worthy audience! Use:

WCBM

Baltimore's Listening Habit

John Elmer President
George H. Rooder General Manager
BEE & PETERS, Inc., Exclusive Mkt. Rep.



Notes From An Aisle Seat. . . !

● ● ● Danny Kaye making every possible concession to lure Goody Ace into the fold as writer-director-producer of his air stanzas next fall. He's already offered \$3,500 and will probably up this to \$5,000. He's even agreed to keep the show in N. Y., knowing Goody's aversion to the coast, but the Ace of Aces is a tough guy to convince. . . . Mark Hellinger an even money bet to inherit the permanent emcee spot on the Lux show, altho' Jesse Lasky can hardly be counted out of the running as yet. Agency biggies favor Mark because of his terrific connections and ideas. . . . Sidney Kingsley, highest priced writer on the coast (he rates \$150,000 per picture) is being very non-receptive to radio offers. He has a one-picture-per-year deal on with Metro and will devote the rest of his time to his first love—the theater. . . . Dick Condon's brother, Bob, new movie ed of Liberty. . . . Ed Hollander in from the coast with a sensational new radio idea. . . . Ida Lupino, who gets plenty of newspaper lineage for her hospital tours, failed to show up (altho' advertised) at the New York Athletic Club's show for wounded vets the other nite. . . . Reason that Georgia Carroll won't accompany Kay Kyser overseas is that as a child she had malaria. . . . If the nets knew the real meaning of Cab Calloway's tune, "Foo Little Ballyhoo," they'd ban it. . . . Done Cope will be named head of daytime radio at Benton & Bowles any minute.



● ● ● Smart piece of promotional work that Irwin Zeltner, eastern exploiter for film, "Bedside Manner," cooked up with Mildred Fenton on latter's air show, "Detect and Collect." A complete bedroom suite was awarded a contestant, presented with the compliments and autographs of film's producer, Andrew Stone, and Ruth Hussey and John Carroll, of the cast. . . . Louis Neistat, formerly with "Winged Victory," out of the Army and back in radio. . . . Georgia Gibbs, a solid sender among the blues singers, opens tonite at Cafe Society Uptown with a record radio turnout expected on hand. . . . Alan Young show renewed another year. . . . The Felix Knight heir is expected in August. . . . Jayne Manners, the skyscraper looker, and Geo. Brandt, of the theater chain, are headin' for a weddin' Ad in Sunday paper! "Wanted. Small nicely furnished house, nice locality from August 1st for nearly married couple!"



● ● ● There's been mention of this before—but this is the version that reached this desk. Grace Moore, overseas for the USO, was said to have demanded the best suite at the Ritz, taken over by the Americans in Paris. She was told that Sonja Henie occupied it. "Throw that skater out of there," La Moore is reported to have demanded. Miss Henie, used to such ice, refused to budge. . . . Faye Emerson's "pitch" got her friend, Barbara Brewster, the lead replacement in Harry Bloomfield's "Foxhole in the Parlor" . . . Col. Lindbergh bought a 50-acre island off Darien, Conn., where he'll move after the baby is born. . . . Here's a switch! Last week at the reception at City Hall to Gen'l. Eisenhower, Lucy Monroe sang "God Bless America" over every net except CBS. On that web was Kate Smith—the gal who launched the tune! . . . Geo. (The Real) McCoy, who made a fabulous career for himself with "Stars & Stripes" overseas and who is one of radio's favorite sons, back in Gotham and awaiting a discharge from the service. . . . Ever since Danny Webb got a GI to propose to his gal over his program, it's been a sort of matrimonial fixer-upper among other GI's who are having trouble with their gals. One paratrooper from Brooklyn begged Danny to get his gal to talk to him again! . . . NBC hosting Ben Gross July 9th at the Waldorf in recognition of Ben's twenty years with the News as radio ed.



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

HAROLD PEARY and Walter Tetley, both of "The Great Gildersleeve's" program, sold \$2,000,000 worth of war bonds at Portland, Oregon, during their recent p.a. tour to help plug the current drive.

Penny (Blondie) Singleton, co-star of the weekly "Blondie" ailer, has completed her stint in the Hunt Stromberg flicker, "Young Widow," and will confine her talents to radio until it is definitely settled whether Columbia Pictures will make two "Blondie" movies this summer as planned.

"Meet Me At Parky's," a 30-minute musical show starring Parkyakarkus, went on air beginning June 17th. From the ridiculous to the sublime seems to be the theme of the program, for David Street and Betty Jane Rhodes have been inked in as featured vocalists for the series, sponsored by Old Gold.

Norma Nilsson, child actress, was added to regular cast of "Intermezzo" which was presented on the Lux Radio Theater, Monday, June 4th, with Ingrid Bergman and Joseph Cotten.

KORN KOBBLERS



RADIO'S LONGEST LIST OF SATISFIED SPONSORS

BELONGS IN EVERY STATION'S LIBRARY!

FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Johnstone Resigns; Met Reorganizes Dept.

(Continued from Page 1)

WEAF in 1923 as an engineer. Later in 1926 when WEAF and WJZ merged by the formation of NBC he became the web's first publicity director. In 1940 he served as radio director of the Democratic National Committee and resigned that post in 1942 to become associated with the Blue Network.

With the resignation of Johnstone director of news and special events, Robert Kintner, vice-president of American, announced that the department will be divided into two divisions: Division of Special Events and Division of News.

Thomas Velotta, assistant director of news and news features since the Blue Network separated from NBC, was named director of Special Events. Velotta joined NBC in 1927 as a page boy and rose to assistant director of sustaining programs before joining the Blue.

Richard Tobin, former foreign correspondent for the New York Herald Tribune and author of "Invasion Journal," has been named director of news. Tobin joined the Blue in January 1945 as editor of Headline Edition. He will continue to serve in that capacity in his new assignment.

John Madigan, manager of the Blue's news room since its inception August 1943, has been made National News Editor. Prior to joining the Blue, Madigan was a news writer for NBC, the Baltimore News Post, Washington Daily News and was manager of the Detroit and Baltimore offices of Transradio Press.

Will Join Don Lee

Captain Walter Johnson who has received his honorable discharge from the Marines, will become program director of Don Lee Broadcasting Company, July 9.

Divergent Allocations Views Expressed At FCC Hearing

(Continued from Page 1)

vinced that this alternate should be finalized. Two other alternates call for placing of FM between 68 and 86 megacycles and between 84 and 102 megacycles.

Several statements favoring the third plan were offered first by people identified as "commission witnesses." Kenneth Norton, the propagation expert whose studies are held responsible for the initial decision by the Commission to move FM up in the spectrum, restated his position in favor of that move.

Daniel Noble, chairman of RTPB Panel 13, also supported the third plan. He related that back in 1938 and 1939 he had experience in FM transmission at 100 megacycles between Storrs and Hartford, Conn.

Favors Plan One

Only witness heard Friday in favor of plan, one was C. M. Jansky, Jr., chairman of RTPB Panel 5. The hearings were adjourned early in order that Commission and industry figures might attend the funeral of Judge E. O. Sykes, former FCC chairman.

Jansky underwent a series of pointed questions from Commissioner Charles Denny and Attorney Harry Plotkin of the FCC, who sought, apparently, to show that the RTPB panel had insufficient evidence on which to base its determination that plan one is to be preferred.

Dr. C. B. Jolliffe, chairman of Panel 2, had earlier submitted the results of a poll which showed members of Panel 2 also in favor of plan one.

Jansky admitted under questioning that Panel 5 has not met since March and has thus not formally considered the three alternate proposals, but he said his personal conversations with members have left no question in his mind that this is the case. Plan one, he said in his formal statement, is what the panel suggested in the first place.

He stuck firmly to his position that although there is bound to be interference wherever FM is set, there is insufficient data to show that this interference will be weaker if Plan 3 is adopted.

Denny declared that there are two important considerations—first the question of sky wave interference,

and second the question time and expense to manufacturers of transmission and receiving equipment in the event the service is moved from its present frequencies. His implication was that the industry sources are overstressing this second consideration.

Jansky, as other witnesses before, was handicapped by the classified nature of much of the material which he would have liked to discuss.

Letters Added to Record

He read into the record copies of a letter he sent Wednesday to Dr. J. H. Dellinger, chief of the National Bureau of Standards Radio Section, and Dr. Dellinger's reply of Thursday. Jansky wrote, in part:

"Since practically all those qualified to testify upon this subject did so at the hearing March 12 and 13, the classified record taken at that time undoubtedly contains the best evidence available to the Commission on wave propagation phenomena. Unfortunately, however, requests for the declassification and release to the public of even those portions of this record not affected by questions of military security have been denied.

"It is under these circumstances that I am now writing you requesting any information and comment which you believe would help the Commission to choose correctly between the three alternate proposals and which you would consider it proper for me to transmit to it."

Dellinger's Reply

In his reply Dellinger said, in part: "It may be helpful to stress some of the major facts briefly. Throughout frequency range under discussion, 50 to 100 mc, ionospheric interference is less the frequency increases but occurs an extremely small fraction of the time at even the lowest of these frequencies. The very small amount of the time that F2-layer interference occurs is limited to day time hours in one season in years near sunspot maximum.

"A major fact is that little is known by actual experience of propagation in this frequency range. The unpredictable effects of scattered reflections alone are enough to restrain us from conclusions regarding propagation at frequencies higher than those on which we have comprehensive propagation experience. Other important effects are shadows and low-layer tropospheric propagation, both of which are pretty sure to make interference worse as the frequency is increased. Add to these factors the unknown ones which are surely there and it is clear that we are unable to conclude at this time that propagation would be substantially freer from interference at 100 than at 50 mc."

"GI" Show On WGN

Chicago—The Evans Fur Co., Chicago, has replaced Dr. Preston Bradley on WGN Mondays through Fridays with a new series titled "GI Joe's Problems," 6-6:15 p.m.

Neville Miller In Post As Liquidation Exec.

(Continued from Page 1)

end. Miller has been appointed special assistant to the Commissioner for surplus disposal activities of the armed forces in the Mediterranean theater of operations, the African-Middle East theater, the Persian Gulf Command and the India-Burma theater.


"The appointment of Mr. Miller is in line with our established policy of securing outstanding business executives and civic leaders to aid us in the cast and complex job of overseas surplus disposal," McCabe said.



NEVILLE MILLER

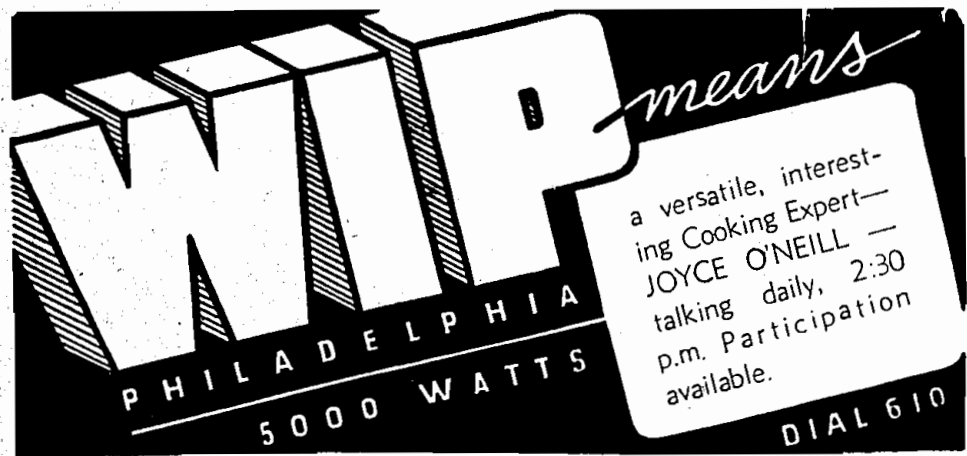
Miller, a native of Louisville, comes to the liquidation commissioner from a year's service to the government as senior deputy chief, Balkan mission, UNRRA, with headquarters at Cairo, Egypt. For six years, prior to that he was NAB president. His service with the Balkan mission included a period when this group's deliberations were of vital to the nation.

to
sell
Durham*
you
need
station
WDNC



*NORTH CAROLINA'S THIRD LARGEST CITY

Represented by Howard H. Wilson Co.



means
a versatile, interesting Cooking Expert—
JOYCE O'NEILL —
talking daily, 2:30 p.m. Participation available.

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

Set Sub-Committee Re NAB Code Revision

(Continued from Page 1)

were passed by the sales managers in San Antonio May 10th.

A Code Sub-committee was appointed to work with a sub-committee of the SMEC in a study of the period from the beginning of the closing commercial of one program to the end of the opening commercial in the succeeding program.

The Code Sub-committee consists of Lee Wailes, KYW; Richard Mason, WPTF; William Hedges, NBC and Jan Schimek, CBS, with the sales managers group yet to be announced by Hayes.

The Code Committee considered the further proposal of the Sales Managers Executive Committee that attention be called in the code to the manner in which commercial continuity is presented over the air, its auditory impact, as well as its mere script content. At the code committee's request, Henry Johnson, attorney, Sam Morris and others of the National Temperance and Prohibition Council appeared to discuss the matter of time on the air for temperance broadcasts.

Co-operation With BBB Suggested

The presentation made by the council was taken under advisement. Edward L. Greene, chairman of the Committee on Standards of Practice for Radio Advertising of the National Association of Better Business Bureaus, and others of this committee appeared to present proposed methods of co-operation between broadcasting stations and local better business bureaus.

Following this discussion, it was decided that Willard Egolf, NAB director of public relations and code committee secretary, furnish continued services to the NAB in the development of methods and report back to the code committee. All members of the code committee were present as follows:

Lee B. Wailes, KYW, Philadelphia, chairman; Richard H. Mason, WPTF, Raleigh, N. C.; Jan Schimek, CBS, New York; Edgar L. Bill, WMBD, Peoria; William S. Hedges, NBC, New York; Eugene P. O'Fallon, KFEL, Denver; Herbert Hollister, KANS, Wichita; William B. Quarton, WMT, Cedar Rapids, and Kolin Hager, WGY, Schenectady, board liaison member.

J. Harold Ryan and Willard D. Egolf were present from NAB headquarters.

New York Businessmen Buy Bonds As Show Admissions

(Continued from Page 1)

day night. Each businessman bought a \$10,000 bond as his ticket of admission. The party was organized by Irving Geist, philanthropist. Robert Ripley, commenting on the bond purchases, said he thought the \$6,200,000 established a record for War Bond purchases in a theater for a single performance.

Credits Shortwave With Developments

(Continued from Page 1)

electronic activities of Westinghouse, issued a statement the past week-end in connection with the 25th anniversary of short wave's "becoming of age."

"We have made great progress in all these fields," Mr. Evans said, "and since nearly all of them depend upon operation in the shortwave spectrum, one can easily see how lessons learned during the war give promise of rapid and, perhaps, spectacular progress after victory."

Turning to war and post war uses, Evans continued: "Without shortwave we would have no radar, that near-magic development of the war which safeguards ships and planes from surprise attacks and enables them to track down enemy craft; no static-free FM radio; no television; no low-power long distance communications and no dielectric heating which today bonds plywood for PT boat hulls and serves a hundred other military and civilian uses."

Mr. Evans sees shortwave playing an increasingly important part in world affairs after victory with international shortwave stations fostering mutual understanding and good will among nations.

"The war has taught us that these long range stations, which know no barrier of geographical frontiers or racial prejudice, can become powerful adjuncts of every nation's State Department and Foreign Office."

West Coast Radio Institute Opening At Stanford 'U'

San Francisco—The third Summer Radio Institute to be conducted jointly under the sponsorship of Stanford University and station KPO-NBC opened June 21st under the direction of Robert C. Heffner, executive head of the Speech and Drama Department of the University, and John W. Elwood, manager of radio station KPO.

The Institute will offer courses to equip men and women who desire to enter broadcasting, teacher of speech and kindred subjects, and organizational leaders who use radio. Courses will include acting, announcing, radio writing, production, control room operation, radio for teachers, and similar fields, with members of the Stanford faculty and of the KPO-NBC staff as instructors.

This year's classes are expected to hold special interest for returned service men who desire to continue educational projects interrupted by the war, and those who wish to prepare for a career in radio.



WALTER EVANS

Name 1945-46 Committees For N. Y. Advertising Club

(Continued from Page 1)

elected president for a second term. The committees are:

Frank A. Conolly, merchandising manager of Oakite Products Inc. is chairman of the admissions committee and the members are: Thomas H. Dorsey, vice-president, National Dixie Mills; Robert H. Shaw, president, Benjamin Hastings & Shaw; Ray F. Walker, assistant secretary, Hudson River Day Line; Walter B. Bruce, advertising manager, H. C. Bohack Co.; Frank E. Morrison, Club Host.

Herbert L. Stephen, news editor of Printers Ink Publishing Co., has been re-appointed chairman of the advertising and selling course committee, and the committee itself is now being formed.

John H. Ryder, president of Norm Advertising Inc., has been re-appointed chairman of the Job Finding Forum.

Capt. H. Gordon Smith has been appointed chairman of a new committee called "The Veterans Guidance in Advertising Committee," which is already functioning.

A. M. Sullivan, advertising manager, Dun & Bradstreet, has been re-appointed chairman of the Public Speaking Course Committee.

John W. Darr, president of the Institute of Public Relations, has been appointed chairman of the War Activities Council for the Club.

Maurice Pereles, president, Foreign Advertising and Service Bureau, has been re-appointed chairman of the Committee on International Trade.

Past President John A. Zellers, vice-president, Remington Rand Inc., is chairman of the Club's Finance Committee.

H. J. Kenner, general manager of the Better Business Bureau of New York, is chairman of the Club's Better Business Bureau Committee.

John A. Wilkens, vice-president and treasurer, Sweeney Lithograph Company, is retained as chairman of the Graphic Arts Committee.

Horace A. Nahm, president, Hooven Letters Inc., is chairman of the Club's Direct Mail Committee.

S. Stanley Kreutzer, of Kreutzer, Hauser & Selman, has been retained as chairman of our Public Affairs Committee.

Frank A. Conolly, merchandising manager of Oakite Products Inc., will continue as chairman of our Annual Members Christmas Party Committee.

Past President Col. Gilbert T. Hodges has been re-appointed as chairman of the New York Newspapers Committee.

Frank E. Morrison continues as chairman of the Advertorim Committee.

Subs On "Breakfast Club"

Chicago—Jack Baker, tenor, formerly a prime favorite on Don McNeill's "Breakfast Club" program heard over the American network, is back on the program as substitute for Jack Owens, singer who is ill with rheumatic fever and probably will be absent from the program for several weeks.

THE WEEK IN RADIO

Radio Greet's Eisenhower

(Continued from Page 1)

turn on the green light in a few weeks for television and FM equipment production for commercial use. Looking to this move, Ralph B. Austrian, executive vice-president of RKOTC revealed that the company will accelerate its plans to set up production facilities in New York.

CBS: Television facilities and personnel were made available to a network clients for testing, development and broadcasting, on "a working basis" with no charge for air time. However, a charge of \$150 an hour will be made for the use of major studios, personnel and equipment.

OWI: Stations and networks were appealed to by OWI for co-operation in a new campaign titled "Keep the Japs in the Dark," which will appear on the Allocation Plan week of July 22.

Short Wave: A new 200,000-watt transmitter operated for the OWI at Delano, California, went into service to Japanese homeland and Jap occupied countries.

Survey: 2,000 listeners in Cleveland, Ohio, filled out questionnaire as to the listening preferences sent out by the Radio Council of Greater Cleveland. Fibber McGee and Molly rated first for the manner in which they present commercials.

Court Ruling: Supreme Court reversed the Supreme Court of Nebraska's ruling which ordered dissolution of the 15-year lease of WOW, Omaha to WOW, Inc. by Woodmen of the World Life Insurance Society, making the first victory for former FCC chairman Fly since he left the commission.

Standard Band: NAB chief engineer Howard S. Frazier voiced approval of FCC's proposal to lower the broadcast band to 540 kc and suggested that it be dropped further to 530 kc.

Spot Biz: It was indicated last week that national spot business, while still low in numbers, is maintaining volume in dollars and despite the elimination of some seasonal accounts choice availabilities are being taken up.

Hollywood: Contracts were signed for the purchase by Don Lee Broadcasting System of all the stock of the Pacific Broadcasting Company, it was announced by Lewis Allen Weiss.

KMBS "Institute" Opens

Kansas City, Mo.—The "Radio Institute" sponsored by KMBC at the University of Kansas, Kansas City, opened here last week.

CAN YOU WRITE?

We know of several exceptional opportunities for men of great skill in the preparation of news for radio. Write

RADIO DAILY, Box 182
1501 Broadway New York 18, N. Y.

Replacement Tube Outlook Brighter

(Continued from Page 1)

ry committee, it was revealed Friday. The committee unanimously approved a proposed amendment to Order 265, designed to make the replacement policy operative. In effect, the proposed amendment would place orders for replacement tubes at a point just below AA3 on the rating and. In a complementary action, the committee voted to ask that the receiving tube scheduling industry advisory committee be given the job of scheduling the production of the additional replacement tubes among the various manufacturers in order to insure the most efficient utilization of existing facilities. The committee now schedules the production of tubes ordered by the various claimant agencies as well as tubes currently being manufactured for the replacement market on the basis of essentiality. SPB officials said they would explore the possibility of having the scheduling committee undertake this additional task, but suggested that there might be legal barriers to the proposals. Louis J. Chaten, director of the radio and Radar division, said that 75 per cent of the nation's home receivers are now out of operation for lack of replacement tubes. These radio receivers could be restored to operation with an average of one tube and a half apiece, he said. In addition, he added, dealers' and distributors' stocks, for the home market, have reached abnormally low levels. He estimated that approximately 6,000,000 tubes would be required for overdue replacements alone. Conflicting with the replacement demand, Chatten said, is the fact that the amount of idle facilities for manufacturing military equipment is increasing. He estimated also that equipment manufacturing facilities having a military value of approximately \$75,000,000 were now idle because of lack of components. With this idle equipment in mind, Chatten discussed with the committee the possibility of still further increasing receiving tube production over and above the 4,000,000 per month sought for replacement use. Members of the committee expressed doubt that much additional production could be obtained. They pointed out that manpower is still a problem and that little if any unemployment had resulted from the idleness of the idle equipment manufacturing facilities.

FOR SALE

Brand new "Commando" A 6 Record-graph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19, N. Y.

★ PROMOTION ★

Three WCOP Pieces

WCOP, Boston, has distributed three major promotion pieces in connection with its American Broadcasting Company affiliation. One is a handy program schedule, another an illustrated folder on children's shows and the third a servicemen's handbook. Front cover of the schedule carried pictures of Paul Whiteman, the Merry Macs, and Georgia Gibbs. The kids' show folder hails "Hey Kids" on the cover. The servicemen's handbook has a smart red, white and blue cover.

Magazine Tieups

Intensive radio tie-in campaign has been arranged for Magazine Digest by Jessyca Russell, New York editor. Tieups have included interviews with Anne Fromer, managing editor of Toronto; plugs on the Eddie Cantor, Milton Berle and Great Gildersleeve and other network shows.

New WRRF Program

WRRF, Washington, North Carolina, owned and operated by the Tar Heel Broadcasting System, Inc., has come out with a new program folder. Inside gives all local and Blue Network shows. Attractive in format, front page highlights important network, commentating and local programs and last page shows coverage map and describes the local market.

Educators Get Aid From SPB In Radio Plans

(Continued from Page 1)

programs, the Surplus Property Board has announced. Commissioner of education is Dr. John W. Studebaker. At the request of SPB the meeting was held under auspices of the FCC under the chairmanship of Dr. R. R. Lowdermilk of the Office of Education. The gathering envisioned an eventual system of more than 800 broadcasting stations devoted exclusively to educational pursuits, the board reported. Already 18 states have detailed plans for co-ordinated educational broadcasts while 11 more states have plans well advanced and still four others have provided a basis upon which to expand. An integrated educational network in each state is the eventual aim.

Other Topics Discussed

In addition to utilization of surplus equipment for broadcast education, the meeting further discussed use of radio and electronic equipment that will be available as war surplus for study in class room as well as in the laboratory.

This plan was developed by SPB after consultation with leading educators. Robert Battle, consultant, was made available to the board by Philco International Corp., for the purpose of developing methods of rehabilitating and modifying the existing equipment.

MBS Calendar

Mutual is literally sending out its calendar piecemeal to affiliate stations, agencies, advertisers, et cetera. Once a month, the aforementioned receive a huge tearsheet of the coming month's program highlights that are to be anticipated by the various promotion departments, thus giving them ample time to prepare their publicity campaigns. It's a clever innovation and should bring results.

Special WEAFF Pieces

WEAF has just released a promotion piece, "Serenade to America," on the musical show of the same name. Another WEAFF promotion to be released in a few days is called "3 Salesmen." Thusly referred to in the latter are Pat Barnes, Maggi McNellis and Robert Q. Lewis. Both brochures are attractively presented.

Canadian Story

CJOR Limited of Commercial Radio Broadcasting, Vancouver, B. C. is telling the story of a new dramatic series, "Salute To Industry," a public service program, written and produced by Dick Diespecker, in a promotion piece just out. Thirteen Canadian industries are mentioned in the brochure which also contains the opening script, pointed to industrial enterprise in general. A photographic study of the writer is included.

BMB Appointments Announced By Feltis

(Continued from Page 1)

will entail pre-testing operations and allocation of samples, in accordance with the BMB plan, leading to the first national survey to be conducted early in 1946. It is expected too that with these appointments that Feltis will now name a committee of nine composed of New York broadcasters, agency executives, and advertisers, to study the complex situation as it relates to BMB in the metropolitan New York area.

FCC Gets Crosley's Plea For Transfer To Aviation

Washington Bureau, RADIO DAILY

Washington—Application was filed with the FCC Friday for approval of the sale of 305,100 shares of common stock in the Crosley Corporation—55.9 per cent—by Powel Crosley, Jr., to the Aviation Corporation. At \$39 per share, the total price amounts to \$11,898,900. The sale includes all the Crosley broadcast licenses and properties, the refrigerator plant and all other Crosley enterprises, except the automotive manufacturing plant. The rest of Crosley stock is being bought by the Aviation Corporation from other holders, but only this controlling interest has been filed with the FCC.

THE MIGHTY

7th

WAR LOAN

★ ★ COAST-TO-COAST ★ ★

AGENCIES

— MINNESOTA —

MINNEAPOLIS—The WSTP Barn Dance gang, since making discs for M. M. Cole, Chicago, is now being heard on more than 150 stations throughout the country. Individuals and combinations within the organization were waxed. . . . K. M. Hance, vice-president of KSTP, with Mrs. Hance, trekked last week to Washington to attend the marriage of their son. . . . Ray C. Jenkins, KSTP general sales manager, has been re-elected to his sixth term as a director of the Minneapolis Better Business Bureau. . . . Marine Sgt. Bud Mickelsen, former KSTP staff photographer, paid a recent visit to the station while home on furlough.

— MISSOURI —

ST. LOUIS—KMOX will present on nine weekly half-hour broadcasts the St. Louis Municipal Opera beginning June 23. From this origination point, program will go CBS coast to coast. . . . Al Bland, who does Mose with the National Hillbilly Champions, joined KMOX as a staff announcer in 1943 where he came with a long background in radio from 1928. . . . Guy Robertson, star of such stage hits as Show Boat, Rio Rita and Rose Marie, has been appointed production director of KWK.

— NEW JERSEY —

PATERSON—WPAT has inaugurated a new service for sportsmen and vacationers in the metropolitan area. Eighty times a week on a regular schedule station will broadcast a complete weather report, which will include detailed accounts of visibility for the hour, wind direction and velocity, barometer reading, humidity and general weather conditions. Information is made available to WPAT through the U. S. Coast Guard station at Sandy Hook. Details of the new feature are supervised by Ted Webbe, program director.

— OHIO —

DAYTON—Bud Baldwin of the WHIO promotion department and the program "Breakfast in Bedlam" has an interesting hobby—building model airplanes. Bud has six models in perfect scale that he has built. . . . **YOUNGSTOWN**—Bill Dunn, WKBN announcer and musician, has resumed his mike duties following discharge from the AAF. . . . **TOLEDO**—Francis Mc-Nerney, the WTOL "Maumee Valley Squire" does his five-minute, newsy philosophizing five nights weekly with his chair tilted back and feet up, thereby adding a very human element.

— CALIFORNIA —

RIVERSIDE—The twenty-one staffers of KPRO are attending a thirteen-week radio school conducted by W. L. Gleason, KPRO president, every Monday night. . . . **SAN BERNARDINO**—KPRO has opened new studios at the corner of Fifth and "E" Streets. James E. Rennie has been appointed manager, Lynn Gifford, chief announcer, and Lois Wingfield continuity writer-receptionist. . . . **OAKLAND**—Jack Kemsler has been named commercial manager of KROW. He was formerly with WJJD and the Joseph Hershey McGillvra Agency.

