

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 42

NEW YORK, N. Y., FRIDAY, DECEMBER 1, 1944

TEN CENTS

FM Board Holds Meet

Porter's FCC Post Awaits ICC Hearing

Washington Bureau, RADIO DAILY
Washington—Confirmation of Paul Porter as new FCC chairman will be recommended to the Senate by the Interstate Commerce Committee without a hearing by that committee, Chairman Burton K. Wheeler said in a letter to Porter yesterday. Wheeler said nothing will be done on the confirmation until Porter returns to Washington late next week or early the following week.

Wheeler did not appear to expect any opposition to the appointment to develop in the Senate. One of the Senators are less than lukewarm about it, but there is no reason to believe that.

(Continued on Page 6)

Young Leaves McGillvra; Opening Own Rep. Office

Chicago—William J. Young, Jr., formerly associate of Joseph Hershey McGillvra, plans to open his own station office in New York this week and on December 15 will open a Chicago office. Young, who was on the sales promotion staff of NBC for seven and a half years prior to joining McGillvra, will give specialized service to a limited group of stations.

Navy Broadcast Will Omit Commercials

Chicago—The radio coverage of the December 10 Navy football game will not include any commercials, according to an announcement yesterday by J. P. Gillette, Jr., president of the Gillette Radio Company. (Continued on Page 4)

NAB Endorses Xmas Show Plan

J. Harold Ryan, president of the National Association of Broadcasters, in a telegram to RADIO DAILY yesterday, voiced approval of the plan for "Christmas Shows for G.I. Joes." Mr. Ryan's telegram follows:

"Announcement of your plans to devote the Christmas issue of RADIO DAILY to acknowledgement of programs especially for the armed forces at home impels me to congratulate you on this move.



J. HAROLD RYAN

"Space devoted to the stories of stations and network efforts to bring Christmas and New Year entertainment to hospitalized servicemen, men and women in nearby camps, servicemen's centers, all places where they will gather during the Christmas season, certainly surpasses any traditional expression of 'Merry Christmas and Happy New Year.'

"I see that you have had immediate response to this idea which indicates the spirit and enthusiasm with which the radio industry is planning these programs."

J. Harold Ryan,
President, National Association of Broadcasters.

Sees Postwar Prospect Of Continued Good Biz

Chicago—The continuance of wartime billings into its post-war business schedule, with possible increases, is anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division.

"Better than 90 per cent of NBC's (Continued on Page 2)

Flamm's Counsel Seeks End of WMCA Hearing

Washington Bureau, RADIO DAILY
Washington—A telegram urgently requesting discontinuance of the private hearings on the WMCA case pending final disposition of the civil action brought by Donald Flamm against Edward J. Noble was received yesterday by Clarence F. Lea. (Continued on Page 6)

Network Leaders Comment On 25th Anniversary Plans

Executives of the four major networks yesterday lauded the NAB plan for nation-wide observance during the coming year of the radio industry's 25th anniversary.

Niles Trammell, president of NBC;

Mark Woods, president of the Blue Network; Edgar Kobak, head of Mutual Broadcasting System, and George Crandall, director of press information for CBS, issued statements stressing (Continued on Page 6)

Coffee cups to Macarons! You've got a responsive market in Northern New England. Sell thru WLAW!

WLAW is a penetrating power—reaches 152 cities and towns—an audience of 907,283. Advt. Send for coverage map!

Sessions In Capital Opened Yesterday Will End Today

Washington Bureau, RADIO DAILY
Washington—The board of directors of FM Broadcasters, Inc., met yesterday afternoon for the first of three sessions ending tonight at the Hotel Mayflower. It was primarily a business meeting, with admission of 20 new members discussed, enlargement of the Washington headquarters and other organizational details. Of prime interest, of course, was the forthcoming frequency allocations, which were exhaustively discussed off the agenda.

A representative of the FCC may (Continued on Page 5)

Elgin Co. Xmas Show On Full CBS Network

Elgin National Watch Company will utilize the entire CBS web for its two-hour annual Christmas Day program, 4-6 p.m., EWT, Mon., Dec. 25, it has been announced by J. Walter Thompson Company, agency for Elgin.

Although the talent listing is incomplete, the following have been (Continued on Page 5)

'Finders Keepers' Company Blizzard Bound In Plane

Riding a Navy plane through a blizzard that grounded their craft for three hours at Columbus, Ohio, and then dogged the party to New York, the stars of NBC's "Finders (Continued on Page 4)

Travelers Aid

Vice-president Samuel F. Pryor and V. E. Chenea of Pan American World Airways are presenting a post-war plane ticket plus two weeks hotel accommodations either in the United Kingdom, France, Honolulu, or Rio de Janeiro, the highest bidder in war bonds the "Victory Auction" program on an evening at 11:30 over WJZ. Dave Ellman will emcee.

Jubilee

One of the first network programs to project Paul Whiteman's "Jerome Kern Jubilee Week" will be Lyn Murray's Squibb show "To Your Good Health," CBS, next Wed. The Lyn Murray chorus and orchestra, in addition to the featured soloists, Betty Mulliner and J. Alden Edkins, will participate in the all-Kern program which will include seven of the master's compositions.



Vol. 29, No. 42 Fri., Dec. 1, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersezeau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Courtenay At Ad Club

British war correspondent William Courtenay will be both guest of honor and speaker at a special luncheon to be given by the Advertising Club in New York today. Courtenay has just been flown here from Leyte, and will bring late news of the war in the Pacific.

20 YEARS AGO TODAY

(December 1, 1924)

While screen actor Rudolph Valentino is en route to his vacation in Europe, station WOR will transmit a program each afternoon and evening which he will try to pick up. Valentino will send WOR's chief engineer Poppele a radiogram telling how signals were received and distances of the ship at each program.

Coming and Going

RUSS HODGES, sportscaster on WOR-Mutual, leaves today for South Bend, Ind., where tomorrow he will broadcast the football game between Notre Dame and Great Lakes.

TOM McKNIGHT, director of the Blue Network's "Radio Hall of Fame," has left for the West Coast, from which point the program will emanate for eight weeks starting Dec. 10. On this Sunday's show, Eddie Saulpaugh, assistant to McKnight will substitute in the New York control room. The program personnel will leave shortly thereafter for the Coast.

RIK BOLLARTS, GERRY GOLLARD, DAVID KOHNHORST, writers, and BOB BREWSTER, producer, all of the Frank Sinatra show, leave today for the West Coast.

HAROLD E. FELLOWS, manager of New England operations for the Columbia Broadcasting System, a visitor in New York yesterday at the headquarters of the network.

LOWRY KOHLER, sales promotion manager and program director of WLAP, Lexington, Ky., a caller yesterday at the station relations department of the Blue Network.

BILL SLOCUM, CBS director of special events, left yesterday for Wright Field, Dayton, Ohio. He will do a broadcast on buzz bombs from that point on his "World News Today" Sunday afternoon.

PHIL MILES, of the Allen Meltzer office, is away for awhile recovering from a heavy cold.

Sees Post-War Prospect Of Continued Good Biz

(Continued from Page 1)

advertisers have continued their peacetime schedules through the war and we are confident they will remain with us after the war," declared McCluer. "Some clients, in fact, who have retained their radio time despite reductions in their available consumer merchandise during the war are expected to increase their advertising once their goods are again available in sufficient quantities to supply all demands."

Winchell To Be Benny Guest

Walter Winchell will be guest star on Jack Benny's program over NBC Sunday, Dec. 3, at 7 p.m., EWT.

FINANCIAL

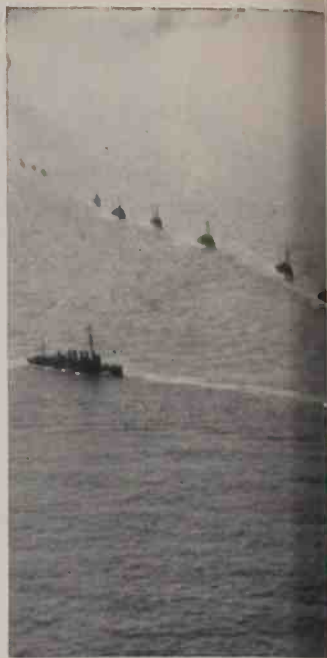
(Thursday, Nov. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 5/8	165 1/8	165 1/8	+ 1/8
CBS A	32 3/8	32 1/2	32 1/2	- 1/4
CBS B	32 7/8	32 7/8	32 7/8	+ 5/8
Crosley Corp.	28 1/4	28	28 1/8	-
Farnsworth T. & R.	13 3/8	13	13	- 1/8
Gen. Electric	39 3/8	39	39 1/4	-
Philco	32 7/8	32 1/2	32 3/4	+ 1/4
RCA Common	10 3/8	10 1/4	10 1/4	-
RCA First Pfd.	79 3/4	79 1/2	79 1/2	- 1/8
Stewart-Warner	16 1/4	15 7/8	15 7/8	- 1/8
Westinghouse	110	109 1/4	109 1/4	- 1/8
Zenith Radio	38 3/8	37 1/2	37 1/2	- 1

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	5 1/2	5 1/2
OVER THE COUNTER		
Stromberg-Carlson	15 3/8	16 3/8
WCAO (Baltimore)	23	
WJR (Detroit)	37	



The Navy Calls It "Recognized Risk"

The Navy will take a chance on losses . . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk-taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three-way basis so many shrewd time buyers are adopting these days. Choose your station on Coverage, Popularity, Cost-per-listener.

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

If you have a job to do in this, the 6th largest market of the country, when you choose radio . . . choose W-I-T-H, the successful independent station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



HOME TOWN BOYS MAKE GOOD AND HOW

?

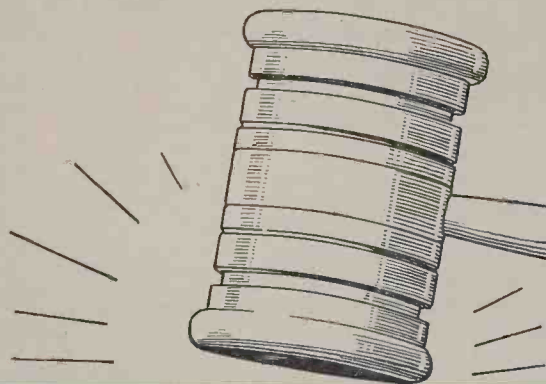
CKLW

BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

HOME TOWN BOYS MAKE GOOD AND HOW

?



Court convenes at 1:45



**A DAYTIME
SERIAL TYPE AUDIENCE**

***"The American
Woman's Jury"***



HERE is a program in which problems sent in by listeners are discussed and judged by a studio jury of housewives and mothers.

A simple formula? Yes. But one that embodies no less than three tested claims to audience-attention:

Women's interest in other women's problems, basis of the spectacularly popular "soap opera." The real life heroine, in the successful domestic drama tradition. The courtroom setting, which has put shows like "Mr. District Attorney" in the upper rating brackets and pinned them there.

These elements, expertly juxtaposed by The Yankee Network and WNAC — produced each afternoon from 1:45 to 2:00 P.M. EWT, make up "The American Woman's Jury."

**A new case each day
Monday through Friday
1:45 P. M. EWT**

Now available for sponsorship on Mutual

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

LOS ANGELES

By RALPH WILK

JOHN S. COONLEY, Honolulu representative for N. W. Ayer & Son, arrived in Los Angeles this week to visit the Ayer Hollywood office before going to San Francisco. Coonley has been making annual tour of all Ayer offices in the States—including the main office of Philadelphia.

Employee Glee Club has been formed at the plant of the Hoffman Radio Corp. Director is Thomas J. Fill, plant guard, who organized and directed the famous Nightingale Singers in Highland Park, Ill. for 30 years. He was lately retired as a lieutenant from the police force there after 28 years of service.

Velma McCall, secretary to the Blue's "Lum and Abner," has returned to her desk in Hollywood after spending six weeks in Chicago, Cleveland and New York, visiting relatives.

Peter O'Groty, formerly with OWI, CBS and USMC, has joined the staff of Russell Birdwell and Associates.

Dinah Shore has begun recording 44 songs entirely in French which the OWI will send overseas for airing over French stations.

Army-Navy Broadcast Will Omit Commercials

(Continued from Page 1)

Safety Razor Co., which has purchased exclusive broadcasting rights to the game. "We want to go all out and help make the Sixth War Loan Drive a 100 per cent success," Mr. Spang said. "The time usually reserved for commercial announcement will be devoted entirely to war bonds."

Ted R. Gamble, national director of the War Finance Division of the Treasury, paid warm tribute to this action by the Gillette sponsors. He pointed out the broadcast is expected to reach one of the largest radio audiences in history, and should result in the sale of several million dollars in bonds. Admittance to the game is by the purchase of a war bond, and it was recently disclosed that all seats were sold within a few days of their release.

Decision Made at Confab

The decision to drop commercials was made following a meeting of Craig Smith, advertising director of Gillette, sportscasters Ted Husing and Jimmy Dolan, who will handle the mike at the game, and Thomas H. Lane, director of press, radio and advertising of the War Finance Division.

Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION



Reporter At Large . . . !

● ● ● Show-folk are reputed to be most generous of their time, talents and money for Patriotic and charitable purposes . . . in line with that idealistic resolve and materialistic endeavors, the Dexter Fellows Tent of the Circus Saints and Sinners Club, at a luncheon Tuesday, presented through its President Jimmy Walker, a substantial check to Senator J. Henry Walters, Head of the Will Rogers Memorial Hospital Fund . . . nearest to the hearts of thespians is this great institution at Saranac where men and women of the theatrical world, who have fallen victim to that dread scourge, Tuberculosis, receive urgently-needed hospitalization and rehabilitation . . . the perpetuation of the hospital as a living memorial to that great trouper, Will Rogers, is a sacred trust and that trust will be upheld . . . the check donated, will be used for the "We The Patients," newspaper which serves to chronicle hospital activities, provides language courses and in general tends to promote and maintain the morale of the inmates . . . A RADIOKAY then to Jimmy Walker, Senator Walters, Walter Vincent, Harold Rodner, "Senator" Ed Ford and the hundreds of their fellow-workers for their untiring efforts.

★ ★ ★

● ● ● Clarence Menser's new idea, "Welcome Home Auditions" for returning servicemen and women, which will give these veterans a chance to try their talents for radio, was given an unexpected start Wednesday morning . . . when comedian Ransom Sherman became ill and couldn't appear on this regular morning program, "Mirth And Madness," former G.I. Whitey Carson, cowboy singer and guitarist, was called in and 'did a job' . . . not only is this a great step towards rehabilitation for a great number of servicemen and women but it should serve the purpose of discovering additional talent for RADIO . . . darn NBClever we say . . . ● Bill Brennan will CBStage a musical pre-game rally tonite at 7:15 with a five-minute talk by Ted Husing who will broadcast the Army-Navy game at Baltimore exclusively. . . ● Mort Gottlieb, scripter-praise agent with the Allan Meltzer office, has several Broadway Producers excited about his new musical. . . ● Did you know that Fred Fradkin, musical director of the CBS show, "Adventures of the Thin Man," was a violin soloist and once made an American tour with the great dancer, Nijinsky? . . . ● Aaron S. Bloom, hustling young Kasper-Gordon exec will be in Gotham next week . . . source of many a juicy item too. . . ● Lon Clark, who appears on about nine programs a week, including "Valiant Lady," "Wilderness Road," "Nick Carter," "Aldrich Family" and others, must dash madly to and from the studios . . . "Who's complaining?" pants Lon. . . ● Bill Meloney, radio pub. dir. at BBD&O tossed a high pitch for the Radio Daily Annual at Publicity Club's luncheon yesterday at the Belmont Plaza . . . he called it "an indispensable agency reference book" . . . aw gee, Bill, you only say that because it's true.

★ ★ ★

● ● ● Nora Stirling's program, "Serenade to America," will NBCcelebrate its first anniversary next Wednesday . . . earlier this week we referred to it as a 'commercial' . . . it isn't, but we'll never understand Why. . . ● A former doorman at that deluxe movie palace, Glenn Langan will be seen on the Roxy Theater screen as a featured player in the flicker, "Something for the Boys". . . ● Fans of Beatrice Kay's "Gaslight Gaieties," heard Saturdays via NBC, have sent her enough relics of the 'gay nineties' to fill an entire room at her Closter (N. J.) home. . . ● Tel-Pic Syndicate, celebrating its fifth anniversary, will give stations, subscribing to its photo news service, bound souvenir booklets showing actual battle scenes 'shot' on the far-flung fronts.

★ ★ ★

— Remember Pearl Harbor —

SOUTHWEST

CEDRIC FOSTER, of Mutual, Godwin of the Blue, and Ernie Lindley, from "Newsweek," were among the group of topflight newspaper, radio and magazine writers visiting the state on a tour sponsored by the Central Tire & Rubber Co. The tour was organized to graphically portray the part the state is playing in the nation's war effort, as well to demonstrate the important role the state plans to assume during the post-war era.

According to KABC chief engineer Paul Wolfe, in San Antonio, the station boasts a higher percentage of women employees in the engineering department than any other station date.

'Finders Keepers' Company Blizzard Bound In Plan

(Continued from Page 1)

'Keepers' and "Serenade to America" arrived at Floyd Bennett Field early yesterday after a whirlwind two-day bond drive in Kansas City.

Headed by Clarence L. Menser, NBC vice-president in charge of programs, the entertainers left New York Monday noon to participate in the drive which was conducted under the combined auspices of station WDAF, NBC's Kansas City affiliate and the Kansas City "Star." Marjorie Fisher, creator of "Finders Keepers," participated in staging the shows.

Two Shows at K. C.

While in the midwest, the group staged two shows at the Kansas City Municipal Auditorium, and also entertained, 1,000 sailors, officers and WACs at Olathe (Kan.) Naval Training Station nearby.

At the Training Station, Nan Merrill and Bob Merrill of "Serenade," Bob Sherry and Julie Conway of "Finders Keepers"; Block and Sully, and an orchestra under the direction of NBC's Milton Katims, staged a two-hour show in the Recreation building.

Tuesday evening, the entertainment played before an audience of 13,000 at the Auditorium, garnering bond sales of \$3,517,280. Millions of dollars more were raised in the auction of articles which included everything from a fur coat to a live steer.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

Board, Meets Washington, D. C.

(Continued from Page 1)

The group today to discuss the plans as a part of the regular membership of the association is 139, with announcement of the action on another applicants.

No "Duplication" Problem

There was no record discussion of the plan for FMBI with NAB, and the project appears to be cold at present. President Walter Damm FMBI and NAB President J. Ryan are reported to have agreed that thus far there is no serious problem of duplication.

And for the session were John Shepard of Yankee Network, V. L. Hogan, Lee Wailes of the house, Franklin R. Doo-WDRRC, Hartford; Ted Strei-WOR; Ray H. Manson of the Marg-Carlson; C. M. Jansky of the & Bailey, Washington; Myles executive director, and Phil counsel. Special guest for the session is Major Edwin H. Arm-

Grauer's Busy Day

Grauer's bond-selling effort under full momentum. Three appearances on today's schedule; a noontime talk at the U.S.S. Texas, 48th St. and City; a 4 p.m. speech before the press and Wash Frocks meet at the Waldorf-Astoria, and a front of the curtain at the Theater tonight.

"Fidelio" On NBC

Even's only opera, "Fidelio" presented over NBC by Toscanini and the NBC Symphony Orchestra in two broadcasts to Sundays, December 10 and 11, 5:00 p.m.

Christmas Shows For G. I. Joe's

Eleven additional stations by letter and telegram yesterday pledged their participation in Radio Daily's plan to produce special shows for the entertainment of servicemen and women in their localities during the Christmas season.

The eleven stations are:
 WLW, Cincinnati; WHOP, Hopkinsville, Ky.; WMBO, Auburn, N. Y.; WWNY, Watertown, N. Y.; WBT, Charlotte, N. C.; WKY, Oklahoma City; WMBS, Uniontown, Pa.; WSAV, Savannah, Ga. and WIP, Philadelphia, and WKCY, Cincinnati, and KSTP, St. Paul-Minneapolis.

The number of stations to date who have joined in holiday program planning totals 195.

Canadian Station Joins Don Lee Group Today

Los Angeles—A salute to Don Lee-Mutual's first "foreign nation station," CKWX, in Vancouver, British Columbia, Canada, which joins the network today, will be made on a special Hollywood-originated program at 10:15 to 10:30 p.m., PWT, today. The quarter-hour musical salute directed by Frank De Vol will be followed by CKWX's first greeting to Don Lee-Mutual from 10:30 to 11 p.m., PWT. With "Hi, Neighbor" as the musical theme, CKWX's half-hour network program will be directed by Geoffrey Waddington, one of Canada's most popular musical directors, with a 28-piece orchestra, four soloists and a ten-voice choir taking part.

Waring On Bond Show

Richmond—The regularly scheduled broadcast of "Fred Waring and His Pennsylvanians" originated from the Mosque Auditorium and was broadcast by WRNL yesterday, as part of the Sixth War Loan Drive in this area.

The big auditorium was entirely sold out well in advance of the broadcasts, admittance being the purchase of a war bond. Six boxes were purchased by a group of Richmond merchants for \$2,250,000 in bonds, and were occupied by wounded overseas veterans of this area.

KOBH Changes To KOTA And Increases Power

Rapid City, S. D.—KOBH's call letters have been changed to KOTA and the station expects to increase its power soon from 250 watts to 5,000 watts as a CBS affiliate, Robert J. Dean, manager, announced yesterday. The new call letters KOTA, Dean points out, means "friendly" in the Sioux who have always inhabited the area.

Producer To Blue

Keith Brown, formerly of the NBC-Hollywood production department and assistant producer of "Blind Date," has joined the electrical transcription section of the Blue Network's production department.

Elgin Co. Xmas Show On Full CBS Network

(Continued from Page 1)

tentatively scheduled to date: Jack Benny, Bob Hope, Bing Crosby, Carmen Miranda, Joseph Szigeti and Don Ameche, who will emcee the proceedings. The major portion of the show will originate from KNX, Los Angeles, with cut-ins also tentatively scheduled from New York, Chicago, Washington, D. C. Carol Carol is handling the directorial and production chores on the program.

Berle's Comedy Show Moving From Blue To CBS


Eversharp, Inc., will take the Milton Berle "Let Yourself Go" program from the Blue Network to CBS, Wed., Dec. 20, it has been disclosed. Eversharp currently sponsors "Take It Or Leave It" on the full CBS chain and has ordered 141 CBS stations for the bow-in of "Let Yourself Go." The Biow Company is the agency handling the account.

"Let Yourself Go" will succeed "The Electric Hour," which will transfer to Sunday afternoons from 4:30-5 p.m., EWT, on the network starting Dec. 7.

WJLS
 BECKLEY,
 WEST VIRGINIA


Expands its market*.....

Daytime coverage increases 1,390 square miles...with
 10,741 additional potential listeners (FCC survey).

Now at **560** on the dial 

CBS NETWORK • Represented by Burns-Smith

**HOME
 TOWN
 BOYS
 MAKE
 GOOD
 &
 HOW
 ?**



Flamm's Counsel Seeks End of WMCA Hearing

(Continued from Page 1)

chairman of the House Select Committee investigating the FCC. The message, sent by Philip Handelman, counsel for Mr. Flamm, reads as follows:

Counters Noble's Charge

"It is now apparent to any clear thinking person that the fear that I have had right along that an unfair attempt was being made to obtain a blue print of the plaintiff evidence in the case of Flamm vs Noble now pending in the Supreme Court of New York county and at the same time conceal whatever defense the defendant might thereafter try to concoct based upon the plaintiff's evidence, I now protest the continuation of these hearings in executive session. We gave your committee an opportunity to get the law suit out of the way and ample time so that your committee if sincere could go fully into the matter without the danger that Noble's defenses would be revealed. That opportunity was declined by your committee and I strictly feel that since no guarantee can be given to the plaintiff Flamm that the rest of his evidence will not seep through from your executive session to the defendant Noble, that in all fairness, if there is any fairness left in your committee, you should discontinue any further inquiry on the WMCA transaction until after the matter has been completely appealed in the New York Supreme Court."