— NEW YORK —

ROCHESTER—William A. Fay, vice-president of Stromberg-Carlson in charge of WHAM, acted as co-chairman of "Canada Day" June 15. . . . **SYRACUSE**—WFBL has signed Haberle Congressing Brewing Co., through Barlow Advertising, for its fifth renewal of the 11-11:30 p.m. news four nights weekly. . . . **BUF-FALO**—WEBR's special events director Clair Allen and program director Bob Kliment recently emceed and produced war bond auctions in two local theaters, portions of which were aired by WEBR.

— CONNECTICUT —

HARTFORD—At the invitation of WDRS chief Walter Haase, Senator Saltonstall will make an exclusive talk on the "Report to Connecticut" program June 24, direct from Washington. . . . On his "Strictly Sports" program over WTIC recently, Bob Steele made a prediction and said he'd sell the first edition of the Hartford Times at 1:30 a certain afternoon at the corner of Main and Asylum if he wasn't right. He sold the papers!

— LOUISIANA —

NEW ORLEANS—WDSU programming includes: "Worth Listening," quarter-hour of swing music featuring big name bands from coast to coast, sponsored by Standard Brewing Company. . . . "In the Groove," daily disc show featuring jive, heard Mondays through Fridays, sponsored by Royal Crown Hair Dressing. . . . "Symphonies of the Sage," sponsored by Standard Brewing and featuring Sons of the Pioneers in cowboy rhythms, heard Monday through Fridays. . . . "Love Notes" presents world famous love letters, with songs by Barry Wood.

— NEW YORK —

NEW YORK—Rita Hennessy has been named sales promotion director for WQXR. . . . Two new announcers at the outlet are Stan Roberts and Walter H. Robinson, recently of the Army. . . . WOV's "People Know Everything" telephone show is now being aired as a "man on the street" session directly from the entrance to the station building. WOV staff announcer Lewis Charles emcees. . . . Adrienne Ames' Fan Magazine of the Air will be aired Mondays through Fridays at 7:30 beginning June 25 instead of Tuesdays through Saturdays. . . . WLIB launched "New York Tomorrow" on June 19, a weekly series to promote civic planning.

— ILLINOIS —

CHICAGO—WJJD presented Major General John V. Clinnin, veteran of 25 years' active duty, in the first of a series of news commentaries, June 17. . . . WIND has procured three outstanding music libraries—World, Standard and NBC Thesaurus—and put into effect immediately new musical programming under direction of Orville Foster, director. . . . **TUSCOLA**—After 24 years at the original site, WJJD has moved into new improved quarters. Edgar L. Bill is president and Walter C. Schafer manager of the 1000-watt station the only outlet in town.

— GEORGIA —

AUGUSTA—A recent guest at the WRDW studios was former CBS network announcer Bernard Dudley, now a private in the infantry at Camp Gordon, who has been assigned to emcee the weekly WRDW program "Camp Gordon Capers," half-hour variety show featuring the 212th AGF orchestra and army personnel. . . . New staff announcers on WRDW include Joe Hunt of Black Mountain, N. C. and James Stanley of Scranton, Pa.

— NORTH CAROLINA —

GREENBORO—WBIG Service notes: Lt. (jg) Nancy Hudson, former news editor, has been transferred from Charleston to the Puget Sound Navy Yard in Bremerton. . . . Former time salesman Jake Causey is flying with the Jiggs squadron of Chennault's 14th Air Force in China. . . . "Sully" Sullivan, former announcer, is now in the Navy. . . . **WILSON**—WGTM was the scene of a recent meeting of the Tobacco Network, Inc. at which operation policies were set for the coming Fall season which will include extensive football coverage.

— MASSACHUSETTS —

SPRINGFIELD—WSPR's "Column of the Air" for Forbes and Wallace, is now being scripted and aired by Adele Saber, youthful veteran of radio. Miss Saber has replaced the originator of the series, Florence Thompson Howe, now retired from radio. . . . **BOSTON**—Norbert L. O'Brien has come from McKinney & Son, New York, where he headed the radio department, to WCOP where he will be commercial manager. . . . **WORCESTER**—WTAG's FM outlet observed its 5th anniversary June 17.

— CALIFORNIA —

HOLLYWOOD—KFWB will cancel a minimum of 12 hours of commercial programs today and tomorrow to bring its listeners final events of the United Nations Security conference at San Francisco. Principal items to be covered by KFWB from San Francisco include arrival of President Truman and signing of peace charter. Tuesday morning it will resume its broadcast of charter signing and will also cover Tuesday afternoon's conference session when President Truman's address will be broadcast to the world over all American networks and picked up by the principal radio organizations of Europe.

SOME 40 OIL PAINTINGS, water colors, pastels and sketches done by members of the art department of Benton & Bowles, Inc., are currently on display at the agency. (June 21st to July 5th). Nearly everyone actively engaged in art production in the department is represented in this exhibit of work done over week-ends during vacations and in evening art classes. Portraits, landscapes and still lifes are included. Joseph Clark of the Benton & Bowles art staff, is chairman of the committee of this initial show. The committee plans additional shows as often as new work is produced.

WILL YOLEN, director of special events for Warner Brothers, has been elected president of the Publicity Club of New York. He succeeds William P. Maloney of Batten, Barton, Durstine & Osborn.

JOE GOODWIN, for 10 years with Donahue & Coe, Inc., has been named production manager of the agency.

JUSTIN FUNKHOUSER AND ASSOCIATES, for its client, the O'Sullivan Rubber Company, is seeking for nation-wide airing a weather report theme in a humorous vein.

INTERNATIONAL DIVISION of RCA is plugging its many post-war products by running a series of advertisements written around the opening of Paramount's "And Now Tomorrow." J. Walter Thompson Co. controls the account.

J. M. MATHES, INC., has been engaged to place the advertising of F. W. Woolworth Company, United States and Canada.

RUTH CAIN FARRELL has joined the Ralph H. Jones Co., Cincinnati, as a copy writer, it has been announced by W. Mason Ancker, copy chief of the local advertising agency. Miss Farrell for the past eight years was on the advertising and promotion staff of the Procter and Gamble Co.

YOUNG & RUBICAM, INC., has added to its contact staff John L. Callahan, formerly assistant director of advertising and merchandising at Best Foods, Inc.

Stein's Vacation Assignment

Harold Stein, now in his tenth year as Mutual's official photographer, is combining work with a vacation while photographing some Mutual bathing beauties in the pool of the Goldman Hotel at Pleasantville, N. J.

"Can You Top This" Renewed

"Can You Top This?" has been renewed for additional 52 weeks by Kirkman and Sons on WOR, New York. Show is heard Wednesday nights at 7:30 p.m. Contract was handled through Newell-Emmett Company, Inc.

Send Birthday Greetings To—

June 25

Martin Gosch Cliff Soubler Smilley Whitley

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 61

NEW YORK, N. Y., TUESDAY, JUNE 26, 1945

TEN CENTS

Army Relaxes Radio Rule

Radio Covers Close Of Frisco Conference

San Francisco—President Truman's visit for the closing session of the United Nations Conference gave a final injection of excitement to a nine weeks vigil kept by the radio industry to keep the world informed of one of the biggest events of this generation. From the time of his arrival at Hamilton Field, Monday afternoon until the last sound of the gavel in the Opera House following his speech to the world Tuesday evening his progress and actions will be broadcast by the four major networks and the 10 affiliated independents. NBC's coverage of

(Continued on Page 8)

Soviet Union Reported Planning Tele Expansion

Washington Bureau, RADIO DAILY
Washington—Reports that Soviet Union has earmarked \$1,000,000,000 for the development of television and an identical amount for the expansion and development of the motion picture industry were current in Washington yesterday. As for the \$1,000,000,000 allocated for tele in the U.S.R.R., this virtually eclipses the U. S. investment in video to date, which is estimated variously as "upwards of \$30,000,000" or "Somewhere below \$50,000,000."

Wash. Business Leaders To Inspect Tele Operations

Fourteen leaders of business and citizens associations in Washington will arrive in New York today for a two day survey of television developments.

Plans for the meeting will begin

(Continued on Page 5)

SERVING the 7th!

Since April, 1942, listeners to WOWO's "Baukhage Talking," (Fort Wayne, Ind.) have not once heard a commercial aired in favor of the sponsor's product. Sponsor Wolf and Dessauer, retail store, has devoted all commercial time to the promotion of War Bonds. And to date, Wolf and Dessauer has sold \$11,316,776 in War Bonds.

Movie Earnings

Washington—Motion picture earnings of some of the nation's top radio and movie stars during 1943 were released last Saturday by the Treasury Department in Washington. Bing Crosby topped the list of radio personalities with movie earnings of \$294,444.42 from Paramount. Jack Benny's picture earnings during 1943 totaled \$137,500.

NAB May Urge Ryan To Stay On For While

Washington Bureau, RADIO DAILY
Washington—With about half of an original list of 59 names still under consideration by the special committee to name a new president, it appears unlikely that NAB will have a successor to President J. Harold Ryan when his term expires Saturday. The committee will meet Wednesday in Washington, and it is likely that a

(Continued on Page 8)

Daytime Listening Survey Revealed in Current Report

Average daytime sets-in-use is reported to be 14.4 by Hooper. This is 2.6 less than the previous report and 0.7 less than a year ago.

The average rating is 4.1. This is 0.5 less than the previous report and 0.2 less than a year ago. The average daytime available audience, according to Hooper, stands at 70.2 based on

(Continued on Page 2)

Arts-Sciences Radio Panel Asks Industry Post-War Aid

Top executives of the radio industry are called upon to confer with the "creative guilds and unions" in effort to further the planning of post-war radio, in resolutions adopted late Saturday by the Radio Panel of the Independent Citizens Committee, at the Conference of the Arts, Sciences and Professions, Inc. The Conference was held at the Waldorf-Astoria

1,902,591 people act on what they hear over WLAW, station of Industrial New England. Adv.

Allows New York Independent Stations To Arrange Pooled Pickup Of Arriving Generals

Early Decision Set For FM-Tele Channels

Washington Bureau, RADIO DAILY
Washington—Early decision by the FCC on the three alternate plans for spacing of FM and tele in the 44-108 megacycle band is looked for now that the oral argument is completed. Decision can be expected within the next two or three weeks—and possibly even this week, it was indicated

(Continued on Page 5)

Guild Representatives Meet With AAAA Com.

Radio Writers' Guild of the Authors' League of America reported progress following its meeting late last week with the Committee on Radio of the American Association of Advertising Agencies. Writers' Guild had asked

(Continued on Page 3)

ATS Committees Set; Send Message To FCC

Appointment of many of the organization's committee chairmen for 1945-46 and the sending of a message to the FCC urging early establishment of television plans so that re-

(Continued on Page 3)

The Public Relations division of the War Department relaxed their ruling prohibiting New York independent stations from staging radio interviews with returning Generals the past week-end when they allowed pooled interviews with Generals Devers, McNarney and Simpson returning from the

(Continued on Page 5)

CBS Program Clinic Planned On Coast

Los Angeles—Representatives of 22 CBS stations have been invited to attend the Program Managers' Clinic which will be held at Columbia Square in Hollywood July 11, 12 and 13 under the supervision of Donald W. Thornburgh, CBS vice-president in charge of the Western Division and general manager of KNX, Los Angeles.

Agenda for the Clinic, prepared by

(Continued on Page 3)

Eugene Carr Takes Post With Newspaper Group

Eugene Carr, who has served as chief of the radio section of the Treasury's War Finance section since February, 1945, has resigned his position as assistant to the president of

(Continued on Page 2)

SERVING the 7th!

Because Michigan theaters were lagging in War Bond sales, WJR, Detroit, produced its program "Meet WJR the Missus" as a stage show and but it on at all theaters in Ann Arbor, Jackson, Lansing, Saginaw, Bay City, Midland, Owosso and Port Huron. WJR financed the project. This may be continued after drive.

Outstanding programs have boosted WLAW's daytime listening audience to 1,902,591. Adv.



Vol. 31, No. 51, Tues., June 26, 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.

Engagement Announced

Engagement of Jane Peck, publicity writer at Benton & Bowles, to George Lait, INS war correspondent, has been announced. The wedding is scheduled for September of this year. Lait is currently on leave to promote the film, "Ernie Pyle, the Story of G.I. Joe."

20 YEARS AGO TODAY

(June 26, 1925)

Graham McNamee, popular WEAJ announcer was selected as the best all-around local announcer by the Radio Voice Technique Committee of New York University, at a meeting held last month. McNamee nosed out Brokenshire of WJZ by a small margin. McNamee scored 87.3; Brokenshire, 86.9.

WHO SAID INFLATION? W-I-N-D delivers 79% MORE daytime audience PER DOLLAR IN 1945 than in 1943. Based on C. E. Hooper continuing Measurement of Radio Listening, February-April 1943 and 1945. W-I-N-D 5000 WATTS Chicago 500 KC

Coming and Going

JOHN F. ROYA!, NBC vice-president in charge of television, is expected back in Gotham shortly, following a lecture on tele programming at the opening of the Northwestern University Summer Radio Institute.

ETHELMAE CHADBOURNE, of BMI's station relations department, is en route to the West Coast for the next few weeks.

CHIEF RADIOMAN JOHN S. LATOUCHE of the U. S. Navy has returned to his post as national supervisor of communications for NBC, after a five-year leave. L. A. ZANGARO, who has been serving in this capacity during La Touche's absence, has been named New York supervisor of communications.

JOHN REED KING, today will take the "Double or Nothing" program to Richmond, Va., where they will participate in a 7th War Loan rally at the Mosque Theater.

LESTER L. WOLFF, radio director of the Winer Advertising Agency, returned yesterday from Connecticut, following conferences with agency clients.

CHARLES JOHN BORRELLI, of the agency bearing his name at Philadelphia, is back at his office after a five-month illness.

GEORGE D. TONS, sales manager, and JOE BAUDINO, station manager of KDKA, Pittsburgh, are visiting NBC's Chicago spot sales executives and executives at WOWO, Ft. Wayne, Ind., this week.

MAJOR FREDERICK BRISSON, producer of the radio program "The Fighting AAF," and currently overseas on special assignment for the Army Air Forces, leaves Germany shortly for Denmark.

AUDREY SUMMERS, of the continuity department at WBT, Charlotte, N. C., is vacationing at the beach.

Daytime Listening Survey Revealed in Current Report

(Continued from Page 1)

the current report and represents no changes from the previous report. In the list of Top Ten Week-day Programs, "When A Girl Marries," holds the No. 1 position, according to the current report. This marks the first time since the first of the year that it has led the Top Ten.

Theater Engagement

Mark Warnow opens an engagement at the Capital Theater with his 38-piece Hit Parade orchestra on June 28. Organist Ethel Smith will also appear in the stage show.

FINANCIAL

(Monday, June 25)

Table with columns: NEW YORK STOCK EXCHANGE, 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. Also includes NEW YORK CURB EXCHANGE with rows for Hazeltine Corp. and Nat. Union Radio.

Eugene Carr Takes Post With Newspaper Group

(Continued from Page 1)

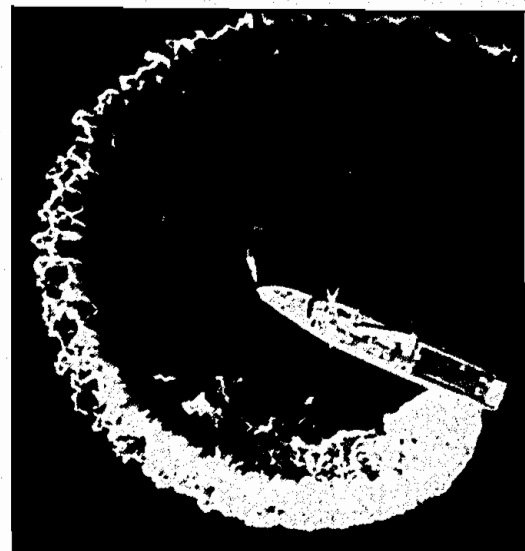
WJR, Detroit, WGAR, Cleveland and KMPC, Los Angeles, to become executive in charge of radio for the Brush-Moore Newspapers, Inc., owners of WHBC, Canton and WPAY, Portsmouth. Carr is leaving the Treasury on July 26th to spend a month with his 14-year-old daughter, Alba Jane, in Colorado Springs before taking over the radio reins for Brush-Moore on August 1. His successor in the War Finance division has not been announced.

Frank B. Warren

Frank B. Warren, general counsel of RCA Communications, Inc., died yesterday at 10 a.m. at the New York Hospital, following a long illness. He was 49 years old and resided at 1 Gracie Square. Mr. Warren joined RCA Communications as general counsel on April 2, 1943 and was formerly assistant counsel of the FCC. Surviving are his wife, Dorothy C. Warren and two sons, Donald and Richard.

Concert Debut

Conductor Al Goodman makes his debut as a concert conductor when he raises his baton before the New York Philharmonic Orchestra on Monday evening, July 2. Dinah Shore will be the guest soloist. The event will take place at the Lewisohn Stadium.



Evasive action

You've seen that phrase many times since the war. It's when a ship or a plane tries to get out of the line of fire.

Evasive action is something we've never tried for W-I-T-H . . . the successful radio independent in Baltimore.

We've stuck to our programming course . . . and today W-I-T-H in this five-station town . . . delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station . . . W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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. Includes illustration of a man in a top hat and a microphone.

CBS Program Clinic Planned On Coast

(Continued from Page 1)

Edwin Buckalew, field manager of station relations for the Columbia Pacific Network, includes a series of study panels devoted to the CBS program analyzer and diary study, analysis of daytime programming, demonstration of latest sound effects, handling of news, script writing and community service programs. It also includes actual attendance at rehearsals and broadcasts of nationally famous programs originating in Hollywood.

Participants

Hal Hudson, West Coast program director for CBS, will act as clinic chairman. The list of CBS executives taking part in the various panels includes: Mrs. Gwendolyn Peacher, Chet Huntley, Clinton Jones, Ben Paley, Tom Hargis, Colonel Charles Vanda, Norman Corwin, William Spier, George W. Allen, Larry Berns, Edith Todesca, Marion Karol, Ernest H. Martin, Ann Brenton, Seymour Burns, Les Bowman and Al Span.

Columbia network stations invited to send representatives to the Clinic are: KGDM, Stockton; KARM, Fresno; KERN, Bakersfield; KQW, San Francisco; KIRO, Seattle, KFPY, Spokane; KSL, Salt Lake City; KOY, Phoenix; KTUC, Tucson; KLZ, Denver; KROY, Sacramento; KOIN, Portland; KTYW, Yakima; KGVO, Missoula; KVOR, Colorado Springs; KROD, El Paso; KSUN, Bisbee; KGMB, Honolulu; KFBB, Great Falls; KGGM, Albuquerque; KVSF, Santa Fe; KSUB, Cedar City.

Respite For Station

Hollywood—Elmer Upton, manager of WBKB, tele station, has announced the closing of the station from July 1st to the 10th for repairs on equipment. Zenith's tele station W9XYZ has been given an FCC extension to Feb. 19, 1946, to complete station equipment.

ATS Committees Set; Send Message To FCC

(Continued from Page 1)

turning servicemen may benefit from video employment, was announced yesterday by George Shupert, president of the American Television Society:

Education, Dr. Leonard F. Powers; Finance and Budget, Archibald U. Braunfeld; Library, Myrtle Ilsley; Membership, Joseph Doughney; Motion Pictures, Don Widlund; Panel Discussion Groups, Richard Manville, general chairman; Programs, Herbert E. Taylor, Jr.; Program Laboratory, Raymond E. Nelson; Publications, A. W. Bernsohn, editor ATS News; Reception, Sterling Norcross; Yearbook and Directdry, Richard Steiner.

The wire to the FCC read:

"Many of our members are in the armed services and are particularly concerned lest failure to have television plans completed, before widespread cutbacks in war orders occur, weaken possibilities of employment for themselves and their comrades.

"The American Television Society therefore endorses the recommendation of the Television Broadcasters Association and Frequency Modulation Broadcasters, Inc., in urging the Federal Communications Commission to adopt at once television Alternate Plan Number One, which gives television 68 to 74 megacycles, 78 to 108 megacycles and 174 to 216 megacycles."

Guild Representatives Meet With AAAA Com.

(Continued from Page 1)

the AAAA Committee to secure authority to negotiate a minimum wage scale with the agencies, or to organize a new committee which would have such authority. Not having such authority the AAAA committee stated it would review the matter and call another meeting shortly.

Guild stated that it was coming to the agencies as an association of independent contractors and not as a union under the Wagner Act. AAAA radio committee members present at the meeting were: Abbott K. Spencer, J. Walter Thompson Company (Chairman); Charles T. Ayres, Ruthrauff & Ryan, Inc.; Leonard T. Bush, Compton Advertising, Inc.; Gordon D. Cates, Young & Rubicam, Inc.; Walter Craig, Benton & Bowles, Inc. T. F. Harington, Ted Bates, Inc.; Myron P. Kirk, Arthur Kudner, Inc.; Lawrence L. Shenfield, Doherty, Clifford & Shenfield, Inc.; Frederic R. Gamble, AAAA; and Herald Beckjorden, AAAA.

Representing the Radio Writers' Guild and the Authors' League of America were: Russel Crouse, president of the Authors' League; Richard Rodgers, president of the Dramatists' Guild; Howard Lindsay, Peter Lyon, National president of the Radio Writers' Guild; Goodman Ace, Eric Barnouw, Carl Carmer, Sidney Fleisher, Stuart Hawkins, Ruth Adams Knight, Robert Newman and Dorothy Bryant, National secretary.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!



Of "Mel" fame...he has directed the Associated Grand Opera Company (32-voice chorus, 8 soloists, 60-piece orchestra) in 44 magnificent selections.

Cesare Sodero... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

WHAT YOU WANT from a library is not juke box entertainment but program material with the bigness, the glamour, that is radio. That's why Associated—with elaborate units like Cesare Sodero's 100-piece opera company—gives you more for your money. More quality, too...with APS high fidelity vertical-cut recording and clear-tone Vinylite discs. Facts are yours for the writing! Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service
A Plus for AM...A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

WKY Covers

The Biggest Part

OF OKLAHOMA'S BUYING POWER



SAN FRANCISCO



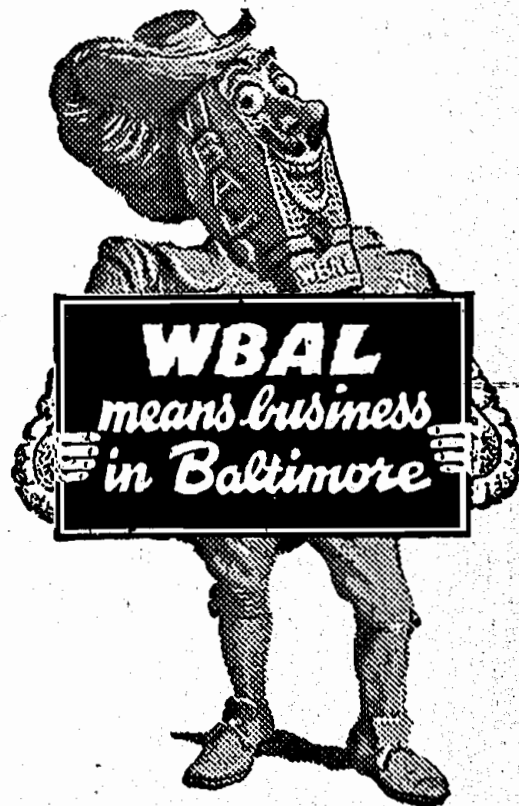
CHICAGO

By BILL IRVIN

A RENEWAL order for the Post Parade program and renewal orders for 403 station breaks were included in the new business announced this week at station WMAQ.

The Curtis Publishing Company, through MacFarland, Aveyard and Company, renewed the five-minute Post Parade, a series of transcribed dramatizations of stories and articles appearing in the Saturday Evening Post for 52 weeks beginning July 4. The Wednesday-Thursday-Friday program is heard from 11:15 to 11:20 p.m., CWT. The American Chicle Company (Adams Clove and Dentyne Gum), through Badger, Browning & Hershey, renewed a schedule of 390 transcribed station breaks to be aired at the rate of 30 a week for 13 weeks, beginning July 1.

Robert K. Hoadley, WBBM educational director, is attending the radio institute sponsored by KMBC at the University of Kansas. Four new members were presented with pins and scrolls when they were inducted into the NBC Chicago ten year club at the organization's third annual party at the Tavern Club. The new members bring the total club membership to 94 or one-third of the 290 employees of the central division. The new club members are Everett Mitchell, director of agriculture for the central division; William Drips, NBC director of agriculture; Arthur Pearson, purchasing agent of the central division, and Harry Maule, field engineer. Record for the longest affiliation with the NBC central division belongs to Howard C. Luttgens, chief engineer, and Theodore E. Schreyer, operations supervisor, both 19 year men. Further breakdown shows that three employees have been with NBC 17 years, 10 for 16 years and 28 for 15 years. A total of 14 club members are on military leave.



Edward Petry & Co., National Representative

California Commentary

● ● ● Robert Alda, who plays role of the late George Gershwin in "Rhapsody In Blue," will have an opportunity to show his familiarity with music June 30 when he appears as a guest judge on Al Jarvis' "Can You Tie That?," over KFWB. It will mark his initial radio appearance since the years 1932 to 1935, when he supplemented his meager salary as a department store clerk by singing for WNEW and WOV in New York. . . .

Los Angeles

● Robert B. Selby, new resident manager of the northern California area for the Smith, Bull and McCreery advertising agency, served for eight years as advertising manager of the San Francisco News. He has opened new offices in the Butler Bldg., San Francisco. . . ● Dave Street, baritone, heard on the "Village Store" and "Meet Me At Parky's," has been granted a waiver on the customary "no flying" clause in radio contracts. Now that flying restrictions have been lifted, he is continuing his flying lessons which were interrupted at the start of the war. . . ● Dick Joy, announcer for "The Adventures of Bill Lance," recently out of the service, took his radio "basic training" at the University of Southern California radio work shop. Sgt. Herb Smith, former purchasing agent at KHJ before he joined the Army, paid a visit to his former co-workers while on a furlough from Camp Lockett, where he is serving in the finance department. The first burlesque show to be recorded for overseas broadcasts by Armed Forces Radio was staged by Rags Ragland on "G.I. Journal" June 22. Ragland wrote the script in collaboration with Army writers and starred in the show. Time-honored burlesque staples such as "Buzzing The Bee" and "The Dentist's Office" were enacted by Ragland Hollywood stars.



● ● ● Phil Hanna, Nate Tufts and Cornwall Jackson, leading tennis players, will have to look to their laurels now that Owen Anderson, new trade paper contact at the CBS-KNX press department, has decided to resume his racquet wielding. In 1939 he toured the world with Don McNeil and won the singles championships of Denmark and Ireland, in addition to which he defeated Henner Henkel, top German Davis cup player. . . ● Leigh Price who produced her own programs at KTUC, Tucson, Ariz., is keeping busy as a free-lance actress in Hollywood. . . ● Larry Berns, producer of the Jack Carsen show, who underwent an operation June 14, is convalescing at the Good Samaritan Hospital. . . ● Tommy Dorsey and an augmented orchestra of 50 musicians, will be presented in the first of a series of concerts starring America's foremost popular musicians at the famous Hollywood Bowl June 27. Dorsey's featured vocalist will be Lena Horne, who will also be one of his guests on his RCA show on NBC July 1.



● ● ● Anxious to earn \$20 offered by a carnival, Charles J. Bedell agreed to be the "bridegroom" at a fake wedding being staged by the show. After the ceremony, he was informed the town's sheriff had got wind of the thing and insisted that the marriage be perfectly legal. He stayed married to the pretty bride and they now have two beautiful children. That is the story Bedell told Emcee Art Linkletter of the "G. E. House Party" program, who has been searching for the persons who had the most unusual wedding. . . ● James Lalor has resigned as page supervisor at NBC Hollywood to join staff of KWJB, Globo, Ariz., as an announcer. He joined NBC in 1944 after receiving his honorable discharge from the Navy. . . . ● Three NBC Western Division department heads are due back from home office conferences in New York this week. They are Frank A. Berend, sales manager; Frank Ford, sales promotion manager, and Joe Alvin, news and special events chief. Bill Pock of the Frederick Bros. agency, has set Chupchu Martinez, the singer, as one of the guests on Tommy Dorsey's July 7th RCA show.

— Remember Pearl Harbor —

FRANK Berend, NBC Western Division sales manager, has been here for a few days conferring with KPO executives.