Wants Ejection in Record

Handelman yesterday wired Lea protesting because the record of Tuesday's session failed to include any reference to the forcible ejection of Handelman from the hearing room. Handelman had tried to address the committee when it was announced that further hearings on the WMCA sale would be closed to the public, and had been removed from the room by a uniformed guard.

On his way out, Handelman had shouted, "I demand that the record show I was forcibly removed. I am a taxpayer. I pay your salaries."

Expunging of this incident from the record, he told Lea, was unfair and prejudicial.

Network Leaders Comment On 25th Anniversary Plans

(Continued from Page 1)

ing the significance of the anniversary year.

The NAB plan should bring radio the deserved approbation of the entire nation, said Trammell, who declared:

Trammell Enthusiastic

"Mr. Ryan's proposal undoubtedly will be approved by the broadcasting industry. The fact that the 25th anniversary occurs in the midst of war and at a period in that war when the service rendered to the public is at an all-time peak, highlights the industry's accomplishments.

"Although it is apparent that listeners generally recognize radio's contributions to the war effort, it is probable that not all of the millions of set-owners appreciate the full scope of these activities. For this reason alone, Mr. Ryan's suggestion, if carried out by the nine hundred broadcasters and the hundreds of manufacturers of radio equipment, should bring Radio the approbation of the entire nation."

Woods Asks "Year of Victory"

"Radio broadcasting as we know it was born in the last world war," Mr. Woods declared. "It is only fitting, therefore, that it should reach its majority during the present terrible struggle and at a time when it can be of most service to the American people. The preservation and exercise of the rights of free speech and free communications will be our guarantee of the effectiveness of the peace to come.

"Let us make 1945, the 25th year of radio broadcasting, the year of victory," he continued. "The radio industry is honored to be able to serve the American people in these times and to continue to serve them in the years of peace to follow the resolution of this war."

Kobak Gives Views

Characterizing broadcasting as a powerful influence in sustaining democracy, Mr. Kobak said:

"Out of the many assertions and counter-assertions of warring nations through the many broadcasting bands today, one fact stands out—and that is that broadcasting is a powerful influence in sustaining the forces of democracy.

"On the twenty-fifth anniversary of the broadcasting industry in the United States, it's well to give this full consideration for broadcasting in this country is conducted in the democratic way and will continue so."

Continuing, Mr. Kobak said:

"The accomplishments of broad-

casting have become more outstanding with each of the twenty-five years of democratic development, and that they will continue to become so in every phase of its technical and programming operation is apparent to those who have followed it through its remarkable quarter-century of growth."

"Expand Efforts," Says Crandall

Calling for recognition of the magnitude of impending developments in the industry, Crandall, Columbia's press information head declared:

"While radio broadcasting has unquestionably achieved a record that warrants celebration of its 25th anniversary in 1945, any observance of our past accomplishments should be tempered with a recognition of greater things yet to be accomplished. Broadcasting is still too young to contemplate its past with contented satisfaction. But it is not too young to meet its 26th year with a pledge to improve and expand its efforts in the interests of the nation it serves."

Leaders of the broadcasting industry are expected to meet in New York next week with President Ryan and other NAB executives to discuss plans for national observance of the twenty-fifth anniversary of radio.

Porter's FCC Post Awaits ICC Hearing

(Continued from Page 1)

to expect serious difficulty in getting the appointment through. Sena's opposition is on the grounds of Porter's previous activities—with and with the Democratic National Committee—rather than on the grounds of his administrative ability.

Approval Almost "Routine"

Implication by Wheeler was the appointment might have gone through as a routine matter were it not for the protest by the Socialist party and one or two other groups. He said he has not decided whether the hearing will be public or executive.

Laurence Evans To Guest With Martha Deane Tonight

Laurence Evans, vice-president of Columbia Concerts, will talk for the first time on the air on Friday, December 1, when he will appear on the Martha Deane program, 3:30-4:00 P. M. Evans, who has spent the last 25 years of his life in the music business, will discuss his experience as manager of such famous musical artists as Amelita G. Curci, Yehudi Menuhin, Rose Bampton, Dorothy Maynor, Rise Stevens and Lawrence Tibbett.

**HOME
TOWN
BOYS
MAKE
GOOD
&
HOW
?**



Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

ANNOUNCER-ACTOR

Network Experience — Disk Jockey and General Announcing

AVAILABLE NOW

For Metropolitan Area

Write, RADIO DAILY, Box 927

1501 BROADWAY, NEW YORK 18, N. Y.

PROMOTION

Rosemary

We received a box big enough to hold a small time bomb in it, we thought it was rather premature for Christmas gifts. After shaking it cautiously, we decided to open it knowing that Benton & Bowles, a trustworthy organization. The first thing we saw was a cello envelope with a sprig of the evergreen inserted. When we removed this, we found a little booklet entitled "Rosemary For Resistance," which tells all about the radio program, the legends about Rosemary evergreen tree, and not least, the fact that a sprig of the evergreen goes a long way towards flavoring foods. Underneath the booklet were two little Rosemary from Betty "Rosemary" Winkler, who plays the female lead in the new radio serial. The program is going all adds up to an important promotion piece. The copy booklet is very interestingly written and indicates that it required a great deal of research. The picture of Betty Winkler is a charming touch.

WOR Bond Rally

The fifth out of town war bond rally to be staged by WOR will feature the popular Don and a group of four juvenile stars, who will appear at the Loew's Poli Theater in New York City. December 2 at 9:30 p.m. Plans call for the troupe to be met at the station by the mayor.

WINTER BIRTHDAY GREETINGS TO...

- December 1
 - Bercovici Harry W. Conn
 - Michael A. Fiore Ted Hammerstein
 - Henderson Linda Keene
 - Martin Patricia Ryan
 - Shutta Dave Zimmerman
- December 2
 - Anthony Andrews Jesse Crawford
 - Glade Peter C. Goldmark
 - Grace Judis Henry McLemore
 - Perry Homer Smith
 - Ezra Stone Ed Burns
 - Bill Kelso
- December 3
 - Charles F. McCarthy Luceil Engel
 - Madeline Greene Kathleen Stewart
 - Maie Boswell Charlie Pittman

WILL SACRIFICE VERMONT FARM FOR QUICK SALE! Newly remodeled snug eight-room Vermont farm house, conveniences, 150 acres; 21 stanchions—chicken house; beautiful lawn; lake site; boysenberries; marble; hard-wood and pine; panoramic excellent hunting, skiing; sheltered near round. 5 miles to Williams River, 10 miles to Bennington College. Listen to all reasonable offers." Write, RADIO DAILY, Box 924 BROADWAY, NEW YORK 18, N. Y.

COAST-TO-COAST

MICHIGAN

DETROIT—Every Monday afternoon from 5 to 5:30 WJLB's Douglas Wright conducts a newly inaugurated "History Quiz" in the lobby of the Telenews Theater. The program is sponsored by the Disabled Veterans Organization, and gives two prizes each week. The contestants, who are students in the local high schools, get a chance for the grand prize, which is a scholarship to Western Michigan College.

NEW YORK

NEW YORK—Woodie Guthrie, singer of American folk songs, will be featured on a new Sunday afternoon music series to be heard over WNEW starting December third at 4:45. . . . A new series of news commentaries will feature Edgar Ansel Mower, foreign correspondent, over WMCA every Sunday from 7:30 to 7:45 p.m. starting December 3. The programs will be of an interpretative nature, based on Mower's first hand knowledge of the peoples and places in the news of the world. . . . "It Happened Then," a music-history series, will make its debut over WLIB, Friday, December 1st, at 3:30 p.m. The program will be produced under the supervision of Eddy Brown, WLIB music director.

OHIO

CLEVELAND—Bennie Alter's "What's Cooking" show heard daily over WJW is featuring an original song on every program. It is the hope of the cast that the promoting of these unpublished tunes will encourage the ambition of song writers. Listeners are invited to send their music to Don Kaylor, WJW's music director. . . . YOUNGSTOWN—Santa Claus flew into town this week in a red monoplane to be greeted by over 5,000 youngsters and their parents, as well as to make a special broadcast over WFMJ from the field. Then he was taken to the station for the first of his pre-Christmas programs.

WARREN—The operators of WRRN, Nied & Stevens, have applied to the FCC for an FM permit with the proposed studio and transmitter in Warren. . . . HAMILTON—WMOH, one of country's newest stations, reports that the station has made over 33 remotes of special events during the first three months of operations. The station also is carrying all local sports events as a regular feature.

MISSOURI

ST. LOUIS—KMOX has inaugurated a new musical presentation entitled "Sunday Magazine of the Air" each Sunday morning at eleven. The new program features Seth Greiner and Allister Wylie at the piano and organ respectively, with Lorraine Parker doing the vocals ranging from popular to light opera and the classics. Marian Sexton handles the narrative, and the show is sponsored by the Allied Florists of St. Louis.

DISTRICT OF COLUMBIA

WASHINGTON—Two new members have been added to the staff of WMAL according to a recent announcement by K. H. Berkeley, general manager of the station. The newcomers are John S. MacKercher, who is now a member of the production department, and Albert Leitch, who has joined the news staff. Recorded programs from the Walter Reed Hospital in which wounded men tell how they won the Purple Heart, form a substantial part of the schedule. WRC has adopted to promote the Sixth War Loan. The interviews are conducted by WRC staff member Don Fischer. . . . The appointment of Tom Means as director of promotion and publicity for WOL was announced recently by Merle Jones, general manager of the station. Means comes to the station from CBS where he did sales promotion.

AGENCIES

WALTER THOMPSON COMPANY is placing for WEA, New York, a campaign instituted by the station in November and extended through December to reach more than 110,000,000 riders in New York's underground transportation system with a car-card campaign to promote WEA and its program features. The drive will be conducted in the cars of the Independent Subway, the Hudson Tubes and the BMT. Basic themes of all the advertisements is "WEAF-660 on your dial—for the Greatest Shows in Radio."

JOHN H. OWEN, INC., has elected as vice-president in charge of copy and planning John C. Burton, formerly associated with Arthur Kudner, Inc.

BENTON & BOWLES has been named to handle the account of Yuban Coffee, recently purchased by General Foods.

NORMAN D. WATERS & ASSOCIATES, New York agency, has been appointed to handle the advertising and promotion of Tish, a new water-softener and all-purpose cleaner, made by American Soap Powder Works, Inc., Brooklyn, N. Y. The campaign is scheduled to break in mid-January.

HOME TOWN BOYS MAKE GOOD & HOW ?



Exclusive! BLACKHAWKS HOCKEY W-I-N-D CHICAGO

560 Kc. 5000 WATTS

PROGRAM REVIEWS

"HERE'S TO ROMANCE"

Bourgeois, Inc.
Foote, Cone & Belding
WABC-CBS, Thursdays, 10:30-11 p.m., EWT
Music: Ray Bloch
Writer: Tom Langan

Producer-Director: Frederick Bethel
"Here's To Romance" is another very pleasant music-variety program listeners should enjoy turning on, if for its unobtrusiveness alone. Its staff includes Ray Bloch and his very well organized orchestra and chorus, a more than adequate emcee in the name of Jim Ameche and a listenable crooner, Larry Douglas. In addition to the foregoing, the format provides for a guest singer or dramatic performer. Evelyn Knight was the charming visitor when this department was listening. Incidentally, we didn't realize that a popular song could be sung with any degree of intelligence until we heard Miss Knight.

Undoubtedly, this program's diversified selections were representative of how most of them are composed. If so, it indicates good judgment: "What A Difference A Day Makes," "Three Little Fishes and Five Loaves of Bread," "Rose of Tralee," "Camp-town Races," "Come With Me, My Honey," "Tit Willow" and "Sweet Dreams, Sweetheart." Bloch's interesting choral and orchestral arrangements lift the program far above the mediocre.

It is Ameche's talent that appears to be somewhat abused here, unless the program occasionally calls for a dramatic skit. Ameche has a casual style that should be given free reign if the program is to achieve a definite personality. Right now his material is treated as if it were just another announcer chore. Writer Tom Langan should look to that with the assistance of Frederick Bethel, who directs the proceedings.

The program is short-waved to servicemen overseas and this particular one made an appeal for the Red Cross Nurses' Aid.

KOH New NBC Affiliate

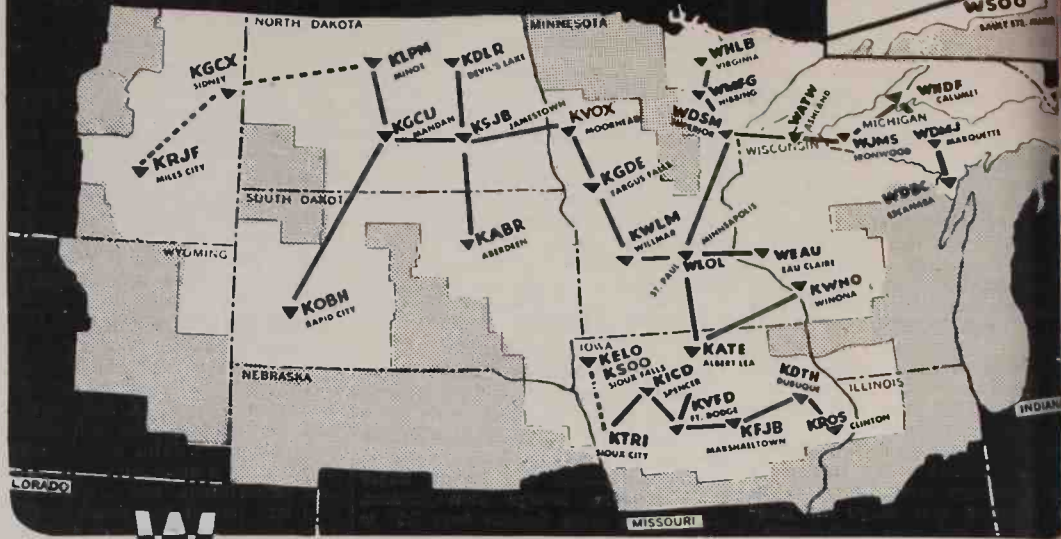
As of May 15, 1945, KOH in Reno, Nevada, will become an affiliate of the National Broadcasting Company as a supplementary station to its Pacific Coast network.

Exclusive!

**BEARS
FOOTBALL
W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

THIS IS THE NORTH CENTRAL BROADCASTING SYSTEM, INC.



Wired for Sound RESULTS

NCBS is a wired network . . . with the above stations available in *any* combination or group to fit your particular needs. Your needs are sales results. And results are just what NCBS stations offer you. These stations—each one affiliated with one or another of the national coast-to-coast networks—have proven by mail results that they can deliver *more* thorough blanket coverage of this rich area (both rural and metropolitan combined) at *less* cost.

• Bringing home the bacon is easy for the participating sponsors of Willette Bacon's program for women. An exclusive NCBS feature, exceedingly well-produced, this program has an extremely high audience rating. Scheduled on 18 NCBS affiliates, participation may be purchased on a 2, 3, or 5 times weekly basis. Rates on request.

• Available for sponsorship soon . . . quarter-hour newscast at 12:15 noon CWT. The commentator featured on this series of broadcasts is a well-known newspaper columnist in the north central states. Cost of sponsorship submitted on request.

**NORTHWEST'S
MOST COMPLETE
MERCHANDISING SERVICE**

- Guaranteed distribution and display for your products in at least 1000 retail stores.
- Publicity in newspapers, leading farm magazines, newsletters, etc.
- Jobber and retail good will and confidence . . . achieved by years of NCBS cooperation.

At no charge . . . and with no minimum time expenditure involved . . . we offer this invaluable merchandising cooperation to solve your wartime sales manpower and travel shortage problems.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 0361

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 43

NEW YORK, N. Y., MONDAY, DECEMBER 4, 1944

TEN CENTS

Lauds Radio's War Role

Carlin And Swezey Get Mutual Posts

Edgar Kobak, president of Mutual Broadcasting System, joined industry leaders in commending "Christmas Shows for G.I. Joe's" with the following statement:

A number of war correspondents have reported that battle-weary soldiers on the front lines are so engrossed with the tough job they are facing that they frequently cannot recall what day of the week it is. It is certain that very few of our service men and women, however, will forget when Christmas comes, and that very few of them have any assurance that they will be home by then. The personal warmth and friendship which radio can convey to those in the armed forces will mean a lot. I want to commend Radio Daily and the broadcasters responding to the appeal by doing a little more for those men and women in uniform who are doing so much for us.

Church Named Vice-Pres. Of WCKY, Cincinnati

Appointment of Kenneth V. Church as executive vice-president of WCKY, Cincinnati, has been announced by L. B. Wilson, president and operator of the station. Church, who began his radio career in an executive capacity as commercial manager of KMOX, St. Louis, has been named vice-president of WCKY, Cincinnati.

Hearing Re WMCA Asked By Wigglesworth

With the Lea committee hearing on the appearance of a woman in the agency's "Valcade of America" program, the show "The Doughnut Girl." The program is scheduled for today.

National Dunking

W.D.O.'s exploitation department is collaborating with the National Corporation of America to publicize the appearance of a woman in the agency's "Valcade of America" program, the show "The Doughnut Girl." The program is scheduled for today.

Mutual President Commends Plan

Edgar Kobak, president of Mutual Broadcasting System, joined industry leaders in commending "Christmas Shows for G.I. Joe's" with the following statement:

A number of war correspondents have reported that battle-weary soldiers on the front lines are so engrossed with the tough job they are facing that they frequently cannot recall what day of the week it is. It is certain that very few of our service men and women, however, will forget when Christmas comes, and that very few of them have any assurance that they will be home by then. The personal warmth and friendship which radio can convey to those in the armed forces will mean a lot. I want to commend Radio Daily and the broadcasters responding to the appeal by doing a little more for those men and women in uniform who are doing so much for us.



EDGAR KOBAK

Col. David Sarnoff Heard At RCA Dinner

Paying high tribute to radio's wartime service and declaring that "tomorrow holds the promise of television and other electronic wonders," Colonel David Sarnoff, president of Radio Corporation of America, was one of the distinguished speakers who addressed the twenty-fifth anniversary dinner of RCA at the Waldorf-Astoria Friday night.

Colonel Sarnoff's tribute to radio's role was underscored by a message from President Roosevelt which was read by Dr. James Rowland Angell;

(Continued on Page 6)

FMBI Asks Retention Of Levels In Spectrum

Washington Bureau, RADIO DAILY
Washington—As the FCC Friday wrote the State Department that it is not yet prepared to announce its decisions on post-war frequency allocation, even though it has reached general agreement on international services, the directors of FMBI at the Hotel Mayflower, resolved first, that

(Continued on Page 6)

UAW Of CIO Seek FM Licenses In Six Cities

United Automobile Workers of the CIO have applied to the FCC for six FM stations to be established in Detroit, Flint, Cleveland, Los Angeles, Chicago and Newark, N. J., it has been announced by R. J. Thomas;

(Continued on Page 6)

NBC's War Clinics For 1945 Planned

NBC's 1945 war clinics will hit five major cities throughout the country, with sessions scheduled to begin Monday, Feb. 5, in New York City and ending Wednesday, Feb. 28, in Los Angeles, it was announced Friday.

Among the executives to make the journey to the West Coast will be: Niles Trammell, president; vice-presidents: William S. Hedges, Clarence

(Continued on Page 5)

NAB Committees Set For 1944-45 Service

NAB standing committees for 1944-1945 appointed to serve until the next annual meeting were announced the past week-end by J. Harold Ryan, president of the National Association of Broadcasters, in Washington.

In announcing the names of committeemen, Mr. Ryan said that all had indicated their acceptance of the appointments. Also announced were the district chairmen for the Engi-

(Continued on Page 5)

La Roche Meets With Press; Discusses Blue's Planning

Predicting the day will come when regular network shows will be televised, Chester J. La Roche, vice-chairman of the Blue Network, held an informal discussion with the New York press at a luncheon at the Waldorf-Astoria last Friday.

"Regular radio shows will be tele-

vised in the future," Mr. La Roche said, "and artists such as Jack Benny will learn to memorize their scripts."

La Roche revealed that the Blue Network is in the preliminary stages of setting up a video department and that they hoped to collaborate with

(Continued on Page 2)

The best buy is WLAW—if you want your product to go over big in Northern New England. Coverage map on request. Advt.

Every busy, spending market has its leading radio station, WLAW is tops in Northern New England. Advt.

Honored

Hollywood—Still another laurel will garland the Bob Hope brow when the NBC comedian is honored with the Poor Richard Club's award for outstanding achievement of 1944. Hope will receive the gold medal from the president of the club, Graham Paterson, at the annual award dinner in the Philadelphia clubhouse of the organization January 17.



Vol. 29, No. 43 Mon., Dec. 4, 1944 Price 10 Cts.

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

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

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

FINANCIAL

(December 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 3/4	165 1/4	165 3/4	+ 3/8
CBS A	32 1/2	32 1/2	32 1/2	—
CBS B	32 1/2	32 1/2	32 1/2	—
Crosley Corp.	28 1/8	27 7/8	28	— 1/8
Farnsworth T. & R.	13	12 3/4	12 3/4	— 1/4
Gen. Electric	39 3/8	38 7/8	39	— 1/4
Philco	37 7/8	32 3/4	32 3/4	— 1/4
RCA Common	10 1/4	10	10 1/8	— 1/8
RCA First Pfd.	80	79 3/4	80	+ 1/4
Stewart-Warner	15 1/2	15 1/8	15 1/2	— 1/8
Westinghouse	109 1/2	109	109 1/2	+ 1/4
Zenith Radio	37 1/2	37 1/2	37 1/2	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 3/4	5 1/2	5 1/2	— 1/8
OVER THE COUNTER				
Du Mont Lab.			Bid 6 3/4	Asked 7 1/2
Stromberg-Carlson			15 3/8	16 1/8
WCAO—(Baltimore)			23	
WJR (Detroit)			37	

Cross On ETs

Milton J. Cross has been signed as the announcer on the transcribed program "Pleasure Parade" produced by Frederick W. Ziv.

20 YEARS AGO TODAY

(December 4, 1924)

S. F. Rothafel of New York's Capitol Theater reports that ever since Mrs. Calvin Coolidge praised Gladys Rice, Gladys' mother has been the personification of "Puffed Rice." Gladys is a member of the popular Roxy Gang... WLS, Chicago, will stage "A Night With the American Negro," featuring folk and other typical songs.

W M F F BLUE NETWORK
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

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

La Roche Meets With Press; Discusses Blue's Planning

(Continued from Page 1)

the television planning of some of the major motion picture companies. He ventured an opinion that radio—because it knows how to sell—has prospect of doing a much better job than motion pictures in developing the media of television.



CHESTER J. LA ROCHE

rather than hinder it. Home television will create a demand to see the stars in their full length features in the theaters."

Seek New Quarters

Turning to the Blue's problems of trying to find studio and administrative quarters in Hollywood and Chicago, La Roche said they had several sites under consideration in Hollywood and that in New York they were exploring the possibilities of using the Center Theater, a unit of Radio City.

La Roche believes the public service field of the network is important and pointed to their recent tieups with the "Herald-Tribune" forum and Dr. Frank Gallup of the Gallup poll as types of programming that build audiences. He said too that the AFL and CIO should be given a voice in radio and pointed to the

Blue's offer of time to them 52 weeks a year.

La Roche revealed that their organization sought to develop more "show-minded" executives. He said that he felt that too much emphasis had been put on service in the administration of network affairs.

As an example of the web's "show minded" policy he referred to the recent appointment of Stanley Josseloff, formerly of Young & Rubicam, to the position of talent buyer. He said that Josseloff's department would work exclusively in improving the talent on the Blue and to discovering new personalities.

Praises "Creative" Workers

"Creative people, in radio, to my way of thinking, have been the underpaid people," La Roche said. "We seek to reward creative service by improving their remuneration."

He called attention to Robert Kintner's public relations department as step in their reorganizational plan and said that they hoped to induce Colonel Tom Lewis, now in the army, to join the Blue on the West Coast when relieved of military duty. In the production department he singled out Bud Barry for tribute. He said that it was his desire to retain the services of Barry in an executive producing capacity.

Eliminating Spots

Declaring himself against excessive use of transcribed spots and jingles, Chester La Roche, disclosed that WJZ, web's New York outlet, would soon eliminate spots—except time signals—from the 8 to 10 p.m. periods as an experiment. He said this departure would cost the station about \$200,000 in spot time sales but should improve its programming.

La Roche definitely thinks that a nationwide cleanup of the spot or jingle situation is under way. He said that reports were coming in from many stations who were eliminating transcribed announcements. This, he concluded, is being done out of deference to listeners and with a view of improving the station's programs.

Church Named Vice-Pres. Of WCKY, Cincinnati

(Continued from Page 1)

Louis, in 1932, succeeds Fred A. Palmer, who resigned to join an advertising agency in Cincinnati.

Mr. Church came to Cincinnati in October, 1941, to become manager of WKRC, a post he held until the present.



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS



Shout your head off!

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

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

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

**NOW - IN ALL
48**



When the United Press on the first of the month started service to stations in Arizona, it became the first agency to supply radio news to all 48 states.

This is in key with the primacy and consistent advancement which have distinguished the record of United Press since it entered the radio field in 1935, the first major news service to do so. Every month since then its list of clients has increased. Today, both in the United States and abroad, U. P. supplies news to more stations than do all other agencies combined. First to start, U. P. is still, and more clearly than ever, first in its field.

Why this is so is shown in a new catalogue of the U. P. radio news service, including its many sparkling features. If you would like a copy, just ask the nearest U. P. bureau—giving your name and position in your company—or notify United Press headquarters, 220 East 42nd Street, New York 17, N. Y.

UNITED PRESS RADIO NEWS

Carlin And Swezey Get Mutual Posts

(Continued from Page 1)

ager of sustaining programs and assistant to the vice-president in charge of programs. He became vice-president in charge of programs when the Blue Network was organized as an independent unit in 1941.

In speaking of his association with Mutual, Carlin said, "I am very happy to have the opportunity of joining forces with the affiliates and personnel of the Mutual Broadcasting System. On this type of occasion it is usually the practice to issue a sweeping statement that we are planning bigger and more startling programs; that we shall serve the public and forward the best interests of broadcasting. This statement would be couched in some very high sounding language. However, after wrestling with actual programming for many years, I have gained an appreciation of the ceaseless searching, careful preparation and the element of chance which determine success in launching radioshow. Therefore, permit me to be a trifle more conservative with successive statements over the years and specifically this one.



PHILLIP'S CARLIN

"I know we have a very sizeable job ahead. It will take time and continuous study. Our success will be hastened by the co-operation given Ed Kobak and me by the present Mutual staff, by the managers of our affiliates, by the radio press representatives and by the production and advertising agencies which create to such a major extent the successful and rated radio programs. A network by itself can hope to build but a limited number of its shows. A network staff, however, can intelligently schedule all shows. It can give able assistance in their production, can promote and sell them. All of this is particularly true in the case of Mutual which will have a comparatively smaller staff until such time as we shall decide where and how to add personnel to the best advantage.

"You men in the production and talent agencies will find the same welcome sign on my door as you have in the past, but spelled now in capital letters. There will be time spots made available on Mutual in which we may co-operate. Mean-

GET ME OUTA HERE

Back to Pines or Palms, the further South the better. No Objection to Mosquitos or Mildew. Ten Years in Radio Sales and Production. Salary desired decreases in direct ratio to mileage south of subways. HURRY! HURRY! HURRY! Write Radio Daily, Box 929, 1501 Broadway, New York 18, N. Y.



Memos of an Innocent Bystander. . . !

● ● ● Thursday nite the 'Beard' made a guest appearance on the 'Megaphone's' program and to us the result was excellent divertisement . . . so we'll be at the loudspeaker again next Thursday at 10:30 p.m. when Monty Woolley returns to match wits and bon mots with Rudy Valleet. . .

● In the interests of public service the Blue Network has offered the AFL and CIO 52 weeks of time to present Labor's problems, aims and ideas. . .

● Did he 'Berl'? . . . he lives in Brooklyn so naturally that's the pronunciation of that synonym of dismay . . . but to go on with the story . . . Milton Berle's brother Frank, decided to take that airplane trip with the Kate Smith troupe to the Chicago Navy Pier exhibit so he arose at 5 a.m. that morning, subwayed to Manhattan (an hour trip) where the 'gang' boarded a bus which took them to the undisclosed airport where a Navy Transport awaited them . . . the airport turned out to be Floyd Bennett Field which is but half a block from Frank's home . . . tee-hee.



● ● ● Last week when James Melton CBSang the strain "I'm always thinking of you Margie," just before introducing his next number, listeners didn't know that it was an impromptu ad lib to his wife, Margie, who was then seriously ill at a hospital in Connecticut. . .

● Charlotte Manson, in an open-field audition won herself that featured role in the Blue Net's, "Miss Hattie," . . . Betty Garde, featured in the musical smash, "Oklahoma," who stepped into Ethel Barrymore's role during the latter's illness (La Barrymore will resume next Sunday) will probably be rewarded with a radio program of her own when she leaves the Hammerstein-Rodgers musical, Dec. 9. . .

● Paul Gardner of the Blue Net's press staff, has sold two more mag pieces . . . the stories on sports figures Jimmy Johnston and Mike Jacobs in Liberty and Argosy, respectively. . .

● There's a great deal of weight behind the "Gracie Fields Show." . . . scripter Larry Marks weighs in the neighborhood of 385 pounds (on the hoof? . . . naw, on the scales) and Michael Roy, who announces the program claims an even 300 pounds (to give a round figure, we take it). . . ● A low Bow to Abbott and Costello for that grand gesture on Thursday's 'bow-off' when they addressed themselves to plucky little Joey Stazenski, fighting for his life at Prescott, Ariz.



● ● ● Wonder why the producers of the "Cartoon of Cheers" show don't provide a better studio for the comedy antics of Henny Youngman . . . Comic is forced to be funny in the crowded accommodations of 8G at NBC where 200 people find it hard to see what's going on. Lily Pons and hubby Andre Kostelanetz were presented with a citation from the Iranian Institute, Friday for 'valuable contribution to the cause of International Cooperation between Persia and the United States' . . . the pair of radiolites leave within a fortnight on another overseas entertainment tour. . .

● Crooner Jerry Wayne will record a 'Hit Parade' album for Sonora Records . . . Mark Warnow's band will provide the musical accompaniment.



— Remember Pearl Harbor —

while, I want you to know that I approach this new undertaking with the humility born of experience, but with a very strong faith in a new future for Mutual. I'll be seeing you." Mr. Swezey, who recently resigned from the Blue Network where he was the organization's Counsel and Secretary, served in that capacity from February of 1942 to the present time. Prior to that he was a member

of the legal department of the National Broadcasting Company after having been with various departments of the government including the RFC and the Federal Home Loan Bank Board. A graduate of Harvard of the class of 1928 and Harvard Law School in 1931, Mr. Swezey began his career in private practice in Boston with the firm of Warner, Stackpole and Bradlee.

AGENCIES

JOSEPH E. CONNOR, formerly associated with Hills Bros. Co. George Nowland Corp. has joined New York office of Ruthrauff & R Inc. in a food merchandising city.

ALLAN MELTZER ASSOCIATION, INC., have acquired the MBS program "Let's Face the Issue," account. Kenyon & Eckhardt, programs it through the courtesy of Chesapeake and Ohio Railway. The program is heard Sundays, 5-5:30 EWT.

Open Hearing Re WMC Asked By Wigglesworth

(Continued from Page 1)

publican, took the House floor Friday to demand that the doors once again be thrown open and the press public admitted to the WMCA hearings. There was no reaction on part of the half dozen members present who heard the Bay Stater.

In the meantime, Flamm's Attorney Philip Handelman, wired each member of the committee in protest against probing of Flamm's past. Things are beyond the authority of the committee, Handelman is charging that the committee "fishing" to discover something toward J. Noble might use against Flamm.

Flamm, it was learned, has asked that the entire investigation be called off. Thus, Flamm now seeks an adjournment to the hearings while Wigglesworth seeks a full airing of the story.

Noble at first sought executive session on the matter, but has stressed his desire that all pertinent facts made known since the case against him has been publicly aired.

WBYN

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

NAB Standing Committees For 1945 Announced By Pres. J. Harold Ryan

NBC's War Clinics For 1945 Planned

(Continued from Page 1)

(Continued from Page 1)
Public Relations, Program
ers and Sales Managers com-
ts. These district chairmen are
ted by the directors of the
divisive districts. As yet two dis-
remain to be heard from.

said: "The personnel of these
standing committees has been
ed after very careful considera-
the many factors involved. We
at we have been extremely for-
in prevailing upon these men
cept membership upon these
tees where major problems
industry are cleared and policy
spect thereto developed. We
debt of gratitude to those men
ave served so faithfully during
st year and we look forward
ear of constructive progress in
g the situations which face the
duy."

lists follow:

COMMITTEE: Chairman—Lee B.
KYW, Philadelphia, Pa.; Edgar L.
MBD, Peoria, Ill.; Felix Hinkle,
Canton, Ohio; William S. Hedges,
New York, N. Y.; Herbert Hollister,
Wichita, Kansas; Richard H. Mason,
Raleigh, N. C.; Eugene P. O'Fallon,
Denver, Colo.; William B. Quarton,
Sedar Rapids, Iowa; Jan Schimek,
New York, N. Y.

EXECUTIVE COMMITTEE: Chair-
LePoidevin, WRJN, Racine,
E. Hutchinson, WAAF, Chicago,
H. MacDonald, NBC, New York,
Stephen R. Rintoul, WSR, Stamford,
Alvin J. Smith, KFAC, Los Angeles,
Frank K. White, CBS, New York.
One additional member to be added.)

**FORMS AND PRACTICES COM-
TEE:** Chairman—John B. Conley, WOWO,
ue, Ind.; Gene L. Cagle, KFZ, Fort
Texas; S. R. Dean, CBS, New York,
Harry F. McKeon, NBC, New York,
Lloyd C. Thomas, KGFV, Kearney,
arl W. Winger, WDD, Chattanooga,
One additional member to be added.)

**PROGRAM DIRECTORS EXECUTIVE
TEE:** Chairman—Harold Fair, WHO,
ines, Iowa; Irvin Abeloff, WRVA,
ud, Va.; William J. Adams, WHEC,
er, N. Y.; Eugene Carr, WJR, De-
lich.; Douglas Coulter, CBS, New
Y.; Robert Evans, WSPD, Toledo,
arence L. Menser, NBC, New York,
ay Shannon, WHAS, Louisville, Ky.
ditional member to be added.)

**IC RELATIONS EXECUTIVE COM-
TEE:** Chairman—John F. Patt, WGAR,
d, Ohio; Edgar L. Bill, WMBD,
rt III.; Michael R. Hanna, WHCU,
N. Y.; Leslie W. Joy, KYW, Philadel-
a.; Harry Kopf, NBC, Chicago, Ill.;
Crandall, CBS, New York, N. Y.;
awrence, WHOM, New York, N. Y.;
llen Weiss, KHJ, Hollywood, Calif.;
Wyer, KTSM, El Paso, Texas.

NEWS COMMITTEE: Chairman—
erper, KMBC, Kansas City, Mo.; Wil-
ooks, NBC, New York, N. Y.; H. K.
r, WHK, Cleveland, Ohio; Rex G.
r, KFJ, Grand Junction, Colo.;
eer Mitchell, WDAE, Tampa, Fla.;
adeboncoeur, WSyr, Syracuse, N. Y.;

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Paul White, Columbia Broadcasting System,
New York, N. Y.

- Engineering Committee**
- District
- 1—Italo Martino, Chief Engr.
Radio Station WDRG
WDRG, Inc.
Hartford, Conn.
 - 2—Earle Godfrey, Chief Engr.
Radio Station WBAB
Press Union Publishing Co.
Atlantic City, N. J.
 - 3—T. C. Kenney, Chief Engr.
Radio Station KDKA
Westinghouse Radio Stations, Inc.
Pittsburgh 19, Pa.
 - 4—Philip F. Hedrick, Chief Engr.
Radio Station WSJS
Fiedmont Publishing Co.
Winston-Salem 1, N. C.
 - 5—J. B. Fugua, Gen. Mgr.
Radio Station WGAC
Twin States Broadcasting Co.
Augusta, Ga.
 - 6—J. D. Bloom, Chief Engr.
Radio Station WWL
Loyola University
Roosevelt Hotel
New Orleans 12, La.
 - 7—Frank A. Dieringer, Chief Engr.
Radio Station WFMJ
The WMEJ Broadcasting Co.
Youngstown, Ohio
 - 8—Stokes Gresham, Jr., Chief Engr.
Radio Station WISH
Capitol Broadcasting Corp.
Indianapolis, Ind.
 - 9—Oscar C. Hirsch, Owner
Radio Station WKRO
Cairo, Ill.
 - 10—Mark W. Bullock, Chief Engr.
Radio Station KFAB
KFAB Broadcasting Co.
Lincoln, Nebraska
 - 11—(to be appointed)
 - 12—(to be appointed)
 - 13—William G. Egerton, Chief Engr.
Radio Station KTSA
Sunshine Broadcasting Co.
San Antonio, Texas
 - 14—Robert H. Owen, Chief Engr.
Radio Station KOA
National Broadcasting Co., Inc.
Denver, Colo.
 - 15—George Greaves, Chief Engr.
Radio Station KPO
National Broadcasting Co., Inc.
San Francisco 2, Calif.
 - 16—Lester H. Bowman, Chief Engr.
Radio Station KNX
Columbia Broadcasting System
Los Angeles 28, Calif.
 - 17—J. D. Kolesar, Chief Engr.
Radio Station KMO
Tacoma 3, Wash.

- Program Directors Committee**
- District
- 1—Wayne Henry Latham, Program Director
Radio Station WSPR
WSPR, Inc.
Springfield, Mass.
 - 2—Elliott Stewart, Program Director
Radio Station WIBX
WIBX, Inc.
Utica 2, N. Y.
 - 3—J. C. Tully, Manager
Radio Station WJAC
WJAC, Inc.
Johnstown, Pa.
 - 4—Irvin G. Abeloff, Program Director
Radio Station WRVA
Larus & Brotter Co., Inc.
Richmond, Va.
 - 5—Robert L. Fidler, Program Director
Radio Station WIOD
Isle of Dreams Broadcasting Corp.
Miami, Fla.
 - 6—Robert Atherton
Radio Station WMC
Memphis Publishing Co.
Memphis, Tenn.
 - 7—Edgar T. Wolfe, Mgr.
Radio Station WBNS
WBNS, Inc.
Columbus, Ohio
 - 8—Eldon Campbell, Program Director
Radio Station WOWO
Westinghouse Radio Stations, Inc.
Fort Wayne 2, Ind.
 - 9—Maurice P. Owens, Program Director
Radio Station WROK
Rockford Broadcasters, Inc.
Rockford, Ill.
 - 10—Harold Fair, Program Director
Radio Station WHO
Central Broadcasting Co.
Des Moines, Iowa.

(Continued on Page 7)

L. Menser, Roy C. Witmer, John F. Royal and O. B. Hanson; Charles P. Hammond, director of advertising and promotion; Philip I. Merryman, director of facilities development and research; Sheldon Hickox, Jr., and James H. Nelson.

The following will make their addresses at the New York meeting only: Vice-Presidents Frank E. Mulen and Dr. James R. Angell, and William Brooks, director of news and special events. Frank M. Russell, vice-president, will address the New York and Chicago clinics.

Schedule Outlined

The 1945 schedule is as follows: Waldorf-Astoria, New York, Mon., Tues., Wed., Feb. 5, 6, 7; Biltmore Hotel, Atlanta, Ga., Sun., Mon., Tues., Feb. 11, 12, 13; Baker Hotel, Dallas, Texas, Thurs., Fri., Sat., Feb. 15, 16, 17; Palmer House, Chicago, Mon., Tues., Wed., Feb. 19, 20, 21; Biltmore Hotel, Los Angeles, Mon., Tues., Wed., Feb. 26, 27, 28.

Among the topics to be discussed: futures, governmental relations, network programs, public service programs, news and special events, cooperative programs, NBC FM and tele plans, allocations and other technical problems, economics of network tele, farm addresses.

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RICH MARKET

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BALTIMORE
THE BLUE NETWORK STATION

JOHN ELMER
President

GEORGE ROEDER
Gen. Mgr.

FREE & PETERS
EXCLUSIVE NATIONAL REP.

Col. Sarnoff Lauds Radio War Role; RCA Diners Get Letter From FDR

(Continued from Page 1)

other speakers included Major General H. C. Ingles, chief Signal Officer, United States Army, and Rear Admiral Joseph R. Redman, director of Naval Communications.

Radio Found Ready

"Ready to meet the impact of war, America had a worldwide communications system and a broadcasting system second to none," Colonel Sarnoff declared. To operate these vastly expanded radio services, America has thousands of self-trained amateur



COL. DAVID SARNOFF

commercial operators who quickly enlisted. "The unprecedented part that broadcasting is playing in this war, in binding together the people of the United Nations, and in bringing in some light to countries darkened by dictatorships, can best be realized when one is in the very vortex of it. I found myself in such a spot on D-Day, June 6, 1944. At an undisclosed location in the United Kingdom, the news came in directly from the beaches of Normandy and that news was broadcast instantaneously to all the world.

"People ask me what about television in the war; what about facsimile and FM? What about radar? The answers are the secrets of war and only Victory can reveal them fully. We can be certain, however, that what we have learned through their use in war will help substantially to increase and expand the products and services of radio in peace. The future of radio is boundless.

"Tomorrow holds the promise of television and of many other new electronic wonders which will aid our economy, help maintain employment, and broaden our cultural enjoyment.

"Our fighting men—over there—are on the road to Victory. Those of you who are on the production line are soldiers, too. The men over there are depending upon you. I have seen what can be done with American equipment in the field. In action, it is a vital link to Victory. I have listened on foreign soil to radio as the Voice of Freedom. If you only

knew what it means to the liberated people over there, and what it means to our soldiers who comb the air impatiently for news from home, for baseball and football scores and their favorite entertainers. Radio is their only means of reaching out across the sea, literally to feel the pulse of home. I have joined with them in the field, listening to America; I have flown across the oceans and know what a safety factor radio can be up there in the darkness where enemy patrols may be lurking. You never get away from radio, no matter where you go in this war."

Colonel Sarnoff recalled that the Radio Corporation of America began operations twenty-five years ago with 457 employees and today more than 40,000 are on the pay roll, 55 per cent of whom are women.

"Our road ahead is marked by great responsibility and golden opportunity," Colonel Sarnoff concluded. "The achievements of radio during the past twenty-five years will be greatly surpassed during the next twenty-five years. May you all be here to celebrate in peace, your Golden Jubilee."

President's Letter Read

President Roosevelt's letter, read to the banquet crowd by Dr. Angell follows:

"Dear Colonel Sarnoff: "Events occurring in the world today remind me that it was twenty-five years ago—while the soldiers were returning from the First World War—that the Radio Corporation of America was formed. I remember well that officials of the Navy Department urged the organization of an American radio communication company so that this country would not again be dependent upon foreign companies for communication with other parts of the world.

"During these twenty-five years your company has played an import-

ant part in achieving pre-eminence of the United States in radio. I congratulate you personally for splendid leadership. You organization throughout the years has created new wonders and brought into being new services in all phases of radio activity for the benefit of the American people and for people everywhere.

"I wish you and all members of the RCA family continued success in pioneering. With television as a new post-war industry of great promise in the fields of employment, entertainment and education, I know that under your guidance and vision RCA will continue to contribute to the economic and cultural values created by radio.

"May the next twenty-five years see your fondest dreams in the fascinating world of radio come true.

Very sincerely yours,
Franklin D. Roosevelt."

Many Guests

Guests included 62 Charter Employees of RCA, and among guests at the speakers' table were Owen D. Young, founder and first Chairman of the Board of RCA; Edward J. Nally, the first President of RCA; Will Hays, President of the Motion Picture Producers and Distributors of America, Inc.; Major General James A. Code, Assistant Chief Signal Officer, and Brigadier Frank E. Stoner, Chief of the Army Communications Service.

Participating in a special program for several hundred guests at the dinner were artists of radio, stage and opera, among them Arturo Toscanini, Dr. Frank Black, Miss Gladys Swarthout, Lauritz Melchior, Hildegard, the Bernard Brothers and members of the NBC Summer Symphony. Dr. James Rowland Angell, Public Service Counsellor of the National Broadcasting Company, served as toastmaster, and Lowell Thomas was master of ceremonies.

FBI Asks Retention Of Levels In Spectrum

(Continued from Page 1)

FM broadcasters desire to remain their present level in the spectrum, and, second, that it is important the stability of the industry be decided from the FCC be retained soon.

The Commission did not release details on the international service, telling the State Department they must discuss its plans with I.R.C. before they become final.

No word, thus, has yet come on the final decisions on FM and There is strong pressure, however, for the maintaining of FM at its present frequencies, despite engineer testimony during the allocation hearings that higher frequencies mean less interference.

UAW Of CIO Seek FM Licenses In Six Cities

(Continued from Page 1)

UAW president. Thomas said the UAW-CIO is eager to collaborate with all progressive elements in radio to further freedom of expression.

The UAW is not so much interested in the narrow application of ideal to labor problems only, but the greatest educational advantage for the whole listening public pointed out. According to a statement of purpose signed by Thomas and George F. Addes, secretary-treasurer of the UAW-CIO, and filed with the FCC, the purpose of UAW entering FM is to concentrate on educational features, including the literature, economics, political and social sciences.

Hildegard Lists 3 Guests

Elsa Maxwell tomorrow will reveal her usual procedure and be guest of hostess. She will appear together with Joseph Szigeti, violinist and Gregory Ratoff, on Hildegard's "Raleigh Room" program over NBC.

AN ABLE EXECUTIVE *Wants a BIG JOB!*

A man of excellent business judgment holding an important post for almost ten years seeks wider spheres for his talents and abilities.

A record of achievement and progressive success embraces a background of advertising, sales promotion and organization combined with unusual experiences in radio and television.

The Radio or Television field, and Advertising Agency or one of its important clients can utilize this kind of executive ability. *Inquiries are invited. They will be held in confidence.*

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PICTURE **HAS** CHANGED!

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WDRRC

HARTFORD 4 CONNECTICUT
WDRRC - FM

PAPPY HOWARD
AVAILABLE

For a spot schedule in Connecticut, use the Nutmeg State's favorite "hill billy" band—Pappy Howard and his Connecticut Kernels. On Monday thru Saturday, 7 to 7:30 a.m. 1-minute participations or blocs of time. Write Wm. Malo, Commercial Mgr., WDRRC, Hartford 4, Conn.



USE WDRRC TO
CONNECT IN CONNECTICUT

AB Standing Committees For '44-'45 Listed By Ryan

(Continued from Page 5)

Program Directors Committee

- (to be appointed)
- (to be appointed)
- Wally, Program Director
- Radio Station WBAP
- Warner Publications, Inc.
- Worth, Texas
- W. Hardy, Program Director
- Radio Station KSL
- Service Corp. of Utah
- Lake City, Utah
- Robert H. Wesson, Promotion Manager
- Radio Station KGO
- Network Co., Inc.
- San Francisco, Calif.
- (to be appointed)
- Mer Welen, Program Director
- Radio Station KFX
- Portland, Ore.