Al Paschall, production manager for Ralph Edwards and the "Truth or Consequences" program, unearthed two dimes of the almost extinct 1913 issue while here this week. He immediately had them silvered and made into cuff links and presented them to boss Edwards in honor of the latter's natal day.

KFRC manager Bill Pabst is puzzling over the letter of a topnotch radio writer from New York desiring to move to San Francisco. The letter reads "I am the author of a thoroughly tired-out novelty program." Bill thinks the guy got the wrong Pabst and is forwarding the missive to Milwaukee but doubts that Blue Ribbon is strong enough to put the writer back on his feet.

Checking into San Francisco en route to Pacific war reporting assignments are NBC's George Thomas Folster, who has already seen 39 months' duty in the Far East, and Howard Pyle, program director of KTAR and the NBC-Arizona network who will be reporting specifically on the doings of Arizona boys in the front lines.

Dink Templeton of KFRC-Mutual says they have signed Emil Martin, formerly of KFBK-Sacramento, as staff organist.

The KFRC organ, one of the finest on the Pacific Coast, has been completely overhauled, and Martin immediately went on the air with a 2:30 (PWT) week day strip.

Ruth Anderson, formerly "Molly Brown" on NBC's Night Editor show and the "Connie Moffatt" on the O'Connor, Moffatt & Co.'s morning newscast, has taken over the reins of the Barbara Lee column, sponsored by the H. C. Capwell Company, Oakland. Miss Anderson replaces Ruby Hunter, who has resigned to take a well earned rest from the microphones.

33rd Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

Radio Transcribes Generals' Talks

(Continued from Page 1)

European theater. Coming as a sequel to the meeting of news and special events directors of New York independent stations in New York on June 6 at which the broadcasters adopted a resolution of protest against treatment accorded radio at press conferences with returning brass hats. The broadcasters had contended that radio stations should be allowed to interview the returning generals on the same basis as the press.

Stations Participate

Evidence of the War Department's change in policy came last Saturday when Colonel Ed Allen, head of Public Relations, War Department, in New York, notified Dave Driscoll, WOR news and special events directors, that there was a good chance for radio interviews with generals returning Sunday.

Policy Revision

On Sunday morning, Col. Allen notified Driscoll that the interviews were okay if they were handled on a pool basis. Driscoll in turn notified other independent stations of the availability of the generals for interviews. As a result Paul Killiam of WOR War Services and News division, interviewed the three generals and made the interviews available to other interested stations. The New York independent stations who carried the interviews were WQXR, WMCA, WNEW, WNYC and WOY.

Driscoll Gratified

Driscoll, who was spokesman for the New York independents, when the first complaint was registered for radio on June 5 in connection with the arrival of General Omar Bradley and General Courtney Hodges, last night issued the following statement:

"I think I can speak for all independent stations in New York when I say we were gratified to see the Army give indication that it had reversed its previous policy banning pooled broadcasts or interviews with returning Army generals as a part of scheduled news conferences. Not only was the public privileged to hear the voices of Generals Devers, Simpson and McNarney, but radio was also given equal representation with other information media."

Early Decision Is Certain On FM-Tele Spectrum Issue

(Continued from Page 1)

here. What the decision will be is uncertain although there is a strong feeling that the industry insistence upon Plan No. 1, which would place FM between 50 and 68 megacycles did not fully convince the FCC.

Representatives of two powerful broadcast interests were heard in favor of a higher spot for FM on Saturday. They were CBS engineer William B. Lodge and American Broadcasting Co., Engineer Frank Marx. Lodge said Plan 1 would make FM subject to damaging co-channel interference and Plan 2 would put the 75 mc. aviation marker beacons in the middle of the FM band and would complicate design for tele receivers.

Lodge said CBS is definitely interested in seeing FM go ahead at once, and that he sees no reason why adoption of Plan 3 should delay receiver production.

Web Engineer's Views

Marx said American can recommend impartially because it plans both FM and tele-networks. The issue, he said, should be based strictly upon engineering questions, rather than on economic factors. He added that pre-war FM equipment—particularly receiving equipment—will be obsolete for the new FM service regardless of which of the three plans is adopted.

Smith Supports Plan 1

David B. Smith, Philco research chief and head of RTPB Panel 4, supported Plan 1, but made it plain that his choice was based upon his idea that production of equipment would be held up if Plan No. 3 were adopted. Any appreciable delay will prevent FM from Realizing fully its post-war possibilities, he said.

Arthur Freed of Freed radio, speaking purely from the standpoint of a manufacturer, said Plan 1 is preferable to the other two, and was supported by James Secrest for RMA and J. E. Brown of Zenith.

Frank Walker, appearing for the Associated Police Communications Officers and the International Association of Police Chiefs, called for adoption of Plan No. 3, with Plan No. 2 a second choice but less desirable. Walker said higher frequency FM is definitely desirable from the police viewpoint, stating that the Commis-

sion will decide upon Plan No. 3 if it believes police needs for the protection of life and property should take priority over entertainment needs.

Want Plan No. 1

Philip Loucks for FMBI and Col. Wm. A. Roberts for TBA presented resolution in favor of Plan 1 from their organizations, and the session closed with an involved technical dispute between Major Edwin H. Armstrong FM founder and Edward Allen of the FCC engineering department. Allen was supporting the propagation findings of Kenneth A. Norton, which Armstrong claims are based upon a fundamental error.

Armstrong resented the implication in the Commission report that he and five associates are wrong in their assignment of the Norton error. The confidential report, they say, admits the Norton error, but the public report of the FCC does not.

Washington Leaders Inspect Tele Field

(Continued from Page 1)

at 4:15 p.m., calls for visits to television shows which will be presented by NBC and WMAL, the latter through the courtesy of the American Broadcasting Company. The guests will also participate in WOR's "Green Skull" television show over WABD, Du Mont station, and will visit the tour of WNBT, atop the Empire State Building.

J. R. Poppele, president of the Television Broadcasters Association, and Eugene Thomas of the WOR sales staff will be among the welcoming committee.

1,000th Broadcast

On Thursday, June 28, "Bright Horizon," CBS serial heard Monday through Friday, 11:30-11:45 a.m., EWT, will celebrate its 1,000th broadcast. Oldest member of the cast is Richard Kollmar, who has played the part of Michael West since the show's inception August 25, 1941.

From Alaska to Panama!

That's a lot of distance . . . and when you add to that, mail from Canada . . . Oregon . . . Washington . . . Montana . . . Wyoming . . . Arizona and Nevada . . . and INTENSIVE coverage of all Southern California

That Means 50,000 Watts

of POWERFUL, CLEAR SIGNAL . . . easy to get . . . day or night . . . and in a favorable position on your dial.

You Can Tune In

any hour of the day or night . . . and find good music . . . right up-to-the-minute news . . . really GOOD LISTENING and a GOOD NEIGHBOR program policy you'll enjoy.

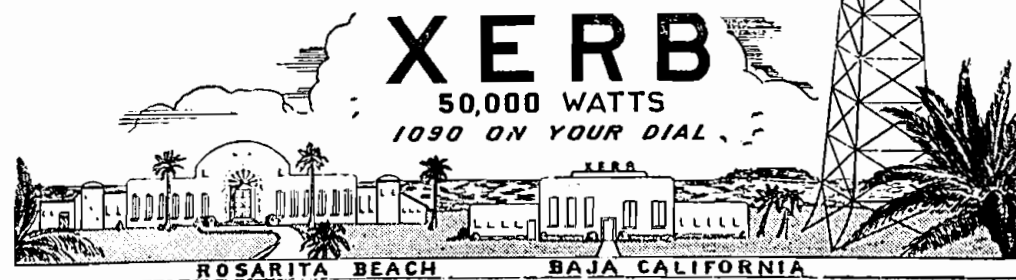
In Other Words . . .

a definite policy of no long drawn out, obnoxious commercials or "plug" deals . . . but rather, lots of good music and news!

TIME AVAILABILITIES AND
RATE CARD AT YOUR REQUEST

Continental Radio Productions

Exclusive California Representatives
HEmpstead 8171
6381 Hollywood Boulevard
Hollywood



Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
560 Kc. 5000 WATTS

JOB WANTED
... the job of
SELLING KANSAS
for YOU - at low
cost • Just hire:
WIBW
The Voice of Kansas
TOPEKA

Ben Ludy,
GEN'L. MGR.

Arts-Sciences Radio Panel On Post-War Question

FCC Com. Durr Says Several Markets For Writers

(Continued from Page 1)

tem; Gilbert Seldes, director of television for CBS; Peter Lyon, president of the Radio Writers' Guild; Anton M. Leader, vice-president of the Radio Directors' Guild and George Heller of the American Federation of Radio Artists.

Commissioner Durr's speech was titled, "BM—New Markets for Radio Talent" and at the outset stated that despite the title, he could not very well separate FM from standard broadcasting, Television or radio talent. Durr however did separate broadcasting into two philosophies, that is, should it be construed as a "public medium" and used for public benefit, or should it be merely a "balance sheet." Durr believed that the former was the interpretation Congress meant to write into the law, and that the continuing exhortation of the commercial program, was not the original intent. Durr continued along the lines of his previous speeches in fighting for better programming. As to FM he saw in this medium more stations allocated and therefore greater opportunity for both public service and talent.

Durr quoted from Herbert Hoover up to J. Harold Ryan and Procter & Gamble in bringing out his points. As to post-war radio, Commissioner Durr also saw the "new spirit which is needed," coming from the artists and writers who will do the programs. He also cited numerous figures as culled by the FCC.

Robert Swezey of Mutual saw three component parts in social responsibility, the title of his address. Swezey said that the first was a minimum obligation a man must live up to; second, that there is a level of such responsibility beyond one's legal obligation, but still within the expectation of society; third level was the highest . . . that it transcends minimum requirement by law. All these points were amplified by Swezey who saw the first step needed by radio to fulfill its obligation is to study its audience, from all angles, social, politically and religiously.

By studying their needs, desires and composition, the public service to the audience can then be more readily analyzed and supplied. In its attempt to "achieve the fullest development of television, FM, facsimile," and other new expression of radio, the industry should not allow itself to be retarded by internal dissension.

In the symposium presented by Messrs. Lyon, Leader and Heller, employment and salary angles were developed and it was reiterated that a recent survey revealed the writers on an average, the lowest salaried of all such talent, according to figures gathered and released by the FCC. Maximum employment was needed in radio said George Heller deliver-

Radio Panel Resolutions

Following resolutions were proposed and adopted at the Conference of the Independent Citizens Committee of the Arts, Sciences and Professions, whose Radio Panel met Saturday at the Waldorf-Astoria Hotel.

- It is recommended that the creative radio guilds and unions request a conference with network representatives, programing executives and agency people for the purpose of interchanging ideas on all the various pertinent aspects of gearing radio to the needs of the post-war world.
- In order to create more opportunities for employment, in order to develop new and creative program ideas, thereby helping to raise the level of the broadcast medium, in order to tap and develop the rich creative resources of America's several regions, and in order to serve better the needs of audiences in these regions,
 - We call on broadcasters to arrange with local station managements to send cut skeleton teams of writers, directors, composers and performers to work with local talent in the creation and development of radio programing.
 - The transience of radio programing is one of the medium's most serious weakness. We recommend that the four principal networks explore the possibilities of devoting the best hours on one regularly scheduled night each week to re-broadcasting the best from all types of programs scheduled the previous week.
 - We point out that this might be done by the networks collectively or individually.
 - We commend the radio industry for its effective contributions of time and talent in the interest of uniting the people of our country in support of the war, Bond drives, Red Cross and Allied War Relief. We urge that the same spirit exemplified by leaders of the radio industry be encouraged and implemented for national unity in the advancement of home security and world peace.

ing the address, to obtain a strong union. Strong unions were needed said Heller, as the best guarantee against any undemocratic forces in the post-war period. FM and television said Heller, did not enter into any current surveys on hand as they were both future employment fields, not now considered too important from a union angle, at least it was not now a factor. FM he said, quoting U. S. Commissioner of Education John W. Studebaker, has been asking some 300 channels for educational purpose. However it was feared, jointly by Leader, Heller and Lyon, that if FM stations to excess, are grabbed up by certain interests and not educational, then they may merely become additional outlets to augment AM originations.

Trio further agreed that it would be a good thing for network officials to do away with their patronizing manner toward local talent. This would be a healthy thing they believed and radio might benefit tremendously if the term "amateur" were abandoned. Lyon proposed that network and local station management arranged to send out to certain picked smaller stations, teams of writers, directors and performers. These teams would work with local forces in the creation and development of new programs and ideas. Cost need not be excessive and the return may be great, including many for summer replacements.

Such a move might be underwritten by sponsor-agency combinations, uncondition that would "agree to keep their vice-presidents out of the studio for awhile." Let the local unit experiment and learn what the market wants to hear, was the three-pointed plea. Leader deplored the fact that in the main, advertising agencies seem

to have felt that nearly anybody with intelligence, can produce a (radio) show. The fact that by accident these shows produced by non-directors often turn out well, with the aid of a good cast of actors, has practically

AFRA's Heller Sees Great Necessity For Unions

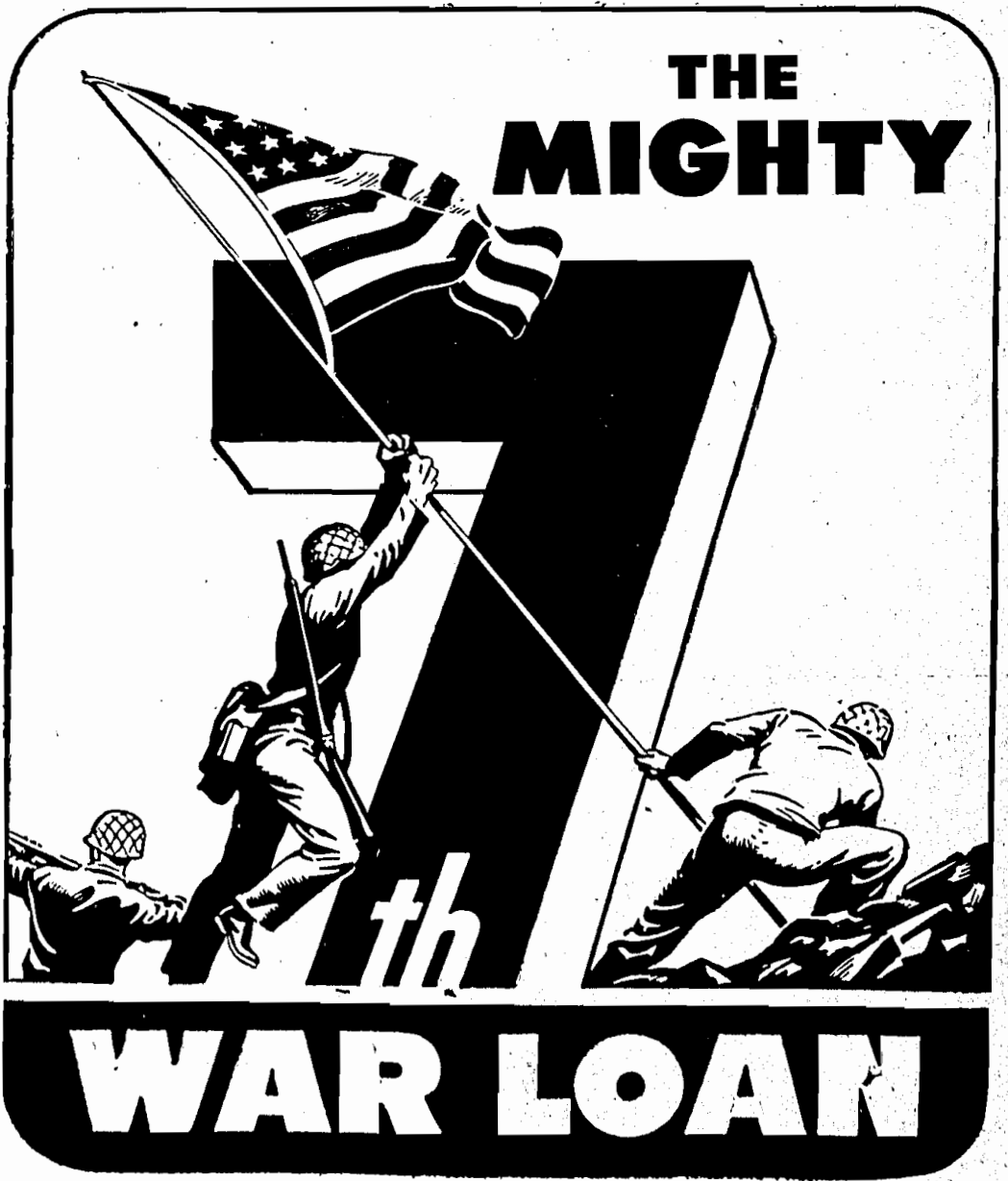
convinced the agencies that training directors is a lot of nonsense, Leader, opined.

Gilbert Seldes, speaking on television, said that if tele lives up to one-tenth of its promise—or advertisements—there will be careers in plenty, not to mention jobs. But, he emphasized, there must be good programs and "good seeing." Tele habit must be as automatic as pushing a button on the radio set. If the picture is not good, then he feared dire consequences in short order. The higher frequencies he said, would be productive of more stations and when color the natural thing sought for by the eye is available in tele, the picture will be most pleasing.

Resolution offered and adopted at the Conference, are presented in another column. In addition to those presented, there was an additional resolution dealing with non-discrimination in employment, the language of which was not yet set up last night for publication.

Stork News

On June 13, Mr. and Mrs. Hal Moore, became the parents of a boy, Timothy Harrison Moore. The mother is the former Eleanor Powers radio actress.



Program Parade

WOMEN IN RADIO

By MILDRED O'NEILL

AGENCIES

IF you think there's anything odd about a woman lawyer, you're apt to be challenged by Geraldine Zorbaugh of the American Broadcasting Company where as the only woman lawyer in network radio she's been handling contracts, labor negotiations and corporate work since 1943. As a matter of fact, Mrs. Zorbaugh not only dissents on the question of oddity, but thinks more and more of them is inevitable. Far from looking like a career woman—too tiny and good looking—she's more like an energetic, rather elegant matron on her way to the Red Cross or some other volunteer work.

☆ ☆ ☆

It was while Geraldine was studying at New York University that she married her sociology professor, Harvey Zorbaugh, and as a faculty wife worked for her Master's degrees. Later on, a job as legal secretary at NBC brought about her decision to go back to school and study law. Easily through the bar examinations, a two-year period in a law office followed and then a job as regional food attorney for the OPA, from where she went back to radio.

☆ ☆ ☆

Mrs. Zorbaugh is the mother of two growing children who have in no way suffered because of their mother's career. Nor has the lovely home out on Long Island. Women, says Geraldine Zorbaugh, are superbly fitted for law—perhaps not criminal law—but anything that entails patient detail work. Because of this, she's convinced she has not long to be the only woman lawyer in network radio.

☆ ☆ ☆

And while we're visiting over at ABC, there's another charming and clever woman executive we're sure you'd like to meet. She's the lady who shows up when the woman's club wants to hear about radio. She'll explain the beneficial effect of Terry and the Pirates on children and point out how the network protects the housewife from inferior merchandise. She, who also supervises the network's religious programs, is Grace Johnson, director of women's programs.

☆ ☆ ☆

They call Grace "indestructible." It seems appropriate, for her composure is that of a cigar store Indian. Not even a hair is ever out of place, so much is she the essence of trimness, good taste and clean-cut thinking. Her ideas of radio's future are very definite. Probably the one thing that upsets her customary composure is the thought of television as a home education. The most important part of Grace Johnson's job is not anything she reads or says. . . . it's her feel for trends, and the life or death of many a program depends upon her opinion.

☆ ☆ ☆

A Toronto woman writer, radio personality, physicist and mother of four children has won the Canadian Women's Press Club award for 1945. This is the first year the award has been open to radio and it is for this work, of her many activities, that Mattie Rotenberg was selected. In judging the award, Margaret Cuthbert, Canadian-born director of women's and children's programs for NBC, said Mrs. Rotenberg's prize-winning entry over CBC was "outstanding in its conception, presentation and impact on the reader and listener." It asked of the post-war woman that she inform herself on all trends and relationships.

☆ ☆ ☆

You'd never think that an editor who had spots before her eyes could do any kind of a job. Would you, now? But that might depend upon the kind of spots, and if they were spot announcements reflecting volume in dollars pouring into the business you were in, they'd be no hindrance. Well, that's how it is with Dorothy Green, fair editor of National Radio Records' spot radio advertising reports, whose precise job it is to see that the most minute detail of each schedule is correct, right down to the last sponsored jingle, time signal, or station break.

JACK MEAKIN, producer of the Hoagy Carmichael program "Something New," a Foote, Cone & Belding package, has resigned from his post effective July 1, to freelance as producer-director. Meakin has been affiliated with F. C. & B. for the past two years, and has worked on all Lucky Strike programs.

CARL J. SMITH, has been named assistat manager of the sales promotion and advertising department of Shell Oil Company, it was announced yesterday by P. E. Lakin, vice-president in charge of marketing. J. Walter Thompson is the advertising agency for Shell.

PAULA NICOLL, formerly station relations traffic manager of Mutual, has organized a new radio-packaging company called Tower Transcriptions, Inc., at 247 Park Avenue. Miss Nicoll's first program will be a transcribed series featuring Cliff "Ukelele Ike" Edwards.

JOHN MacEVOY, production manager for the past five years with Picard Advertising Inc., has joined the traffic staff of McCann-Erickson's foreign department.

DEMAREST S. CASSIDY, writer, is now affiliated with Kenyon & Eckhardt. His former associations have been with Ruthrauff & Ryan, Campbell-Ewald and Roy S. Durstine.

New Tele Show On WRGB

Schenectady—A new television program, Kieran's Corner, sponsored by the American Broadcasting Company debuted on WRGB Sunday night featuring Walter Kieran. One of the highlights of the first program was a demonstration of the Record-graph, portable recording device used by George Hicks, correspondent in his overseas interviews.

MEN OF VISION—CBS. Sun., 7-7:30 p.m., EWT. Bendix Aviation Corp. Newcomer to the air is both narrated and dramatized, bringing out highly interesting and informative anecdotes, details and broad outline as well of men who have contributed toward the building of an industry. Donald Douglas, who developed the Douglas planes from an obscure start to a major part in the war effort had his story told by Edwin C. Hill who handles most of the show. Using clear colorful language, entertaining and with a minimum of flowery words Hill again proved himself a master reporter and story-teller.

☆

IT'S UP TO YOUTH—WOR. Sat., 12-12:30 p.m. Sustaining. Making its debut last Saturday, this program gave every indication of being a welcome aid to the effort of those engaged in crime prevention and seeking to give youth an opportunity before he or she goes wrong. Bill Slater acts as moderator as the young people express their ideas and offer their solution to problems submitted. Listeners are invited to submit "problems." Smart little forum where it can do a great deal of good.

☆

LABOR, U. S. A.—WJZ-AMERICAN. Sat., 6:45-7 p.m., EWT. Sustaining. This series is in course of a 12-month run on the network, having started on NBC and presumably the next season's programs will be on CBS as its contribution of time. CIO and AFL alternate in presenting their views. Saturday show had James B. Cary, CIO secretary-treasurer, as principal speaker on the issue of "jobs by the year." Dramatization preceded the talk by Cary. Scripts are fairly good and the show interesting as free-speech and a common ground for labor and management to exchange view.

☆

SUPPERTIME FROLIC—WJJD, Chicago, 10 p.m., Sunday, sponsor Michigan Tulip Bulb Company—Breezy instrumental and vocal hillbilly musical show with a convincing announcer selling next season's supply of tulip bulbs. Program designed for homey small town and rural consumption with strong signal from this 20,000 watter pumped in to suburban New York Sunday night.

Exclusive!
CUBS '45
BASEBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the OUTSTANDING CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga
CBS

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

NAB May Urge Ryan To Stay On For While

(Continued from Page 1)

formal decision will be made to ask Ryan to stay on as long as he can.

Since it is not anticipated that Ryan will consent to remain for longer than this month, it is probable that C. E. Arney, secretary-treasurer of NAB, will be asked to serve through the summer as manager of the organization, with responsibility to either a special committee of three or an individual to be designated by the selection committee.

Death of Men

T. A. M. Craven, former FCC member and now vice-president of Cowles Broadcasting Co., is head of this committee. Of the original list of 59 names put before the group, about half have been eliminated as definitely unacceptable to many elements of the industry or as definitely unavailable for the job. Included among the rest are former FCC chairman, James Lawrence Fly, and Commissioner Norman S. Case, whose FCC term expires this week and who has not been reappointed.



J. HAROLD RYAN

Craven has talked with both of these men. Neither, he says, can be called a candidate for the job, but on the other hand he is not certain that either would refuse it if offered.

Send Birthday Greetings To

June 26

- | | |
|----------------|-------------------|
| Fred Weber | Arthur Pryor, Jr. |
| June Marshall | Robert J. Ross |
| John M. Sayle | William Wirges |
| Irving Diamond | Al Lowe |

COAST-TO-COAST

CALIFORNIA

STOCKTON—Staff of KWG of the McClatchy Broadcasting Company made its second trip this month to the Red Cross Blood Center. KWG airs a regular 15-minute program weekly from the center at which donors, and personnel are interviewed. . . . **OAKLAND**—KROW has announced the appointment of Radio Advertising Company as its national representative. . . . **RIVERSIDE**—Gene Williams, KPRO commercial manager has been promoted to station manager.

ILLINOIS

CHICAGO—George T. Case, assistant program director of WBBM, will retire from that post July 6 and take up his new duties as program and production manager at KABC, San Antonio, July 9. . . . Johnnie Dunham has resumed his WBBM announcing duties after three years with the AAF. . . . Carl Schnepfer, WBBM engineer, handled the broadcast from Abilene when that town feted General Eisenhower. . . . **WIND's** "Town Club Forum" made its debut June 24 at 8:30 p.m. with Monte Randall acting as moderator.

PENNSYLVANIA

PHILADELPHIA—For the third successive year, KYW is lending its facilities to Radio Workshop in cooperation with the Board of Education. Classes for teachers and high school pupils begin June 27. . . . KYW has made a \$100,000 purchase of treasury certificates, \$60,000 of which is credited to the Philadelphia quota and \$40,000 to Montgomery County. . . . **PITTSBURGH**—Jim Murray, KQV sales manager, has been named a charter member of the newly organized Pittsburgh chapter of the American Marketing Association.

OHIO

CLEVELAND—Carl George, assistant manager of WGAR, who has been serving as the outlet's correspondent in the Philippines since March, scored an on-the-scene coverage of the Borneo invasion from an LCI attached to the fleet. . . . **DAYTON**—Daily program of depot interviews with train passengers has once again returned to the air over WING, conducted by Ranny Daly the "Train Reporter." . . . **CINCINNATI**—WCKY has been designated as a collection depot for magazines and books for the AAF hospital at Ft. Thomas, Ky. Newly opened drive will be publicized in a spot series.

TEXAS

AUSTIN—Newest member of the KTBC announcing staff is Tom Moore, Jr., recently of the Army Air Corps. . . . June Warner has turned up on the KTBC mike with her name changed to June Parker, doing a woman's feature for T. M. Williams department store. . . . **DALLAS**—SMU Forum, "Let's Discuss It," originating over KGKO, features prominent localities in weekly discussions of national topics. . . . Buddy Harris, former WRR chief announcer and recently of the Navy, has become that station's first employee to return from service.

COLORADO

DENVER—El Clinkenbeard, KLZ engineer, is the new State roller skating champ. . . . Peter D. Smythe, KLZ program director, is teaching radio at the University summer school. . . . KOA is providing the public address system, chairs and a table for registration for the Rocky Mountain Arsenal's employment drive to be conducted from in front of KOA. KOA will pick up each day's program and pipe it to other Denver stations.

CANADA

TORONTO—CKEY presented as a discussion topic last Sunday "Private Radio versus Government Radio," on its "This Is Democracy" program. Private radio was represented by Dick Lewis, editor of Canadian Broadcaster and Glenn Bannerman, CAB president. For government, there was Hector Charlesworth and another speaker. . . . Starting July 2nd CKEY will present Joe Chrysdale in a Monday through Saturday sportscast sponsored by J. B. Williams Company.

NEW YORK

NEW YORK—WOV news commentator Hans Jacob starts his fourth year with the station July 1. In addition to a six-times-weekly commentary, Jacob does a periodic lecture tour. . . . Jerry Lawrence, Steve Ellis and Ted Campbell, WMCA discs jockeys, will join in a special tribute to George Gershwin during their broadcasts today. Tribute will coincide with the premiere of the motion picture. . . . WINS foreign affairs commentator Henry Milo will interview Pierre de Lanux, war correspondent and author, on Milo's June 29th broadcast at 10:30 p.m. . . . WHN estimates that about \$10,000,000 worth of talent has broadcast on the "Gloom Dodgers" program which celebrated its third anniversary this week.

Radio Covers Close Of Frisco Conference

(Continued from Page 1)

the President's arrival was handled by Bert Silen, the assistant manager of news and special events for the western division. From the landing of the plane at Hamilton Field he followed the President's movements with a mobile unit all the way into San Francisco and to the Fairmont Hotel. The American coverage was handled over the same route by Burton Bennett, the chief announcer for KGO and Jack Webb. They were assisted by G. W. Anderson and V. L. Harvey of the engineering department.

Coverage

The independent stations gave coverage from four selected spots. At Hamilton Field, the arrival was handled by Bill Brown and David Karr, while the visit to the evacuee hospital was covered by Austin Fenger. The parade along Market Street was picked up by Karl Barron and the President's arrival at the Fairmont was handled by John B. Hughes and Harlan Fredericks. Ten stations were pooled in the independent group including KFWB, KYA, KSFO, KPAS, KROW, KLX, KSAN, KALW, KGER and KMPC.

The signing of the charter is scheduled to start Tuesday morning at six o'clock and continue steadily for eight hours, ending in time for the President's address late in the afternoon. Most stations will broadcast the signing as well as the final plenary session.

Opportunity for an Advertising Executive with a Radio Account

A medium-size successful New York agency, handling national accounts and staffed by a highly trained and talented personnel, wishes to establish a radio department by bringing into the organization an experienced radio executive with a good radio account.

Such an executive will immediately improve his present position and earnings, and have a wide-open opportunity to expand with the agency. His remuneration will be based not alone on his ability but on the growth of his department as well.

For very confidential interview, telephone ASHland 4-4600 and ask for Mr. Joseph Hayden.

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

WIPR means a well-versed Fashion expert — JOYCE O'NEILL — talking daily, 2:30 p.m. Participation available.

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 62

NEW YORK, N. Y., WEDNESDAY, JUNE 27, 1945

TEN CENTS

OWI Budget Is Increased

Tele Relays Planned By IBM On West Coast

Washington Bureau, RADIO DAILY

Washington—First large scale relay experiments for tele and FM to be undertaken between Los Angeles and San Francisco are forecast by the application of the International Business Machines for relay terminal stations in those two cities. The application was received by the FCC yesterday, with 15 watts power sought.

The relay stations between the two cities are to be designated later.

Plans call for the use of GE equipment, with the experiments apparently to match fairly closely the ex-

(Continued on Page 2)

CBS Correspondent Sees Long Jap War

William J. Dunn, CBS correspondent in Manila, who arrived in New York Monday for a short stay, yesterday predicted that the war against Japan will last another year and probably two.

"I see absolutely no hope for a short war," Dunn said. "It seems to me a year is the absolute minimum, and two years is closer to it. The

(Continued on Page 2)

Erno Rapee Dies in N. Y.; Famed as Radio Conductor

Erno Rapee, 55 years old, director of the Radio City Music Hall and nationally known as a radio conductor, died at his home in New York City yesterday.

Rapee, conducted the Roxy theater orchestra broadcasts as early as 1927

(Continued on Page 2)

Rapee Tribute

Upon the news yesterday of the sudden demise of Erno Rapee, WLIB immediately arranged a memorial program which was heard yesterday afternoon. Program of music comprised selections Rapee himself has chosen for a recent WLIB show. Eddy Brown, station's musical director, on the same program paid tribute to Rapee, one of the early radio batoneers and conductor of the Radio City Music Hall orchestra.

AFRA Members Vote Against Convention

By an overwhelming vote, membership of the American Federation of Radio Artists favored the referendum which cancels the annual convention this year and automatically continues in office for another year the AFRA national officials. According to Emily Holt, executive secretary, less than

(Continued on Page 7)

Web Programs Will Honor Memory of Gershwin

Twenty-five network programs will pay tribute to George Gershwin and his music during the Gershwin Jubilee Week starting Friday, it was announced yesterday.

Among the programs scheduled to salute Gershwin and "Rhapsody" are "Atlantic Spotlight," Eddie Cantor, Dick Haymes-Helen Forrest, "People

(Continued on Page 2)

Senate Doubles The OWI Appropriations Originally Set By The House; \$39,670,215 Favored

Washington Bureau, RADIO DAILY

Washington—The Senate yesterday voted to grant the OWI a budget of \$39,670,215, more than twice the \$18,000,000 voted by the House two weeks earlier. The Senate vote was only slightly under the \$42,000,000 recommended for OWI by the Budget Bureau, and was considerably above the \$35,000,000 the House Appropriations Committee had voted for the agency.

Debate on the National War Agencies bill will be continued today

(Continued on Page 3)

Views Television As Force For Peace

Chicago—John F. Royal, NBC vice-president in charge of television, speaking at the opening of the fourth annual NBC-Northwestern University Summer Radio Institute at Evanston Monday night, forecast that television will be a great force for peace during the coming years.

"Through television, as a medium

(Continued on Page 5)

Networks And Indies Project UNCIO Finals

San Francisco—Radio told the world that the organization of the United Nations was an accomplished fact yesterday with the signing of the United Nations Charter and the final address by President Harry Truman

(Continued on Page 7)

Boston Radio Council Elects Officers for 1945-46

Boston—Mrs. Benjamin F. Kraus, regional director, National Association of Broadcasters and chairman of the George Foster Peabody Awards in this area was recently elected pres-

(Continued on Page 5)

CBS Completes Agenda For Program Clinics

Agenda for the series of Program Managers' Clinics for CBS network stations in July was revealed yesterday by Douglas Coulter, vice-president in charge of programs, who will preside at the meetings. First of the three clinics is scheduled for July 11, 12 and 13; the second is set for

(Continued on Page 7)

NBC Television Dept., Enlarging Its Quarters

Program operating sections for NBC's television department will occupy 10,000 square feet on the sixth floor of the RCA Building, John T. Williams, NBC television manager, announced yesterday. It will comprise

(Continued on Page 5)

Radio Receiver Production Expected In Near Future

Early resumption of radio receiver production in limited quantities is indicated in industry statements and members of the Radio Industry Advisory Committee will meet with the War Production Board in Washington tomorrow to crystalize these plans.

Intensive sales organizational ac-

tivities on part of the leading manufacturers including RCA, Westinghouse, General Electric, Stromberg-Carlson, Farnsworth, Philco and Zenith have been in progress the past few weeks. In some instances there has been trade showings of new radio receiver models and RCA,

(Continued on Page 8)

Industrial New England is yours thru WLAW, the 5000 watt station with far-reaching signal.

WLAW secures for you 1,902,591 people with plenty of money to spend. **Adv.**

SERVING the 7th!

Over a special WMCA program recently, auctioneers Peter Donald, Milton Berle and Henny Youngman "sold" to War Bond purchasers beefsteaks, nylon stockings, etc. Total sales came to \$1,100,000. The pair of nylons brought the highest single price: \$100,000. Program aired from Pennsylvania Hotel.

SERVING the 7th!

During an hour and a half broadcast recently, WOLS, Florence, South Carolina, raised \$25,000 worth of "E" War Bonds, N. L. Royster, manager, said that only local talent was used for the occasion, in addition to member of the Kiwanis and Lion's clubs. Program may receive similar treatment shortly.



Vol. 31, No. 61 Wed., June 27, 1945 Price 10 Cts.

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

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

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

Coming and Going

ROBERT D. SWEZEY, vice-president and general manager of Mutual, left yesterday for Chicago for business conferences.

JAMES MAHONEY, of Mutual's Chicago sales office, is visiting Gotham executives for a few days.

ABNER ISRAEL, promotion director of WALB, Albany, Georgia, arrived in Gotham yesterday to meet with Burns-Smith executives.

DON RICH, WJZ publicity director, and JOSEPH M. SIEFERTH, promotion manager, have returned to their posts, following a few days visit to Atlantic City as guests of the Chamber of Commerce.

DAVID BRENT, ABC's correspondent in the Philippines, has arrived at San Francisco to be at the bedside of his wife who is seriously ill.

JACK BURNETT, commercial manager of KUTA, Salt Lake City, Utah, is here to confer with executives of the Katz Agency.

JAMES CURTIS, of KFRU, Columbia, Mo., left Gotham yesterday, following a brief business visit with Burns-Smith associates.

ALLEN CAMPBELL, general manager of the Michigan Network, arrived in New York yesterday on business.

Erno Rapee Dies in N. Y.; Famed as Radio Conductor

(Continued on Page 2)

and later directed the Music Hall Sunday broadcasts from 1932 through 1942. In 1931 Rapee was general musical director of the National Broadcasting Company, and conducted and arranged the musical programs for such nationwide broadcasts as General Motors, General Electric and other network programs.

Surviving are his widow, Mrs. Mariska Rapee, and two sons, Robert and George Rapee.

Web Programs Will Honor Memory of Gershwin

(Continued from Page 1)

Are Funny," Rudy Vallee, "Right to Happiness," Army Air Forces, and Ford Motor program, all on NBC; Texaco Show, "Thanks to the Yanks," "Youth on Parade," "Waves on Parade," Prudential Family Hour, Joan Brooks, and Margaret Arlen, on CBS; "Hall of Fame," ABC Network Symphony, Guy Lombardo, and several other ABC Network shows, and "Waves Singing Platoon," U. S. Navy Band, a Gershwin program emanating from WGN, Chicago, and other shows on Mutual Network.

CBS Correspondent Sees Long Jap War

(Continued from Page 1)

Japs have shown no tendency to surrender anywhere. The Jap air force and navy are shot but their army is intact. We have met only a fraction of it so far."

Dunn has been in the Pacific area for four and one half years and landed with MacArthur on Leyte.

Warnow to Capitol

When Mark Warnow opens at the Capitol Theater in N. Y. June 28, he will bring the largest dance band in the country to the attention of the public. Mark has 38 musicians in his Hit Parade orchestra. The theater date, incidentally, will mark a reunion for Warnow and Ethel Smith, who will be a featured attraction at the theater at the same time.

Tele Relays Planned By IBM On West Coast

(Continued from Page 1)

perimental relay work planned between Washington, New York and Schenectady by IBM and GE.

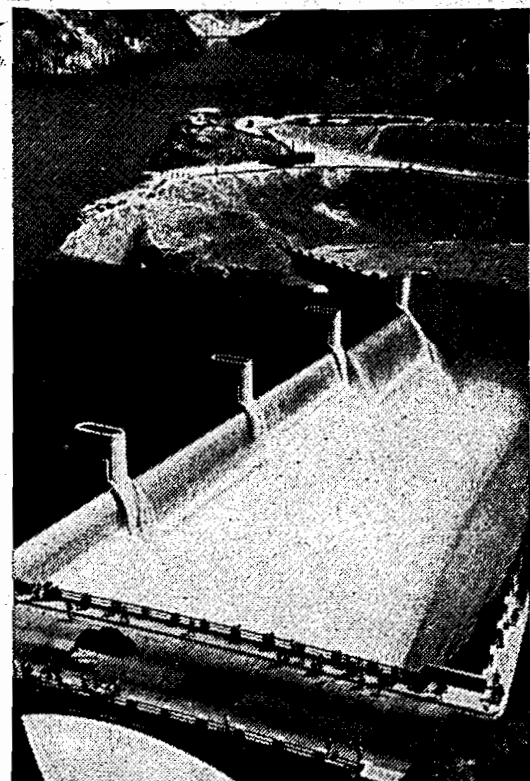
Los Angeles location specified is 1670 Wilshire Boulevard and the San Francisco location 25 Beatty Street.

Joy to Coast for Decca

Decca Records, Inc., announces that Leonard Joy has been transferred to the West Coast to be recording manager there for Decca Records and World Broadcasting System, Inc. Michael Connor has been appointed to take charge of Decca and World Broadcasting System in Chicago.

Brisson Returning

Major Fredrick Brisson, chief of the Office of Radio Production, Headquarters, Army Air Forces, who is in Europe on a special assignment for the AAF, as well as supervising the work of combat reporter teams overseas assigned to "The Fighting AAF," Blue Network radio presentation and official program of the Army Air Forces, arrives back in America next week.



6 years to fill

Early on the morning of August 6, Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There's a lesson in that story for advertisers.

You've been telling consumers about your products... even when you didn't have too much to sell during the last five years. You've been building up background.

If you've been using W-I-T-H in Baltimore radio... you'll have the satisfaction of knowing that you've been reaching more listeners-per-dollar-spent, all that time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Tuesday, June 26)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Tel. & Tel., BS A, BS B, Crosley Corp., Carnsworth T. & R., Gen. Electric, Philco, CA Common, CA 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.

20 YEARS AGO TODAY

(June 27, 1925)

The Bronx Council Radio Club will be on the airwaves in the near future with a 5-watt station on 75 meters. While the group are waiting for a license which has been applied for, they will carry on with experiments...

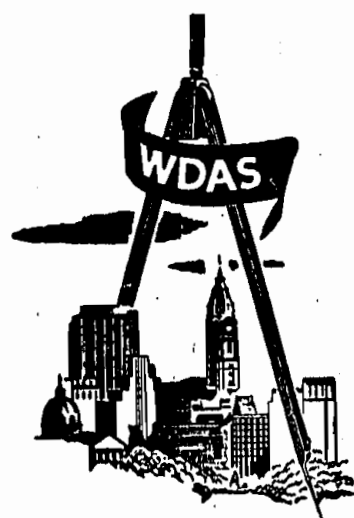


ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

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

Coverage ...in Philadelphia



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

Senate Doubles OWI Budget For 1945-46

(Continued from Page 1)

and possibly Thursday, and not until the complete bill is passed will it go to conference between the two Houses. The OWI appropriation is a part of this bill.

The vote approving the \$39,670,215 came after an amendment offered by Senator Glen Taylor of Idaho to give OWI \$52,000,000 had been ruled out on a point of order, and after attempts to cut the amount below that finally agreed upon had been voted down. Senator Chan Gurney of South Dakota had proposed that OWI be given a flat \$20,000,000, but his motion was defeated 46 to 29. Later Senator Styles Bridges of New Hampshire proposed that the figure of \$35,000,000, recommended by the House Appropriations Committee, be voted, but his amendment lost by 37 to 32.

No clear indication of how the House conferees will line up on the OWI funds has been given, but it is generally believed here that the agency will receive somewhere between 35 to 40 million dollars for its next year. Although this will mean a paring of pix and radio operations, it will not mean elimination of them.

Will Continue Tele Show Throughout Summer Mos.

Plans to continue "There Ought to Be a Law," television show produced in collaboration with the New York City Board of Education, throughout the summer months was announced yesterday by WCBW, CBS' video station in New York. Program features students from 15 New York City high schools in discussions of current topics. Show is produced by Ben Feiner.

Leaves Newspaper Post

Akron, O.—Edward E. Gloss, for 18 years with the Akron Beacon Journal, during which time he served as amusement editor and radio editor, among other posts, has resigned to become public relations and information director of the Fifth Regional War Labor Board, Cleveland.

Hypnotism on MBS

Ralph Slater, hypnotist, is slated for a series of programs on Mutual starting late in July, according to Francis X. Zuzulo, trade editor.

Sheldon Reynolds Coons

Sgt. Sheldon Reynolds Coons, Jr., 23 years old, 8th Air Force, was killed June 8th when the Army plane in which he was flying the first leg for a furlough with his family in the United States, crashed near Llanbedr, Wales. He had been overseas in the frequently decorated 351st Bombardment Group for 26 months. He enlisted in 1942 at the end of his sophomore year at the University of North Carolina (Capel Hill). His father, Sheldon R. Coons, is consultant to RCA, NBC and others.

a WOR announcement of importance

**TO SPONSORS, ADVERTISING AGENTS,
AND ALL OTHER BUYERS OF TIME
ON ANY STATION OR NETWORK
ANYWHERE**

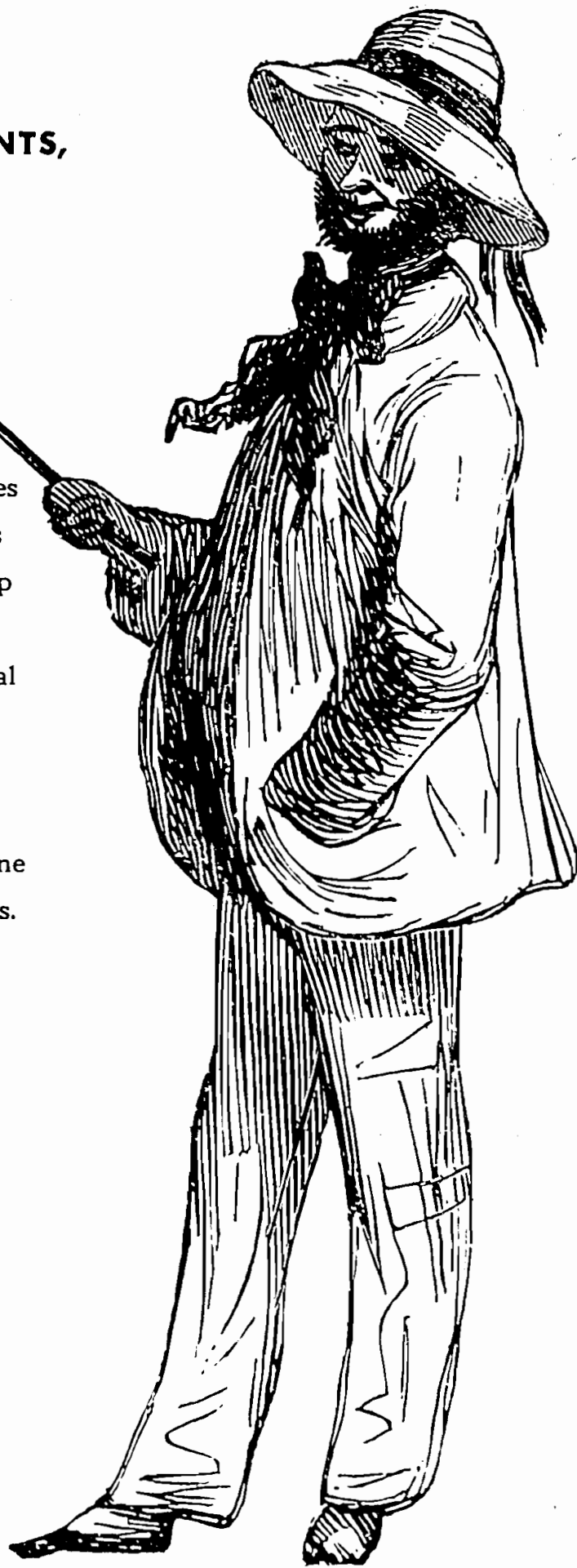
A NEW DEPARTMENT, Commercial Program Sales — a division of WOR Program Service, Inc., has just been established by WOR to create, develop and sell sales-producing radio shows.

The program packages produced by Commercial Program Sales will be new, but the experience and ability that will go into their creation will be the result of more than two decades of uniquely successful commercial show building by WOR, one of America's greatest program-originating outlets. The shows will be of all types, from fast-paced drama to rippling musicals and carefully-clocked comedy. They will be priced to fit every budget, either large or small, and can be aired by an agency or client over any station or network in the United States!

Commercial Program Sales will be under the direction of Edmund B. "Tiny" Ruffner, veteran radio showman.

*write, wire or phone now, today,
for all the facts.*

COMMERCIAL PROGRAM SALES



**— a division of WOR Program Service, at 1440 Broadway, in New York
PE 6-8600**

LOS ANGELES

By RALPH WILK

ORMAND McGILL, well known magician and hypnotist, and technical director on current Monogram drama, "Gregory," appeared as guest on KNX's "G. I. Houseparty" radio program, this week.

Immediately following the last broadcast of "The New Adventures of Sherlock Holmes" over KHJ-Mutual Don Lee on May 28th, Basil Rathbone, star of the mystery series, left on a cross-country tour of Army and Navy hospitals throughout the country. "The New Adventures of Sherlock Holmes" returns to the air again in the fall.

Dick Powell has purchased the entire radio rights to Raymond Chandler's books with the purpose of using them in his own mystery air show this summer. Chandler is the author of Powell's hit "Murder, My Sweet," under the title "Farewell, My Lovely." The new serial whodunit is being carried by Powell's "Bandwagon" sponsor, and will be waiting for radio dialers June 24th.

George Fisher, whose Hollywood chatter program is heard via KECA Monday through Friday nights, is challenging various of his guests to golf matches. Fisher is one of the best players in the film and radio colony.

Cass Daley's audition of a proposed new fall airshow, starring the radio and flicker comedienne with Adolphe Menjou, proved to be an unqualified success and immediately attracted several prospective sponsors. Definite announcement regarding final details is due by July 2nd.

18,000,000

GUESTS A YEAR!

That's a lot of company — but it's a FACT!

18,000,000 visitors come to Atlantic City annually and a mighty big proportion make WJPG their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WJPG

ATLANTIC CITY, N. J.

WSTV—Staubenville, Ohio
WJPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



Reporter At Large . . . !

● ● ● When Danny Kaye returns to the air in the fall, he'll do one show and then hop overseas for four weeks. Tentatively lined up to pinch-hit for him are Eddie Cantor, Milton Berle, Jack Benny and Bop Hope. Incidentally, reason Goody Ace has been cool toward the terrific offer to write, direct and produce the Kaye stanzas is because while he was guaranteed a thousand a week by Ziv for his transcriptions, sales are so high that his take will be nearer two grand. . . . A Danish-American group here is sponsoring Jean Hersholt for the new U. S. Ambassadorship to Denmark. . . . Maurice Chevallier may be brought to N. Y. for a coast-to-coaster by one of the leading talent agencies here. . . . The B'way columnists will get a crack at the B'way comics, and vice versa, when they tee off against each other July 19th in a softball match at Ebbets Field, proceeds to go to the Red Cross. . . . Former ork leader Jerry Blaine has been made V.P. in charge of sales at Cosmopolitan Records. . . . Hoagy Carmichael getting the Sinatra treatment from the bobby-soxers. . . . Dean Jagger replacing Philip Merivale in "One Foot In Heaven" . . . Col. Jimmy Stewart will rate an 'Eisenhower' reception when he returns to Hollywood. . . . Why doesn't Fidler stop with those 'exclusives' once in a while. We're getting sick and tired of hearing our week-old (at least) items come to life again on his stanza—especially when they're brand 'exclusive'!



● ● ● Greatest practical joke of the week was Bill (ABC engineer) Glasscock's introducing the porter at Hurley's bar to the "March of Time" crowd as a Nigerian ambassador. The M of T fell for it hook, line and sinker—but you should've seen their eyes pop when they saw the guy sweeping up later at Hurley's! . . . Negotiations on for Charles Boyer to head his own air show in the fall. . . . CBS Bill Slocum appears to have grabbed off one of the scoops of the year for "Report to the Nation." It's Martin Sheridan's story of his submarine cruise to Japan. Sheridan is the only reporter to have been on a sub war patrol. . . . Eddie Jaffe on the board of directors of a dance team. They're Ramos & Nanette, at the Pierre—who've just become incorporated. . . . Recommended: The clever manner in which the commercials are woven in on Art Linkletter's "G.E. House Party," CBS afternooner . . . Don't those reports of press agent Bullets Durgum being Lana Turner's sweetheart convulse you?



● ● ● With recording companies going into the music publishing biz and artists management field, if that isn't monopoly—it'll do till one comes along. . . . Edgar Bergen's show this fall will be minus Joan Merrill. . . . Bob Shaw, who scripts "Front Page Farrell" among other things, doing the new series on Philo Vance coming up on NBC July 5th. . . . Johnny Neblett, "So the Story Goes" star, and his wife have decided to cut the tie that binds after several attempts at reconciliation were n.g. . . . Mrs. FDR said to have a half-hour show set for the fall. . . . Frank Cooper office looking for a femme character comic. . . . John Frederick, star of the overseas version of "Ten Little Indians," has received offers from two or three film companies. And some of the B'way actors refuse to go overseas because "it might hurt their careers" . . . Coast real estate agents trying to interest T. Dorsey in a plot or two, get this stock answer from him: I'm not buying anything that I can't load on the Super Chief and take back to little old New York" . . . Some people are tough to satisfy. After reaching the top in his field, like Dick Liebert, for instance, the guy now wants to front his own crew. . . . Radio talent buyers trying to persuade Hal Wallis to let the public hear his new protege, Lisbeth 'Great' Scott, before her picture, "You Came Alone," opens. They claim tests prove she's got the sexiest voice in HMollywood—the siren of the sound tracks.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

Station WBBM will greet Illinois men overseas with a one-column, 50-line advertisement to appear in the Paris edition of the New York Herald-Tribune on Wednesday, June 20.

The Cadets, one of radio's better-known quartets, will be featured on a new Monday through Friday musical program, sponsored by the Kingsbury Breweries Company of Manitowoc, Wis., which made its bow on June 18 over WMAQ, 5:30 to 5:45 p.m., CWT. The 13-week contract for the program was placed through Barned Advertising Agency, Inc., (Milwaukee).

Nash Underwood, Inc., Chicago has contracted for a 52-week renewal of "Funny Paper Party" heard over WGN on Sundays from 11 to 11:25 a.m., CWT, through George H. Hartman Company. Program features Harold Isbell reading the comics in the Chicago Sunday Tribune and Miss Frances Ireland presents a magic show for the audience following the broadcast period. Renewal is effective July 1.

The astronomical figure of \$1,271,000 in war bond sales was racked up by Alex Dreier, NBC Chicago commentator, during his one-man act a one-performance bond show at the Paramount theater in North Platte, Nebraska.



NEW PROPRIETOR . . . Starting in July, NBC's "Village Store" will have a new owner when Comedy Star Jack Haley, former "manager" of the laugh emporium, assumes his duties as head-man of the weekly comedy show. Haley will dispense his famous brand of gag and present leading comedy personalities of the entertainment world as guests each week.

Al Rackin Associates
PUBLICITY

6253 Hollywood Blvd.
Ph. Gladstone 5146
Hollywood 28, Cal.

AGENCIES

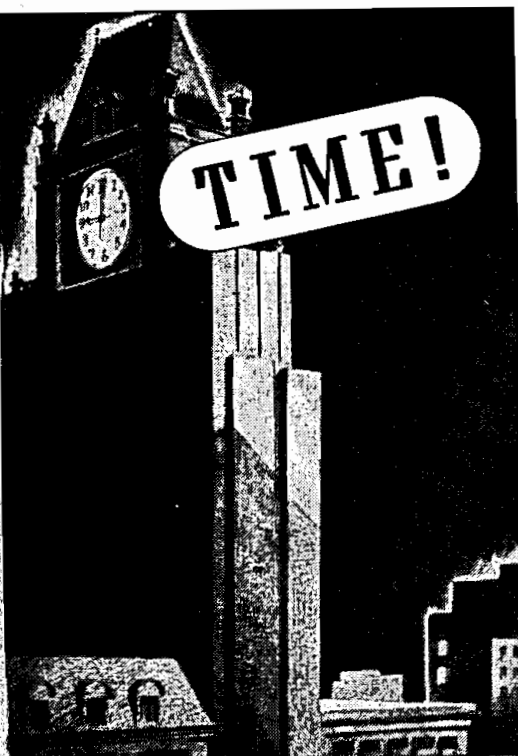
STANDARD OIL COMPANY OF NEW JERSEY, via Esso Markets, will start a special summer car maintenance advertising campaign beginning in late June and through August, utilizing radio, newspapers and direct mail, it was announced yesterday by R. M. Gray advertising and sales promotion manager.

ORVIL ANDREWS, formerly production director of Sonavox, at Free Peters, is now affiliated with the radio production department of Kenon & Eckhardt.

SHELL OIL CO., INC., has announced the appointment of Carl J. Smith as assistant manager of the sales promotion and advertising department.

RADIO ADVERTISING COMPANY has been appointed to handle the advertising for KROW, Oakland, Calif.

JOSEPH HERSHEY MCGILLVRA, INC., has been appointed exclusive national representative for WILM, Wilmington, Delaware, the basic mutual outlet for that market.



TIME TO TALK to a city's teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets... such time is the full-time concern of Weed & Company—specialists in good times on good stations.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Boston Radio Council Elects Officers for 1945-46

(Continued from Page 1)

ident of the Radio Council of Greater Boston. Others on the executive board are: Miss Elizabeth B. Baudreau, assistant to the director, Boston Public Library; William C. Sutcliffe, dean, Boston University School of Business Administration; Charles Benard, assistant superintendent, Boston Trade School; Vice-presidents: Miss Gladys Pitcher of the C. C. Birehard Co.; recording secretary: Mrs. Joseph E. Scalon, West Roxbury, corresponding secretary with Mrs. Charles W. Taylor, Boston as assistant; Morris L. Brown, manager of the Massachusetts Ave. branch, First National Bank, treasurer.