Public Relations Committee

- Mered P. Stanton, Mgr.
- Radio Station WORC
- 10 Elm Street
- Weaver, Mass.
- Mrs. R. Hanna, Mgr.
- Radio Station WHCU
- Well University
- Peoria, N. Y.
- George D. Coleman, Com. Mgr.
- Radio Station WGBI
- Anton Broadcasters, Inc.
- Horton, Pa.
- James H. Moore, Mgr.
- Radio Station WSL
- Roanoke Broadcasting Corp.
- Roanoke, Va.
- Walter Tison, Gen. Mgr.
- Radio Station WFLA
- Tribune Co.
- St. Petersburg, Fla.
- W. P. Harris, Director
- Radio Station WJDX
- Life Insurance Co.
- Miss.
- W. F. Patt, Vice Pres.
- Radio Station WGAR
- WR Broadcasting Co.
- Deland 1, Ohio
- W. L. Greenebaum, Pres.
- Radio Station WSAM
- Law Broadcasting Co.
- Law, Mich.
- Edward E. Lindsay, Acting Pres.
- Radio Station WSOY
- Modore Broadcasting, Inc.
- Detur, Ill.
- W. Hoffman, Manager
- Radio Station KRNT
- Law Broadcasting Co.
- Des Moines 4, Iowa
- (to be appointed)
- (to be appointed)
- W. Nimmons, Program Director
- Radio Station WFAA
- Belo Corp.
- Dallas, Texas
- W. E. Wagstaff, Mgr.
- Radio Station KIDO
- Broadcasting Station
- Idaho
- W. McCarthy, Gen. Mgr.
- Radio Station KQW
- Agricultural Foundation, Ltd.
- Hotel
- San Francisco, Calif.

District

- 16—Patrick Campbell
- Radio Station KHJ
- Don Lee Broadcasting System
- 5515 Melrose Avenue
- Hollywood 38, Calif.
- 17—Wallace Brazeal, Program Director
- Radio Station KFPY
- Symons Broadcasting Co.
- Spokane, Wash.

Sales Managers Committee

- District**
- 1—Kingsley F. Horton, Program Director
- Radio Station WEEL
- Columbia Broadcasting System
- Boston, Mass.
- 2—John A. Bacon, Com. Mgr.
- Radio Station WGR
- Buffalo Broadcasting Corp.
- Buffalo, N. Y.
- 3—Thomas B. Price, Com. Mgr.
- Radio Station WWSW
- WWSW, Inc.
- Pittsburgh, Pa.
- 4—Roland Weeks, Com. Mgr.
- Radio Station WCSC
- Charleston, S. C.
- 5—Frank Crowther (Red Cross) Com. Mgr.
- Radio Station WMAZ
- Southeastern Broadcasting Co., Inc.
- Macon, Ga.
- 6—F. C. Sowell, Jr., Mgr.
- Radio Station WLAC
- WLAC Broadcasting Service
- Nashville, Tenn.
- 7—E. Y. Flanigan, Managing Director
- Radio Station WSPD
- The Fort Industry Co.
- Toledo, Ohio
- 8—Owen F. Uridge, Com. Mgr.
- Radio Station WJR
- WJR The Goodwill Station
- Detroit, Mich.
- 9—Edwin C. Allen, Mgr.
- Radio Station WIBA
- Badger Broadcasting Co., Inc.
- Madison, Wis.
- 10—Hale Bondurant, Com. Mgr.
- Radio Station WHO
- Central Broadcasting Co.
- Des Moines 7, Iowa
- 11—(to be appointed)
- 12—(to be appointed)
- 13—C. K. Beaver, Com. Mgr.
- Radio Station WOAI
- Southland Industries, Inc.
- San Antonio, Texas
- 14—William C. Grove, Mgr.
- Radio Station KFBC
- Frontier Broadcasting Co.
- Cheyenne, Wyo.
- 15—Ray Baker
- Radio Station KPO
- National Broadcasting Co.
- San Francisco, Calif.
- 16—William J. Beaton
- Radio Station KWKW
- Southern California Broadcasting Co.
- Pasadena, Calif.
- 17—Chet Wheeler, Mgr.
- Radio Station KWIL
- Central Willamette Broadcasting Co.
- Albany, Oregon.

The Radio Executives Club of New York

announces

A Luncheon

in honor of

THE BRITISH BROADCASTING CORPORATION

in appreciation of

ITS unstinting cooperation with American
broadcasters, networks and independent
stations to make complete the coverage
of the war;

AND FOR inspiring radio throughout the
world to become a powerful
voice which will declare ever
loudly for all the people their
desire for everlasting peace.

Guest of Honor and Principal Speaker

*His Excellency the Rt. Hon.
the Earl of Halifax, K. G.
Ambassador to the United States
from Great Britain*

December 6, 1944 12:15 P.M.
Grand Ballroom Hotel Roosevelt

All tables are reserved :: Luncheon is \$2.50
Make checks payable to The Radio Executives
Club and mail to Murray Grabhorn, Room 320,
30 Rockefeller Plaza, to secure reservations
for you and your guests.

SALESMEN AN OPPORTUNITY

A radio station in a major New England market with great plans for the future, needs two salesmen who are sober, industrious and dependable; men with an eye to their future, men who are already successful in their present positions but who feel that they are ready to work in a larger field.

To such men this station offers an opportunity! Commission basis with a satisfactory drawing account.

Address: Box 926, RADIO DAILY
1501 Broadway, New York 18, N. Y.

★ THE WEEK IN RADIO ★

Closed-Door WMCA Sessions

By CHARLES MANN

BEFORE the WMCA hearing went behind closed doors, accusations and denials had reached strident proportions. Leslie E. Roberts, twice ousted from WMCA managerial posts, made what appeared to be a confession of his admitted deception in connection with the station's sale to Edward J. Noble by Donald Flamm in 1940. . . . Donald S. Shaw, former general manager of WMCA, denied all charges made against him by Leslie Roberts and Donald Flamm, adding that he at no time divulged any confidential figures or info except when authorized by Flamm. . . . Meanwhile Flamm testified that Shaw had called many radio men urging them to call Flamm and advise him to sell WMCA to Noble on Noble's terms. Whereupon Noble promptly denied any conspiracy to pressure Flamm from his station. The Lea committee will continue the hearings behind sound-proof walls until it is ready to publicize its decision. As the week drew to a close, Flamm's counsel telegraphed the Lea committee urging discontinuance of the hearings until the WMCA sale has been "completely appealed in the New York Supreme Court."

G.I. Xmas: Broadcasters throughout the country overwhelmingly endorsed RADIO DAILY's proposal that the medium go all out to provide holiday programs of special interest at servicemen's hospitals, camps and centers. NAB President J. Harold Ryan congratulated the publication on its effort to make the holiday more cheerful for the fighting men and women.

FCC Okay: Three station sales were approved last week; WGL, Fort Wayne, Ind., sold by Westinghouse to Farnsworth Radio and Television Co.; Westinghouse purchased KEX, Portland, Ore., from the Portland Oregonian; J. M. Bryan and Smith Davis purchased WORD, Spartanburg, S. C., from the Spartanburg Adv. Co.

Rejection: The National Labor Relations Board decided that the National Broadcasting Company and the Blue Network do not have to employ musicians as "platter turners," except in Chicago, where this has been in effect for sometime.

Birthday: With 1945 marking the 25th anniversary of the American system of broadcasting, NAB President Harold J. Ryan said the industry will dedicate it to the winning of the war. . . . Officials of the four major webs have pledged their support to that end.

Policy: Edgar Kobak, president of Mutual, in discussing proposed new policies for the web, said they would

be influenced to a great extent by two changes in executive personnel: programming and the office of general manager.

Tubes: Approximately 50 per cent of radio receiving tubes have been available during the last two years to replace burned out ones, and no relief is expected until after the war, the WPB declared last week.

Sports: The Army-Navy game at Baltimore last Sunday was given the largest shortwave coverage of any sporting event in history in order to insure reception by servicemen and women throughout the world.

Victory: Judge James Fitzgerald dismissed the action brought by WOW, Omaha, and Nebraska's hotel and tavern keepers against Ascaph, in which they demanded return of license fees levied upon them over a six-year period together with triple damages.

Tele Tales: Television Daily came out last week revealing the heavy registrations for the TBA meet to take place Dec. 11-12. . . . The issue discloses the number of new tele station applicants before the FCC, in addition to other FCC-tele matters. . . . A provocative article on "Television As Operatic Medium" is also included. Herbert Graf, NBC director of operatic production and stage director of the Met Opera Company, penned it. . . . Niles Trammell, prexy of NBC, says the nation needs and expects tele as an immediate post-war service and industry. . . . M-G-M-Loew's Pix Corp. has filed for three tele stations to be located in New York, Washington and Los Angeles.

First experiment in teaching a university credit course in tele production has completed its ninth week. Sterling Fisher of NBC conducts the course.

People: William F. Brooks, director of news and special events of NBC, is the web's new director of international relations and all foreign office personnel. . . . Compton agency's new vice-presidents are: Muriel Haynes, Ted Patrick and Lewis Titterton. . . . Byron Keating, 59, president of the Cincinnati agency bearing his name, died last week.

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

SEND BIRTHDAY GREETINGS TO...

December 4

Charlie Basch Helen Baylis
Ann Morath Elsie Mae Gordon
Larry Rothman Isabel Randolph
Charles G. Burke Bill Slater



WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Cooking Mood

They can TEST by TASTE the food products you make and choose the BEST by TEST. Remember, they can BUY \$437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. But they won't buy a product they don't know and they can't buy a product the retailers don't stock. Keep reminding them of your brand name on WTAM. The cost is only \$.000073 per Housewife.

WTAM CLEVELAND

REPRESENTED BY N B C SPOT SALES

Millions stay tuned to the **National Broadcasting Company**

It's a National Habit



WROK WORKS!
BLUE Station • ROCKFORD, ILL.
CHECK with HEADLEY-REED

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 44

NEW YORK, N. Y., TUESDAY, DECEMBER 5, 1944

TEN CENTS

NBC Program-Analysis

Net Reorg. Plans By Hub Robinson

Organization at the Blue Network has been effected with the various departments to be moved to one concept for the news and special division, for the purpose of effecting a greater co-operative effort, has been announced by Hub Robinson, vice-president in charge of programs and production. Robinson will be the following: Brian Samish, national director of programs and production; Stan Doloff, national director of talent program development, who is responsible for new personalities and development of programs; Charles Barry, national director of program operations responsible (Continued on Page 6)

James Signed For Danny Kaye Show

Los Angeles—Danny Kaye has signed contracts with Harry James. He will not only occupy the main part in the script of the show who makes his radio debut as the star of his own show at 8:00 p.m., EWT.

Office Of Education Issues New Booklet On FM

Washington Bureau, RADIO DAILY Washington—The U. S. Office of Education announced Friday that it has prepared a new booklet on FM "FM for Education," designed for application for and planning (Continued on Page 7)

About Face

NEW will turn the tables on the Finance Committee when it originates one of its War Loan programs from the Committee's premises at 700 Sixth Avenue, Thurs., Dec. 7. The program will feature Clarence director of research and standard Harry Brown, director of community sales, and Frank Totten, chairman.

Trammell Okays Christmas Plan

Niles Trammell, president of National Broadcasting Company, yesterday added the network's approval to the "Christmas Shows for G.I. Joe's" plan. Mr. Trammell's statement follows:

"The proposal of Radio Daily that the broadcasting industry provide Christmas programs to hospitalized and other servicemen has our fullest approval and support. We commend you and your staff for conceiving this very splendid idea. You may count on the National Broadcasting Company to co-operate."



NILES TRAMMELL

Asks FCC To Restore WOI's Morning-Time

Washington Bureau, RADIO DAILY Washington—The FCC has been urged by President James G. Patton of the National Farmers Union to reverse its two-year-old ruling denying early morning time to WOI, Iowa State College station at Ames, Ia. Patton said in a letter to Acting Chairman E. K. Jett, that the issue in the case is whether non-commercial stations' needs are to be ignored in favor of those of stations operated (Continued on Page 6)

NBC, CBS Complete Plans For Sixth War Loan Drives

Two of the major webs will hold their Bond Days this week with NBC scheduled for a full set of activities tomorrow, while CBS follows on Thursday with its special plans for the Sixth War Loan Drive. NBC is calling its program "The Show Goes On" and CBS' title is "CBS War Bond Day," which will be an all-day affair.

Get on the right path! WLAW will lead you to New England's third Largest Concentrated Audience.

Public Service Shows And Sustainers Form 85% Of List In 12-Mo. Period; Sponsored Time 40% From U. S.

Big REC Attendance To Greet Lord Halifax

Over 1,000 reservations have been filed with the Radio Executives Club of New York for the special luncheon which will have as its guest Lord Halifax, the British Ambassador to the United States. The event will take place tomorrow, at the Hotel Roosevelt and will pay tribute to the British Broadcasting Corporation; (Continued on Page 6)

John Hymes Resigns Post In OWI Station Relations

Washington Bureau, RADIO DAILY Washington—Resignation of John Hymes, OWI station relations director, has been announced by George Ludlan, head of the OWI radio bureau. Hymes will return to New York. He came here last year from Foote; (Continued on Page 4)

Quentin Reynolds Signed For 'Radio Reader's Digest'

Quentin Reynolds, author and correspondent, currently on a special Navy Department assignment in the Pacific, has been signed to appear as (Continued on Page 7)

Toronto—Of approximately 53,000 programs carried in 16,000 hours of broadcasting over Canadian Broadcasting Corp. national and regional networks in a 12-month period, 85 per cent was public service and sustaining shows, and about 15 per cent was commercially sponsored. Figures are according to the annual program statistics report, covering 1943-44 network operations, just issued by the CBC and do not include figures for programs broadcast locally from CBC-owned and operated stations. The public service percentage given (Continued on Page 7)

Thirty Tele Receivers To Display Programs

Thirty television sets will provide the entertainment at the First Annual Conference Banquet, climaxing the first day's sessions of the TBA Conference, December 11 and 12. This is the first time that such a large group of sets has been used for this purpose. It is expected that the images (Continued on Page 6)

Longine "Symphonette" To Play For Wounded Vets

The Longine-Wittnauer "Symphonette" orchestra under the direction of Mishel Piastro, which is heard via specially made transcriptions over many stations throughout the country (Continued on Page 2)

The Cats

The American Empire State Cat Show now has passed into history. The press has announced, and illustrated, the aristocratic feline winners. The victor in the 'Blue Point Siamese' category, we read, was Fa-Hing, owned and raised by James O'Bryon. Yes, it's Jim O'Bryon, publicity head of Mutual. Breeding of prize-winning cats is his hobby.

Who will hear your message over WLAW?—907,283 people. Send for coverage map. Advt.



Vol. 29, No. 44 Tues., Dec. 5, 1944 Price 10 Cts.

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

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

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

FINANCIAL

(Monday, Dec. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/8	166	166 3/8	+ 3/8
CBS A	32 7/8	32 7/8	32 7/8	+ 3/8
CBS B	32 1/2	32 1/2	32 1/2	+ 1/8
Crosley Corp.	28 1/8	28	28 1/8	+ 1/8
Farnsworth T. & R.	13 1/4	12 7/8	13 1/4	+ 1/2
Gen. Electric	39 1/4	38 3/4	39 1/8	+ 3/8
Philco	33	32 3/4	33	+ 1/8
RCA Common	10 3/8	10 1/8	10 1/4	- 1/4
RCA First Pfd.	80 1/8	79 3/4	79 3/4	- 1/2
Stewart-Warner	16 1/8	15 3/4	16 1/8	+ 1/2
Westinghouse	110 1/2	109 1/2	110	- 3/4
Zenith Radio	38 3/4	38 1/4	38 3/4	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32 3/4	30	32 3/4	+ 3 3/4
Nat. Union Radio	5 1/2	5 1/2	5 1/2	+ 1/8

20 YEARS AGO TODAY

(December 5, 1924)

As a result of the Third Radio Conference held in Washington, amateurs are to be given a new series of lowered wave bands which they may operate continuously and ship transmitting waves are to be pushed up beyond the broadcast zone, reducing another form of interference.

Chicago's
ONLY
24 HOUR
STATION

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

Coming and Going

EDWARD R. MURROW, chief of the CBS European staff with headquarters in London, has returned to this country and his family after more than a year and a half overseas.

CHARLES GODWIN, assistant director of station relations for Mutual, has left on a business trip to Florida and Texas. He'll be gone about two weeks.

RALPH EDWARDS and the members of his "Truth or Consequences" program company have returned from Chicago, where they did a bond-selling show. They go up to Hartford tomorrow for another of the same.

ALFRED H. MORTON, president of NCAC, has returned from a business trip which took him to the West Coast.

FRANK ROEHRENBECK, manager of WHN, who has been "hors de combat" for two weeks with a broken arm, is back on the job with the wing in a cast.

BETTY REEVE, of the public relations department at Compton Advertising, Inc., is visiting the agency's clients in Chicago and Milwaukee. One of her stops will be at Allis-Chalmers. She'll return the early part of next week.

Longine "Symphonette" To Play For Wounded Vets

(Continued from Page 1)

try, will be assembled for the first time as a live-talent orchestra for an appearance in public. Appearance will be at the Halloran General Hospital, Staten Island, on the night of Tuesday Dec. 12, where wounded war veterans will be entertained.

Unusual feature of the orchestra being assembled for the wounded veterans at Halloran is that each of the orchestra members is a soloist and first chair man in his own right and plays in such organizations as the Philadelphia Orchestra, the New York Philharmonic-Symphony and other leading orchestras in the country. So far they have only been

Two Network Renewals Signed On CBS Shows

Two renewals of prominent programs have been effected over Columbia Broadcasting System: Johns-Manville renewal, effective Dec. 25, continues "Bill Henry and the News," Monday through Friday, 8:15-9 p.m., EWT, for another season over 63 stations, agencied by J. Walter Thompson Company; Continental Baking Company's renewal launches its "Bachelor's Children" daytime serial on its third CBS year, broadcasting Monday through Friday, 10:45-11 a.m., EWT. Ted Bates is the agency in charge.

assembled as a group when making the Longine half-hour transcriptions for radio.

WE'RE GOING PLACES



... with a large and varied listening audience tuned to our headline programs all day long. Programs like BOB BRIGHT'S BANDSTAND and MUSICAL COMEDY REVUE... programs like LUNCHEON WITH HELEN and MUSIC A LA MOOD... add up to the surest radio check there is... plenty of fan mail every day of the week. Sure enough, WPAT is going places. How about coming along?



Sell Your Clients WPAT... the fastest growing station in the metropolitan area.

WPAT } PATERSON • PARAMOUNT BLDG.
 NEW JERSEY • NEW YORK



Out in the co

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

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

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

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

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



W-I-T-H
 IN BALTIMORE

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



● ADVERTISING
MUST PACE PROGRESS

**This Ad made
an Industry out of
*"hush-hush!"***

Listerine startled America in 1922 with "Often A Bridesmaid But Never A Bride"—featuring "halitosis". People were shocked by this frank discussion, of a "hush-hush" subject.

But drug and toiletries manufacturers rubbed their hands in satisfaction, for the door of public consciousness had been opened—and a new, prosperous industry moved in to stay!

*Created by Milton Feasley and Gordon Seagroove of Lambert & Feasley, Inc.



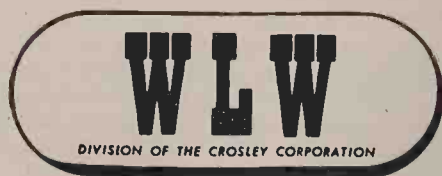
In the Distribution Decade, Advertising Must Help Create Many New Industries

ADVERTISING faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but sell 40% more than in 1940. Money, manpower,

production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

Just as all forward-looking Agency men are actively studying this problem, the Nation's Station is examining its application to the great 4-State market that is WLW-land - - and will have some interesting things to report to you when the time comes.



THE NATION'S MOST MERCHANDISE-ABLE STATION

CHICAGO

By BILL IRVIN

FEATUREING a series of pickups from the Pacific theater of war at the Navy's Sixth War Loan Exhibit at Navy Pier and from the Army Quartermaster Corps Produce Terminal Warehouse, the heaviest schedule of special events bookings since the two political conventions last summer was carried by NBC, Chicago, last week, according to William Ray, news and special events manager of the division. High-lighting the exhibit broadcasts was an on-the-spot description of a rescue at sea by a Coast Guard Helicopter, the saying of Thanksgiving grace aboard an LST tied up at Navy Pier and a special program saluting the SPARS on their second anniversary. The Army program, also a Thanksgiving Day feature, was designed to inform listeners how the Quartermaster Corps had handled the problem of supplying turkeys for the armed forces overseas. There was plenty, it seems, for GPs abroad.

John Hymes Resigns Post In OWI Station Relations

(Continued from Page 1)

Cone & Belding, and served as OWI station relations chief during its period of greatest activity.

Ludlan said, "In losing Hymes, we are regretfully saying good bye to one of the real hard workers and effective workers who came to the Government from industry to do their part in the war effort."

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



California Commentary!

● ● ● W. B. "Bill" Ryan, general manager of KFI, Wednesday played host at ground-breaking ceremonies for KFI's new FM-tele transmitter site on the top of Mt. Wilson. Dr. Lee de Forest, who played no little part in

Los Angeles

the development of radio; Mayor Fletcher Bowron, Charles B. Smith, West Coast representative of the RKO Television Corp. and Fred Wolcott of Gilfillan Bros., were among the speakers. Bob Purcell, KFI's special events director, acted as emcee. Mayor Bowron praised Earle C. Anthony, who founded KFI as early as 1922, while the scribes and others who made the trek to the mountain top praised Mrs. Anthony, who prepared the luncheons for the junketeers, whose normal appetites were increased by the mountain air. A. C. Childs, president of the Mt. Wilson Hotel Company, said that for 56 years his organization has made it possible for scientific work to be accomplished at the 6,000 foot altitude. . . ● Fifty-six years ago, Harvard University scientists established their observatory there and 40 years ago Carnegie scientists came up to make their observations in astronomy. San Bernardino, Santa Monica, San Diego, Long Beach and Santa Barbara are among the communities that can be seen from Mt. Wilson.



● ● ● Caught up by the spirit of costuming that prevails on the "Roy Rogers Show" series on Mutual-Don Lee, Ruth Ellis, red-headed secretary to Producer Fran van Hartesveldt surprised her boss by showing up at a rehearsal in a very smart Western costume. Our fashion informant said Ruth wore a plaid skirt, in tones of brown, and instead of a jacket, Miss Ellis used a buckskin vest of deep tan. . . ● Two more San Franciscans join the Hollywood scene. Helen Morgan, for years a producer and writer at S. F. NBC, and her husband, Ivan Green, a very good character on the Blue in the northern city, have come South and will free-lance. . .

● The bumper crop of new praise agents has been increased by John Daly, editor of the RCA-Victor publication here, who has joined forces with genial Barney McDevitt.



● ● ● Jimmy Durante would have really blushed with pride had he been able to hear himself praised as a great showman and swell guy by Ed "Archie" Gardner, Frances Langford, Allan Jones, Ray Sinatra and Lina Romay, fellow performers on the Elgin Thanksgiving Day show. They were in an ante room listening to Jimmy on a loudspeaker when they came through with their spontaneous verbal plaudits. . . ● Earl Carroll, whose restaurant is on Sunset Boulevard, has real competition on that thoroughfare in picking eye-filling beauties. His competition comes from Beverly McCarthy, no mean looker herself, who chooses the femme elevator operators for the Columbia Square building. . . ● Sid Singer, who originated "Money On The Line," heard on CBS, and who writes the show, has written a new book, "Party Lines." . . ● Cottonseed Clark and his troupe of 30 entertainers entertained the servicemen at the Stockton, Calif., Air Base Dec. 3. . . ● First time in eight years, Sybil Chism was unable to play the theme music for Lum and Abner on the Blue. Warming up the organ 30 seconds before airtime, the darned thing broke down with a terrible clatter. Attendants rushed in a portable organ, about three feet long, and she started to play that one, but the fan which provides the tremolo was loose, and clattered. So Lum and Abner went on the air WITHOUT A THEME. . . ● George Fisher, headman of KECA's "Hollywood Spotlight," has Frank Sinatra clubs listening to his show every night. The reason—George is a Sinatra fan himself—and finds a news item about Frankie, or some way of mentioning him on every broadcast! Wendell Niles has flown an equivalent of three times around the world to appear with Bob Hope in entertaining GIs. Recently he flew to Chicago and Atlanta with Bob.