Directors on the board include: Edward Weeks, editor, Atlantic Monthly; Gordon Swan, program manager WBZ; Mrs. Malcolm S. Tobey, professional placement secretary, Junior League of Boston; Mrs. Julie Kirlin, radio director, United War Fund; Mrs. Leonard Mordecai, Boston section, National Council of Jewish Women; Margaret McSweeney, director of consumer interests, Office of Price Administration; Mrs. William O'Connell, vice-president, American Legion Auxiliary; Dr. J. L. McCorison, director, National Conference of Christians and Jews.

Views Television As Force For Peace

(Continued from Page 1)

for the interchange of ideas and customs, we will better understand the thinking of other peoples, thereby enhancing the cause of international peace and solidarity," Royal said.

"Radio, both on the battle and home fronts, has played a great part toward bringing this war to a successful conclusion. Television will help in carrying on from there in the peace that will result," he added.

Royal cited the operations of New York television station WNBT in displaying films on the use of artificial limbs and lessons in trades and crafts for the veterans in the surrounding hospitals. He said these were examples of how television is being used today in the rehabilitation of wounded war veterans.

Speaking to the students who will attend the Summer Radio Institute, Royal said that "radio and television will benefit by the young people who are studying here, and the industry is worth your best efforts in fulfilling its destiny."

NBC Television Dept., Enlarging Its Quarters

(Continued from Page 1)

the entire south side of the sixth floor, studio section and an upper bay on the seventh floor. New space will not only provide for all employees of the program operating department of WNBT but will also provide a carpentry shop, two rehearsal rooms and storage space.



Meet WHB's Paul Todd — of the "Radio Todds" . . . our Transmitter Supervisor

The serious-looking, square-jawed slide-rule manipulator in our photo with the "Swing Girl" is Paul Todd, WHB's Transmitter Supervisor, who has been a commercial radio operator since 1929 and a WHB engineer since January, 1930. Like his brother Jack Todd (formerly WHB Program Director, now manager of KANS, Wichita), Paul comes from Shenandoah, Iowa . . . worked during his school years at KMA and KFNF . . . and, later, at WMT in Waterloo.

In 15 years at WHB, Paul has exhibited unflagging interest in the technical perfection of programs which make this station unique. He's done his bit toward the war effort, too, as president of a company manufacturing quartz crystals for the U. S. Army Signal Corps.

Ask him today about the current shows on WHB which intrigue him

most, and he'll tell you about these three:

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p. m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program has a 4.7 Hooperating in the October-February survey . . . and is on its way up.

"THE FIRST FIVE" — with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras" . . . and the voice of Rush Hughes! Forty-five minutes nightly. Mondays through Saturdays at 6:15 p. m. Ask Don Davis for participation availabilities.

"MARY JANE ON PETTICOAT LANE". Daily half-hour shopping program, with style news and music, featuring merchandise offered by stores and shops on Kansas City's famous "Petticoat Lane". Spots available for minute transcriptions about products used by women, Mondays through Fridays, 11:30 a. m. to 12:00 noon.

If you want to sell the Kansas City market, WHB is your happy medium.

For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:

KANSAS CITY Scarritt Building HArrison 1161
NEW YORK CITY . . . 400 Madison Avenue . . . Eldorado 5-5040
CHICAGO 360 North Michigan FRanklin 8520
HOLLYWOOD . . . Hollywood Blvd. at Cosmo . . . HOLlywood 8318
SAN FRANCISCO 5 Third Street EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri Kansas Kansas Kansas Kansas



Program Parade . . .

NOW IT CAN BE TOLD—WOR MUTUAL. Mon. through Fri., 8:15-8:30 p.m., EWT. Sustaining. In the former Curt Massey slot on MBS is this series designed to impress upon the audience the extreme measures and precautions taken by our various government agencies to thwart the axis powers. Debut is a story of nabbing the German agent, with the platinum from South America, needed to make synthetic fuel. Frankly told, well scripted and acted; material is from government files.

★

CORRECTION PLEASE—NBC. Fri., 8:30-9 p.m., EWT. Bristol-Myers Co. Replacement for "Duffy's Tavern" is a show new to NBC but not to network listeners. Last heard of in a Saturday night spot on CBS it was usually a well-handled and pleasing quiz. At present the same quiz-master Jay C. Flippen seems to work smoother than ever and contestants are helped along sympathetically, which of course the audience likes, particularly with service men and women.

★

JIMMY FIDLER—WJZ-AMERICAN. Sunday, 9:45 p.m., Sponsor—Carter Products. Movieland's crusading columnist still dishing out the best paced program of Hollywood gossip. Fifteen-minute stint is a combination of good editing and delivery.

★

LONDON COLUMN—WMCA. Sunday, 10:30 p.m. Sustaining. Special 15-minute-transcribed show produced by BBC for American consumption. Robert Beatty as narrator escorts listeners on a visit to Canadian Lancast pilots about to leave for home, British engineers, removing mines from a Brighton beach, and gives other sidelights of Britain's reconstruction period. Fair "filler" program for an indie station using records.

General Outlines Plan For Servicemen's Radios

Washington Bureau, RADIO DAILY

Washington—Distribution of radio receivers to members of the armed forces, in a ratio of one set to each 50 men, is now proceeding satisfactorily according to Major General F. H. Osborn, director of the Army's information and education division. Distribution is far from complete because of the long bottleneck in radio and electronic equipment, General Osborn told the House Appropriations Committee, but since last September the jam has been broken. Transcript of his testimony was released last week.

General Osborn spoke enthusiastically of the morale value of broadcasts to the troops via the Armed Forces Radio Service, fan mail is tremendous, he said, and very discriminating. "The boys are responsive to the best material we put out."

AFRS said General Osborn, grew from the demand for radio among the men overseas.

WORDS AND MUSIC

By HERMAN PINCUS

BACK in 1930, a young attorney, Philip F. Barbanell, was awarded a prize for having written a clear and concise essay in the Richmond-Mayer Contest, "What's Wrong With the Music Industry?" Early in 1942, Barbanell enlisted as a buck private in the Army, after having been granted a leave of absence from the legal department of RKO Pictures. Word has just reached his wife, Ottalie Mark, head of Broadcast Music, Inc. Research Department, to the effect that Philip has been promoted to the rank of Lieutenant by General Carl A. Spaatz himself and named assistant staff judge advocate in the Judge Advocate Section of the Air Force Command in England . . . nice going' Phil.

★ ★ ★

RADIOLOGY:—The Chick Vincent Company has purchased from Raymond Scott (Harry Warnow) the Universal Recording Studios which will be called International Recording Studios. . . Chick Vincent will continue to Produce-Direct "Pepper Young's Family" and "Adventures of Charlie Chan." . . ● Stan Shaw will emcee the Ralph Slater Hypnotism demonstration which takes place Wednesday at Carnegie Hall. . . ● "Counterspy," with a new sponsor, Pharma-Craft Corp., moves to a new spot Wed., 10 p.m. via the American Network. . . ● Mary Martin wants CBSongstar Jimmy Carroll to appear opposite her in her next Broadway musical. . . ● Pick & Pat's tomfoolery Fridays on the NBC Chesterfield Supper Club is good for a laugh every time. . . ● Andy Russell signed for the Joan Davis Show this Fall. . . ● Fred Martel, ex-serviceman who won a regular spot on the NBC Cantor show, has been given a featured spot in the Cantor film now being produced at the RKO Studios. . . ● The "We, The People" CBSunday Niter will originate at Wright Field, Dayton, Ohio, July 8. . . ● Army Air Force radio show, "I Sustain The Wings" heard Saturdays at 11:30 p.m. over NBC will move to the 10 p.m. spot beginning July 7. . . ● Baritone Earl Wrightson, whom we picked for stardom two years ago, has been signed to make two pictures a year for Paramount. . . ● Howard L. Chernoff, managing director of the W. Va. Network, rates a low bow for supervising the distribution of a printed resume of that State's sport activities to over 15,000 local Servicemen stationed all over the world . . . and credit Frankenger's Department Store for its generous assistance.

★ ★ ★

TIN PAN ALLEY-OOPS: The THREE Jimmy Walkers, Jimmy Walker, songwriter ("Will You Love Me In December As You Do In May?") Jimmy Walker, Politician, ex-Mayor of Gotham and Jimmy Walker, Prexy of Majestic Records, Inc. have appointed a committee including Eddie Cantor, Gene Buck, Abel Green and Eddie Dowling to supervise the production of the 'Alfred E. Smith Memorial Album' to be called "Sidewalks of New York." . . . a fine tribute to the memory of a great humanitarian. . . Jerry Wayne's first group of recordings for Harry Bank's new Cosmopolitan Label are honeys . . . especially Mickey Addy's "Remember When" and Berlin's "How Deep is the Ocean?" . . . ● Manor Music Co. is a hundred per cent behind its new novelty tune, "Myrtle the Turtle and Flip the Frog" which is definitely headed for the Hit Parade. . . ● Bob Emery heard an MBS page boy singing on the job . . . p.s. . . the lad, Edward Lee Tyler, was signed for a solo spot on "Rainbow House." . . ● CBS staffer Arthur Godfrey says, "of the dead speak nothing but good. Hitler is dead . . . GOOD!" . . ● George Bennett, new professional manager of Brown & Henderson, doing a great job with the novelty bounce tune titled, "You Can't Stop Now" written by Lew Brown, Adrian Rollini and Buck Ram. . . ● Teddy King and his Orchestra, open at the Plantation Room of the Dixie Hotel, July 3, with lovely Char Bennett giving out with the vocals.

EQUIPMENT

Named Distributor

Toledo Merchandise Co., Toledo, 45-year-old firm, has been named exclusive distributor in this area for the Hamilton Radio Corp., makers of Olympic radios. Company has 1 sales representatives in northwestern Ohio and southern Michigan. J. C. Kabat is sales manager of the electrical home appliance department.

Bendix Distributor

Graybar Electric Company has been appointed distributor for the Bendix Aviation Corporation's forthcoming line of AM and FM radios and phonographs in the Buffalo and Rochester areas. A new division has been created by Graybar to market the Bendix line and others which will be under the supervision of V. J. Corsaro, divisional merchandising manager.

Lear Distributor

Distribution of Lear Home Radios in northern California and Nevada will be handled by the Walco Appliance Company, according to an announcement made by Nate Hast, home radio merchandise manager of Lear, Inc. Dalco is a division of the Dallman Supply Company of San Francisco, Sacramento and Fresno.

Veteran Appointed

Captain Ray C. Roy has been appointed middlewestern regional sales manager for the Norge division of Borg-Warner Corporation. With headquarters in Detroit, Roy will cover Illinois, Wisconsin, Indiana and parts of North and South Dakota and Iowa. Captain Roy who was with Montgomery's "Desert Rats" in Africa, is the first World War II veteran to return to the sales staff of Norge.

Adams Is Patent Attn'y For Western Electric Co.

Edgar W. Adams, general patent attorney of Bell Telephone Laboratories since 1937, has been named general patent attorney of Western Electric Company succeeding F. T. Woodward, who becomes consulting patent attorney for the Western. M. R. McKenney, a patent attorney for Bell Telephone Laboratories, in charge of telephone exchange systems and equipment, succeeds Mr. Adams as general patent attorney for the laboratories.

To Repeat 'American Story' Series On NBC For 10 Wks.

For the first time in NBC history the web will repeat a complete series of programs with the revival of the dramatic series, "The American Story" starting Friday, July 6, at 11:30 p.m. This NBC University of the Air program will replace the current series, "The World's Great Novels," for a period of 10 weeks.

CBS Completes Agenda For Program Clinics

(Continued from Page 1)

July 18, 19 and 20, and the third on July 25, 26 and 27—all at network headquarters in New York.

Meetings are designed to acquaint local station program personnel with plans, procedures and techniques of programming, and for an effective interchange of program ideas and problems. Concurrently with the first meeting in New York, another meeting will be held at KNX, Los Angeles, and CBS stations west of Denver.

First Session

The morning session of the first day's meeting at the CBS Studio Building will include addresses by Charles H. Smith, CBS Market Research Counsel, on "Psychological Continuity in Programming," and William H. Fineshriber, assistant director of broadcasts, on "Administering the Network Sustaining Schedule."

A luncheon get-together with CBS program department heads will follow, after which clinic participants will visit a rehearsal of "Detect and Collect," new quiz program, at CBS Playhouse No. 2. The evening session will hear an address by Jan Schimek, director of Editing and Copyright, on "Copyrights and Music Clearance," and a demonstration of new sound effects techniques and equipment, with special emphasis on the minimum sound requirements for various classes of stations. The demonstration will be directed by Walter R. Pierson, manager of the sound effects division.

Second Day

Second day's proceedings will begin at a rehearsal of "Music of Morning Gould," in CBS Playhouse No. 3. Luncheon has been arranged at which a top agency executive handling a volume of locally sponsored shows, will speak. The afternoon session, in Studio 24, has slated talks by Robert J. Landry, director of program writing, on that subject; Mrs. Frances Farmer Wilder, consultant in daytime programs, on "An Analysis of Daytime Serials," and Dr. Peter Goldmark, director of engineering research and development, on the CBS Television Laboratory. In the evening, Lawrence W. Lohman, CBS vice-president in charge of television, will conduct a tour of the CBS tele-

Networks, Indies And Tele Take Part In UNCIO Finals

(Continued from Page 1)

to the delegates of the 50 nations who are charter members of the organization. The radio nets and independents caught the two most dramatic moments of this final day's activities which started with the first signing of the charter by Wellington Koo the head of the Chinese delegation and ended with the President's challenge to all to make the new world organization a success.

All nets caught the charter signing either for immediate release or by recordings for later release on commentators programs. The 10 affiliated independents broadcast the complete proceedings of the charter signing including the statements of the heads of each delegation in his native tongue. Between the signings a running descriptive commentary was given. The signing started at noon and continued until two-thirty when activities shifted to the Opera House for the closing plenary session of the Conference. Here the special Presidential radio broadcasting microphone set had been installed during the preceding night, with five regular mikes and one special one arranged for full network and independent coverage.

All nets caught the opening 15 minutes of the session when speeches were given by Edward Stettinius, and Wellington Koo, then went back to regular programs until the address of President Truman making only recordings of the speeches of Gromyko, Halifax, Paul Boncour, Pedro Velloso, Jan Masaryk, Ezequiel Padilla, Abdul Aziz and Smuts. Then the highlights of the speeches were given later over special Conference roundup broadcasts. Only the 10 stations independent hookup carried the complete proceedings. KGO switched from the Confer-

vision studios at 15 Vanderbilt Avenue.

Final clinic day gets under way at a rehearsal of "The Aldrich Family." At luncheon, the guests will witness a demonstration of participation program techniques employed by major New York local stations, with G. Richard Swift, program director of WABC, in charge. Norman Corwin, CBS author-producer-director, Lyman Bryson, director of Education,

Tele Participation

Tele station WCBW last night cancelled its scheduled program set for 8 p.m. and instead opened its transmitter earlier to carry the closing session of the UNCIO. President Truman and Secretary of State Stettinius were heard, along with stills, animated charts and other pictorial matter. Truman and Stettinius were picked up from the CBS cue line. Program started at 7:45 p.m., EWT.

ence after the first 15 minutes to a special broadcast from their ABC booth in the Veterans Building in which Edward Tomlinson interviewed General Romulo of the Philippines and Herbert Evatt of Australia.

The British Broadcasting Company used the address of President Truman direct through New York and recorded the balance of the session for broadcasting on their regular midnight two hour feature. OWI gave everything its usual full coverage from recordings. Most of the network commentators had left San Francisco before the end of the sessions and only Richard Harkness was used by NBC although Lowell Thomas made a special broadcast during the afternoon from the Conference headquarters. Edward Tomlinson covered the event for the American network.

While local commentators were used by the other net outlets, the independents were handled by the staff that has been covering for the full period of the Conference including John B. Hughes, Karl Barron, Sidney Rogers, Mrs. Eleanor Wilson McAdoo, Harlan Frederick, John K. Chapel, Janet Brandis, David Karr and Bill Ray.

and Paul White, director of news broadcasts, will address the afternoon session in Studio 24.

The evening is to be devoted to addresses by Oscar Katz, assistant director of research, in "Findings of the CBS Program Analyzer"; Howard S. Meighan, eastern sales manager of radio sales, on "Selling Local Programs to National Advertisers," and a general clinical summary and discussions conducted by Coulter.

British Film Company Acquires Bush Radios Co.

London (By Cable)—In what is regarded as potentially one of the most important deals in the tele-film-radio fields ever concluded here, a fusion scheme has been arranged by which control of Bush Radios will pass to the cinema television unit of Gaumont British.

Gaumont-British, one of the major British film corporations, is headed by J. Arthur Rank, U.K. film tycoon and industrialists, now paying his first visit to Hollywood.

AFRA Members Vote Against Convention

(Continued from Page 1)

one per cent of the votes favored a convention this year.

Vote was the largest on any referendum ever held by AFRA and the tellers who completed the counting of the ballots yesterday had waited until all votes were in from outlying districts. Actual closing date was June 15, at midnight and ballots post-marked from the Coast and elsewhere on or before that time were valid, no matter if received at a later date.

Regional Conferences

As per agreement, AFRA national officials will join in a series of small regional conferences in various parts of the country. These will not take place until the fall when both the weather and traveling conditions ease up. As pointed out prior to the voting, no important national issues are extant and important negotiations started earlier in the year have been concluded.

Desire to co-operate with the government in doing away with all possible travel was one of the principal reasons for the vote on the convention.

Melody Hours on CBS Renewed by Sterling Drug

Renewal of the "American Melody Hour" on CBS for 52 weeks starting July 17 by the Sterling Drug, Inc., (Bayer Aspirin) was announced by Dancer-Fitzgerald-Sample, agency for the sponsor. Program is heard Tuesdays, 7:30-8:00 p.m.

Texaco Guestings

Guests on the "Texaco Star Theater," starring James Melton as emcee, will have as guests on the July 1st, CBS program William Primrose, violinist, and Hildegard, vocalist.

WABC means
a Home Economics authority — JOYCE O'NEILL — talking daily, 2:30 p.m. Participation available.

PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hellingbery Co.

KNOW YOUR ABC'S about KOA

EXCLUSIVE!

KOA is the ONLY Denver station with an exclusive tie-up with The Denver Post, a newspaper as dominant in its field as KOA is among the nation's radio stations.

No wonder KOA's FIRST!

FIRST in DENVER
KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

Manufacture of Sets Seen In Near Future

(Continued from Page 1)

Du Mont and General Electric have unveiled sample post-war television receivers to the trade.

Westinghouse Prepared

Westinghouse home receivers will go into large scale production within 60 to 90 days after easing of restrictions on manpower and materials, according to Harold B. Donley, manager of the company's Home Radio Division, who issued the statement at the Sunbury, Penn. plant. New sets will incorporate "the last word in electronics" of the kind that has gone into some \$350,000,000 worth of high-priority radio and radar equipment for the armed services.

It is expected that the high speed conveyorized lines will turn out radio and television sets at the rate of 3,000 to 5,000 units per day in the seven-acre factory at Sunbury. Westinghouse incidentally, is marking the 24th anniversary of its first popular-priced receiving set, made in order to give KDKA listeners the low-cost, non-technical receiver they required. At the same time, Donley paid tribute to the late Dr. Frank Conrad, pioneer broadcaster.

Reconversion of Westinghouse's radio plant will cost about \$1,000,000 and take at least 60 days. However, war work will continue until the current output is no longer needed by the Government. Styles and designs will be announced at a later date, Donley said, which work, it was indicated, is far advanced despite the war work.

Stromberg-Carlson Plans

The Stromberg-Carlson Company, Rochester announced that it plans to begin limited production of home radios when WPB removes present restrictions and when materials and labor are available.

Lee McCanne, company vice-president and general manager said that this will probably take place in the fourth quarter of 1945

New Indiana Station

Washington—The FCC yesterday granted a construction permit for a new local station to the Indiana Broadcasters, Inc. They will operate with 250 watts on the 1,450 band in the town of Indiana, Penn.

COAST-TO-COAST

— ARIZONA —

PHOENIX—Burridge D. Butler's sister stations, KOY-Phoenix and KTUC-Tucson, took the lead in a nation-wide safety drive and set up brake-checking headquarters at the studios. Figures released by Albert Johnson, Arizona Network manager, show approximately one in 20 cars had faulty brakes; 60,000 motorists submitted voluntarily to the test.

— SOUTH CAROLINA —

FLORENCE—WOLS has purchased a new speedograph mimeographing machine and looks forward to the appearance of several printers devils. . . . Outlet extends thanks to Dillon, Mullins, Nichols, Marion, Lake City, Bishopville, Hartsville, Timmons ville, Olanta and Latta business firms for their "Victory Salutes."

— NORTH CAROLINA —

GREENSBORO — WBIG officials have completed plans for the Independence Day celebration which will name the State's outstanding folk music unit. More than 50 musical groups have filed entries in the exhibition to be held at Greensboro Fair Grounds. Winning vocal quartet will receive a free trip to Renfro Valley, Ky., to enter the contest there.

— CONNECTICUT —

NEW LONDON—WNLC, the Thames Broadcasting Corporation, has filed application with the FCC for construction permit to erect a 250-watt outlet in Norwich, on 1,490 kc. to be synchronized with WNLC. Installation would be in the Wauregan Hotel to provide local service in the area after sunset.

— GEORGIA —

COLUMBUS—June issue of The Department Store Economist carried an article on the Kirven Department Store program over WDAK. Subsequently, the J. A. Kirven Company renewed its six-times-weekly airtel for another year, it has been reported by Allen M. Woodall, station manager.

— KANSAS —

SALINA—KSAL's "Sears Highlights," sponsored by Sears, Roebuck Company and presented weekdays at 11:30 a.m., has an unusual program feature. Commercials are given by department heads of the Sears store as well as written by them.

— LOUISIANA —

NEW ORLEANS—Effective June 18 and each Monday and Tuesday thereafter at 11:45 p.m., WWL began feeding the dance band of Ray Benson to the CBS network. . . . Virginia Freret of WWL continuity and production will be married to Guy Harris of WSMB some time in August.

— MASSACHUSETTS —

WORCESTER—Gloria MacKay of the WTAG transcription department has been awarded a \$500 entrance scholarship by the Boston University College of Music. . . . Phil Jasen, WTAG sportscaster, has become a member of the Press Association's Sportscasters' Club and Sports Broadcasters Association. . . . BOSTON—Bob Fuller, graduate of WEEI's 4th Announcers' School, reports he's been appointed production manager at WHEB, Portsmouth, N. H. . . . New to the WEEI engineering staff are Forest Bishop and Marion Stoner.

— MISSISSIPPI —

CLARKSDALE — Carrol Jackson, formerly program director of WROX, has been promoted to sales manager of the Delta station to succeed Russ Controy who leaves for Florida. . . . Martha Ann Heath, graduate of MSCW radio class, has been added to the staff of WCBI. . . . WCBI now airing the "Pepsi Reporter" for Pepsi Cola direct from the Columbus bus terminal, featuring Houston Cox, Jr.

— MISSOURI —

HANNIBAL—KHMO brought listeners a complete coverage of the ceremonies surrounding General Bradley's return to his hometown of Moberly. Wayne W. Cribb, general manager, George Allen, Jr. and Gene Hoenes, announcers, together with Bob Schenke and Ken Guthrie, engineers, made the trip to Moberly.

— NEW YORK —

NEW YORK—WBNX rebroadcast by transcription last night at 11 p.m. the address of President Truman, delivered earlier in the evening from the United Nations Conference in San Francisco. . . . "The Veterans Report," a weekly program on veterans' affairs makes its debut over WLIB, July 1, from 8:15 to 8:30 p.m. Program will be conducted by World War II veteran Troup Matthews. . . . Lola Woursell, publicity director at WOV is resigning as of July 1.

— NEW YORK —

ALBANY—Three WABY special events men aided in the sale of \$16,000,000 in War Bonds by auctioning off players and managers of the Albany and Wilkes-Barre teams at a rally at Hawkins Stadium this month. They were Forrest Willis, Joe Nolan and Johnny Lawrence. WABY carried the entire program.

— OHIO —

CINCINNATI—Continuity staff of WLW has welcomed to the fold Jim Parsons, former orchestra leader and actor. He is writing "Boone County Neighbors," WLW stock company plays and other shows and announcements. . . . DAYTON—On June 29 when the "Club G.I." is presented at the Soldiers Service Club, two WHIO staffers will be taking part, although show is not aired. They are Bud Baldwin and Don Wayne.

— INDIANA —

FORT WAYNE—City's parks and playgrounds will be featured in a new series on safety presented by Farnsworth station WGL, in co-operation with the News-Sentinel. The WGL mike will travel each week to one of the 20 parks where transcriptions will be made for later playback.



first in
first in
Peace!

in
Audience
Influence!

Bill Sawyer keeps swing-shift war workers entertained during the midnight hours. . . . In the early '30's KGW presented Ben Ennis and his "Trailblazers" FIRST old-timers orchestra heard regularly over a Portland station.

Station popularity is made up of a lot of little things — not by an occasional "colossal". For twenty-three years this succession of FIRSTS has kept KGW first in the Pacific Northwest radio picture!

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Send Birthday
Greetings To

June 27

Seymour Heffer Milton Mabie
Si Mann

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 63

NEW YORK, N. Y., THURSDAY, JUNE 28, 1945

TEN CENTS

FCC Fixes Allocations

Ciggie Sponsor Bolts Hearing As Protest

Aftermath of the use by Old Gold cigarettes of advertising copy based on the Readers Digest story, came in dramatic fashion yesterday morning when attorneys for P. Lorillard & Co. walked out of the Federal Trade Commission hearing being held in Jersey City. Freeman J. Daniels, of Perkins, Daniels & Perkins, counsel for the tobacco company left the hearing "as a sharp protest" against what he termed illegality of FTC jurisdiction. Action is held to be unprecedented in FTC annals.

Legal counsel for Old Golds, had challenged the authority of the FTC to assume for itself "extra judicial" (Continued on Page 3)

Quiz Kids To Celebrate With 5th Anniversary Show

Chicago—Quiz Kids will celebrate their fifth anniversary on the air with a special program Sunday. The first half of the anniversary program will feature five ex-Quiz Kids who, upon reaching the "retiring" age of sixteen, were graduated from the program. These are Jack Lucal, 18, Van Dyke Tiers, 18, Cynthia Cline, 19, (Continued on Page 2)

McClatchy Radio Employees Benefit By Pension Plan

Sacramento — The United States Treasury has approved an employees' retirement plan inaugurated by the McClatchy Broadcasting Company and the McClatchy newspapers providing for retirement at the age of (Continued on Page 2)

Summer Tenant

Los Angeles — The Hollywood Canteen will be known as the "Little Red Schoolhouse," each week for the next three months when Phil Harris substitutes as the professor for Kay Kyser on NBC's "College of Musical Knowledge," Wednesday. The musical-quiz show originates from there each week beginning July 4, with servicemen and women the exclusive audience-participants of the broadcast.

Radio Mfg. Industry Resumes Production

Washington Bureau, RADIO DAILY
Washington—WPB yesterday told the members of the Radio Manufacturers Industry Advisory Committee that they may resume production for civilian use next week, under the "Spot Authorization" plan. This plan provides for approval by local production urgency and War Manpower committees of any orders for civilian products.

In the meantime, Order L-265, gov- (Continued on Page 3)

Report 20,000,000 Heard President Truman's Talk

President Harry S. Truman's address before the final session of the United Nations Conference in San Francisco Tuesday night which was heard on all networks reached an audience of 20,000,000 adults, according to a survey for CBS made by the Hooper organization. The rating for the speech was 27.3.

G. E. Demonstrates Television Receiver To New York Press

A large screen television receiver which produces a picture 16 x 22 inches and includes a radio-phonograph unit was unveiled yesterday by General Electric at a press showing held at Waldorf-Astoria in New York. It was the third press showing of television receivers in recent

Place your sales message where it will count most. WLAW serves Industrial New England.

Six Television Channels Are Assigned And FM Allotted Frequencies In 88-106 mc Band

Washington Bureau, RADIO DAILY

Washington—Acting with unusual speed, the FCC yesterday announced its final decision that the post-war FM service shall be assigned to frequencies in the band from 88 to 106 megacycles. Industry opposition notwithstanding, the Commission decided that it is in the public interest that the service move up in order to provide better reception for all listeners both urban and rural.

At the same time, the first six tele channels were also assigned. They will be as follows: channel No. 1, 44-50 MC; channels No. 2, No. 3 and No. 4, 54-60, 60-66 and 66-72 MC; channels No. 5 and No. 6, 76-82 and 82-88 MC. Amateurs were allocated the band between 50 and 54 mc, with the 72-76 mc band reserved for non-government fixed and mobile services, including aviation. Facsimile has been granted the frequencies between 106 and 108 mc.

Relay Expansion Plan Set By Raytheon

Expansion plans which include development of five experimental microwave radio relay stations in the East as the first leg of a proposed nation-wide microwave communications system was announced yesterday by Raytheon Manufacturing Company. In addition the company has leased (Continued on Page 8)

Florida Radio Stations Carry Hurricane Warnings

Miami—Storm warnings carried consistently by Florida radio stations over a period of three days aided materially in reducing the property damage which might have been in- (Continued on Page 2)

FM Gets 90 Channels
The FM band includes 90 200 kc. channels in all, with the first 20—between 88 and 92 mc—reserved for (Continued on Page 7)

Col. Kirby To Meet With Broadcasters

Meeting has been scheduled for Friday at three p.m. in Studio I of WMCA, New York, between representatives of local and key stations and Col. Edward M. Kirby, chief of the Radio Section, Bureau of Public Relations, War Department.

Gathering will be more or less of a conference between the New York radio men and Col. Kirby wherein (Continued on Page 3)

SERVING the 7th!

H. R. Ekins, foreign correspondent, author and WSYR commentator, Syracuse, N. Y., has appeared at several War Bond rallies throughout Central New York. However, following a talk before the people of Canastota recently, of which the population is 4,150, net sales of War Bonds hit the figure of \$87,859, it was announced by Irene Underwood.

SERVING the 7th!

Charles C. Sumerau, program director of KFKA, Greeley, Colo., gave two 15-minute War Bond talks graphically pointing up necessity for increased purchases of Bonds, including a contrasting story of two soldiers on widely separated fronts—one of whom had the necessary equipment, got out of a tight spot; the other became a casualty.

WLAW delivers sales messages to New England's 3rd largest concentrated audience. Advt.



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

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FINANCIAL (Wednesday, June 27)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists companies like Am. Tel. & Tel., CBS A, CBS B, Grosley Corp., etc.

20 YEARS AGO TODAY

(June 28, 1925) WGN, Chicago, is broadcasting the entire proceedings of the Scopes evolution trial (the "monkey trial") by long lines from Dayton, Tennessee, to Chicago. Four microphones are being used in the courtroom for the broadcasts which will be first of their kind in radio history.

ANOTHER of WTAG's Services to Central New England. CREATIVE FORCE makes WTAG a BIG STATION in a BIG MARKET. WTAG WORCESTER. Includes logo for Veterans' Job Clearing Service.

Coming and Going

D. W. THORNBURGH, CBS vice-president in charge of the Western Division, and CHARLES E. MORIN, sales manager of the Columbia Pacific Network, have returned to their posts in Hollywood, following visits to Portland, Ore., and New York, respectively.

LINUS TRAVERS, executive vice-president of the Yankee Network, is in Gotham visiting with Ed Pety executives.

HARRY BURWELL, commercial manager of WMBS, Uniontown, Pa., is back at his desk following a brief business visit here with CBS executives.

J. HOWARD WORRALL, president and general manager of KGNB, Hawaii, is visiting with CBS executives in Gotham.

WILLIAM F. BROOKS, NBC's director of news and special events, is in Syracuse, N. Y., today addressing the Advertising Club.

JACK PAIGE, promotion director of WOL, the Cowles station in Washington, D. C., is spending several days in this city.

BEN GRAUER, NBC announcer, has returned from Kansas, where he covered the Gen. Eisenhower celebration. On June 29, he will throw a party for George Hicks and Gordon Fraser, to celebrate the 17 years of their announcing.

JOHN F. ROYAL, NBC vice-president in charge of television, returned to his post yesterday, following a lecture on tele programming at the opening of the Northwestern University Summer Radio Institute.

Florida Radio Stations Carry Hurricane Warnings

(Continued from Page 1) curred from the Yucatan hurricane which hit the west coast just above Tampa early last Sunday.

Typical of how radio serviced the public in an emergency such as this, was the service rendered by WFOY in St. Augustine, Florida. On Saturday night, June 23, when the weather Bureau flashed the bulletin that the storm in the gulf at that time had swerved northeastward and would cross the northern part of Florida, WFOY general manager, J. Allen Brown, made plans to operate the station all night. It was learned shortly after 9:00 p.m. that the storm was heading across Florida. From that period on, the station flashed weather bulletins and news of the storm at every station break.

Chief engineer, Harry Thrift and assistant Paul Raistrick were on duty and took every precaution to keep the station on the air during the storm. WFOY kept in constant touch by telephone with the Jacksonville office of the weather bureau.

McClatchy Radio Employees Benefit By Pension Plan

(Continued from Page 1) 65 on a pension based on previous earnings, Eleanor McClatchy, president, announced. Radio station employees participating in the plan include the personnel at KFBK, Sacramento, KMJ in Fresno, KWG in Stockton, KERN in Bakersfield and KOH in Reno.

Quiz Kids To Celebrate With 5th Anniversary Show

(Continued from Page 1) Joan Bishop, 18 and Seaman First-Class Richard Frisbie, 18.

Second half of the July 1 show will be devoted to the five Quiz Kid babies, regulars on the program. Joe Kelly will as usual handle the chore of Quiz Master.

Out of 111 ex-Quiz Kids, sixteen are in the armed forces—eleven in the Navy; five in the Army. Of the five in the Army, there is one prisoner of war, Lloyd Wells, who appeared on the show in July 1940.

Gary Breckner

Hollywood—Gary Breckner, veteran announcer and master of ceremonies for Frank Morgan's show died Monday of injuries sustained in an automobile accident.



Thanks

We're glad that smart time buyers have a streak of some of that you-know-what that's illustrated by the picture.

For they were the boys who scrapped to keep us on many a radio list.

They ignored the razzle-dazzle of big-name call letters . . . and stayed right in there saying, "But your big buy in Baltimore is an independent. Look at these W-I-T-H facts."

Those facts are available to anyone who has a sales problem in this, the country's sixth largest city.

If you want to reach more listeners for every dollar you spend . . . W-I-T-H is your buy.

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

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.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Col. Kirby To Meet With Broadcasters

(Continued from Page 1)

the problems confronting the stations will be fully discussed. Col. Kirby will speak on the general aspects of war coverage and that of events that are apt to take place on the home-front. Problems that have come up in the past and those that may arise in the future or of similar nature will be thrashed out.

This apparently will take in the recent objections made by some outlets that New York was being bypassed on occasion relative to the radio coverage of returning generals from Europe. The conference is a result of a visit to New York last week during which time he conferred with various radio men relative to their problems growing out of war coverage.

"Information Please" Vets Plan To Entertain Overseas

"Information Please" regulars, John Kieran and Franklin P. Adams, with Clifton Fadiman, master of ceremonies, will leave the country on a USO tour shortly following their final broadcast of the season. Beatrice Lillie and Reginald Gardiner will join them as guest experts throughout the European trip of the show. "Information Please" will be replaced for the summer on NBC beginning July 2 by "The Rise Stevens Show."

Drips Named Consultant

William E. Drips of Glen Ellyn, Ill., director of agriculture of the National Broadcasting Company, has been appointed as a radio consultant to the Office of Price Administration, that agency announced yesterday. He will advise the agency regarding radio material for rural and farming sections of the country.

P. Lorillard Representatives Protest Action Of The FTC

(Continued from Page 1)

powers in excess of those in the nation's duly constituted service." Action by the makers of Old Golds, if carried through to its conclusion, stated its counsel, would have the Supreme Court determine, once and for all, the powers of federal agencies to act as prosecutor, judge and jury, and then renege on their own decisions.

Questions Action

Protest by Lorillard is that the FTC has no right to re-open its charges that the company's radio and publication advertising was in violation of the Fair Trade Practices Act after previously having made an agreement to close the case. Company further declared that, "in the absence of a showing of fraud, concealment, change in fact or law, or newly discovered evidence, the Commission has no authority to rescind the stipulation and to re-open the record, and its action purporting to do so is in our opinion wholly void and illegal."

Action by the Commission in repudiating its own decision is also seen likely to concern some 6,000 other agreements entered into voluntarily by American business firms with the FTC, which according to Robert T. Freer, Commissioner, have saved the government millions of dollars in time and money, by adjudicating disputes before trial through friendly co-operation and mutual consent.

Article

Readers Digest article more than three years ago was subject of considerable ado when it stated that Old Golds contained less nicotine, tars

and resins of the brands tested. Old Golds used the items in its radio and publication advertising in its 1942 and 1943 advertising. Lorillard eventually agreed with the FTC it would desist from quoting the Readers Digest and considered the matter closed. The additional part of the Readers Digest articles which ended up by saying in substance that all cigarettes were about the same in nicotine content was subject of contention when the FTC wanted to add this phrase in the stipulation, but Old Gold said it challenged the statement as not being true and refused to have this paragraph added to the agreement. Matter of the use of "Latakia" tobacco in advertising copy was also brought up at the time but Old Gold insisted that it was okay and the FTC dropped that part of the procedure.

Old Gold currently has at least two major network programs, handled by Lennen & Mitchell agency.

Authority

After Daniels left, John R. Phillips, Jr., the commissioned trial attorney, said the Commission has "the right at anytime to reopen the case." He said he was sorry Daniels had left, but he would see that no undue advantage would be taken of the corporation as the result.

Allen Heads Committee To Aid Ex-Servicemen

George H. Allen, manager and secretary of CAB and a vice-president of the New York chapter of the American Marketing Association, has been named chairman of the AMA's new committee on Personnel and Placement, Don S. Hobart, president of the association announced yesterday. The committee, whose members will be appointed in every major city in the United States, will conduct a vigorous campaign to place returning veterans on jobs.

Radio Mfg. Industry Resumes Production

(Continued from Page 1)

erning electrical components, has not been dropped because it will be invoked again if there is an unlooked for rise in military requirements. As it looks now, military orders will fall off far enough by the fall to permit fairly extensive manufacture for civilian use. Priorities for the materials will still be required.

Yesterday's announcement means that limited production of radios, transmitters, tele and FM receivers and sound systems and other parts of movie booth requiring electrical components can get under way July 1. The very practical view of the situation, however, is that such production will be small for some time to come because of the lack of priority aid in obtaining materials.

Guesting With Dorsey

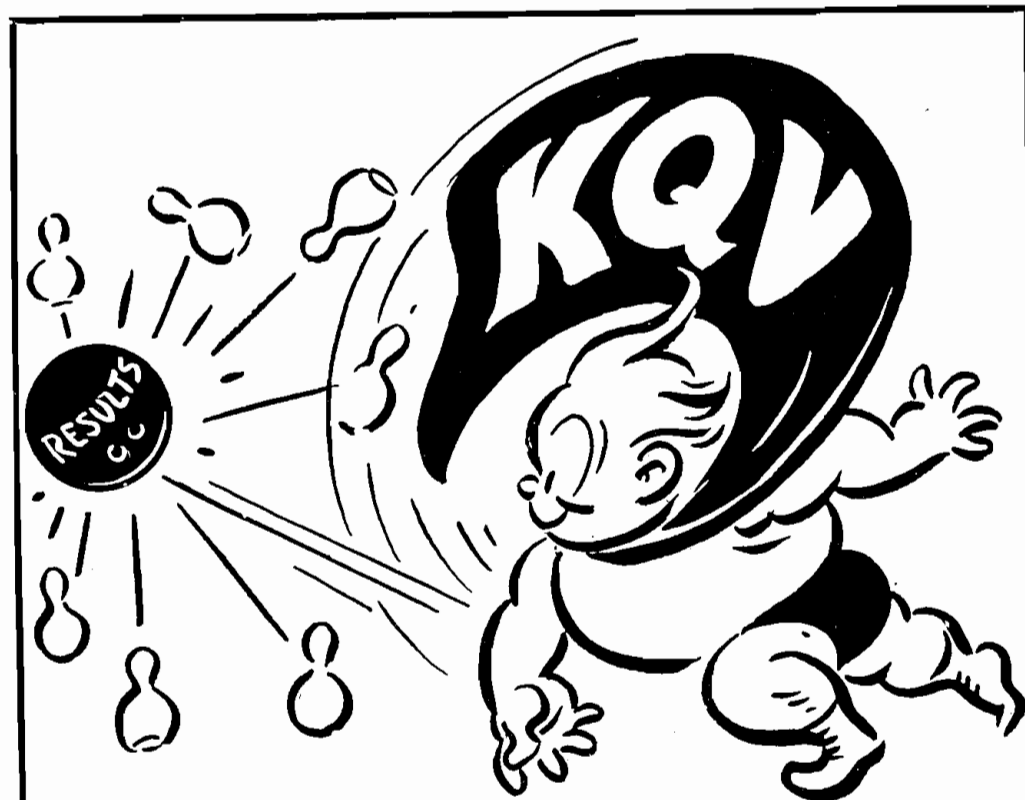
Los Angeles—Lena Horne and Chuchu Martinez will be Tommy Dorsey's special vocal guests on NBC's RCA show, Sunday, July 1st. Lena Horne will sing "I've Got a Right to Sing the Blues" and "As Long As I Love," while Martinez will do "Dream" and "Baia." Dorsey and his Trombone will pay tribute to Independence Day by playing George M. Cohan's "You're a Grand Old Flag."

WHO SAID INFLATION?
W-I-N-D delivers
79%
MORE
daytime audience
PER DOLLAR
IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D
5000 WATTS **Chicago** 560 KC.

KLZ
DENVER
CBS - 560 KC.
CONTINUOUS EXPLOITATION
KEEPS COLORADO
KLZ-CONSCIOUS
REPRESENTED BY THE KATZ AGENCY



PITTSBURGH ADVERTISERS KNOW THE LOCAL SCORE

That's why it means something that 7 of Pittsburgh's 8 leading department stores used KQV last year.

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

*** THE OUTSIDE AUDIENCE IS MIGHTY INTERESTED**

on the Pacific Coast, too!

The OUTSIDE market represents approximately half the retail sales and radio families on the Pacific Coast.

The folks on the "outside" in Washington, Oregon and California have just as much interest in your sales message—spend just as much money—as the "insiders"—but you can't reach 'em by radio unless you use the Don Lee Network. Only Don Lee can give you complete coverage of both the "outside" and "inside" markets of the prosperous (retail sales over 8 billion) Pacific Coast.

What's the reason for this? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks does not reach them. Don Lee,

however, has 39 stations located strategically *within* each of these mountain-surrounded markets.

Now as to *how these people listen*: A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations!

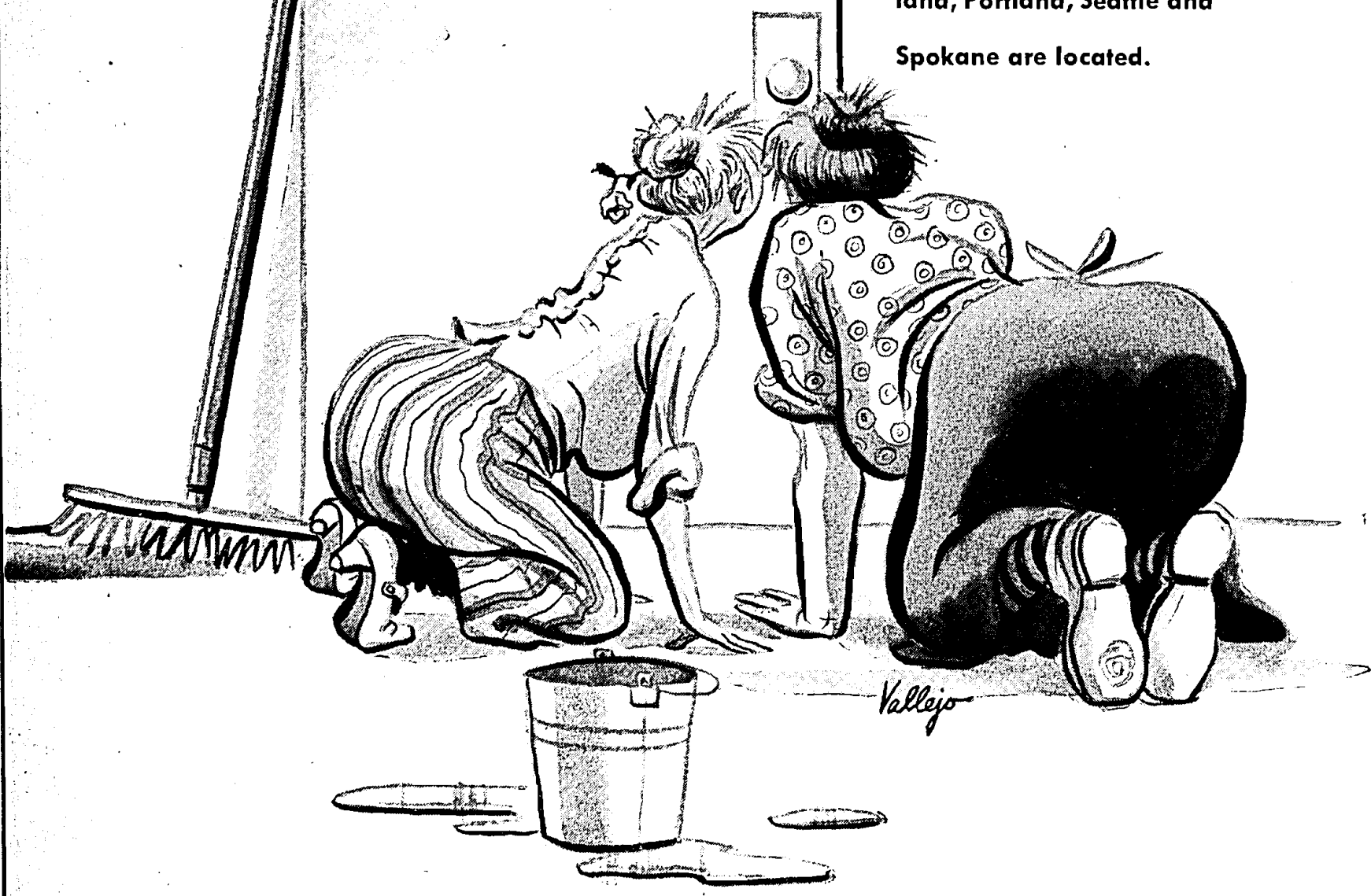
Here's something to remember about the "inside" market: Regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

Don't shut the door on your interested "outside audience!" Buy Don Lee, the only network that completely covers *both* halves. More than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station!

The Nation's Greatest Regional Network

507

*
Half of the retail sales on
the Pacific Coast are made
OUTSIDE of the counties
in which Los Angeles, San
Francisco, San Diego, Oak-
land, Portland, Seattle and
Spokane are located.



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Company

Mutual
DON LEE



Koret of California was quick to recognize the trend toward big daytime shows when they began planning *Hollywood Preview*. The show, which is produced and recorded at NBC, Hollywood, features a visit with a movie star as a program highlight. Such celebrities as Claire Trevor, Leon Errol, Tom Conway are interviewed by the Koret commentator Diana Stephanie. With listenable music by Paul Carson and interesting commentaries on smart fashions, *Hollywood Preview* has all the elements of superior daytime entertainment.

The sponsor, as you may have gathered, is one of the nation's leading manufacturers of women's sportswear. Hence, the accent on fashions.

Hollywood Preview is now being broadcast over 115 stations in 29 United States to an estimated audience of ten million. *Koret of California* offers this NBC Recorded program to retailers, who in turn broadcast the show over their local stations under their own sponsorship.

Eyes - Open - Corner: This week station and agency men all over the nation will receive the brochure on the latest Radio-Recording half-hour mystery show. . . . *The Haunting Hour*. If you would like an extra copy for a client write or call the nearest NBC office for this complete presentation of "Mystery at its Best." (Commercial: Many good markets still available for these 26 half-hours. Have you heard the audition?)

The Music of Manhattan, among the "top twelve" in *Thesaurus*, made its New York debut several Saturdays ago on WEA. This new *Thesaurus* musical program was chosen to fill the important Saturday evening spot of 6:15-6:45 p.m.

? DID YOU KNOW . . .

There are over 250 stations all over the nation, in Canada and foreign countries broadcasting NBC *Thesaurus* programs every day on commercial and sustaining schedules.



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!

● ● ● Harry Cool is pinch-crooning for the ailing Jack Owens on NBC's *Tin Pan Alley of the Air*. . . . Rheumatic fever will keep Owens away from the mike for many weeks. . . . Another Chicago network singer, Don Milton, faces six months of rest and a possible operation. . . ● The Milt Herth trio signed to open the Glass Hat room of the new Congress Hotel Aug. 1. . . ● The Quiz Kids decided they would like to do something nice for Mrs. Gen. Eisenhower in return for the many nice things she has done for them in the several visits they have had with her. So they held a meeting and voted to buy her a ritzy white handkerchief for her to carry when she met her own returning GI, Gen. Ike. . . ● Fred Vosse, account executive with Schwimmer and Scott agency, has been attending "Telephone Quiz" broadcasts over WGN faithfully for the past two years. Emcee Bill Anson dubbed him "The Professor" and made him the target for a lot of ribbing on the program. Although "The Professor" was never heard on the air until last Saturday (when he made a special war bond appeal) he has become an important part of the program, judging by the interest shown in letters from listeners. The pay-off came after his first (and probably last) appearance on the show when one interested listener sent him a dime donation toward the purchase of an AFRA card!



● ● ● John Bryson, American war correspondent in Europe, in Chi on leave until July 15. . . ● Gotham's ex-Mayor Jimmy Walker, now head of Majestic Records, paid his respects to the members of the executive council of J. Caesar Petrillo's musicians' union meeting here when he was in town 'tother day. . . ● Dinah Shore due here July 7 to meet the local scribes at a press pawty. Dinah had to cancel a previous date here last week when she went to Percy Jones hospital in Battle Creek, Mich., to entertain the GIs and wound up as a patient there herself—laryngitis. . . ● Maj. Les Atlass, Jr., son of the WBBM-CBS exec, home from his overseas assignment. . . ● NBC commentator Clifton Utley received an honorary doctor of laws degree at Lawrence College commencement exercises at Appleton, Wis., Sunday. . . ● The Empire Room's p.a. has dubbed the show opening tonight in the Palmer House nite spot as "The Fabulous Foursome"—Patsy Kelly, Barry Wood, Eddie Peabody and Eddie Oliver.



● ● ● Publicist Hy Gardner, only recently discharged from the Army with the rank of captain, has local sponsors more than just slightly interested in his new radio show, "Suit Yourself." Servicemen contestants answering questions correctly are paid off in articles of clothing. The GI thus can win himself complete civilian garb with a perfect score on a set of questions. . . ● Comic Danny Thomas in town en route to California after a home town visit in Toledo. . . ● Everett Holles, WBBM news editor, who went to Camp Kilmer, N. J., along with engineer Jerry Cerny, to record interviews with Chicago boys returning with the 86th Division, held a "bull session" with some of the boys in a makeshift studio set up in an appropriated colonel's cabin at the camp.



● ● ● Financial scribes held the floor at the cocktail party and press conference U. S. Steel tossed Monday afternoon at the Blackstone for Chairman Olds, Prexy Fairless and the corp.'s directors, with the radio boys standing at a respectful distance trying to get the drift of all the big talk about steel production and such, and waiting for a stray word about U.S.S.'s new fall Theater Guild series. . . ● Among the radio fraternity rubbing elbows with Steel were Chet La Roche, executive v.p. of American, and E. R. Borroff, v.p. of American's Central Division.

— Remember Pearl Harbor —

GE Demonstrates New Tele Receiver

(Continued from Page 1)

which it is viewed. In yesterday's demonstration the engineers picked up a special program from the New York television station WNBT.

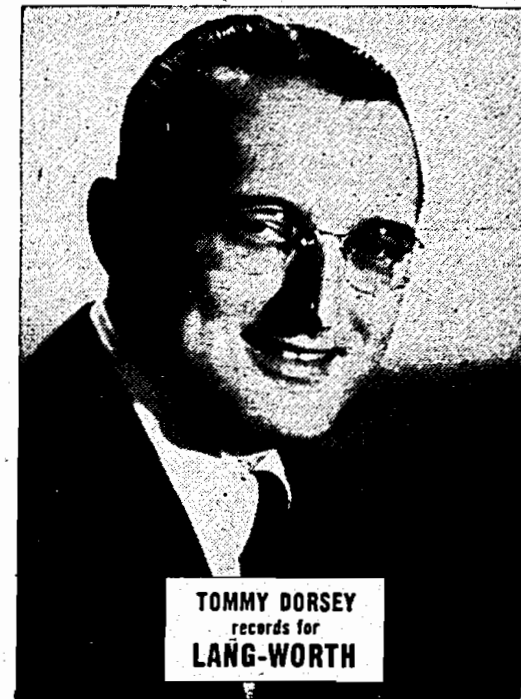
In presenting the model receiver at yesterday's demonstration G.E. officials pointed out that many additional refinements may be added between now and the time of post-war manufacturing. The clearness of the screen image, indicated however, that G.E. had progressed considerably since the days of pre-war television receivers.

Commenting on the television receiver, A. A. Brandt, general sales manager of the company's electronic department said: "Our vast experience in engineering and manufacturing for the armed forces, added to our long record of pioneering in peacetime television, has aided us in the development of this most modern post-war home television receiver. The model we have developed and are showing today indicates that if total peace were to come at once we would be in a position to offer the public an outstanding receiver, by all present-day comparisons."

Paul L. Chamberlain, manager of sales for the G.E.'s receiver division, characterized the new electronic reproducer as applied to the phonograph unit as "evolution of tone" and pointed to the clarity and absence of extraneous noise, wide frequency range and fidelity of sound.

Sonja Henie To Be Heard

As part of a broadcast from Europe to be heard this Saturday at 1:30 p.m. over the American Broadcasting Company network, "The Fighting AAF," will feature a sequence in which Sonja Henie, now overseas on a USO tour, will be heard speaking to wounded veterans about to be flown back to America by the Air Transport Command. The broadcast will take place from a C54 plane about to take off from Orly Field just outside of Paris.



FCC Fixes Allocations

Gives Green Light To FM & Tele Designers

(Continued from Page 1)

non-commercial educational operation.

The decision to adopt what is almost a duplicate of Plan No. 3—the final allocation differs only in the shift of non-government fixed and mobile services from 104-108 to 72-76 mc—was by a unanimous vote of the Commission Tuesday, with all seven members participating. It provides a green light for equipment designers for both FM and tele to get under way.

Objections To Plan No. 1

Primary objection to Plan No. 1, which had wide industry support and would have assigned FM to a band between 50 and 60 mc is the amount of skywave interference which would develop, the FCC said:

"For example, interference among 50 kilowatt FM stations at 58 megacycles from sporadic E. Transmissions alone, assuming a 10/1 ratio of desired to undesired signal and full occupancy of the channel, might be expected for 140 to 480 hours per year at the 50 microvolt contour from stations 900 and 1,000 miles distant, respectively. At 84 megacycles in contrast interference under these conditions would be anticipated for only 6.5 to 25.5 hours per year. It should be noted that the 140-480 hours per year of anticipated interference would not be spread out evenly throughout the entire year but that the great bulk of it would be concentrated in two or three summer months.

Amateurs

"The existence and extent of such sporadic E interference is not merely a matter of abstract calculation. In addition to the measurements of such interference made by the Commission, there is the experience of the amateurs who have heretofore utilized both the 56-60 megacycle and the 112-116 megacycle bands.

"The amount of sporadic E interference will vary with the particular

frequency involved in the power of the transmitters. The distance between transmitters, the number of transmitters on a channel, and other factors, but regardless of these factors, the region of the spectrum above 84 megacycles is markedly superior to the region below 68 megacycles with respect to sporadic E.

"In addition interference from F. 2 transmission at 53 megacycles may be anticipated for as many as 470 hours per sunspot cycle—concentrated in a period of three years—in the case of a sunspot cycle the same as the last one; or interference may exist for as much as 2,650 hours per sunspot cycle if the next sunspot cycle is as severe as the highest on record. These figures for F. 2 transmission, it should be noted, assume only two stations on a channel; more than two stations on a channel would double or treble the number of hours during which F. 2 interference would be expected at 53 megacycles. In contrast, No. F. 2 interference whatever is to be anticipated above 84 megacycles.

Cites Listeners Plight

"For listeners buying FM receivers in reliance on a belief that FM is an interference-free service, these figures are extremely serious. They mean, for example, that a listener tuned to a station which is carrying the program of his choice may suddenly find, either that the program to which he has been listening is being interfered with by a station hundreds or even thousands of miles away, or else that control of his receiver has been seized altogether by a distant station completely obliterating the desired program of the local station. These distant transmissions, moreover, are sporadic in nature, with the result that his enjoyment may be further destroyed by an alternation of first one program and then another as transmission vagaries decree. The effect may well be to render FM receivers useless to many listeners for substantial periods of time.