— Remember Pearl Harbor —

SOUTHWEST

AS special tribute to SPAR, a local review "Tars and Spars" appearing in San Antonio, K recently aired a half-hour program from the street in front of the Music Theater. Local civic and military dignitaries took part in the program which was emceed by Fred Hamer of KONO.

New business at KGKO in El Worth includes a series of three weekly newscasts by the Fritz a 52-week contract for one million spots placed by the McDonald Hieries, and a daily five-minute "Nothing but the Truth" under sponsorship of the Carey Salt Company.

The San Antonio Aviation Center "Skyline Patrol Orchestra" featured on the "Skyline Rehearsal" aired over WOAI and member stations of the Texas Quality Network recently provided the dance music for the public entertainment opened the Sixth War Loan Drive here. The orchestra is directed by Sgt. Bill Bunt, former arranger Paul Whiteman, Jack Teagarden, Harry James. Featured vocalist, Cpl. Andrew Gainey, former soloist.

ABC, CBS Complete Plans For Sixth War Loan Drives

(Continued from Page 1)

Ann Sheridan, Paulette Goddard and Jerry Colonna are among stars who will appear. All have returned overseas for the benefit of the front.

On this special broadcast, Major M. Keith Willson will conduct the program, and Major Mann Holiner, on inactive duty, will produce the broadcast. Carroll Carroll is service script editor with radio's top writers on the contributing end.

Major Willson Scheduled

Time of the day—Buy More Bonds will be hammered home on every one of the 58 network broadcasts scheduled from 8 a.m. to midnight, and will be intensified in special US-produced programs—productions conceived in an accounting of the struggles and sacrifices, and dedicated to the nation's surging will for a swift, total victory.

Among these special programs are, "Finish The Job," with actor Ralph Bellamy, as narrator (CBS, 8:00 to 8:55 p.m., EWT); and "Freedom In Their Eyes" with baritone Lawrence Tibbett of the Metropolitan Opera serving as master of ceremonies and

recitalist (WABC-CBS, 11:30 p.m. to 12 midnight, EWT).

Another feature of "CBS War Bond Day" will be a special broadcast from Hollywood in which Walt Disney and some of his famous cartoon characters will voice pleas for support of the bond drive. (CBS, 5:00-5:15 p.m., EWT).

On "Freedom In Their Eyes" actress Mady Christians will recite a dramatic monologue, "Look Up My Child," by Mari Yanofsky about a group of English children killed when a robot bomb hit their schoolhouse.

"Finish The Job" will unfold in chronological order of eight significant "jobs finished" by our land, sea and air arms from Bataan to the invasion of France. With participants in the dramatizations enlisted from wounded veterans of these "jobs" and from relatives of men who died in the battles, the program has one dominant poignant plea: "I carried the job to here—Finish The Job!"

Eight "Jobs" Listed

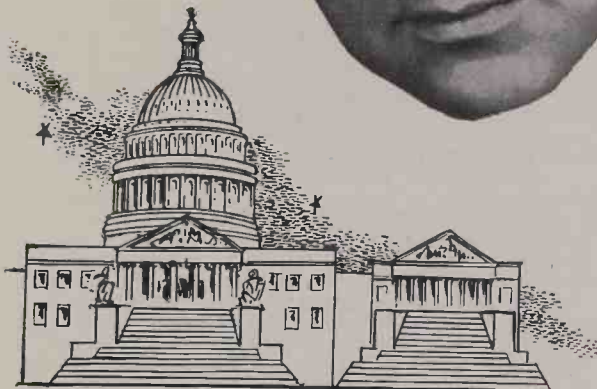
The eight "jobs" to be dramatized are Bataan, the Murmansk run in the battle to keep open the Arctic and North Atlantic sea lanes to Russia; Guadalcanal; Hill 609 in Tunisia; the naval engagement in the Coral Seas; the beach head at Salerno; the air battle over Europe; and the D-Day invasion of Normandy.

Following the preceding portion of the program, there is to be a pick-up of an interview between a CBS correspondent and a G.I. on the front in Germany, with the soldier explaining the "job in hand." Another pick-up, from Leyte, will present a Commanding Officer standing on a military cemetery and talking about the "jobs" that claimed the lives of Americans buried there.

"Finish The Job" is written by Robert Sloane, produced and directed by Robert Lewis Shayon, with an orchestra conducted by Ben Ludlow who will compose an original score.

Films Use More Radio

Chicago—Increase in the use of radio time to promote motion picture films is reported by the agencies here. Schwimmer & Scott have placed 52 spots on WENR, the Hackett Agency has placed eight time signals with WMAQ, for the "Wilson" film, while the Essaness circuit will use radio time on various stations for the forthcoming premiere of "The Princess and the Pirate" with Bob Hope.



America's foremost National Affairs Reporter

Fulton Lewis, jr.

When America's "thinking" people want the latest news in a concise, unbiased and authoritative manner, they listen to Fulton Lewis, jr. Lewis is currently heard on over 240 Mutual stations with more than 130 sponsors. A few choice cities are still available for cooperative sponsorship.

★ Call wire or write: WM. B. DOLPH BARR BLDG. WASHINGTON, D. C.



VEED
AD COMPANY
ATION REPRESENTATIVES
• BOSTON • CHICAGO
• SAN FRANCISCO • HOLLYWOOD

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

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

Big REC Attendance To Greet Lord Halifax

(Continued from Page 1)

Lord Halifax will discuss radio as a force for international peace.

Warren Jennings, president of the REC, will preside at this meeting which will also feature talks by OWI Director Elmer Davis, John Salt, North American Director of the BBC, and an address directly from London by William J. Haley, director general of the BBC.

In behalf of BBC, John Salt will accept a citation from the REC praising the British radio organization "for its unstinting co-operation with American broadcasters, networks and independent stations; and for inspiring radio throughout the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace."

Guests of honor at the speakers table will include Francis E. Evans, British Consul General of N. Y.; Niles Trammell, President of NBC; Dr. Frank Stanton, vice-president of CBS; Mark Woods, President of the Blue Network and Edgar Kobak, President of Mutual Network; J. Harold Ryan, President of the National Association of Broadcasters; Kent Cooper, President of the Associated Press; Joseph V. Connolly, President of International News Service; Hugh Baillie, President of United Press; and Wythe Williams, President of the Overseas Press Club.

The radio trade press will be represented by Jack Alicoate, publisher of RADIO DAILY; Sol Taishoff, managing editor of Broadcasting; Abel Green, editor of Variety, and Joe Koehler, editor of Billboard.

International station licensees will be represented by Robert Peare of General Electric; W. Evans of Westinghouse; James D. Shouse of Crosley and Walter F. Lemmon of World Wide.

The following stations and networks have made reservations for individual tables: WABC, WEAf, WJZ, WOR, WNEW, WMCA, WQXR, WHOM, WIBG, WLW, WBYN, NBC, CBS, MBS and the Blue Network.

'Don Giovanni' Saturday

"Don Giovanni," by Mozart, will be broadcast over the Blue Network Saturday from the stage of the "Met." Ezio Pinza will have the title role.

"AMERICA TO VICTORY"



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

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

NATIONAL RADIO FEATURES

100 State Street Albany 7, N. Y.

Thirty Tele Receivers To Display Programs

(Continued from Page 1)

will be viewed by over 1,000 spectators seated in the Hotel Commodore ballroom.

The programs will originate from the studios of WABD and WNBT, and will be picked up by the thirty receivers, supplied by Du Mont, RCA Fada, Philco, and General Electric, grouped in the center of the floor in such a way that everyone will be able to see. F. J. Bingley, chief engineer of the Philco Radio and Television Corporation, will be in charge of receiver installation and grouping, while program chairman Ralph B. Austrian, executive vice-president of the RKO Television Corporation, will arrange the details of the presentation.

Advertising Panel Set

Assignments and assignees were made at an off-the-record luncheon meeting of the television discussion panel held yesterday at the New Weston Hotel.

Subjects to be covered for the forthcoming TBA meet will include: "How One Agency Looks At Television Commercial Programming," by Ted Long, television director of BBD&O; "Addition of Sight To Radio," and "Programming" by Herbert J. Leder, tele director and program specialist of Benton & Bowles, Inc.; "Commercials In Relation To Sports," by Don McClure, tele director of N. W. Ayer & Son, Inc.; "What the Time-buyer Wants To Know," by Frank Silvernail, chief timebuyer of BBD&O.

In addition to the above-mentioned who participated in the luncheon discussions were: William Forbes, tele director of Young & Rubicam, Inc.; Jack Wyatt, tele and radio director of Buchanan & Co.; Theo Gannon, production director of radio, and Harry Trenner, manager of the radio department, both of William H. Weintraub & Co., Inc. Trenner presided over yesterday's proceedings and will be the chairman for the discussion panel when it meets next week, replacing Elkin S. Kaufman, executive vice-president and television director of the agency, who is expected to be detained at the West Coast.

Asks FCC To Restore WOI's Morning-Time

(Continued from Page 1)

for private profit. His letter follows: "Farmers of the nation are waiting with interest the decision of the Federal Communications Commission in the case of station WOI, the Iowa State College of Agriculture Station at Ames, Ia.

"The National Farmers Union earnestly urges that the Commission reverse its decision of two years ago whereby morning time of this station was reduced to the benefit of station KFI, the Mutual network station in Los Angeles. The latter station uses this time to play phonograph records, and the farmers of Iowa and nearby states thereby are deprived of an early morning agricultural market report that is of the greatest value to them.

"It should be pointed out that the basic act governing operations of the Commission definitely states that no station's time shall be reduced without opportunity for full and adequate hearing. This opportunity has not been afforded WOI.

"It is our conviction, moreover, that the case should not be decided pending the arrival of the new chairman, Mr. Paul Porter, and should not be decided without further consideration of the issues involved. We believe that the principle concerned here goes far beyond the interests of agriculture. It is the issue of the public good, the issue whether commercial stations shall be given preferential treatment over non-commercial, whether educational, governmental and similar radio stations dedicated to the good of all the people, are to be ignored in order that the greed of private radio interests may be subserved."

Jean Wright Named New NBC Picture Editor

Jean Picus Wright, former Picture Editor of Click Magazine, has been appointed to that post at the National Broadcasting Company, New York. When she assumed her duties at NBC last week she became the first woman to hold a comparable position with any national network.

Miss Wright has had extensive experience in the field of photography which she started as a hobby and later went into on her own before taking over that department with Click Magazine.

Blue Net Reorg. Plan Set By Hub Robins

(Continued from Page 1)

for booking procedure and the relation of the operations of the work and the plans of the production department.

The news and special features section under George W. Johnstone function in the direct sphere of program and production department as will the public service division under the direction of Dr. Harry B. Summers, the music department under Paul Whiteman, musical director, and Harry Wismer sports supervisor.

Continuity Dept. Affected

Also included in the regrouping activities are the continuity department under Dorothy Kemble, manager of continuity acceptance; television under Paul B. Mow who has recently joined the Blue supervisor of television.

Lindsay McHarrie, eastern production chief, will operate as an assistant to Samish under the new set-up of the operations of the script division under Stuart Buchanan and the announcing division under Ray D. will also be correlated into the production and production plan.

Atstatic Appoints Sales Head

Ray T. Schottenberg and William Doyle have been placed in charge of sales for the Atstatic Corporation, manufacturers of radio and recording equipment, Floyd H. Woodworth corporation head, has announced. Schottenberg will continue as sales manager of the jobber division, and Mr. Doyle will be in charge of sales to radio set manufacturers.

SEND BIRTHDAY GREETINGS TO...

December 5

Grace Moore Archer Gibson
Jean Sothorn Lyn Murray
Ned Tufts

Two Networks! Three City Market!!

• CBS • **WENT** • MUTUAL •

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

Scoop!

GENE KRUPA
(IN PERSON)

8:05 P.M. - 8:30 P.M.
EVERY TUE.-THUR.-SAT.

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

WITH A BOND AND A PRAYER

Your thoughts are with him always... Your heart says: "Buy More Bonds NOW... to hasten the 'minute' of his return."

THE MINUTE STATION WBYN 1430 ON THE DIAL

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

Public Service Type Shows Lead CBC Programming

(Continued from Page 1)

above, is for the specific period of broadcasting from April 1943 to March 1944.

Forty per cent of all sustaining time was filled with light music, twice as much time as taken by news. Serious music, talks, agriculture, drama, variety, education, women's interests, religion, children's programs and sports all occupied eight per cent or less of sustaining broadcast time, in the order listed.

Drama occupied over half the commercial time, followed by light music, women's interests, talks, sports, serious music and children's programs. There are no commercially sponsored news, agricultural, education or religious programs on CBC networks.

Nearly three-quarters of all sustaining network shows were presented by live talent and about one-

quarter recorded. The balance were transcribed for delayed broadcast to permit air presentation across Canada at suitable times. This is because of the five time zones on Canada.

Of the 14,000 hours of sustaining network broadcasting aired during the 1943-44 period, 82 per cent originated in Canada, 13 per cent in the United States and five per cent in Britain. The ratio of commercial network shows was about 60-40 in favor of Canada originations over the U. S. No commercial broadcasts of course, are originated in England.

Quentin Reynolds Signed For 'Radio Reader's Digest'

(Continued from Page 1)

editor of the "Radio Reader's Digest," the weekly radio counterpart of the publication, effective Dec. 31, it has been announced. The new director-producer of the program is William N. Robson, who will also write a portion of the program each week.

Conrad Nagel broadcast his last chores on this program last night. He resigned because of heavy Hollywood commitments, a spokesman said. The Dec. 10th program will have Lowell Thomas, commentator, as guest master of ceremonies. The program is heard 9-9:30 p.m., EWT, over CBS, Sundays. Ward Wheelock Company is the agency.

Continue WMCA Hearing Behind Locked Doors

Washington Bureau, RADIO DAILY

Washington—Locked door hearings of the Lea committee on the WMCA transfer continue with a strong possibility that they will run through the entire week and to the end of the present Congress. Members are puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now very skeptical as to whether the affair concerns the FCC at all, and as to whether it comes within the scope of the committee assignment.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

"Christmas Shows For G.I. Joes"

Yesterday's mail brought twelve more letters from scattered stations signifying their desire to participate in the Radio Daily plan for special Xmas entertainment for servicemen and women.

They are as follows:

WOR, New York; WHN, New York; KFI, Los Angeles; KMTR, Hollywood; KFAB, Lincoln, Neb.; KSAL, Salina, Kans.; KOY, Phoenix, Ariz.; KCRC, Enid, Okla.; WLAV, Grand Rapids; WWNC, Asheville, N. C.; WGY, Schenectady; WDSU, New Orleans.

AGENCIES

ANS gave New Yorkers a short course in the art of staging a formal cocktail party last Friday when the Taylor-Howe-Snowden Sales tossed a party at the Ambassador Hotel celebrating the opening of their New York office. The guests were Texas troubadours, Texas lemons, Texas-grown oranges and lemons, and a sprinkling of nations to give Lone Star State a boost.

Lawrence Fly, ex-chairman of the FCC and native Texan, headed the list of distinguished guests which included Ed Kobak, president of Music Mark Woods, president of the network; Ed Noble, chairman of the board; John Fetzer, head of the radio censorship division.

The Texas delegation included Alex Amarillo, general manager of Taylor-Howe-Snowden Radio Sales; W. D. Hollingsworth, manager of KNC, Amarillo; De Witt Landis, manager of KTSA, San Antonio and J. Taylor, manager of KRGV, El Paso; C. B. Locke, manager of KJ, Beaumont. Among other managers attending were T. B. Dandridge, KRMD, Shreveport, La.; D. Enoch, KTOK, Oklahoma City; and John O'Harron, WKZO, Marquette, Mich.

New York station reps, time buyers, men and trade press crowd the party shouting "Yi-pee," and "Buck." Jack Keasler, manager of the New York office of Taylor-Howe-Snowden Sales, proved an excellent host.

Office Of Education Issues New Booklet On FM

(Continued from Page 1)

FM stations by schools and colleges. Dr. John W. Studebaker, Commissioner of Education, has predicted there will be 500 FM stations five years after the close of hostilities.

Radio Show On WABD

Anderson Smith & Sons Carpet Company will sponsor the television program "Magic Carpet," Dec. 13, 8 p.m., over WABD. The program is produced by Anderson, Davis & Co., advertising agency for the company. Bud Gamble will

Exclusive!

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

W-I-N-D

5000 WATTS

FREE

WORLD'S GREATEST SHOW

KXEL

1540 ON YOUR DIAL

50,000 WATTS

532 ACTS WEEKLY

JOSH HIGGINS "VOICE OF AGRICULTURE"
WATERLOO, IOWA

REPRESENTED BY JOHN BLAIR & COMPANY

EDITORIAL ROOMS

THE SATURDAY
EVENING
POST
FOUNDED BY
Ben Higgs

BEN HIGGS
EDITOR

November 17, 1944

THE CURTIS
PUBLISHING COMPANY
PHILADELPHIA 6

Dear Griff:

This is a belated congratulation on your excellent news broadcast, one that appeals particularly to a listener who personally prefers to hear evidence of the exercise of the medulla oblongata in analyzing the news, rather than pure larynx larruping. I find myself dashing home early from the office in order to check you against the papers -- and check the papers against you.

Sincerely,
Martin Combers
Martin Combers
Foreign Editor

Mr. Alexander Griffin
MSinar

EDITORIAL OFFICES

LIFE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

November 14, 1944

Mr. Alexander Griffin
Station WIP
1202 Gimbel Building
Philadelphia, Penna.

Dear Griff:

A lot of people have been telling me that they hear your program and get a great kick out of it. I just wanted to let you know that I'm one of those who think you're doing a swell job on the air, just as you always did in the newspaper and writing business. More power to you!

Cordially,
Roger Butterfield
ROGER BUTTERFIELD
Editor, Life Magazine

Thank You, Gentlemen!

Such praise, from such gentlemen, from such eminent publications, is praise indeed!

Alexander Griffin, metropolitan editor of many years' standing, has been on the air a little less than a year and is going great guns from coast-to-coast. 92 stations of the MUTUAL SYSTEM value "GRIFFIN REPORTING" as a news-commentary program which listeners follow closely, interestedly, avidly.

"GRIFFIN REPORTING" originates in the Studios of WIP, Philadelphia, and is open to both network and local sponsorship. . . . Network 6:00-6:15 p.m. EWT—local 10:30 p.m.

Write, wire or phone BENEDICT GIMBEL, JR.—WIP, Philadelphia

"GRIFFIN REPORTING"

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 45

NEW YORK, N. Y., WEDNESDAY, DECEMBER 6, 1944

TEN CENTS

New AFM Strike Threat

West Coast Transfers; Other Station Deals

Washington Bureau, RADIO DAILY
Washington—Transfer of control of western stations was submitted to the FCC for approval yesterday. I. Dumm, president of KSFO, San Francisco, who last week sold WJW, Oakland, in order to comply with the dual ownership regulations of the FCC, heads a combine purchase of KPAS, Pasadena, from Frank Burke, Sr., and Jr., and WJW. The station operates 10,000 watts on 1,110 kilocycles, and the Burkes had to sell in order to comply with the same regulations. (Continued on Page 7)

Bodec Joining Blue; Will Work With Josseloff

Bodec, of the J. Walter Thompson Co. new talent department, joins the Blue Network, effective Dec. 13, and is associated with Stanley Josseloff, national director of talent and program development of the web. Bodec, who has a strong background in show business, was for 13 years chief of Variety's radio department. (Continued on Page 7)

Res OWI Consultant for N. Y. Regional Area

Arthur Hull Hayes, general manager of WABC, CBS key station, has been named regional consultant of New York for the Office of War Information, it has been announced by the Radio Bureau of the OWI. Hayes' new capacity will make him... (Continued on Page 7)

Pearl Harbor Day

Col. Edward N. Scheiberling, National Commander of the American Legion, will be heard in a talk titled "Lest We Forget Pearl Harbor" over the Mutual network on Dec. 7, at 2:45-3 p.m., EWT. Advertisements will originate via WIBC, Chicago, and will be given at the exact time when three years ago the Japs launched their sneak attack on the U. S. naval base.

Dr. Stanton Approves Xmas Plan

Dr. Frank Stanton, vice-president of Columbia Broadcasting System, yesterday joined other industry leaders in an endorsement of the "Christmas Shows for G.I. Joes" plan fostered by Radio Daily. Dr. Stanton's statement follows:

"Special days—such as Christmas—or special events—such as the Army-Navy Game—focus special attention on radio's worldwide audience of Americans in service. On such occasions, radio is rightfully expected to contribute something special of its own.

"But when this war is over, radio will be judged, not on the merits of its once-in-a-while performance, but on how it discharged its day-to-day obligations. While I heartily endorse the plan of 'Christmas Shows for GI Joes,' I am at the same time reminded of a letter CBS received months ago from a military hospital—a letter that had the following to say about radio.

"Radio is always fresh, always timely. From what I've heard and seen, it's the best morale booster there is. It goes on day after day, furnishing a permanent bridge between home and here. As a matter of fact, it's a hunk of home. Often the only one."



DR. FRANK STANTON

Oklahoma Tele Tour Murrow Back In U. S.; Is Big WKY Promotion Warns On V-Day Plans

Oklahoma City—WKY, Oklahoma City, NBC affiliate, yesterday shipped back to Radio Corporation of America television equipment borrowed for just ended war bond television tour of 19 Oklahoma cities.

Public eagerness to learn something about television was demonstrated time and time again during the one-night stand tour as thousands of rural Oklahomans got their first... (Continued on Page 7)

Edward R. Murrow, CBS' chief of the European staff in London, told a huge luncheon crowd yesterday that perhaps the greatest criticism persons in the European theater of war have of the people in this country is their V-Day plans, which are regarded with resentment, since the situation there now certainly does not warrant any such jubilant plans. The luncheon took place at the Am... (Continued on Page 6)

Mutual Sets Special Show For G. I. Joe's Xmas Day

As a result of Radio Daily's suggestion for special holiday broadcasts emanating from veterans hospitals or servicemen's centers, Tom Slater, Mutual's Director of Special Features, is planning a special program

on Christmas Day from a hospital center. This program will be built around the participation of the men, and will be carried by the full network. The program will be Mutual's... (Continued on Page 7)

Tell it to thousands! 907,283 to be exact. And the Station is WLAW! Coverage map on request. Adv.

Come out from the side-lines! Sell to Northern New England over WLAW. Send for coverage map. Adv.

Platter Turners Issue May Involve Three Webs

A new strike threat looms on the network horizon this week with James G. Petrillo and the AFM threatening to pull musicians on NBC, Blue and Mutual shows unless musicians are recognized as platter turners.

Closed meetings between network labor executives and AFM officials, are reported being held here this week in an effort to iron out the... (Continued on Page 6)

Theater Company Provides For Tele

Washington Bureau, RADIO DAILY
Washington—Plans to install rear-screen projection provisions for television are included in the proposed 2,000-seat theater which will be erected by the Trans-Lux Radio City Corp., in a new 13-story office building here. "Trans-Lux has definite plans for entering the television field which will be disclosed when present negotiations with one of the major networks for the leasing of broadcast... (Continued on Page 4)

Flamm Attorney Decries Corcoran's "Methods"

Washington Bureau, RADIO DAILY
Washington — Following another closed session yesterday by the Select Committee investigating the FCC, Colin Campbell Ives, of Handelman & Ives, attorneys for Donald Flamm, former owner of WMCA, gave out... (Continued on Page 6)

Surrealist

Ruth Ray, currently with WOV, is a surrealist painter, strange as that may seem. Her 'one-man show' can be viewed at the present time at the Norlyst Gallery. Although four canvasses have been sold, the entire exhibit goes intact to J. Walter Thompson Company for agency's art department display following the fini of the exhibition now in progress.



Vol. 29, No. 45 Wed., Dec. 6, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Tuesday, Dec. 5)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/8	166 1/4	166 1/4	+ 1/8
CBS A	33	32 7/8	32 7/8	-
Crosley Corp.	28 1/4	28	28	- 1/8
Farnsworth T. & R.	13 1/2	13 1/4	13 1/4	-
Gen. Electric	39 3/8	39 3/4	39 3/4	+ 3/8
Philco	34 3/8	33 1/2	34	+ 1/8
RCA Common	10 1/2	10 1/4	10 1/4	-
RCA First Pfd.	80	78 1/2	80	+ 1/8
Stewart-Warner	16 1/4	16	16	- 1/8
Westinghouse	110 1/4	109	109 1/4	- 3/4
Zenith Radio	39 1/8	38 3/4	38 3/4	-
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	34 1/2	32 3/4	33	+ 1/4
Nat. Union Radio	6	5 5/8	6	+ 1/2

Bickford Heading East

As soon as he completes a current movie role, Charles Bickford plans to fly East to confer with FBI chief J. Edgar Hoover and Colonel Boots, president of the Boots Aircraft Nut Corp., and high bidder for Bickford's new air show "The Secret Room."

20 YEARS AGO TODAY

(December 5, 1924)

Thousands of people are getting up earlier than usual these mornings in order to be in on the morning gym class conducted by A. B. Bagley over WOR. Exercises have been made doubly attractive with the aid of new, illustrated circulars. Mr. Bagley is physical director of the Newark YMCA.

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

Coming and Going

JAMES D. SHOUSE, vice-president of The Crosley Corp. in charge of broadcasting, and ROBERT E. DUNVILLE, vice-president of the organization and general manager of WLW, Cincinnati, will spend this week in New York.

HERBERT J. LEDER, television director of Benton & Bowles, Inc., is back at his post following a vacation which took him to the West Coast.

LLOYD COULTER, vice-president in charge of radio for McCann-Erickson, Inc., is expected back at the New York office Dec. 8, following a six-week trip to the West Coast, taking in McC-E's Cleveland, Chicago and San Francisco offices en route.

RICHARD H. ROFFMAN, publicist, is back from Atlantic City, where he attended the World Jewish Congress. He'll now do a series of articles describing the meeting.

GIL BERRY, sales manager, and WALTER EMERSON, legal counsel, both of the Blue Network's central division, and ROY McLAUGHLIN, sales director of WENR, the Blue's station in Chicago, are in New York this week on business.

ELINOR INMAN, CBS director of religious broadcasts, and JULIUS MATTFELD director of Columbia's music library have returned to their offices following a state-wide conference Monday on radio and religion sponsored by the Connecticut Council of Churches at Hartford.

DEWEY LONG is in Cincinnati, where he is being treated for a throat ailment at Christ Hospital.

JOHN W. SCHULTZ, station manager of WMVA, Martinsville, Va., is in town on network business. He'll leave for the home offices tomorrow.

Shouse Outlines Series Of WLW Advertisements

James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, yesterday disclosed that the part distribution will play in the post-war economic adjustment and prosperity will be the keynote of WLW's new series of trade-paper advertisements.



JAMES D. SHOUSE

"In the 10 years following V-Day, characterized as 'the Distribution Decade' commodity distribution and its problem will loom large in the adjustment necessary in the business world if we are to have economic prosperity," the Crosley executive declared.

"The country's magnificent war production record has proved conclusively that America has the capital, man-power and machinery to produce goods. Only by facilitating the movement of products to the ultimate user can we have a high level of employment and prosperity. Competent authorities estimate that our post-war consumption will have to sur-

MBS In Western Canada As CKWX Joins Network

Vancouver—The Mutual Broadcasting System extended their program service into Western Canada this week, when the first programs were carried to CKWX, this city, over land lines, thereby marking the first time that any American network shows have been piped direct to a Western Canadian station.

In announcing the affiliation F. H. Elphicke, manager of CKWX, stated that it would place the station in a more favorable position to create an international post-war service. The station will broadcast programs originating with both Mutual and the Don Lee-Mutual system. By way of marking the affiliation, CKWX has launched an extensive advertising campaign in most of the trade journals as well as many local newspapers.

pass pre-war consumption by as much as 40 per cent to keep our industrial machine running on all cylinders.

"This will be a job in which all the facilities of distribution must be used, including advertising, merchandising, marketing and personal salesmanship. The WLW advertisements point up the job by showing how advertising has paced progress in the past. And as in the past, advertising must pace progress in the reorganization of the years ahead."



Pretty good, too!

This new ship—the PV-1—seems to have everything it takes to deliver the goods. Listen:

"The PV-1 carries 'ash can' depth charges or torpedoes. It's the first sub-buster in production to fill the Navy's needs for twin-engine land-based aircraft with adequate range plus both defensive and offensive armament. The Ventura is bigger, faster, more heavily armed and able to pack a deadlier explosive wallop than the famous Lockheed Hudson which it closely resembles. Yet it retains all the sturdy qualities of the Hudson, known to the R. A. F. as 'Old Boomerang' because of its ability to return to its base.

"Carrying more radio equipment than any plane Vega or Lockheed has ever built, as well as droppable gas tanks that give it a tremendous range, the PV-1 constitutes a far greater menace to enemy submarines, warships, and transports than any land-based aircraft yet built in this country."

There's a ship that's ahead of the game. And in Baltimore radio it compares with the kind of ahead-of-the-game service you get from W-I-T-H. That's the successful independent that delivers more sales at the lowest cost of any station in Baltimore. Pretty good—too!

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day. To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

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

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.



WAAT
970 KC
NEWARK,
N. J.

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

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

BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

DECEMBER 2nd CONCERT

Mozart's Overture to "Idomeneo, Re di Creta"

Franck's Symphony in D minor

ALFRED FRANKENSTEIN
SAN FRANCISCO CHRONICLE
SAN FRANCISCO, CALIF.

Serge Koussevitzky has done more for modern music than any other conductor, and if we have a modern American school, a large degree of thanks is due to him. But the capacity to project new music is based on mastery of the classics, and Koussevitzky's December 2nd concert was a rich, thrilling and beautiful exposition of standard masterpieces. More power to him in every field, and a cheer to Allis-Chalmers for these broadcasts and especially for the new music they have brought us.

DECEMBER 9th PROGRAM

Tchaikovsky's Symphony No. 5 in E minor

- I Andante: Allegro con anima
- II Andante cantabile, con alcuna licenza
- III Valse: Allegro modifato
- IV Finale: Andante maestoso; Allegro vivace.

8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Further American Good Living."

Adv.



Notes From A Ringside Seat . . . !

● ● ● This ringsider finds it gratifying to see such glowing tributes from radio biggies all over the country on our Alma Mammy's baby, "Christmas Shows of G.I. Joe's" . . . we can NEVER do enough for them but at least we can try. ● Judge Roy Hofheinz personally presented his radio baby, station KTRT, born after a four year battle before the FCC, to agency time buyers at a luncheon yesterday at the Park Lane in Gotham . . . in just four short months, under capable management, this 250 Watter has made rapid strides . . . Joe Weed and Grace Hennesey hosted. . .

● Emcee Truman Bradley has been signed to narrate Paramount's trailer on the forthcoming thriller, "The Unseen," starring Joel McCrea, Gail Russell and Herbert Marshall. . . ● With experience gained while editing the N. Y. University Campus Sun, Irving Lester's WHNew feature, "Kampus Korner," especially designed for High School and Collegiate audiences, shows beaucoup de Bobby Sox appeal. . . ● Disc Jockey Jerry Lawrence's idea of presenting a different Conover Model on his WMCActivities rates a low bow . . . each day, the highest War Bond bidder receives from the model herself an item of merchandise, nylon hosiery, lip stick, hand bag, hat or perfume, for which she posed in the newsprints or magazines. . .

● NCACHief of sales Dick Dubois, at a recent BBC Christmas party for wounded Yanks here, proved himself a magician of no mean ability . . .

● Kay Kyser has a swell article about his fight to live in Dec. "Journal of Living" magazine.

★ ★ ★

● ● ● A CBSpecial Broadcast, "Freedom In Their Eyes," tomorrow at 11:30 p.m. will star Mady Christians in a dramatic script, 'Look Up My Child,' from the inspired pen of Mari Yanofsky. . .

● Eddie Rogers, after six months of careful planning, has finally completed his new 'singing strings' aggregation (acquired his sister, Vera Rogers from the D'Artega Band) and opens with plenty of air time at the swank Del Rio Nitery in Washington . . . booked by Ed Kirkeby. . . ● Lt. Jack Banner has been promoted, is now Lt. Comm. and assigned temporarily in Gotham as Regional Public Relations Officer. . . ● Connie Meade, (beauty and brains wrapped up all in one), secretary to Earl Mullin, Blue Net Press Chief, has been voted 'pin-up girl of the 73rd Troop Carrier Squadron in England' . . . her picture, in a frame made from a shot-down German bomber, hangs in the Squadron recreation hall. . . ● New femme songwriter, Paula Baron looms large on the music horizon . . . her latest, written with Mary Lou Williams, titled, "How Long Will The Train Be Gone?" is headed for the 'Hit Parade'. . . ● CBSongstress Joan Brooks (one of this scribbler's discoveries) has been voted third place among female radiorioles, in a recent radio poll just completed by a local research agency. . . ● Perry Como, with Ted Steele's Orch, starts a new musical series Monday (7-7:15 p.m.) for NBChesterfield Cigs. Bob Moss will produce-direct this Newell-Emmett package which will feature guest stars. . . ● Ted Collins will be interviewed Friday by WORacle Martha Deane.

★ ★ ★

● ● ● Credit Bob Johnston, Ilene Woods and a 30-piece orchestra, conducted by Theodore Weingard, for an enjoyable half hour of music, Sundays via WJZ. . . ● Pegeen Fitzgerald is ailing . . . hubby Ed is trying to fill her spot (a tough job) with guests. . . ● When Lt. George Putnam, USMC arrived in Washington to report for duty, the first person he met was his former praise agent, Lt. (j.g.) Jane Barton, USNR who is currently publicizing the activities of 13,000 WAVES in the Capital. . .

● Mickey Alpert and his musical crew open tomorrow at the Walton Roof in Philly. . . ● Violin Virtuoso, Yehudi Menuhin reports to the Paramount lot January 16 for an important role in the Archie Gardner vehicle, "Duffy's Tavern".

— Remember Pearl Harbor —

AGENCIES

JOHN L. ROGERS, formerly product advertising manager of V Chemical Co., and copy chief of General New York and Chicago agencies has joined the creative staff of Dicer-Fitzgerald-Sample, New York.

OTIS A. KENYON, chairman of the Administrative Committee for Continuing Study of Transportation Advertising, has informed the board that Study No. 3 of the Continuing Study will be based on a survey made in Cleveland during the month beginning February 15th, and ending March 15th, 1945, and that Study No. 4 will be made in Detroit.

SANFORD GERARD has joined Benton & Bowles, Inc. as an art director, according to a statement issued by Clarence B. Goshorn, president of the agency.

Theater Company Provides For Te

(Continued from Page 1)

ing and television studio space the new building has been completed," Norman Elson, Trans-Lux general manager, declared.

The company is a subsidiary of the Trans-Lux Corporation. Officers of the new incorporation are P. Furber, chairman of the board, P. Furber, president; Norman Elson, vice-president and A. E. Erickson, secretary-treasurer.

"U" Signs McKnight

Hollywood—Tom McKnight, who is producing the radio "Hall of Fame," has been signed by Universal as a producer.

SEND BIRTHDAY GREETINGS TO---

December 6

Lucille Crossman Ira Gershwin
Robert Effros Agnes Moorhead
Jeannette Land John Ravencroft
Gertrude Gordon Sachs

"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.

DON BECKER

announces the formation of

DON BECKER PRODUCTIONS INC.

. . . .

DON BECKER PRODUCTIONS INC. an organization built on experience gained through years of creating and producing nationally known, and commercially successful radio shows, of all types.

DON BECKER PRODUCTIONS INC. is now prepared to offer *directly* to advertisers and their agencies, sound program ideas and complete production facilities.

. . . .

Exclusive Sales Representation

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS



"The Woman of Tomorrow" ... SELLS YOUR PRODUCTS TODAY!

Nancy Craig, WJZ's "Woman of Tomorrow," sure sells the women of today—everything from hosiery to postwar kitchens! Currently selling for a list of participants that includes B. Altman, leading New York Fifth Avenue department store; Berkshire Hosiery; Minwax; Hercules household products and others, Nancy has built sales for more than fifty sponsors in her six years on WJZ. And here's what they say about her:

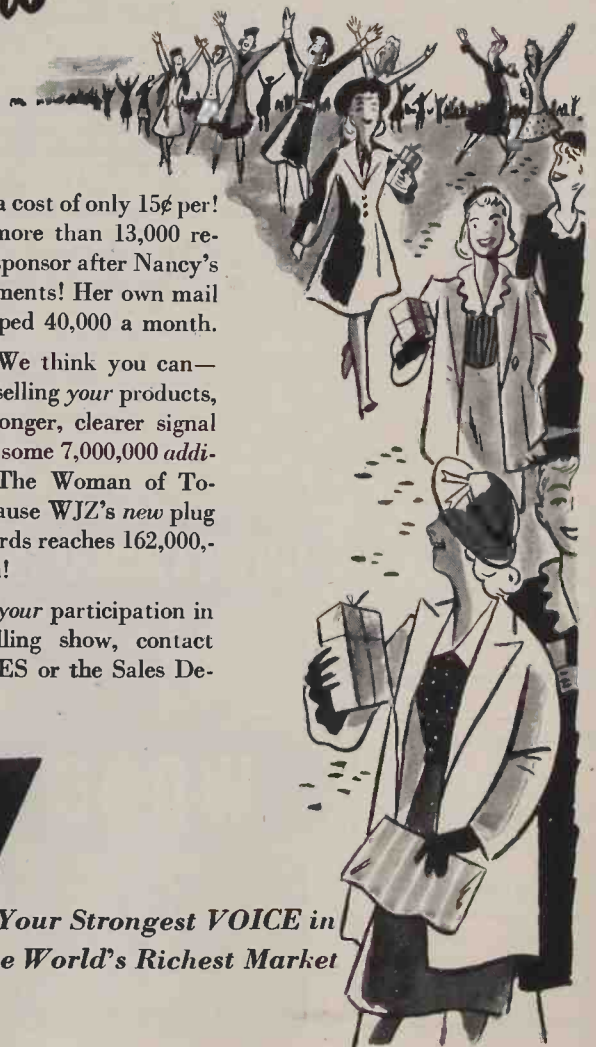
"..consider her our top salesman.."
 "..a privilege to have her as a spokesman.."
 "..the response was really overwhelming.."

In a recent offer of a free booklet describing tomorrow's kitchens, Nancy

pulled inquiries at a cost of only 15¢ per! In another offer, more than 13,000 requests swamped a sponsor after Nancy's first few announcements! Her own mail has frequently topped 40,000 a month.

Can you beat it? We think you can—with Nancy Craig selling *your* products, because WJZ's stronger, clearer signal now raps louder on some 7,000,000 *additional* doors for "The Woman of Tomorrow!" And because WJZ's *new* plug with subway car cards reaches 162,000,000 riders a month!

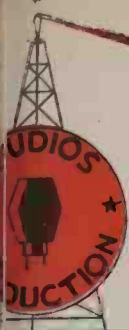
For full details on *your* participation in Nancy Craig's selling show, contact BLUE SPOT SALES or the Sales Department of



KEY STATION OF THE
 BLUE NETWORK



Your Strongest VOICE in
 the World's Richest Market



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



29, NO. 46

NEW YORK, N. Y., THURSDAY, DECEMBER 7, 1944

TEN CENTS

Halifax Addresses REC

Still Plans Grilling Several Witnesses

Washington Bureau, RADIO DAILY
Washington—End of the Lea committee's executive session on the MA transfer is not yet in sight, Ed. Hart of New Jersey told RADIO DAILY yesterday following questioning of FCC Commissioner Clifford Durr. Durr was not a member of the commission at the time of the MA sale, but was believed to have participated on conversations about the matter which he heard. Hart said some of the most important witnesses—including Tommy

Woods Approves Program Plans

Mark Woods, president of the Blue Network, yesterday added the web's approval to the suggestion of "Christmas Shows For G.I. Joe's." Mr. Woods' statement follows:

"There can be no better task for any of us at Christmas time than the bringing of what extra Christmas cheer we can to the thousands and thousands of our boys in the Services. Radio Daily's proposal that the broadcasting industry provide special Christmas programs designed for our servicemen in hospitals and at servicemen's centers, cannot help but meet with immediate approval. Radio Daily is to be congratulated on the proposal.



MARK WOODS

Britain's Ambassador To U. S. Speaks At Radio Executives Luncheon Honoring The BBC

More than 700 members and guests of the Radio Executives Club of New York gathered yesterday in the ballroom of the Roosevelt Hotel to pay tribute to the British Broadcasting Corp., its giant effort necessary to the successful prosecution of the war, and the great part it is playing in cementing the relationship of two great Allies, England and the United States.

Guest of honor at the REC luncheon session was The Earl of Halifax, British Ambassador to the U. S. who made the principal address. Other speakers were Elmer Davis, director of the OWI; John Salt, BBC's North American Director and William J. Haley, Director General of the BBC who was heard from London.



THE EARL OF HALIFAX

Warren Jennings, president of the REC, presided over the organization's largest turnout and most ambitious session to date. Jennings introduced the guests on the dais who included Lawrence Tibbett and

Will Broadcast Rose Bowl Game, Jan. 1

NBC will be the only web to carry the Rose Bowl game Mon., Jan. 1, 12:30 p.m., EWT, it has been announced. This gives NBC the eighth consecutive broadcast for this event. And for the eighth consecutive year Bill Stern, NBC sports anchor, will be on the 50-yard line to give a play-by-play account. This will bring together Southern California and Tennessee.

4-M Asks Capital FM; Other Activities Of FCC

Washington Bureau, RADIO DAILY
Washington—Following up its applications of last week for commercial stations in N. Y. and Washington, and a tele application for Los Angeles, M-G-M and its affiliate, the Loew Booking Agency yesterday asked the FCC for permission

Agency Air Credits Planned By WNEW

Crediting the agency as well as the sponsor will be innovated on the new WNEW program "Around the World In 30 Minutes," which premieres Sun., Dec. 10, 6-6:30 p.m., EWT. The sponsor will be Crawford Clothes and the agency providing the personalities

(Continued on Page 7)

TBA Registration Heavy For Meeting

Estimated crowd of 600 to 700 will attend the opening of the two-day conference of the Television Broadcasters Association at the Commodore Hotel, New York, next Monday and Tuesday, Will Baltin, secretary-treasurer of TBA, announced yesterday;

(Continued on Page 5)



ELMER DAVIS

the special committee on arrangements (Continued on Page 6)

De Mille Asks Court Ruling To Halt AFRA Enforcement

West Coast Bureau, RADIO DAILY
Hollywood—Cecil B. De Mille, radio and movie producer, yesterday filed suit in Los Angeles court to prevent the American Federation of Radio Artists from removing him from his \$5,000 a week Lux radio theater on CBS because of his refusal to pay a \$1 assessment. Court action is an injunction suit

to prevent De Mille from being suspended until the issues have been decided by the courts. De Mille has been given until next Monday to pay the dollar or become ineligible to appear on the radio.

De Mille declined to pay a \$1 assessment levied by the AFRA board for the purpose of opposing Proposition (Continued on Page 5)

Xmas Preview

Chicago—Thirty-five underprivileged children will be guests of the "Carnation Contented Program" at a special Christmas party at the NBC studios during the broadcast Monday, December 18, at 10 p.m. Everett Mitchell, farm commentator, will have the role of Santa Claus. The youngsters will be drawn from several of Chicago's charitable organizations.

Pinch Hitting

Syracuse—Radio pinch hit for press during the recent blizzard in Syracuse when WSYR volunteered to take broadcast highlights of the "Post-Standard's" morning show. The newspaper, because of heavy snowfall, found it difficult to get distribution and WSYR stepped in during the emergency. The upstate city gets some of New York State's heaviest snowfalls.

Cheer up! Maybe what you need is WLAW on your schedule. Send for coverage map, Advt.

Include WLAW and reach 152 cities and towns in Northern New England. Coverage map on request. Advt.



Vol. 29, No. 46 Thurs., Dec. 7, 1944 Price 10 Cts.

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

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

Anthony To Tour

Last Sunday was the last broadcast of John J. Anthony's "Original Good Will Hour" program, heard at 10:03-10:45 p.m., EWT, over WMCA, until further notice, it has been announced. Anthony will take a brief vacation and then tour the army camps, in addition to making personal appearances in behalf of the Sixth War Loan Drive.

20 YEARS AGO TODAY

(December 7, 1924)

Film actress, Dagnar Godowsky, is an avid radio fan. While working in a picture, Miss Godowsky always had a small portable suitcase radio on the set at all times and entertains the entire cast between "takes" . . . The Hampton Singers quartet receive more requests for encores than they can satisfy.

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CHICAGO
560 Kc. 5000 WATTS

Coming and Going

JAMES V. McCONNELL, manager of NBC Spot Sales, leaves today for Chicago, where he will attend the meeting of the NAB sales managers' executive committee and will confer with executives of the network's central division.

MAJ. GEORGE FIELDING ELIOT, CBS news analyst and authority on military affairs, leaves tonight for Augusta, Me., where he will be guest of Gov. Sumner Sewell. He will broadcast his Saturday program from WEEI, Boston, and will return to New York on Sunday.

WICK CRIDER, publicity director of J. Walter Thompson Company, takes his first vacation away from the agency in five years beginning Friday. He'll be away from his desk for one week. WILMA DOBIE, Crider's assistant, leaves tomorrow for Okmulgee, Okla., where she'll be married to her lieutenant doctor. She's expected to remain there for several weeks.

EDWARD R. MURROW, chief of the CBS European staff just returned to the United States, left New York yesterday for Washington.

BENEDICT GIMBEL, JR., president of WIP, Mutual affiliate in Philadelphia, was in New York yesterday for conferences at the headquarters of the network.

JOE SEIFERTH and members of the WJZ Victory Troop have left for Norfolk, where they will do two shows for the entertainment of the boys at the Naval Air Station.

OLGA COEHLO, soprano and guitarist, who has been on a concert tour of the South American republics since last May, returned to New York this week.

ZAC FRIEDMAN is back from a three-day business trip to Philadelphia.

VIRGINIA HASKINS, vocalist heard on the "Chicago Theater of the Air," has returned to the Windy City following a short visit in Gotham.

BOB EVANS, CBS reporter stationed in Washington, checked in at CBS world news headquarters yesterday for a short visit.

'Heatter And Lang—News,' New MBS Program-Title

The noon-12:15 p.m. news program sponsored by Kreml on Mutual and featuring William Lang and Gabriel Heatter will be known hereafter as "Heatter And Lang—News," replacing the former title of "News And Gabriel Heatter." Format of the program will continue as heretofore—10 minutes of news by Lang and a five-minute commentary by Heatter.