Rural Areas

"It has been argued that the bulk of the interference anticipated will be found in outlying rural areas which rely upon low-intensity signals for their radio reception and that if these are to be excluded FM service will be more than 99 per cent perfect.

The tables make it clear that urban as well as rural service will be subject to substantial interference on the lower frequencies. This Commission, moreover is under a statutory duty to make available to all the people of the United States an efficient nation-wide radio service. The Commission's duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service."

Refer To Objections

The FCC declared that where objections to Plan No. 3 were offered, no substantiating data were offered. "Indeed, the testimony at the June 22-23 argument indicated that the Commission's predictions might understate in at least one respect the number of hours of interference to be anticipated at particular contours. The Commission's predictions were based upon the assumption that receivers will be generally available which are capable of rejecting undesired signal one half as strong as the desired signal. Manufacturers generally appearing at the hearing were unwilling to state that their post-war receivers would meet this standard. With inferior receivers, an even greater number of hours of interference can be anticipated. The issue, accordingly is whether the freedom from long-range interference which FM will enjoy at the higher frequencies is to be sacrificed by reason of other considerations."

Equipment

The Commission pointed out that it had admitted there might be some difference in tropospheric propagation, but maintained that it will be comparatively unimportant. Equipment cost for the higher band service will be more expensive "at least temporarily," the Commission admitted, but added that it believes competition will bring this cost down and that the resultant benefit to the public will more than make up for this added cost.

The complaint that the band shift would mean lengthy delay in establishment of the service, the Commission said, is not as important as it seemed a few months ago. At that time there was talk of a two-year delay, but in last week's hearing the

All Commissioners Are Unanimous In Decision

talk was of a four-month delay. Even this might be dropped lower, FCC said, adding that manufacturers may begin at once planning and designing for the higher frequencies and that there is no assurance how soon WPB authorization or the manpower and materials for full-scale production will be permitted. Even had Plan No. 1 been adopted, however, the Commission said the pre-war sets would not have been accommodated.

"Casey, Press Photog." Changing Title-Time

"Casey, Press Photographer," changes its title, day and time July 11, when it becomes "Crime Photographer." Staats Cotsworth retains the leading role. Previously heard Tuesdays, 11:30 to 12 mid., over CBS "Crime Photographer" will be heard Wednesdays, 9 to 9:30 p.m. After much arranging and juggling with other network shows, Cotsworth finally arranged to have time free for the show's new time. John Dietz directs and produces. Music will be by Archie Bleyer and Orchestra. Show enters its third year of broadcasting on that date.

Opportunity for an Advertising Executive with a Radio Account

A medium-size successful New York agency, handling national accounts and staffed by a highly trained and talented personnel, wishes to establish a radio department by bringing into the organization an experienced radio executive with a good radio account.

Such an executive will immediately improve his present position and earnings, and have a wide-open opportunity to expand with the agency. His remuneration will be based not alone on his ability but on the growth of his department as well.

For very confidential interview, telephone ASland 4-4600 and ask for Mr. Joseph Hayden.

Chicago's
BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
 560 Kc. 5000 WATTS

EXCLUSIVE!
WIBG
 990 ON YOUR DIAL
Athletics and Philllies HOME GAMES
 PHILADELPHIA

Program Parade . . .

"SUNDAY NIGHT SHOW"—CBL, Toronto and Trans-Canada web, 10:30 p.m. Alan McIver's orchestra with Russ Titus featured vocalist furnish first rate light musical entertainment. Orchestra's interpretation of Wallace Raeburn's "Dieppe Concerto" and Titus singing of "Long Ago and Far Away" were highlights. CBL's signal was consistently strong in suburban Westchester County, N. Y.

★

ROGUES GALLERY—NBC, Sun., 7:30-8 p.m., EWT. F. W. Fitch Co. Fitch "Band Wagon" replacement is headed by Dick Powell in a detective series more or less based on a character he did in the movies. As Richard Rogue, he is the host happy-go-lucky whodunit guy on the air, this particular show satirizing a Hollywood glamour gal with homicidal ideas. Script acting and light touch make it excellent relief from the usual run of mystery, something worth while all-year, not merely for the summer.

★

SWEETHEART TIME — WOR-MUTUAL, Sun., 1:30-2 p.m., EWT. Ivorine Gum. This is one of those all-out shows to attract a certain type listener which is of course the woman or girl, lonesome or romantically inclined, plus a strong dash of sentiment in their makeup. Prizes are offered for best letters and requests for songs, one dramatization each week being the grand prize. Tie-up is with the Longines-Wittnauer Watch Co. and a watch is presented each week to a lucky listener. Mushy show, but apparently has listeners.

★

LET'S TALK RUSSIAN—WNEW, New York, 10 p.m., sustaining: Interesting 15 minutes devoted to staging class instruction in the Russian language. Bob Russell, song writer, guested and took a short lesson in Russian. Conversations included revealing side lights on Russian War Relief activities.

Replacement Announced For 'Cavalcade' Show

A new series of programs paying tribute to Congressional Medal of Honor winners which will be known as the "C.M.H." series will replace "Cavalcade of America" on NBC beginning August 27, it was announced yesterday. NBC will have the co-operation of the War and Navy Department in obtaining scripts. They will be written by Gerald Holland of the NBC script staff and produced by Joseph S. Mansfield.

STOP PRESS

Walter Winchell says "Love and Kixxxx Mousie Powell's song CRAZY THINGS" . . . hear HILDEGARDE featuring CRAZY THINGS . . . on the KRAFT SHOW . . . July 5th . . . NBC . . . Pub by David Cornston, 117 W. 48 St., N.Y.C.

Relay Expansion Plan Announced By Raytheon

(Continued from Page 1)

top floors of the Lincoln Building in New York for the construction of two experimental FM stations, W2XRA and W2XRY using frequencies of 105 and 107 mc.

The experimental microwave relay stations designed to develop new techniques for the transmission and relaying of high definition and color television programs, high-fidelity FM programs, telegraph, telephone and facsimile communications, the statement revealed. An aeronautical safety system is also included in the planning.

Installations

Relay stations will be installed at New York City, Lexington, Mass., Tolland, Conn. and Webster, Mass. This New York-Boston circuit will be the first of the proposed nation-wide communications system which will follow the airline routes via Cleveland, Detroit and Chicago to the Pacific coast.

Transmission from Raytheon's FM stations in New York on an experimental basis is expected to begin soon. These transmissions will be coordinated with the FCC's extensive summer tests designed to determine the best location in the spectrum for FM. One station will direct its transmission southward on 105 mc, for observation by the Commission's field stations extending from Philadelphia to Atlanta. The second Raytheon transmitter will be directed on 107 mc toward Chicago, for observation by western points.

Edwards Succeeds Tyson In Web Program Dept.

Los Angeles—Jack (Bud) Edwards, former program manager for KECA, has been appointed program operations manager for the American Broadcasting Company's Western Division, succeeding Leo Tyson.

Tyson has been reassigned to the research staff of Jack O'Mara, sales promotion chief for the web. Edwards moves under the supervision of J. Donald Wilson, production manager for the western web.

Monthly Appearance

Hildegard, vocalist, may appear regularly once a month on the "Texaco Star Theater," Sun., 9:30-10 p.m., EWT, over CBS, as the result of her recent guesting on that program. James Melton, tenor, will continue, of course, as singing emcee.

Send Birthday Greetings To

June 28

William A. Abernathy Ann Leaf
Frank Chase J. Leonard Reinsch
Forrest Clough Richard Rodgers

Advertising Leaders Review War Effort Aid

Washington—Better than \$800,000,000 in advertising has been donated to war programs by American advertisers since Pearl Harbor, ANA President Paul B. West, told the Senate Appropriations Committee in his statement urging continued funds for OWI. Text of these hearings was released past week-end.

West said the advertising contributed to war themes during the past year alone has topped \$300,000,000. This huge program would not have been possible without the co-ordinating work done by OWI, West said.

West's figure was improved upon by Theodore S. Repplier, of the War Advertising Council, who claimed that time and space contributed during the war reached "almost a billion dollars" in value.

Radio Time And Talent

A letter to Chairman Kenneth McKellar of the committee, from the AAAA, related that acceptance of the radio allocation plan in 1942 "brought order out of chaos and has resulted in the contribution of \$100,000,000 worth of well-spaced radio time and top-flight radio talent by radio advertisers and their agencies, networks and stations.

"Under the network-allocation plan, one of the three plans in effect, 202 coast-to-coast programs, sponsored and paid for by 120 advertisers, broadcast 150 messages a week every week since April 27, 1942, covering 56 important war subjects ranging from fats salvage to bonds, and reaching an average of 300,000,000 listeners a week.

"Under the national radio spot allocation plan (for individual stations) there are approximately 9,000,000 listeners per week to war messages.

"Under the station-announcement plan, an additional 8,000 messages a day are broadcast to an uncounted number of listeners.

"This would not be possible, in our opinion, based on our experience without the co-operation and timing supplied by some authoritative central unit."

Meakin To Conduct

Los Angeles—Jack Meakin will conduct the orchestra on the Arch Oboler program over Mutual tonight. This is Meakin's first assignment as a free-lance. He recently resigned as a producer for Foote, Cone & Belding.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INSW-I-N-D
CHICAGO

560 Kc. 5000 WATTS

AGENCIES

RADIO ADVERTISING COMPANY has been appointed national representative of WHBL, Sheboygan, Wisconsin, an affiliate of the American Broadcasting Company.

GROVE LABORATORIES, through the agency of Russel M. Seeds, Chicago, is summer-campaigning over the Keystone Network to promote its chill tonic and B complex vitamins.

FRANCES S. RUEMLER, formerly with the National Export Advertising Service, has joined McCann-Erickson Corp., as assistant to the director of foreign media.

RUTH C. PERRY has been elected executive secretary of the Veterans Guidance in Advertising Committee, an establishment at the Advertising Club of New York. The committee represents 21 organizations in the various advertising branches, including marketing and selling. Purpose of the organization is to inform ex-servicemen without prior advertising experience as to the potentialities in that field.

HENRI, HURST & McDONALD, INC., Chicago, has been appointed advertising agency for Fred W. Amend Co. of Chicago and Danville, Ill., makers of Chuckles and other candy brands. Radio, national publications, newspapers and posters will be utilized in the company's advertising schedule.

WTHT Joining American

WTHT, Hartford, Conn., joins the American Broadcasting Company effective December 1, 1945 as a result of negotiations just concluded between C. Grover De Laney, manager of the station and Keith Kiggins, vice-president in charge of stations for American WTHT is owned by the Hartford Times and operates with 250 watts on a frequency of 1,230 kc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 64

NEW YORK, N. Y., FRIDAY, JUNE 29, 1945

TEN CENTS

Tele-FM Views Revealed

FCC Decision Hits NAB Program Code

Washington Bureau, RADIO DAILY
Washington—Broadcast operation on the principle that no time shall be sold for the discussion of controversial public issues and that only charitable organizations and certain commercial interests may solicit membership is "contrary to the public interest," the FCC has ruled. In agreeing to the joint statement of policy agreed upon last year by the United Automobile Workers, CIO, and station WHKC, Columbus, O., the Commission took a direct slap at the NAB code.

It is the responsibility of radio licensees to allot their time facility for such purposes, the Commission stated.
(Continued on Page 3)

OWI Relinquishes Service On Army Casualties, July 1

Beginning July 1 the War Department will take over the distribution of the casualty list of the Army while the Domestic Branch of the OWI will continue to handle the Navy casualty list, it was announced yesterday. In announcing the change, OWI, stated, in part:

Separation of the combined list was
(Continued on Page 7)

NBC Central Division Hosts Westinghouse Men

Chicago—Members of the NBC Central Division National Spot Sales Department are playing host this week at a series of luncheons given in honor of sales executives who are
(Continued on Page 3)

SERVING the 7th!

Since July of 1944, WAGA, Atlanta, Georgia, has had all time signals announced as "Central War WAGA Bond Buying Time." This type announcement will continue as long as War Bonds are being sold. The station currently devotes time to six War Bond spiels on sustaining time, and has made arrangements with sponsors to devote 4 commercials daily.

Demonstration

Syracuse—Speaking before the Advertising Club of Syracuse yesterday, William F. Brooks, NBC's director of news and special events, gave a demonstration of a two-way broadcast to London. Brooks interviewed Stanley Richardson, NBC London manager, on the advertising industry's problems in England today.

WABD Cancels Sked For Tues. Night Shows

Failure of the American Broadcasting Company and WOR to subscribe to the WABD, Du Mont television's station, proposal that they pay a commercial rate of \$1,250 an hour caused the Du Mont station to announce yesterday that they will go off the air on Tuesday nights for the summer season effective next Tuesday.

The American web and WOR had been asked by Sam Cuff, general manager.
(Continued on Page 2)

Lieut. Levy Succeeds Carr In Treasury Post

Lt. (j.g.) David Levy, USNR, on loan to the U. S. Treasury Department as Special Consultant for the Seventh War Loan, has been appointed Chief of the War Finance Division's Radio Section, it was announced yesterday by Thomas H.
(Continued on Page 5)

Record Of UNCIO Coverage Revealed In R. D. Survey

San Francisco—A survey of the radio and press coverage of the United Nations Conference conducted by RADIO DAILY produced some facts that will go down in radio history. A total of 499 hours of radio time went through the San Francisco stations. The breakdown shows that San Francisco station KPO and NBC hookups

WLAW's market is one of the best . . . Industrial New England . . . a great sales center.
Advt.

Radio Daily Survey Registers Reactions To FCC's Allocations Decision; FM Crowd Disappointed

British Tele Expert Tours U. S. Stations

Capt. A. G. D. West, technical director of three British television companies of the J. Arthur Rank organization and head of the British Kinematograph Society, arrived in New York this week for a month's tour of television projects in New York, Chicago, Philadelphia and other cities, it was learned yesterday.

He returns to London about the
(Continued on Page 7)

Campaign To Share FM Receivers Launched In Chi.

Chicago—A "Share your FM receiver" campaign to introduce the finer points of frequency modulation reception to listeners who do not own FM sets if being launched by WGNB, WGN's sister station.

The plan is expected to increase the
(Continued on Page 2)

AFRA Names 8 Members To National Board

New York AFRA local has elected eight members to represent it on the National Board, the eight to serve a three-year term starting Sept. 1.
(Continued on Page 2)

Industry leaders both in the television and FM field expressed varied views on allocations in response to a survey conducted yesterday by RADIO DAILY. Television leaders were pleased but the FM crowd expressed disappointment and dissatisfaction over their assign-

(Continued on Page 6)

NAB Sets New Meeting RE Ryan's Successor

Washington Bureau, RADIO DAILY
Washington — With Wednesday's meeting called off, the special NAB committee to choose a new president for the organization is expected to convene next week in Washington. In the meantime, J. Harold Ryan has agreed to remain at the NAB helm for another month—until August 1.

Only G. Richard Shafto of WIS, Co.
(Continued on Page 3)

20th Century-Fox Applies For Tele License In N. Y.

Washington Bureau, RADIO DAILY
Washington — Twentieth Century-Fox yesterday joined with Paramount, Warners and M-G-M in preparing for active participation in television, when it applied to the FCC for a
(Continued on Page 4)

SERVING the 7th!

In co-operation with the News Journal, WCOA, Pensacola, Fla., started city-wide talent search to WCOA carry through the Bond Drive, promoted on air as half-hour "Amateur Bond Selling Show," every Monday and Thursday at 10:30 p.m. Each program consisted of amateur talent with solicitations of phone orders for War Bonds.

Put your product out front . . . sell thru WLAW, the station of Industrial New England.
Advt.



Vol. 31, No. 64 Fri., June 29, 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.

Peggy Byrne Leaves WLIB

Peggy Byrne, publicity director of WLIB, New York, has resigned to join her husband in Topeka, Kansas. Dorothea Beckman, WLIB assistant program director, and formerly publicity director of WQXR takes over.

20 YEARS AGO TODAY

(June 29, 1925)

Counsels for defense at the famous "Monkey Trial" being broadcast by Quin Ryan from Dayton, Tennessee, over WGN include Clarence Darrow, Dudley Field Malone and Arthur Garfield Hays. Prosecuting attorneys are headed by William Jennings Bryan, whose words are also going out over the airwaves. Approximately 300 radio, newspaper people and columnists are at the trial.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY AND NIGHT 800 KVA MUTUAL

Coming and Going

WELDON HERRIN general manager of WRDW, Augusta and WGPC, Albany, both in Georgia, is en route to his post following a several day visit with CBS executives in Gotham.

ROBERT D. SWEZEY, vice-president and general manager of MBS, has returned to his New York office, after a visit with Chicago executives.

MERLE S. JONES, vice-president and general manager of WOL, Washington, D. C., is visiting with executives of the Katz Agency.

EDGAR J. KOBAC, president of Mutual, leaves today on a three-week vacation, to be sent with his two servicemen sons at Pine Orchard, Conn.

TED ENNS, sales manager of the Cowles Broadcasting Company, has returned to his New York office, following a several-week trip through the Middle West.

JOHN E. SURRECK, sales manager of WFIL, Philadelphia, is in Gotham for a few days conferring with Katz Agency executives.

WARREN HULL, star of the Vox Pop program, flew to Indianapolis yesterday via TWA.

JACK BURNETT, commercial manager of KUTA, Salt Lake City, Utah, will return to his post tomorrow, following a several-day stay in Gotham.

WABD Cancels Tele Sked For Tuesday Night Shows

(Continued from Page 1)

ager of WABD, to pay the cost charges of \$1,250 an hour for operation of the station. This included one hour of television time on the air and six hours of rehearsal.

Inasmuch as the American and WOR television shows comprise the Tuesday night programming the WABD officials deemed it advisable to shut down on that night for the summer. WABD, however, will maintain its schedule of television shows on Wednesday and Thursday nights.

Kaltenborn For Stern

H. V. Kaltenborn, noted NBC news analyst, will take over Bill Stern's weekly "Colgate Sports Newsreel" on NBC for three weeks starting Friday, July 6.

FINANCIAL

(Thursday, June 28)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

Campaign To Share FM Receivers Launched In Chi.

(Continued from Page 1)

potential audience for FM broadcasts by many thousands each week, despite the fact that FM sets have not been manufactured for civilian use since 1941 and are not expected to be available on the market for many more months. WGNB will broadcast announcements encouraging listeners to invite friends and neighbors who do not have FM sets into their homes to hear frequency modulation.

WGNB staff members also plan to canvass Women's Clubs, Young People's organizations, music clubs, church groups and other social organizations to explain the plan and help set up listening groups throughout the city and suburbs.

AFRA Names 8 Members To National Board

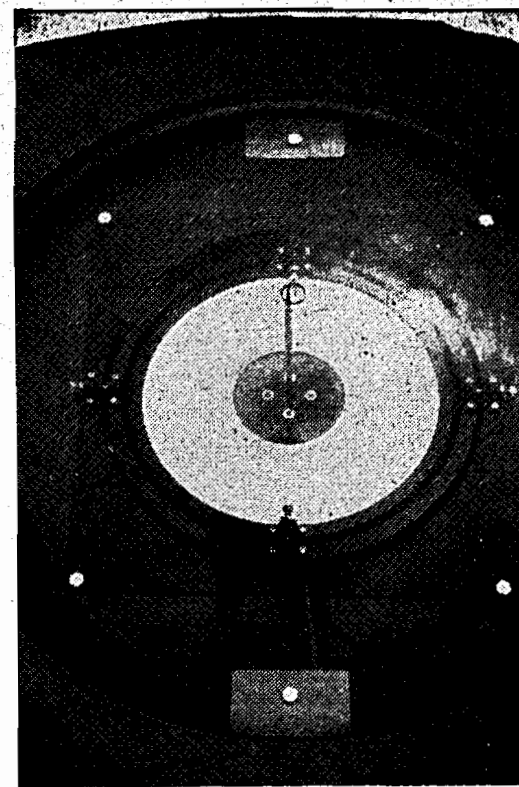
(Continued from Page 1)

1945. There are 19 National Board members from New York all-told and are elected on a proportionate representative basis.

Eight members elected to the National Board are: Quentin Reynolds, Kenneth Roberts, Minerva Pious, Myron McCormick, Allan Bunce, Juano Hernandez, Ned Weaver and Clayton Collyer.

Special Event

WOR will cover the arrival of the transport Queen Elizabeth in New York harbor today. On it will be 15,000 troops from Europe, the largest single group yet to reach this country.



Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sun dial. It's a "double check."

To radio advertisers who want a check on where they're going in Baltimore... we suggest that age-old measuring stick, "How much do my sales cost me?"

If you want the greatest number of listeners for the lowest cost... you take a direct course to W-I-T-H... the successful independent station. Facts are available to "double check" your decision.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

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

NAB Sets New Meeting RE Ryan's Successor

(Continued from Page 1)

lumbia, S. C., and T. A. M. Craven, Cowles, vice-president and chairman of the committee, were on hand yesterday. Dr. Frank Stanton of CBS was ill, and the three others members—William Way of KVOO, Tulsa, John Gillin of WOW, Omaha, and J. Leonard Reinsch of WIOD, Miami—were unable to be present.

Craven said yesterday he will call a meeting prior to July 10, but that he cannot be sure a final selection will be agreed upon by then. Nearly half of the list of 59 top private and government figures originally proposed is still under consideration.

NBC Central Division Hosts Westinghouse Men

(Continued from Page 1)

in Chicago visiting advertising agencies and clients. The visitors include B. A. McDonald, general sales manager of Westinghouse Radio Station, Inc.; Harvey McCall, sales manager of KYW, Philadelphia; C. Herbert Masse, sales manager of WBZ, Boston; Tommy Longworth, sales manager of WOWO, Fort Wayne, Ind.; J. A. Baudino, manager of KDKA, Pittsburgh, and George Tons, sales manager of KDKA.

Proust Returns To NBC

Thomas Proust, formerly a captain in the U. S. Army Air Corps, and holder of the DFC and the Air Medal with eight Oak Leaf Clusters, has been appointed Tour Promotions Assistant for NBC, it was announced.

Commission's Decision Hits NAB's Code On Programming

(Continued from Page 1)

at same time recognizing that licensees are not obligated to turn over their facilities in all cases for such purposes. The fact that the responsibility for determining when such time should be sold is a difficult one is insufficient reason for operating by a strict rule banning all such programs, the FCC said.

The policy statement developed last year when the UAW complained that WHKC was refusing to sell time to the union for discussion of controversial issues, was censoring scripts and at the same time, was permitting discussion of controversial issues on commercial time purchased by those who disagreed with the UAW position.

Political Time

A hearing was held in Washington in August which revealed that WHKC was trying to live up to the NAB code, which provides that no time be sold for presentation of controversial issues unless it be political time or a forum show and which bans membership solicitation on either paid or sustaining time unless for charitable organizations or such commercial institutions as insurance companies.

In October, the station and the union jointly submitted a statement of policy for the future which the FCC sanctioned in its action of this week. UAW dropped its charges against the station, which it had generally felt to be fair in the past, on agreement on the policy of which excerpts are given below:

"(A) It will be the future policy of station WHKC to consider each request for time solely on its individual merits without discriminations and without prejudice because of the identity of the personality of the individual corporation, or organization desiring such time.

"(B) With respect to public issues of a controversial nature, the station's policy will be one of open-mindedness and impartiality. Requests of all individuals, groups, or organizations will of necessity have to be considered in the light of the contribution which their use of time would make toward a well-balanced program schedule, which the station will try at all times to maintain in the interest of the people it serves.

"(C) Station WHKC will make time available, primarily on a sustaining basis, but also on a commercial basis, for the full and free discussion of issues of public importance, including controversial issues, and dramatizations thereof, in order that broadcasting may achieve its full possibilities as a significant medium for the dissemination of news, ideas, and opinions. And, in doing so, there will be no discrimination between business concerns and non-profit organizations either in making time available or restricting the use of such time. Non-profit organizations

will have the right to purchase time for solicitation of memberships.

"(D) Station WHKC will, if it refuses time for public discussion do so in writing showing reasons for such denial to the extent that requests for time are made in writing.

"(E) The censorship of scripts is an evil repugnant to the American tradition of free speech and a free press, whether enforced by a government agency or by a private radio station licensee. Broadcasts by candidates for public office may not be censored under the law. But as to all other broadcast, station WHKC will not censor scripts, or delete any matter contained in them, except for reasons which it believes to be in accordance with the law and existing regulations.

"(F) The station will see that its broadcasts on controversial issues, considered on an overall basis, maintain a fair balance among the various points of view, ie, over the weeks and months it will maintain such a balance with respect to local and network programs, both sustaining and commercial alike."

Not Common Carriers

That broadcast stations are not common carriers, the FCC said, "In no way impinges upon the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a non-discriminatory basis, for full discussion thereof, without any type of censorship which would undertake to impose the views of the licensee upon the material to be broadcast. The spirit of the Communications Act of 1934 requires radio to be an instrument of free speech, subject only to general statutory provision imposing upon the licensee the responsibility of operating its station in the public interest.

Rule of Thumb

"No single or exact rule of thumb for providing time, on a non-discriminatory basis, can be stated for application to all situations which may arise in the operation of all stations. The Commission, however, is of the opinion that the operation of any station under the extreme principles that no time shall be sold for the discussion of controversial public issues and that only charitable organizations and certain commercial interests may solicit memberships is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation. The Commission recognizes that good program balance may not permit the sale or donation of time to all who may seek it for such purposes and that difficult problems calling for careful judgment on the part of station management may be involved in deciding among applicants for time when all cannot be accommodated. However, competent management should be able to meet

PROMOTION

Circulation Report

WQXR, New York, has put out a report on the station's monthly program booklet showing the paid circulation of the booklet in 28 counties constituting the Metropolitan New York market. Illustrated with maps of the boroughs and counties, circulation has been broken down to show the medium yearly family expenditures in each neighborhood. A letter signed by Hugh Kendall Boice, vice-president in charge of sales, is attached.

WMCA Mailing Piece

How to face the various situations which will arise when the G.I. returns home is the theme of the WMCA program "When He Comes Home," being described in a new mailing piece. Five thousand copies of the promotion have gone out to women's clubs, libraries, settlements and welfare organizations. A very attractive brochure.

WROK Stunt

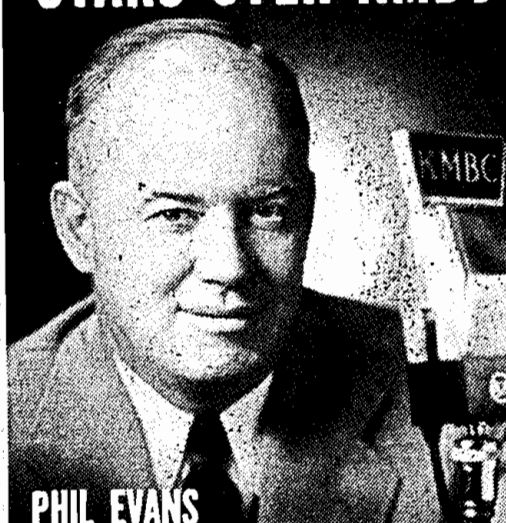
WROK, Rockford, Illinois, and the Bill Morris Music Company, distributors of music machines, made a tie-up on the American Broadcasting Company's show with Guy Lombardo and Royal Canadians' recordings. 11 x 14 inch placards reading "Try Guy Lombardo" were printed by WROK and placed on Morris juke boxes. Poster also plugged the Lombardo airer.

1944 Report

WQAM, Miami, Florida, has come out with a 20-page brochure which outlines some of the station's activities in the interest of public service during 1944. Called "Public Service Record," WQAM comments "it is an example of the service of all radio stations in our country." Brochure is profusely illustrated with photographs.


such problems in the public interest and with fairness to all concerned. The fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of time for any programs of the type mentioned."

STARS OVER KMBC



PHIL EVANS

Like all KMBC personalities, Phil Evans is nationally publicized and nationally known! Phil, as KMBC farm editor, is heard three times daily from "KMBC Service Farms". Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS



Free Speech "MIKE"

**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

LOS ANGELES

By RALPH WILK

THE first day that Ronny Mansfield appeared in a window of Bullock's Department Store, he sold \$17,000 worth of War Bonds between the hours of 11:00 a.m. and 4:00 p.m. Mansfield can be heard singing to his own accompaniment Monday through Saturday over KFI.

Don Otis, who recently resigned as program director of KMPC so that he could devote full time to his own shows, launched a new record program at KMPC titled "The Record Room." Show was heard Monday through Friday, started June 18th. Otis also conducts "A Song for You," and "Your Dinner Dance" over the same station.

Garry Moore has completed his inoculation shots for his overseas tour which begins in mid-July, and which may have the added zip of Betty Hutton.

Victor Borge will launch the first radio show of his own from here on July 3rd, replacing Fibber McGee and Molly.