Bing Crosby First Guest On Nash-Kelvinator Show

Bing Crosby will fill the opening guesting spot on the new Andrews Sisters program to bow in over the Blue Network, Sun., Dec. 13, it has been learned. Donald Shaw, radio director of Geyer, Cornell & Newell, Inc., is on the West Coast whipping the show into shape for the initial broadcast. Nash-Kelvinator is the sponsor.

A YOUNG STRONG MAN



. . . that's what sponsors call WPAT. . . one of America's most successful radio stations. Want to know the secret of our strength? It's our strong spot on the dial, for one thing . . . we're at 930 . . . and the way we've consistently kept our programs at a high entertainment level. Programs like LUNCHEON WITH HELEN, MUSIC A LA MOOD and BOB BRIGHT'S BANDSTAND create intelligent customer - listening audiences. That's why, young as we are, we're right up at the top.



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT } PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK



Poem courtesy—Macmillan

WHO HAS SEEN THE WIND ?

A lovely old nursery rhyme, seems to us, pictures the power and mystery of a "radio audience" better than a slide rule calculation . . . a thumb-tack on a map . . . what a time buyer reads in a day book.

The nursery rhyme goes like this
*Who has seen the wind?
Neither you nor I
But when the trees bow down
their heads
The wind is passing by.*
—Christina G. Rose

There's something about a "radio audience" that you can't pick up your hands and examine under microscope or a micrometer.

It's an intangible. It's made of loyalty, selfish interest, a yearning and a complete fulfillment.

We know we have that in our W-I-T-H audience.

It's not a slogan, but the truth when we say, "W-I-T-H is the people's voice in Baltimore."



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R



How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

RIP open the envelope, and there it is: The Hooper daytime report for November.

You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says: "That's not what the figures prove," and you're right back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME DURING NOVEMBER

Blue gained listeners with 32, lost listeners or stood pat with 8.

CBS gained listeners for 26, lost or stood pat with 14.

NBC gained listeners for 24, lost or stood pat with 16.

Mutual gained with 14, lost or stood pat with 26.

This adds up to the inescapable conclusion that *Blue gained more headway on daytime shows during November than any other network.* It proves again that only a switch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed: A note that Sardi's second quarter hour with an 8.5 (last November it was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is the *only* daytime show

among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how soundly and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to their franchises. To put it bluntly, gentlemen, the Blue is *good business*, for it gives you the opportunity to sell goods at a lower cost of distribution:

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M.* Sunday night, and in other slots during the week when we have top shows.
2. In 561 U. S. counties where 81% of drugs are sold, and 77% of food; where 74% of the radio families reside; wherein are virtually all of the nation's big city areas, Blue has 90.4% coverage. NBC beats us with 98.3% coverage. But CBS is third with 89.9% coverage (all primary).

Now look at this: a nighttime half hour on the three networks bills so:

NBC	• • • •	\$11,996.00
CBS	• • • •	\$10,886.00
Blue	• • • •	\$ 7,412.00

See what we mean about the Blue being good business?

MORAL: IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE, AND A TOP-NOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH THE NETWORK THAT IS GOING PLACES.

*Except in the last report when Fidler's time went to James F. Byrnes

THIS IS THE *Blue* NETWORK

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

The Earl Of Halifax Addresses REC As New York Pays Tribute To BBC

(Continued from Page 1)

ment. Elmer Davis, was introduced by President Jennings who in turn brought on Lord Halifax. Davis paid a short but glowing tribute to the spirit of cooperation widely prevalent between the BBC and the various U. S. agencies both military and civil.

Halifax generally, in his talk lauded free radio, what it stands for and the democratic objectives it attained under such management.



WARREN JENNINGS

The BBC he said, "has always been extremely sensitive to any charge that it was trying to influence the public mind in one particular direction, or that it was the voice of the British Government, or that it was out to repress opinions it disliked, or indeed as a body it had any political opinions of its own at all." Halifax also pointed out that presenting both sides of the case was a more delicate problem with the BBC than in America where several competing networks and many independent stations offered people their choice of either or both sides of various questions.

Radio's Valuable Work

"By and large" said the Ambassador, "it would be hard to over-estimate the value of the work which radio has done, in your country and mine. It has educated public opinion on the issues and progress of the war; it has brought hope and encouragement to hundreds of thousands of people in the countries of occupied Europe, who, at the risk of their own lives, listened in night after night to voices from a free world."

As a force for educating the people of all countries toward the creation of a lasting peace, Halifax said:

"It would be hard to overestimate the value of the work which Radio may do, in both our countries, to

educate public opinion in the tasks of peace. For one thing is quite certain in the years that are to come, we may prepare the most admirable schemes for disarming the aggressor nations. We may set up the most perfect machinery for the prevention of war. We may reinforce that machinery with every sort of political and economic arrangement that the wit of men can devise. But unless all that we can do has behind it the power of an informed public opinion, all that we can do will not be enough. The schemes will be waste paper, and the machinery will be scrap.

"I need not remind such a gathering as this of the part which radio can play in preparing and informing public opinion, for that is too obvious to need emphasis. But what I do want to suggest to you is that the voice of Radio, speaking to a purely national audience, is not enough. On a strictly national basis radio can help to create a strictly national opinion—that, and possibly no more than that. But what we shall need is an international opinion on these large problems of peace."

Goodwill Medium

On the subject of cooperation and good will, Halifax remarked: "I am convinced that, while we shall have our arguments and our differences—it would be a dull world if we didn't—there is nothing on which with good will and a readiness to understand each other's position, we shall not eventually be able to reach a settlement, or at least agree to differ as friends. If I did not believe that to be true I would not be here today and I would not stay here another week. But I mentioned a condition—that on both sides there should be good will and a readiness to understand. That, gentlemen of the radio, is surely where you come in. You can do much to create the goodwill. You can do more to promote a better understanding of the other fellow's case. How you can best discharge these services is your business; it is not for me to discuss the ways and means.



WILLIAM J. HALEY

"But you will allow me to mention two enterprises which seem to me to have been of special value during the war. The first is the admirable weekly American commentary, sponsored by the British Broadcasting Corporation, in which my friend Mr. Elmer Davis has taken so prominent and useful part. The other is the

rebroadcasting in this country on D-Day of the British Broadcasting Corporation's invasion service. Both the BBC and by the thought that these enterprises, as it seems to me, are an example, in different ways, of what can be done in the direction of international co-operation on the radio.

Home-Audience an Advantage

"And let us remember always that the message of Radio reaches its listeners in their own homes, by their own firesides. It comes into an atmosphere more favorable to quiet thought than the turmoil of a great public meeting. The minds to which radio speaks are not drugged by the artifices of rhetoric or swayed by the passions of a mob. . . .

"So here is work for the international radio, not merely between the United States and Britain, but between all nations; conveying the American and British point of view to others and bringing back their point of view to us. That will be no short or easy business. It will make great demands upon the wisdom and public spirit of those who direct the radio in all our lands. I hope and believe that the function at which we have been allowed to assist today is an indication that they will rise to the magnitude of their task, and make this powerful contribution, which they alone can make, to the peace of the world and the happiness of all its peoples."



JOHN SALT

Haley Describes Co-Op

Speaking from London and piped into the meeting room, William J. Haley, director general of the BBC greeted the REC and on behalf of the "whole civilian broadcasting effort" of England, stated how deeply moved they were by the tribute paid the BBC and by the thought that the ties which have grown up between the U. S. and England by years of "happy cooperation" may be further

(Continued on Page 7)

Good Reception

Perfect short wave conditions made the address of William T. Haley, director general of the BBC in London, excellent programming for the Radio Executives Club luncheon honoring Earl of Halifax and the BBC. Haley's greetings to the REC were heard direct from London by the guests in the grand ballroom of the Roosevelt Hotel.

PROGRAM REVIEW

"HOME IS WHAT YOU MAKE IT"

Public Service

NBC University of the Air
NBC-WEAF, Sat., 9-9:30 a.m. EV

Writer: Priscilla Kent

Director: Anton M. Leader

Music: Jimmy Rich

Listeners are getting more and just a history of American home-making via this new series. The getting a very realistic picture of now people's living conditions progressed ever since early American settlement. Priscilla Kent in writing the first script, did not smother her barbed pen. Her thumbnail scenes of the Presidents' garrulous wives and their unremitting demands for the more luxurious accoutrements of the home were very vividly handled. Nor is this to convey as she has drawn them with a complete lack of sympathy. She has simultaneously disclosed the hardships of earlier First Ladies' reigns, and the White House refurbishings to be.

This department was a little puzzled about the title of the program, since it suggests that the format will be another of mother's little helpers. However, we have been assured that subsequent broadcasts will be more directly and constructively to the average homemakers' problem. We doubt very much whether Miss Kent will have the opportunity to push her tongue through her own cheek, inasmuch as future programs may have to be bent on a more serious intent. If the first program designed to stimulate interest among the listeners, it has done that more. Miss Kent has credited daytime listeners with a great deal of intelligence, a rare move for daytime program consumption.

Don Goddard, as narrator-guest, took the listeners on a very pleasant mental tour of the White House. Other participating actors and actresses gave Miss Kent's character equally good broad interpretation. Maude Scheerer, Katherine M. Donald, Beatrice Miller, Oliver Wendell Holmes, Gene Leonard and Jewett. Jimmy Rich helped to soothe the events with a chaser of suitable organ-musical transitions.

Chicago's

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5000 WATTS 1330 KC.
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Action Certain On Senate AFM Bill

Washington Bureau, RADIO DAILY
 Washington—Consensus of opinion is that the measure submitted today by Senator Arthur H. Vandenberg of Michigan, which seeks to strip the powers of the AFM and its president James C. Petrillo over non-union organizations such as school teachers, has an excellent chance of being passed this session. This belief followed the action of the Senate Interstate Commerce Committee, unanimously voting to report favorably on the bill, which will be acted on during the current session, would break the ban imposed by Petrillo on the high school orchestras and bands which assemble annually each summer at Interlochen, Mich., for two months of training under expert directors. Two years ago Petrillo prevented a national broadcast by a student group of musicians from Interlochen.

Ford Show Debuts On Blue Next Friday

Continuance of the Saturday Ford show will become effective on Dec. 9, and a new musical variety show will bow in over the same network, the Blue, Fri., Dec. 8, 8-8:30 p.m. EWT, it has been announced. "Play American Dance Music" leaves their air and the new format, tentatively titled "Stars of the Future," will bow in. It was previously announced that the sponsor would simply replace the show on the same time Saturday night. J. Walter Thompson Company, agency for the Ford Motor Company, said through a spokesman, that the new program may be the only sponsored item on the air for the time. The program will feature Frances and Lawrence Brooks. Musical director will be Robert Russell Bennett and Maury Holland has been engaged to produce. Alfred Drake, currently appearing in a Theater Guild production, will join the program as long as his Guild contract expires.

Philco Dividend

Board of directors of Philco Corporation yesterday declared a cash dividend of forty cents (40c) per share of common stock payable on December 27, 1944 to stockholders of record as of December 15, 1944. This dividend brings total payments this year to \$1.00 per share, as compared with \$0.75 per share in 1943.

SAN FRANCISCO RADIO
 SCHEDULE HAS CHANGED!

Buy KGO is THE Bay Area Buy!

Haley Heard Via Shortwave By Radio Executives Club

(Continued from Page 6)

strengthened by the REC function then taking place.

Haley recalled the meeting that took place just prior to D-Day in Europe and although the exact date was not known, how the decision was made between American and British radio to pool all resources, all men and materials, all their efforts. At the meeting, said Haley, were Ed Murrow, Stanley Richardson, John Steele, Arthur Feldman as well as Andrew Cowan of the Canadian Broadcasting Corp.

The one burning desire, to bring to the people of both countries the fullest possible report on the invasion of France, was uppermost in their minds. But this cooperation did not end with the invasion days, nor the period following, said Haley, but is still going on and, "so far as the BBC is concerned, I pledge it will go on until the final entry into Berlin and Tokio."

Haley sent the BBC's personal greetings to Niles Trammell of NBC; Mark Woods, of the Blue; Edgar Kobak, of Mutual and Dr. Frank Stanton of CBS, all of whom were on the dais. Also to WLW and the many independent stations, went greetings.

Salt Reveals Collaboration

John Salt, heading the BBC in North America, was presented with a scroll by Warren Jennings on behalf of the REC, the citation being for the splendid spirit of co-operation and services rendered to American radio by Salt and his organization working out of New York.

Salt gave an excellent description of how the co-operation works both ways, citing two examples of the past week. After explaining how smoothly collaboration was taking place between the BBC on one hand and the FCC, OWI, the U. S. Army and Navy as well as the broadcasting industry here, Salt told how it was the desire of the Army to get some news broadcasts to soldiers in India,

Murrow Present

Edward R. Murrow, chief of the CBS European staff in London, was among the guests at the BBC party of the Radio Executives Club yesterday. Murrow told friends he was going to Washington and later to the west Coast where he would remain for a month.

etc. Direct beam to India from the U. S. was somewhat difficult he said, due to the straight line being over the North Pole and its attendant atmospheric conditions. The BBC worked this out, said Salt, and the soldiers in India are now hearing broadcasts as desired.

On the other hand, Salt revealed that a certain school in England wanted a first hand picture of the launching of an American Liberty ship, along with a talk by Henry Kaiser. By contacting KOIN, at Portland, Ore. Salt said a transcription was made of just such a launching. The disk was flown to New York and then by bomber to England. Thus within a couple of days of the launching school children in England were enabled to learn just what takes place.

Various other phases of collaboration particular in the war effort were cited by Salt.

Consensus of those attending the luncheon session was that a smooth administrative job had been done. Attendance was by radio men from various parts of the country. Those seated at the dais included: Francis E. Evans, British General Consul of N. Y.; Wythe Williams, president of the Overseas Press Club of N. Y.; Niles Trammell, Mark Woods, James D. Shouse, WLW; Elmer Davis, Lord Halifax; Edgar Kobak, Frank Burke, Ed Murrow, Frank Stanton, Joe Koehler, J. Harold Ryan, Robert Peare (General Electric); Walter Evans (Westinghouse) and Walter F. Lemmon, World-Wide Broadcasting Co. (WRUL), and Sol Taishoff.

Agency Air Credits Planned By WNEW

(Continued from Page 1)

for the program is W. Colston Leigh, Inc. The contract is for 52 weeks.

Ted Cott, radio director of the station, will produce and direct the programs. The first program will have Andre Michealopoulos, former premier of Greece; William Lydgate, editor of the Gallup Poll; John Goette, correspondent. Subsequent programs will include: Ray Josephs, author of "Argentine Diary"; John Roy Carlson, author; James Young, author of "Behind the Rising Sun"; Selwyn James, foreign correspondent; Ray Brock, Middle East correspondent; Hurljmar Stefanson, explorer; Gunther Reinhardt, secretary of the Overseas Press Club.

In projecting the program sound effects will be used to convey realistic atmosphere as the above speakers and lecturers describe settings, people, situations, etc. The program will be in the form of "dramatized lectures," said Cott.

Coast Television Producer Opening Frisco Studios

Los Angeles—Dr. David L. Hutton, musical director for Patrick Michael Cunning Teleproductions, left Hollywood recently for San Francisco to select a site for a new studio to be known as Stage 7. Cunning developed his "cameo technique" and "pattern format" in that city two years ago when he operated a studio there. At present, he has offices in the Mark Hopkins Hotel.

Cunning personally goes to San Francisco very soon to attend to matters incident to the new studio, which will be opened shortly after Jan. 1, and to confer with Dr. Virgil Dickson, superintendent of public schools at Berkeley, on visual education television.

Add to your Yuletide enjoyment by listening to the new song hit

WHEN
 CHRISTMAS
 COMES

by Joe Seiferth and Dick Charles on WJZ and The Blue Network as featured by:

- ILENE WOODS
- CLIFF EDWARDS
- JACK BERCH
- KAY ARMEN
- THE SOUTHERNAIRES
- LUCIENNE DELVAL
- AIR LANE TRIO
- CHET GAYLORD
- WHISPERING JACK SMITH
- MADGE MARLEY
- JOSEPHINE HOUSTON
- VERA MASSEY
- COAST-TO-COAST ON A BUS



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

LOS ANGELES

By RALPH WILK

"DON'T Fence Me In," a tune Virginia sang on the Friday, December 1, KHJ-Don Lee "Andy and Virginia" broadcast, was featured by Roy Rogers, another KHJ-Mutual Don Lee star, in his recent film, "Hollywood Canteen."

Dave Street, featured vocalist on the Joan Davis Sealtest Show with Jack Haley, which is heard over NBC Thursday, has just completed writing a book, "Chorus Conducting." The tome is based on the methods he devised in coaching and conducting the famous Mitchell Boys Choir which scored a big success in the recent picture, "Going My Way."

Tommy Dixon, genial Master of Ceremonies on "Kwiz Kollege" on KMPC, has recently foreseen the ranks of eligible young bachelors by announcing his engagement to Georgia Gage, actress, graduate of UCLA, a Major in dramatics and the lead in "Lady Next Door," which is where she met Tommy.

For the first time since its organization, Premier Recording Company of St. Louis has received letters from Barcelona, Spain, requesting copies of Sonny Dunhan disc of "Georgia On My Mind." The song has been a favorite in the Spanish City, according to the letters, ever since its publication 14 years ago by Southern Music Company.

FINANCIAL

(Wednesday, Dec. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Ar. Tel. & Tel.	166 1/4	166	166 1/4	
CBS A	33	32 3/4	33	+ 1/4
Crosley Corp.	28 1/2	28 1/2	28 1/2	+ 1/2
Farnsworth T. & R.	133 3/8	131 1/4	133 3/8	+ 1/8
Gen. Electric	39 1/8	38 3/4	38 7/8	+ 1/8
Philco	34 3/8	33 1/4	33 1/4	- 3/4
RCA Common	10 3/8	10 1/4	10 3/8	+ 1/8
RCA First Pfd.	79 3/4	79 3/4	79 3/4	- 1/4
Stewart-Warner	16	15 7/8	16	
Westinghouse	110	109 1/2	110	+ 3/4
Zenith Radio	39	38 1/4	39	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6	5 7/8
OVER THE COUNTER		
Du Mont Lab.	6 3/4	7 1/2
Stromberg-Carlson	15 3/8	16 3/8
WCAO (Baltimore)	22	
WJR (Detroit)	37	

Exclusive!
BLACKHAWKS
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CHICAGO

560 Kc. 5000 WATTS



Windy City Wordage!

Chicago

● ● ● Al Borde, Chicago producer, and Eddie Sherman, Abbott and Costello's manager, talked over Borde's three-picture offer to A & C here Sunday. . . ● Hildegard goes into the Empire Room of the Palmer House Dec. 26 for a 12-week engagement. She'll originate her Tuesday night NBC airtel from local studios during her Palmer House run. . . ● Alvin J. Steinkopf, WBBM news analyst and former Berlin correspondent for the Associated Press, is going overseas again for the AP—probably back to Germany—in a few weeks. . . ● Frank P. Schreiber, manager of WGN, is serving as radio counsel to the publicity division of the Chicago and Cook County War Finance Committee for the Sixth War Loan. . . ● Bob Hope's sponsor, Charles Luckman, Pepsodent prexy, is chairman of the publicity division. . . ● That was Tom Wallace, Blind Date impresario, formerly with Russel M. Seeds agency, renewing acquaintances around town the past week. . . ● Dan Thompson, director of radio for the National Safety Council, is receiving congratulations on his promotion to assistant manager of the Council's Department of Public Information under Paul Jones. . . ● Mack Millar, personal rep of Eddie Cantor and other top-notchers, taking in the night spots. . . Cantor, by the way, found it hard to hold back the tears when telling about the blind soldier he encountered on his tour of the Purple Heart circuit. Eddie waxed eloquent about the sightless GI when he spoke at the NBC luncheon at the M & M Club, outlining his plans for a national organization to provide year round entertainment for hospitalized veterans.



● ● ● Champeen transcontinental traveler during the final week of the Navy Pier broadcasts was Shirley Mitchell, who made two round trips between Hollywood and Chicago aboard a Navy plane trying to do three broadcasts from here and two from the Coast in one week. . . By means of some hectic shuttling back and forth Shirley managed to appear on the Great Gildersleeve show on the Coast on Sunday, the Fibber McGee and Molly program in Chicago on Tuesday, the Jack Carson airing in Hollywood Wednesday and the Joan Davis-Jack Haley funfest, also in Hollywood on Thursday, the Jimmy Durante-Garry Moore show in Chicago on Friday and the Gildersleeve broadcast (from Chicago) on Sunday, and then back to Hollywood for the first script rehearsal of the Fibber McGee cast on Monday. . . What a gal! . . . ● An "invite" from Tom Peterson, manager of the Chicago office of Taylor-Howe-Snowden Radio Sales, to a cocktail party Friday (Dec. 9) at the Drake, starts off with "Ever taste a 'Tequila Daisy?'" "Ever top it off with a savory hot Tortilla . . . served by a bona fide Mexican in a straw Sombrero!" Tom promises all that and a bit of Southwestern atmosphere 'round about "milking time" Friday.



● ● ● Since Orson Welles couldn't get to Chicago himself to audition for a prospective sponsor (an automatic pencil maker) he made a transcription of his sales talk and sent it here via his manager, Jack Leightner. . . ● The Bennett Sisters, WBBM's newest singing stars, hit the jackpot with a CBS contract on their first try. The gals, Irene and Inez—identical twins—and Marie are natives of Nebraska. Until a couple of months ago Inez was an Omaha bank clerk, Irene a war plant worker and Marie a civilian employe at Fort Warren in Wyoming. The twins convinced Marie that they should come to Chicago as a singing trio. They did, auditioned at WBBM and, presto, another radio trio was born.



—Remember Pearl Harbor—

AGENCIES

ZENN KAUFMAN, Schenley Distillers Corporation, will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Showmanship in Advertising and Selling." This meeting will be held at the Engineering Societies Building, 29 West 39th Street, at 6:15 p.m.

PAUL V. GALVIN, president Galvin Mfg. Corporation, Chicago makers of Motorola Radio, announced that the board of directors of the corporation has appointed Elmer Wavering, vice-president in charge their new automotive division, and Walter H. Stellner vice-president in charge of their new home production division. These divisions have been newly created in accordance with Motorola's program for the manufacture and merchandising of post-war radio and electronic equipment for home and automobile use.

AGENCY PAPER CO. of 74 Varot Street, New York, maker of "Sky Rite" Airmail Stationery, has appointed Roy S. Durstine, Inc., as its advertising agency, effective January first.

JACK MANNING, in charge of public relations and radio for the U. S. Army Signal Corps in New England for the past three years, has been appointed radio director of Hirschon-Garfield, Inc. Prior to his war department post, Manning worked with NBC in New England for five years. His wife, Betty Manning, former radio director for the Army in England, has also joined Hirschon-Garfield, Inc. as assistant to Manning.

ARTHUR E. TONGUE has been made manager of Anti-Freeze Sales for U. S. Industrial Chemicals, it has been announced. He will handle the sale of U.S.I.'s Super-Pyro Anti-freeze in addition to other automotive products. Tongue was formerly with the Chrysler Corp.



FRANKIE CARLE records for LANG-WORTH

★ PROMOTION ★

Follow-Up

Remember when we mentioned the goings on of postcard that said: "A guaranteed minimum rating of 5.0 in a national show of 5.0 for your product for \$37,500 a year complete?" Well, the follow-up is a promotion piece from Robert C. Griffith of Redbook magazine who discusses the potentialities of the magazine as a radio program. The brochure is in black and white, showing a New York skyline on the front page and a Redbook cover inside. Copy is informative.

NBC Color-Book

Designed to stimulate interest among children in "Happy the Humbug" one of the recorded series being produced by NBC's Radio-Recording Division, a 16-page coloring book is now being offered to subscribing stations as a give-away or a premium item. The inside pages contain drawings of the various characters on the show, drawn by Myron Waldman, a well-known film animator. On the back cover there is space for an imprint of the station and sponsor.