C. P. MacGregor, his radio director, production man, and recording engineers will go to New York in the early fall to transcribe four "Hollywood Radio Theater" shows starring Broadway personalities. This is the first time in over two years that the program has used other than Hollywood personalities from Hollywood.

20th Century-Fox Applies For Tele License In N. Y.

(Continued from Page 1)

commercial station to broadcast from New York City. Operation on channel No. 5, or with frequency to be designated by the Commission between 50 and 100 megacycles, was asked. Transmitter location will be at Prospect and Eagle Rock Avenues, West Orange, N. J.

Sauter Heads Demo. Group

The Democratic National Committee yesterday announced the reactivation of a stage, screen and radio division and the appointment of James Sauter of New York City as director of the division. Sauter, who since 1935 has been liaison for the Democratic National Committee with talent in all branches of the entertainment industry, has for the past three years been executive director of the United Theatrical War Activities Committee, as well as chairman of the entertainment committee of the American Theater Wing War Services, Inc., in charge of entertainment at the various stage door canteens.

Theater Engagement

Guy Lombardo, featured on American's "Musical Autographs" program, opens a theater engagement at the Palace, Cleveland, O., beginning July 3. Jean Tighe, vocalist, will also appear in the stage show.



Radio Is My Beat . . . !

● ● ● Frank Fay has inked what is reported to be one of radio's highest priced packages for General Motors—an hour show packaged by Mann Holliner. . . . Chrysler interested in new setup with Kostelanetz, Lily Pons and Marty Gabel as narrator. . . . Time, Life & Fortune have a terrific television show all lined up and ready to go as soon as tele is a reality. Reason is they feel that television is a possible competitor to mag field and they wanna be in on the ground floor. . . . Mrs. FDR signed for series of Liberty articles. Incidentally, those reports about Marshall Field buying Liberty are phony. Mag isn't for sale. . . . Margaret O'Brien signed for four Lux appearances in the fall—at four grand a shot. . . . Howcum they didn't have a guest vocalist on Morton Gould's show last nite? Not that we don't go for Morton's music—but we thought, it was a musical with guesstar policy. . . . Greta Garbo, who's going in for N. Y. real estate, is now negotiating for the purchase of a milk farm. . . . Lena Horne having a business war with Louie Shurr. . . . Benton & Bowles changing directors on the "Topper" show again, with Leslie Harris going in for Don Cope. . . . Bob Hope refused 10 G's recently to guest on a comedy show here—claiming nothing could help that show!

★ ★ ★

● ● ● Al Goodman making his classical debut at Lewisohn Stadium July 2nd. Concert will be a musical salute to modern composers such as Gershwin, Dave Rose, Berlin, Kern, Romberg, etc. . . . Bessie Mack, for years with Major Bowes, has opened her own publicity offices in the RKO Bldg. . . . Vickee Richards gets her first break in too long when she debuts Monday afternoon in Mutual's new musical with Bob Stanley's ork. . . . "Fighting AAF" on American, switching again to the 8:30 p.m. slot on Sundays. . . . Dave Naiman, of the NBC drug store, spends his spare time selling war bonds. He just nicked Bill Stern for a \$10,000 baby. . . . Disc jockey Steve Ellis will do the football broadcasts of Columbia U. over WMCA this fall. . . . Eddie Forman, Abbott & Costello scripter, in town for three weeks with the boys.

★ ★ ★

● ● ● Memos of a Midniter: Situation in radio slowly coming to a head is the growing friction between the artist and the talent agency, the latter in many instances trying to serve two masters. In our opinion, talent agencies will eventually have to make up their minds whether they're gonna be buyers or sellers. In sum, are they representing and protecting the interests of their client—or are they strictly in the business of selling package shows! . . . Oscar Levant, who merely stole the Warner film, "Rhapsody in Blue," walked out of the Hollywood theater press preview alone and unnoticed. We didn't see one of the young army of autograph hounds hustle him for his John Henry. What the crowd did howl for was Judy Garland and Anne Sheridan. They nearly tore Judy limb from limb—but Annie Pie was smart enuf to do a quick fadeout through the side door. . . . Personal vote for cleverest and most readable of the town's drama critiques: Irving Hoffman's punchy wordage. . . . Maggi McNellis, who has come a long way in the year she's been spilling the gossip via WEA, celebrates her first anniversary Tuesday. This time next year, Maggi oughta be just as big on the net. Wanna bet?

★ ★ ★

● ● ● Radiokays: Jerry Wayne's version of "Remember When" . . . American's new army stanza, "Tokyo Calling," penned by Jerry Lewis and directed by Vic Sack. . . . Bert Wheeler on the Fresh-Up ainer. Not the show—just Bert Wheeler's wonderful clowning. . . . Larry Brooks, matinee idol of "Song of Norway" and star of the Ford show, who's being fenced in by six movie offers. Most prolific newsreel voice these days—Ed Hurlthy—who dominates the screen at the Trans-Lux and Embassy every week.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

CHARLES GOODMAN has joined Mutual's Chicago office as an account executive. He was most recently associated with the D'Arcy Advertising Agency, New York, where he handled the Coco-Cola "Spotlight Band" series.

Five contract extensions and renewals are reported by WGN. Nelson Brothers of Chicago has renewed sponsorship of 20 15-minute programs weekly for a 52-week period, effective July 1, through the George H. Hartman Company. Nelson Brothers sponsor two daily programs of interviews from Chicago Service Men's Centers, the "Service Center Canteen" and "Chicago at Night" is a sponsor of "Rhythm Off the Record." A program of transcriptions at 8:30 a.m. Sundays, and is participating sponsor in "Record Reveille" with Bill Evans at 7:45 a.m., CWT Mondays through Saturdays. Hirsch Clothing Co., "Two Ton Baker" and "Telephone Quiz" to 52 weeks, starting July 2, through Schwimmer & Scott, Chicago.

Cedric Foster, Mutual network commentator will be heard locally for another 52 weeks under sponsorship of Durkee famous foods of Chicago through a contract renewal effective July 2. C. Wendel Muench & Company, Chicago, is agency.

The contract on "Words and Rhythm" has been extended to 52 weeks by the Chicago "Tribune," effective July 2, through George H. Hartman Co. Program is heard Monday through Friday, 3:15 to 3:30 p.m.

The Salerno-Megowan Biscuit Co., Tuesdays, Thursdays and Fridays, 10 to 10:15 a.m., CWT, through Schwimmer & Scott.

Correspondent Returns In Flight from Scotland

Des Moines—Herbert Plambeck, WHO war correspondent in the European theater, returned to Des Moines last Saturday midnight after leaving Scotland by plane Friday 4 p.m. in response to cable that his wife was in hospital awaiting first child. Plambeck has been covering war news in Germany, Austria, Holland, Belgium and France transmitting direct broadcasts to WHO four times each week during the past four months. Other WHO war correspondents are Jack Shelley, manager of WHO news department, who has been assigned to leave soon for the Pacific area and Captain Frank F. Miles who is returning to Des Moines from an 11-months' coverage of the Italian and European theater war fronts.

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

Program Parade . . .

THE FISHING AND HUNTING CLUB—WJZ-AMERICAN. Wed., 8:30-9 p.m., EWT. Mail Pouch Tob. Co. This newcomer should prove attractive to those who like the great outdoors and even those who just dream about it. David Newell and Jim Hurley are regulars on the show which is a sort of "Info. Please" at times; tips, tall stories and questions are read and answered. Prizes of cash, tobacco and watches are given listeners for those used. Talk is breezily dispensed.



THE SAINT—WABC-CBS. Wed., 8-8:30 p.m., EWT. Campbell Soup Co. Whodunit series was heard briefly on another network recently, although not a few listening fans wondered why it went off. Back as a replacement for Jack Carson show, it reveals certain qualities more appealing than the average mystery show. Brian Aherne, as the "Saint" does an even tempoed, suave piece of acting. Supporting cast was particularly good.



SHOW SHOP—WOR, New York. Sunday, 12 (noon). Sponsor June Dairy Products. Walter Preston's commentary adds zest to a fascinating half hour of popular recorded music. This program was designed as a memorial tribute to George Gershwin with Preston delivering a eulogy to the late composer.

Lieut. Levy Succeeds Carr In Treasury Post

(Continued from Page 1)

Lane, Director of Advertising, Press and Radio for the War Finance Division. Lt. Levy succeeds Eugene Carr who returns to commercial radio to head the Brush-Moore chain in Ohio.

Lt. Levy, in addition to his duties, will continue to act as special consultant to Secretary of the Treasury Henry Morgenthau, Jr., will supervise all Treasury Broadcasts, administer the Radio Section of the War Finance Division, contact broadcasters, networks and other government agencies and will help prepare plans for the 8th War Loan Drive.

Lt. Levy's staff will be expanded for the 8th War Loan Drive and outstanding individuals, familiar with local radio station operations are now being sought.

Prior to joining the Navy, where he supervised the production of special Naval Training Films, Lt. Levy was associated with Young & Rubicam.

PUBLICITY AND PROMOTION

WANTED—Live wire, good newspaper and magazine contacts for radio production organization. Ability to promote tie-ins and merchandising. Full background including salary first letter. Write Rad'o Daily, Box 183, 1501 Broadway, New York 18, N. Y.

Record Of UNCIO Coverage Revealed In R. D. Survey

(Continued from Page 1)

overseas time of 48 hours can be added making a grand total of 499 hours.

The OWI and OIAA broadcasts went well over this figure. Many of the conference events were also aired over the Canadian, Australian, and French national nets. Most of the broadcasts originated at the conference headquarters in the Veterans Building and in the Opera House. From these two points the independent stations gave 436 broadcasts during the nine weeks of the conference. They broadcast for 10 hours straight on the closing day. Station KPO recorded every open session of the conference and this recorded file will be at the disposal of the State Department. They report that the KPO and NBC staff of technicians, commentators and executives who helped put over the UNCIO coverage totalled 140 persons. Bert Siler was their news manager and Frank Schnepfer, George Greaves and George McElwain handled the engineering angles. Johnny Johnstone, Bryson Rash, and Milt Samuels steered the news and public relations for the American Broadcasting coverage with engineers A. E. Evans and George Milne solving the comprehensive mechanical problems. James Morgan the difficult co-ordination of the coverage of the 10 affiliated independent stations programmed the 12 commentators and reporters in the 436 programs.

Wires

In addition to the heavy voice coverage of the UNCIO the press radio wires state that they carried over 750,000 words of news stories around the world. The Western Union carried 7,000,000 words over their lines and with the addition of the Press Association wires it is estimated that the radio and telegraph press lines handled between 18,000,000 and 20,000,000 words of copy. Officials state

Special Shayon Script

Columbia's dramatic series "The Land Is Bright" will present a special program tomorrow, titled "Report To the Land." The script has been written by Robert Lewis Shayon, producer of the series, who has just returned from a European tour made at the invitation of the War Department. Shayon's "Report" will graphically delineate conditions as he observed them in war-torn Europe.

Norway-U. S. Link Planned

The first direct radio-telephone communication between Norway and the United States is expected to be open for public use late this year as the result of a War Production Board grant of priorities assistance to the Norwegian Government, WPB reported. Norway will purchase radio-telephone equipment in the United States for installation in Oslo.

that this is the largest amount of radio and press coverage ever turned out on any event in the world's history.

During the nine-week session, American broadcast more than 300 programs from the Conference city, keeping its studios in the Veterans' Building in operation throughout the closing day. Among the staff commentators and analysts who were on

Reinsch's Radio Role

San Francisco—Leonard Reinsch manager of the Cox radio stations is acting as official radio advisor to President Harry Truman. He has complete charge of all Presidential broadcasts, and acts as radio coach to the chief executive. An example of his role was seen at San Francisco when he arrived a day ahead of the President and supervised the installation in the Opera House of the Presidential broadcasting booth. Then during the broadcasting period he was in the pit cueing both the President and the network outlets and timing all activities over the air. He went to Washington State with the President before coming here and continued with him on his trip back to Missouri and Washington. Reinsch will not retire from the Cox stations but will continue in his managerial capacity there in addition to acting as Presidential radio aid.

the scene representing the network were Raymond Swing, H. R. Baukhage, Vincent Sheean, Edward Tomlinson, David Wills and Ray Henle. Former Under-Secretary of State Sumner Welles served in the dual role of commentator and adviser on the network's coverage of the Conference.

Roberts On WMCA

Tony Roberts, singer, will be featured in a new program over WMCA, starting Tuesday, July 3, 7:45-8 p.m., EWT. The program will be heard Tuesdays and Thursdays, same time. Roberts has guested on CBS and MBS programs.

AGENCIES

J. M. KORN & COMPANY, Philadelphia, Pa., has been elected a member of the American Association of Advertising Agencies.

POPULAR HOME PRODUCTS, INC., organized to acquire ownership of national advertised drug products, has appointed Raymond Spector Company, Inc., as its advertising and merchandising counsel, effective July 2, it was announced yesterday by Bert Schwartz, production manager.

FCC Resolution In Tribute To Com. Norman Case

The FCC, in tribute to Governor Norman S. Case, whose term as a Commissioner expired this week-end released the following statement, which it adopted as a Commission minute:

"Commissioner Norman S. Case, former Governor of Rhode Island, on June 30, 1945 will complete 11 years service on the Federal Communications Commission.

"He was appointed by President Franklin D. Roosevelt and was an original member of the Commission when it was constituted on July 11, 1934. Governor Case has endeared himself to his fellow Commissioners, the staff, and all the employees by his warm personal qualities, integrity and sense of fair play.

"Uprightness of character firmness of conviction and precision of thought have marked his conduct in the deliberations and decision of the Commission. He has always had the confidence and the respect of those who have had matters before the Commission.

"We who have been intimately associated with him through the years have appreciated his fairness in all matters and his consideration for the views of others. Our work with him has been a pleasure. We congratulate him on the completion of his long and honorable term of public service as a member of this Commission and extend to him our best wishes for his continued success in any activities he may undertake."

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

Tele-FM Views Revealed

Dissatisfaction Is Expressed By FMers

(Continued from Page 1)

ments by the FCC. Members of the board of directors of the Television Broadcasters Association met yesterday to discuss procedure as a result of the allocations and the FMBI group announced that a special directors meeting will be held in Chicago on July 10 at which time they will discuss FM's future. Spokesmen for the Pioneer FM Radio Manufacturers will meet early next week in New York.

O. B. Hanson, vice-president and chief engineer of NBC declared: "We are delighted that the Commission made its decision which gives both television and FM a green light to proceed as soon as war conditions permit."

Galvin Expresses Pleasure

Paul V. Galvin, president of the Galvin Manufacturing Company in Chicago, in response to RADIO DAILY's inquiry, made the following statement.

"Very pleased that the FCC has made their decision because I think it is quite important that this matter be entirely clarified so that we in the manufacturing and also broadcasters can now know what pattern they have to follow to proceed with FM. I don't care to say at this time when I thought set manufacturing would be resumed but it is apparent something will take place in this direction in the fourth quarter of the year."

While declining to comment on the wisdom of the FCC in fixing allocations for FM and Television, Dr. W. R. G. Baker, vice-president of the electronic department of General Electric Company and chairman of RTPB, said "fixing of allocations at this time gives industry the opportunity to do some definite planning." He added that his term of office as head of the RTPB had been a strenuous one.

Austrian Sees Action

Ralph Austrian, of the RKO Television Corporation, producers of television films, characterized the allocations decision as "giving industry the green light." "We now can go ahead with our television production planning."

Spokesman for the Frequency Modulation Broadcaster Association in Washington withheld comment on the FM allocations until after the FMBI board meeting which has been called for July 10 in Chicago. They appeared, however, disappointed and had hoped that the No. 1 proposal would be adopted by the FCC instead of the No. 3 plan.

Philco Official Optimistic

John Ballantyne, president of Philco in Philadelphia, commented "The decision by the FCC gives the green light to both television and frequency

Allocations In Table Form

Washington—The FCC, in adopting alternative No. 3 of the allocations proposals with certain modifications, arrived at the following decisions between 42 and 108 megacycles:

| Freq. Band (mc.) | Proposed Allocations | Freq. Band (mc.) | Proposed Allocations |
|------------------|-------------------------|------------------|-------------------------------|
| 42-44 | Non-Gov. Fixed & Mobile | 72-76 | Non-Gov. Fixed & Mobile |
| 44-50 | Television—Channel #1 | 76-82 | Television—Channel #5 |
| 50-54 | Amateur | 82-88 | Television—Channel #6 |
| 54-60 | Television—Channel #2 | 88-92 | Non-commercial educational FM |
| 60-66 | Television—Channel #3 | 92-106 | FM |
| 66-72 | Television—Channel #4 | 106-108 | Facsimile |

modulation radio just as soon as war conditions permit. It is now a fact that television will go ahead rapidly on a commercial basis. Hundreds of new stations will be erected in the next five years. High-quality receiving sets will be made available at moderate cost so that every one within the range of a transmitter can share the marvels of this great new art."

FM Group Disappointed

Commenting on decision of the FCC to adopt, with certain modifications, Alternative No. 3 of the proposals suggested in the Commission's May 25th report for post-war frequency modulation broadcasting, Arthur Freed, vice-president and general manager of Freed Radio Corporation, New York manufacturers of FM war communications equipment for the armed forces and peacetime builders of the Freed-Eisemann radio-phonographs, issued the following statement:

"As conference chairman of the Pioneer FM Radio Manufacturers group, I speak for them when I say that we are keenly disappointed at the decision of the Commission and greatly disturbed that the FCC would wholly disregard Alternative Plan No. 1 as supported by the wealth of technical and economic evidence submitted by an overwhelming majority of the leading radio manufacturers, as well as by the major engineering authorities of the industry. A serious threat to the future of the entire radio industry, we believe that this decision, completely disregarding, as it does, the sound reasons advanced by industry spokesmen for adopting Alternative No. 1, will result in widespread unemployment at a time when the industry is mobilizing its plans and resources for reconversion from war production to civilian radio production. This decision moreover, represents a great injury to the future progress of FM as an accepted public service and convenience. It definitely favors the manufacturers of standard broadcast receivers and discriminates at this time against the FM manufacturers. Finally, the decision must deprive the public, for some time, of the recognized advantages of FM as an information and entertainment medium."

Mr. Freed also stated that a meet-

ing will be called in the next few days of the Pioneer FM Radio Manufacturers as to the course of action that will be followed regarding the FCC's decision.

WOR Makes FM Plans

On receipt of the news of the new FM allocations the WOR Executive Committee met this morning, June 28th, and made plans for post-war operations of its FM station WBAM which was the first commercially licensed FM station in New York City. WOR will begin commercial operation of WBAM on the new frequencies as soon as manufacturers promise a sufficient number of sets to justify commercial sponsorship. R. C. Maddux, WOR's vice-president in charge of sales, said the new allocations enables station WBAM to guarantee complete coverage of metropolitan New York with no interference from any other FM station at any time.

Displeased Over FM Allocation

Commander E. F. McDonald, Jr., president of Zenith Radio Corporation issued the following statement concerning the Federal Communications Commission's decision to place FM in the 88-106 megacycles band:

"The Federal Communications Commission's decision to move FM upstairs to the unproven and undesirable 100 megacycle area was made against the recommendation of the entire radio manufacturing industry against a 24 to 1 vote by the Radio Technical Planning Board and against the overwhelming preponderance of technical testimony gathered by FCC at the hearings it held on the subject.

"This decision will delay FM and thereby contribute to unemployment during the reconversion period. It will obsolete FM receivers now owned by the public and because of more complicated construction and higher manufacturing costs will cost the public millions of unnecessary dollars for new receivers.

"I do not know the Commission's reason for this decision because in my opinion nobody should be happy about it except possibly the radio chains who by the delay in FM will for a longer period retain their near-monopoly of broadcasting."

Craven Endorses Decision

The FCC decision to allocate the frequencies between 88 and 106 megacycles for FM was an "excellent and

Austrian Of RKO Will Step Up Activity

wise decision," T. A. M. Craven, former member of the FCC, said yesterday. The Cowles vice-president, who is a former chief engineer of the FCC and is chairman of the NAB allocation committee, said he felt the decision of his former colleagues was the wisest that could have been made.

"It is a decision which broadcasters generally will applaud" he said, "even though it does mean losses now for some of them. Notice that I said 'broadcasters,' not manufacturers. It assures the nation of the best possible FM service."

At yesterday's monthly meeting of the Television Broadcasters Association, over which J. R. Poppele, president, presided, it was unanimously held by the board of directors that the action of the Commission, re its decision on allocations, had acted in the interest of the public. With the release of restricted materials by the War Productions Board, the television industry will prove and confirm their contentions in time to come, the board said.

Washington Bureau, RADIO DAILY.

Washington—Promising a further statement which will presumably strike at the FCC decision to assign the FM service to the 88-106 megacycle band, Major Edwin H. Armstrong, FM inventor, declared yesterday that efficient and prompt processing of FM applications by the FCC will enable the service to progress despite "its handicap." His own company, Alpine, will, Armstrong said, start dual operation as soon as possible.

"I have two statements to make regarding the decision of the FCC to move FM to the 100 megacycle band," Armstrong said. "One of these statements deals with the immediate practical situation facing the broadcaster and the prospective broadcaster. I will make that one now. The other statement will deal with matters of a more fundamental and non-technical nature and will be made in due course when facts can be assembled and presented in an orderly fashion."

Question Marks

"The case of immediate importance to the broadcaster is whether FM can go ahead on the new band and provide a better service than AM. The answer is, of course, that it can. The original FM work was on 110 and 117 megacycles and it was on this band that the superiority of FM over AM was demonstrated to the men who became FM's pioneer broadcasters.

"FM will start going forward immediately that licenses are issued for the 400 or more applications on file. The Commission can now show its faith in its statement that the same or greater coverage will be obtained

(Continued on Page 7)

Varied Reactions To Tele-FM Allocations

(Continued from Page 6)

in the new band by processing the applications as filed immediately. There is no necessity for further burdening the applicants with useless red tape and recalculations of meaningless service range figures. If action is taken promptly then in spite of the handicap imposed by the shift in the band, FM will be the major factor in post-war employment.

New Device

"Anticipating the possibility of this decision by the Federal Communications Commission, there has been designed a device which will enable the stations now on the air to emit simultaneously the old and the new frequency during the period of interim operation. Details of this will be made available shortly by one of the pioneer FM transmitter manufacturers.

"Alpine will start dual operation as soon as materials, manpower and a license are available. Application has been made today to the Commission for the frequency in the new band corresponding to Alpine's position in the old one.

"The second statement above referred to will be made in due course."

OWI Relinquishes Service On Army Casualties, July 1

(Continued from Page 1)

decided upon by the War Department after it was informed that the Bureau of the Budget had ruled that OWI could not perform the service gratis. When OWI took over the handling of casualty lists, it devised a simple, efficient, and speedy procedure of processing and distribution; and in the four months since then handled more than 455,000, or 44.4 per cent of the total Army and Navy casualties since Pearl Harbor, with errors amounting to only 4/10,000 of one per cent of the total names. At the same time it has shown an actual saving in paper of 140 tons as compared to the method that had been used by the Army, and has conducted the operation at a total cost of \$125,000 which was borne entirely by OWI."

Send Birthday Greetings To—

June 29

- | | |
|--------------|------------------|
| Nelson Eddy | Adrian Rollini |
| Roy Post | N. S. Livingston |
| Ruth Warrick | Jim Nolan |
| Jack Baker | Dorothy Gregory |

COAST-TO-COAST

— OREGON —

PORTLAND—Arden X. Pangborn, general manager of KGW and president of the Oregon Advertising Club acted as chairman at a meeting called this month by Governor Earl Snell at Salem. Meeting, called to formulate plans for the promotion of the State's post-war tourist business, was keynoted by Arthur R. Kirkham, vice-president of KOIN.

— PENNSYLVANIA —

PHILADELPHIA—Staff of KYW tendered a luncheon recently to Virginia R. Needhammer who has resigned to join her soldier-husband returning from India. . . . William A. Banks, president of Independence Broadcasting Company's station **WHAT**, has announced the appointment of Broadcast Sales Company as national representatives for New York and Chicago.

— TENNESSEE —

BRISTOL—WOPI is sponsoring its 7th Bond Wagon for the 7th War Loan drive, with an "E" bond quota of \$65,000 which is already over-subscribed for \$79,925.75. To date total sales, including "E's" as well as others and stamps, are reported at \$1,243,647.75. A daily broadcast originates from the Bond Wagon which is located in the center of the city.

— TEXAS —

AUSTIN—Paul Bolton, KTBC news editor, has returned from his assignment to the Security Conference, where, in addition to piped broadcasts direct to KTBC, he made recordings which were also aired on the station. . . . **DALLAS**—WRR reports that Alice McCord, librarian for three years, has become assistant to the traffic manager; Fred Kincaid has become director of sports; Alta Faye Lackland has taken over as chief librarian.

— UTAH —

SALT LAKE CITY—L. A. "Bus" Manwaring, KSL account executive, has been named Bishop of Waterloo L. D. S. Ward. "Bus" is the youngest man ever to be appointed a Bishop of Waterloo Ward since its organization in 1905. . . . **KDYL** used its short wave length equipment to present highlights of the golf match between Bob Hope and Bing Crosby on the Fort Douglas course recently. Game was for the benefit of Bushnell General Hospital.

— DISTRICT OF COLUMBIA —

WASHINGTON—With the permission of Magazine Digest, WOL has reprinted on its own letterhead the Jack Stenbuck articles in the mag's June issue titled "Worcester, Mass. Has Previewed Tomorrow's 'One World'." Reason is it deals with the prize-winning brain child of David K. Harris, "Worcester and the World," done while he was with WTAG. Harris is now program director at WOL.

— CONNECTICUT —

HARTFORD—WHTD and the Brown-Thompson Department Store recently received mention over Don McNeil's Breakfast Club program in connection with a Treasury citation both station and store received. . . . **WDRC** has all-request programs spotted through out its daily schedule, now that the request ban is off.

— VIRGINIA —

PETERSBURG—WSSV sponsored a contest in which a seeing-eye dog was given to the writer of a letter showing the greatest need for this type of dog. . . . **WSSV** assistant manager Cy Newman is emceeing "Introducing Mrs. G. I. Joe," weekly series emanating from the luncheon table of the Service Men's Wives Club at USO.

— NORTH CAROLINA —

GREENSBORO—Saralou Allred, WBIG's director of women's programs has changed her program "Women Today" to "What's New In Food." New format, pointed to grocers and wholesalers, will feature interviews and recipes. Greensboro curb market will be highlighted from time to time.

— COLORADO —

DENVER—KLZ has signed for a year with the Davis and Shaw Furniture Company for "Easy Aces," six times weekly. Outlet is putting heavy promotion behind the sponsor's campaign, using newspapers, street car and taxi cards and movie trailers. . . . **July 3 KOA** will send all talent to Glenwood Springs for the 3rd anniversary celebration of the U. S. Naval convalescent hospital located there.

— WEST VIRGINIA —

HUNTINGTON—James Roy Phillippe has arrived at WSAZ to assume duties of sports editor and special events announcer. Phillippe was formerly assistant director of the Kanawha Players in Charleston, W. Va. and did radio work at Evansville, Indiana, following graduation from Cornell.

British Tele Expert Tours U. S. Stations

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middle of July to participate in the consolidation of Bush Radio with Cinema Television, Ltd., one of the companies he already heads as technical director. The other two Rank companies are Baird Television, Ltd., and Societe Internationale de Television.

Capt. West declared this week that in England before the war 20,000 receivers were sold, of which it is estimated 5,000 were lost during the bombings. Six cinemas were equipped with 12 x 15 screens, and these houses got very good results televising special events such as boxing matches and the Derby.

Camp Tour Planned

Los Angeles—Policy of broadcasting show direct from Army and Navy camps during summer months will be inaugurated by Sealtest when NBC's "Village Store" starting Jack Haley originates at Navy Amphibious Training Base at Oceanside on July 5th.

Subsequent three shows will emanate in turn from Mojave Marine Airbase (July 12th), air transport command, ferrying division, at Long Beach (July 19th) and Navy Training Distribution Center at Camp Elliott near San Diego (July 26th).





**OUT OF TOWN BOYS
MAKE GOOD**

National Operation - - Local Selection

Far-flung are the operations of Bond—famous for better clothes at lower prices. While space advertising is placed nationally,* radio is a matter for local selection based on the manager's judgment of home town conditions.

Thus it was logical for Bond to pick WFBR—Baltimore's big home town station. And so in 1938 Bond started on WFBR with spot announcements. In 1939—Bond started Alarm Clock Capers—7:45 to 8:00

*Agency: Neff-Rogow, Inc.

A.M.—five days weekly. This they have continued six years and added in 1944 — 15 minutes of news, 11 to 11:15 P.M., Sunday through Friday.

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 . .

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

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