WFIN Folder

By way of station promotion WFIN in Findlay, Ohio recently mailed out a large folder containing the usual tables of statistics, coverage map, and strong sales story found on this type of station effort. About the only thing that borders on the unusual is the spectacular use made of color. The theme used is violent crimson on gloss white stock. However, this rates on a par with most station promotion, and tells the station's story quite adequately, if not imaginatively.

RCA Victor Xmas Kit

A complete utilitarian display kit in full color has been made available to RCA Victor Dealers to promote the Christmas sale of records. The kit is comprised of several major promotional pieces with many supplemental items included, and is designed so as to be readily adapted to any type of existing display, either in the show window, or at some other point of vantage in the store. One of the major items are Victor gift certificates which stress "Victor Records, the gift that keeps on giving."

Columbia Records Ready For Christmas Market Sale

Frank Sinatra, orchestra and chorus are featured on the first popular record to be released by Columbia Records since the settlement of the musicians strike while Andre Kostelanetz and his orchestra furnish the first "masterworks" recording, it has been announced. Sinatra is heard singing "White Christmas" and "If You Are But A Dream," on the new recording and the Kostelanetz orchestra is heard in "Ave Maria."

Bendix Reports Sales

The radio division of Bendix Aviation Corporation have disclosed their gross sales during the fiscal year ending September 30, 1944, totalled \$148,790,816. The report, issued by William P. Hilliard, general manager, also stated that while Bendix was at present almost 100 per cent engaged in war production, plans for post-war home receivers and other peacetime radio items are already established.

Tracy Moore Heads Westcoast Sonovox Sale

Los Angeles—Tracy Moore, who recently resigned from the Blue Network as Western Sales head, is now sales manager of the Sonovox Company for the Western Division, as of December 1. Moore is a past president of the Los Angeles Ad Club, and has also been a member of the Portland and San Francisco Ad Clubs. The Sonovox Company, until recently had their main offices in Chicago, but have moved their headquarters to Hollywood.

Fast Succeeds Church As Manager Of WKRC

Cincinnati—H. E. Fast, who has been sales manager of WKRC, of this city, has been named manager of the station. He succeeds Kenneth W. Church, who has been elected executive vice-president of WCKY, Cincinnati.

There's No Shortage of Tobacco At Kinston, North Carolina
WORLD'S FOREMOST TOBACCO CENTER

WFTC is located in the center of the largest cigarette growing area in the world. Over 52 million pounds sold this year. A 10-week period for the farmer for over 22 Million Dollars.

WE CAN SELL YOUR PRODUCTS
Contact BORN-SMITH COMPANY

WFTC

KINSTON, NORTH CAROLINA A BLUE AFFILIATE

Lea Still Plans Grilling Of Several Witnesses

(Continued from Page 1)

Corcoran, David Niles, James Lawrence Fly and others high in Government circles—are yet to be heard. Dempsey and Koplowitz are due for extensive grilling as well.

Hart said he can't see how the committee can complete the job before the Congressional adjournment, which is due early next week. This makes investigation of the dropping of the commentator, Upton Close, by NBC appear extremely unlikely, even though some committee members think they should perhaps go into this incident. Rep. Jesse Woodruff, (R. Mich.), yesterday took the House floor to demand full investigation of Close's charges that "Communist pressure groups" were responsible for his being removed from the air.

Correction

"Confirming our telephone conversation your statement in your issue of December 4th, 1944 to the effect that Mr. Flamm has asked that the entire investigation be called off is not the correct statement.

"The position of Mr. Flamm was clearly stated in a telegram which you published in your issue of December 1st, 1944. I there protested 'the continuation of these hearings in Executive Session.' I have consistently been of the opinion that if there is any Congressional investigation at all it should be in public hearings and not in Executive Session, where anyone's perfidy can be cloaked with secrecy." — PHILIP HANDELMAN.

Joan Brooks To Tour Bases

A 13-week tour of Army camps and hospitals, Navy and Marine bases will be started by Joan Brooks, CBS vocalist, Saturday, December 16 with an appearance at the Marine base at Quantico, Va.

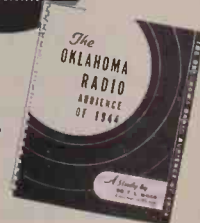
Oklahoma's foremost station from every standpoint.

Proved by the 1944 Oklahoma Radio Audience Survey.

WKY

OKLAHOMA CITY

The Katz Agency Representative



Copy sent on request.

Mille Court Action Over Tax of AFRA

(Continued from Page 1)

12 on the recent ballot of California. He did not then know what Proposition 12 was, but the fact that it was an issue to be decided in three weeks by the voters of the State of California at the polls prompted him to refuse to pay this special assessment demanded by AFRA," De said.

The question is basic and simple and has nothing to do with Union or the merits of Proposition 12. It is an any organization, as such, the rights of the American and arbitrarily make up his mind for him that he must support Proposition on the ballot.

I believe that under the Constitution of the United States no organization should have that right. I might afford to lose one dollar, cannot afford to lose my rights as an American citizen, or my respect for myself as such.

Therefore, I could not pay the dollar assessment to AFRA although I am a Union man and a supporter of and believer in Unions." Mille's petition for a restraining order will be heard by Superior Judge Wilson this afternoon.

Registration Heavy For Meeting

(Continued from Page 1)

Approximately 400 out-of-town registrants were of record yesterday and expected that this number will be exceeded by several hundred New Yorkers on Monday. Registrants include television broadcasters, men, equipment manufacturers, agencies, and radio broad-

FM Asks Capital FM; Other Activities Of FCC

(Continued from Page 1)

Construct an FM station in Washington, D. C. The applicant already has WHN, New York. Another FM applicant of yesterday is Orville W. Lysterla, licensee of W. Herrin, Ill. Approval for the sale of KWYK, Inc., Wash., from the estate of McClung to C. O. Chatterton for was asked.

Commission approved the application of Herman Anderson of California, to construct a new station, to broadcast on the 1,240

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

BOOGOOD RECORDING CO.
SALLE ST. CHICAGO 1, CENTRAL 5775

The Earl Of Halifax Addresses REC As New York Pays Tribute To BBC

(Continued from Page 1)

ment. Elmer Davis, was introduced by President Jennings who in turn brought on Lord Halifax. Davis paid a short but glowing tribute to the spirit of cooperation widely prevalent between the BBC and the various U. S. agencies both military and civil.

Halifax generally, in his talk lauded free radio, what it stands for and the democratic objectives it attained

under such management. The BBC he said, "has always been extremely sensitive to any charge that it was trying to influence the public mind in one particular direction, or that it was the voice of the

British Government, or that it was out to repress opinions it disliked, or indeed as a body it had any political opinions of its own at all." Halifax also pointed out that presenting both sides of the case was a more delicate problem with the BBC than in America where several competing networks and many independent stations offered people their choice of either or both sides of various questions.

Radio's Valuable Work

"By and large" said the Ambassador, "It would be hard to over-estimate the value of the work which radio has done, in your country and mine. It has educated public opinion on the issues and progress of the war; it has brought hope and encouragement to hundreds of thousands of people in the countries of occupied Europe, who, at the risk of their own lives, listened in night after night to voices from a free world."

As a force for educating the people of all countries toward the creation of a lasting peace, Halifax said:

"It would be hard to overestimate the value of the work which Radio may do, in both our countries, to

educate public opinion in the tasks of peace. For one thing is quite certain in the years that are to come, we may prepare the most admirable schemes for disarming the aggressor nations. We may set up the most perfect machinery for the prevention of war. We may reinforce that machinery with every sort of political and economic arrangement that the wit of men can devise. But unless all that we can do has behind it the power of an informed public opinion, all that we can do will not be enough. The schemes will be waste paper, and the machinery will be scrap.

"I need not remind such a gathering as this of the part which radio can play in preparing and informing public opinion, for that is too obvious to need emphasis. But what I do want to suggest to you is that the voice of Radio, speaking to a purely national audience, is not enough. On a strictly national basis radio can help to create a strictly national opinion—that, and possibly no more than that. But what we shall need is an international opinion on these large problems of peace."

Goodwill Medium

On the subject of cooperation and good will, Halifax remarked: "I am convinced that, while we shall have our arguments and our differences—it would be a dull world if we didn't—there is nothing on which with good will and a readiness to understand each other's position, we shall not eventually be able to reach a settlement, or at least agree to differ as friends. If I did not believe that to be true I would not be here today and I would not stay here another week. But I mentioned a condition—that on both sides there should be good will and a readiness to understand. That, gentlemen of the radio, is surely where you come in. You can do much to create the goodwill. You can do more to promote a better understanding of the other fellow's case. How you can best discharge these services is your business; it is not for me to discuss the ways and means.

"But you will allow me to mention two enterprises which seem to me to have been of special value during the war. The first is the admirable weekly American commentary, sponsored by the British Broadcasting Corporation, in which my friend Mr. Elmer Davis has taken so prominent and useful part. The other is the

rebroadcasting in this country on D-Day of the British Broadcasting Corporation's invasion service. Both the BBC and by the thought that these enterprises, as it seems to me, are an example, in different ways, of what can be done in the direction of international co-operation on the radio.

Home-Audience an Advantage

"And let us remember always that the message of Radio reaches its listeners in their own homes, by their own firesides. It comes into an atmosphere more favorable to quiet thought than the turmoil of a great public meeting. The minds to which radio speaks are not drugged by the artifices of rhetoric or swayed by the passions of a mob. . . .

"So here is work for the international radio, not merely between the United States and Britain, but between all nations; conveying the American and British point of view to others and bringing back their point of view to us. That will be no

short or easy business. It will make great demands upon the wisdom and public spirit of those who direct the radio in all our lands. I hope and believe that the function at which we have been allowed to assist today is an indication that they will rise to the magnitude of their task, and make this powerful contribution, which they alone can make, to the peace of the world and the happiness of all its peoples."

Haley Describes Co-Op

Speaking from London and piped into the meeting room, William J. Haley, director general of the BBC greeted the REC and on behalf of the "whole civilian broadcasting effort" of England, stated how deeply moved they were by the tribute paid the BBC and by the thought that the ties which have grown up between the U. S. and England by years of "happy cooperation" may be further

(Continued on Page 7)

Good Reception

Perfect short wave conditions made the address of William T. Haley, director general of the BBC in London, excellent programming for the Radio Executives Club luncheon honoring Earl of Halifax and the BBC. Haley's greetings to the REC were heard direct from London by the guests in the grand ballroom of the Roosevelt Hotel.



WARREN JENNINGS



JOHN SALT



WILLIAM J. HALEY

PROGRAM REVIEW

"HOME IS WHAT YOU MAKE IT"

Public Service

NBC University of the Air

NBC-WEAF, Sat., 9-9:30 a.m. EW

Writer: Priscilla Kent

Director: Anton M. Leader

Music: Jimmy Rich

Listeners are getting more than just a history of American homemaking via this new series. They're getting a very realistic picture of how people's living conditions have progressed ever since early American settlement. Priscilla Kent, in writing the first script, did not spare her barbed pen. Her thumbnail scenes of the Presidents' garrulous wives and their unremitting demands for the more luxurious accoutrements of the home were very vividly handled. Nor is this to convey that she has drawn them with a complete lack of sympathy. She has simultaneously disclosed the hardships of earlier First Ladies' reigns, and the White House refurbishings of the

This department was a little puzzled about the title of the program, since it suggests that the form will be "another of mother's little helpers. However, we have been assured that subsequent broadcasts will do more directly and constructively to the average homemakers' problem. We doubt very much whether Miss Kent will have the opportunity to push her tongue through her cheek, inasmuch as future programs may have to be bent on a more serious intent. If the first program is designed to stimulate interest among the listeners, it has done that and more. Miss Kent has credited daytime listeners with a great deal of intelligence, a rare move for daytime program consumption.

Don Goddard, as narrator-guest, took the listeners on a very pleasant mental tour of the White House. Other participating actors and actresses gave Miss Kent's character equally good broad interpretation. Maude Scheerer, Katherine McDonald, Beatrice Miller, Oliver Wendell Holmes, Gene Leonard and T. Jewett. Jimmy Rich helped to soften the events with a chaser of suitable organ-musical transitions.

Chicago's

BEST NEWS

SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

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.

Se Action Certain On Senate AFM Bill

Washington Bureau, RADIO DAILY
Washington—Consensus of opinion is that the measure submitted today by Senator Arthur H. Vandenberg of Michigan, which seeks to strip the powers of the AFM and its president James C. Petrillo over non-union organizations such as school districts, has an excellent chance of being passed this session. This belief paved the action of the Senate Interstate Commerce Committee, unananimously voting to report favorably on the bill.

The bill, which will be acted on during the current session, would lift the ban imposed by Petrillo on the high school orchestras and bands which assemble annually each summer at Interlochen, Mich., for two months of training under expert directors. Two years ago Petrillo prevented a national broadcast by a student group of musicians from Interlochen.

New Ford Show Debuts On Blue Next Friday

The continuance of the Saturday night Ford show will become effective Dec. 9, and a new musical variety show will bow in over the same network, the Blue, Fri., Dec. 8, 8-8:30 P.M. EWT, it has been announced.

The new American Dance Music leaves the air and the new format, tentatively titled "Stars of the Future," will debut on the same time Saturday night.

It was previously announced that the sponsor would simply replace the show at on the same time Saturday night. J. Walter Thompson Company, agency for the Ford Motor Company, said through a spokesman, that the new program may be the only non-sponsored item on the air for the time.

The program will feature Frances Brown and Lawrence Brooks. Musical director will be Robert Russell Bennett and Maury Holland has been retained to produce. Alfred Drake, currently appearing in a Theater Guild production, will join the program as his Guild contract expires.

Philco Dividend

The board of directors of Philco Corporation yesterday declared a cash dividend of forty cents (40c) per share of common stock payable on December 27, 1944 to stockholders of record December 15, 1944. This dividend brings total payments this year to \$1.20 per share, as compared with \$1.00 per share in 1943.

THE SAN FRANCISCO RADIO
SCENE HAS CHANGED!

WGN is THE Bay Area Buy!

Haley Heard Via Shortwave By Radio Executives Club

(Continued from Page 6)

strengthened by the REC function then taking place.

Haley recalled the meeting that took place just prior to D-Day in Europe and although the exact date was not known, how the decision was made between American and British radio to pool all resources, all men and materials, all their efforts. At the meeting, said Haley, were Ed Murrow, Stanley Richardson, John Steele, Arthur Feldman as well as Andrew Cowan of the Canadian Broadcasting Corp.

The one burning desire, to bring to the people of both countries the fullest possible report on the invasion of France, was uppermost in their minds. But this cooperation did not end with the invasion days, nor the period following, said Haley, but is still going on and, "so far as the BBC is concerned, I pledge it will go on until the final entry into Berlin and Tokio."

Haley sent the BBC's personal greetings to Niles Trammell of NBC; Mark Woods, of the Blue; Edgar Kobak, of Mutual and Dr. Frank Stanton of CBS, all of whom were on the dais. Also to WLW and the many independent stations, went greetings.

Salt Reveals Collaboration

John Salt, heading the BBC in North America, was presented with a scroll by Warren Jennings on behalf of the REC, the citation being for the splendid spirit of co-operation and services rendered to American radio by Salt and his organization working out of New York.

Salt gave an excellent description of how the co-operation works both ways, citing two examples of the past week. After explaining how smoothly collaboration was taking place between the BBC on one hand and the FCC, OWI, the U. S. Army and Navy as well as the broadcasting industry here, Salt told how it was the desire of the Army to get some news broadcasts to soldiers in India,

Murrow Present

Edward R. Murrow, chief of the CBS European staff in London, was among the guests at the BBC party of the Radio Executives Club yesterday. Murrow told friends he was going to Washington and later to the west Coast where he would remain for a month.

etc. Direct beam to India from the U. S. was somewhat difficult he said, due to the straight line being over the North Pole and its attendant atmospheric conditions. The BBC worked this out, said Salt, and the soldiers in India are now hearing broadcasts as desired.

On the other hand, Salt revealed that a certain school in England wanted a first hand picture of the launching of an American Liberty ship, along with a talk by Henry Kaiser. By contacting KOIN, at Portland, Ore. Salt said a transcription was made of just such a launching. The disk was flown to New York and then by bomber to England. Thus within a couple of days of the launching school children in England were enabled to learn just what takes place.

Various other phases of collaboration particular in the war effort were cited by Salt.

Consensus of those attending the luncheon session was that a smooth administrative job had been done. Attendance was by radio men from various parts of the country. Those seated at the dais included: Francis E. Evans, British General Consul of N. Y.; Wythe Williams, president of the Overseas Press Club of N. Y.; Niles Trammell, Mark Woods, James D. Shouse, WLW; Elmer Davis, Lord Halifax; Edgar Kobak, Frank Burke, Ed Murrow, Frank Stanton, Joe Koehler, J. Harold Ryan, Robert Peare (General Electric); Walter Evans (Westinghouse) and Walter F. Lemmon, World-Wide Broadcasting Co. (WRUL), and Sol Taishoff.

Agency Air Credits Planned By WNEW

(Continued from Page 1)

for the program is W. Colston Leigh, Inc. The contract is for 52 weeks.

Ted Cott, radio director of the station, will produce and direct the programs. The first program will have Andre Michealopoulos, former premier of Greece; William Lydgate, editor of the Gallup Poll; John Goette, correspondent. Subsequent programs will include: Ray Josephs, author of "Argentine Diary"; John Roy Carlson, author; James Young, author of "Behind the Rising Sun"; Selwyn James, foreign correspondent; Ray Brock, Middle East correspondent; Hurljmar Stefanson, explorer; Gunther Reinhardt, secretary of the Overseas Press Club.

In projecting the program sound effects will be used to convey realistic atmosphere as the above speakers and lecturers describe settings, people, situations, etc. The program will be in the form of "dramatized lectures," said Cott.

Coast Television Producer Opening Frisco Studios

Los Angeles—Dr. David L. Hutton, musical director for Patrick Michael Cuning Teleproductions, left Hollywood recently for San Francisco to select a site for a new studio to be known as Stage 7. Cuning developed his "cameo technique" and "pattern format" in that city two years ago when he operated a studio there. At present, he has offices in the Mark Hopkins Hotel.

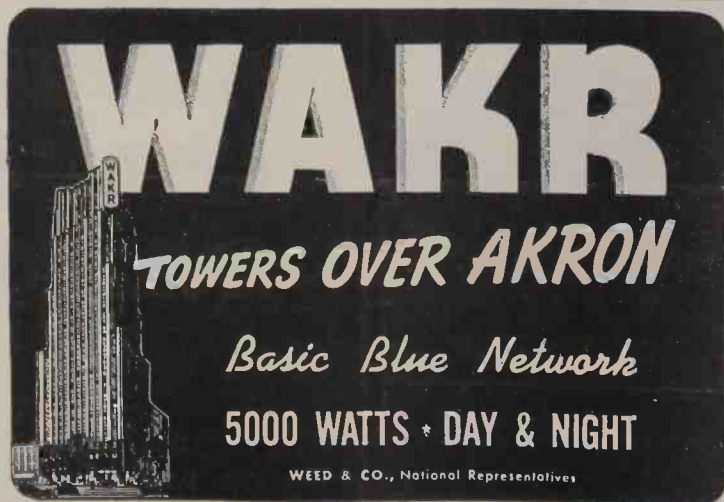
Cuning personally goes to San Francisco very soon to attend to matters incident to the new studio, which will be opened shortly after Jan. 1, and to confer with Dr. Virgil Dickson, superintendent of public schools at Berkeley, on visual education television.

Add to your Yuletide enjoyment by listening to the new song hit

WHEN
CHRISTMAS
COMES

by Joe Seiferth and Dick Charles on WJZ and The Blue Network as featured by:

- ILENE WOODS
- CLIFF EDWARDS
- JACK BERTCH
- KAY ARMEN
- THE SOUTHERNAIRES
- LUCIENNE DELVAL
- AIR LANE TRIO
- CHET GAYLORD
- WHISPERING JACK SMITH
- MADGE MARLEY
- JOSEPHINE HOUSTON
- VERA MASSEY
- COAST-TO-COAST ON A BUS



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

★ ★ ★ COAST-TO-COAST ★ ★ ★

—OHIO—

CINCINNATI—Latest addition to the vocal staff of WLW is Lee Kelson, who was formerly emcee of the Latin Quarter in Boston. Kelson also was featured singer with many USO camp shows . . . Through the efforts of Jerry Belcher, public events director of WCKY, and his daily "Crossroads" program more than 1,700 decks of playing cards have been donated by listeners and turned over to the armed forces. . . **MARION**—New additions to the staff of WMRN include Ray Oviatt, formerly of WLOK, Lima, who has joined the station as an announcer and news editor, and Barbara Sanderson, who has joined the office staff as part of the new High School Commercial Co-operative Plan, wherein high school seniors combine school with actual experience with various local commercial organizations.

—SOUTH DAKOTA—

RAPID CITY—Additions to the staff of KOTA (formerly KOBH) include John Simpson as music library director and Al Paulson as an announcer. The station made the change in their call letters November 22, and at the present time they are in the process of complete modernization of both studios and transmitter.

—CONNECTICUT—

HARTFORD—WDRC is giving a Christmas party for its entire staff and the members of their families at a Hartford restaurant December 15. . . Recent shifts in the staff of WHTD leave Barbara Heinz in the post of assistant program director. She was formerly traffic manager. Bob Mooney will act as promotion manager for the Yankee Network station.

—MISSOURI—

ST. LOUIS—Latest member of KWK's announcing staff is Don Durbin. At the present time Durbin combines his announcing duties with a law course at Washington University, and does his announcing week-ends and evenings.

—MASSACHUSETTS—

BOSTON—Among the juvenile stars that weekly participate on the CBS coast to coast "Youth On Parade" program, are David and Jerry Leigh, who commute to Boston to sing on the show. . . Louise Morgan, WNAC femme commentator and director of women's programs for the station, will address the Salem Rotary Club on "Radio Ramblings," at their luncheon meeting December 12. She is the first woman ever to address this association. . . **WORCESTER**—Jerry Bartlett, WTAG announcer, recently reported a fire in nearby Fitchburg. Later a Fitchburg man called the station to say that his son, stationed in Alabama, had phoned him and told him about the fire, which he hadn't heard about.

—NEW YORK—

NEW YORK—WHN disc jockey will emcee the "White Elephant Auction" to be held at N.Y.U. Thursday, December 14 to raise funds for Xmas packages for hospitalized soldiers in isolated camps throughout the country. Among the articles to be auctioned are: a five pound steak, Andy Russell's favorite tie, and a bottle of Scotch. . . A special Pearl Harbor Day program will be broadcast by WNEW December 7, and will be tied in with the current Sixth War Loan. The program will originate in the headquarters of the War Finance Committee and will portray "what make the wheels go 'round" during a bond drive.

—INDIANA—

FORT WAYNE—WOWO is definitely scheduling the coverage of the December 1st basketball game between the Fort Wayne Zollner Pistons, world's professional champions, and the College All-Star team, to be played at the Chicago Stadium. WOWO is the only station in the mid-west that plans to carry the game, which opens the 1944-45 basketball season. Sports editor Hilliard Gates and Tom Carnegie will handle the mike.

—COLORADO—

DENVER—Latest addition to the staff of KLZ is Max Switzer, who has gained a local reputation for announcing at other Denver stations. . . Hal Renollet, director of KOA's agriculture department, will be the guest speaker at the State Grange, December 22. He will outline the "Mile-Hi Farmer" program heard daily over KOA.

—IDAHO—

POCATELLO—A servicemen's "morale" program was transmitted for exclusive release to KSEI, from XEW in Mexico City, last week. The special half-hour program was directed to members of the Mexican 201st fighter squadron now in training at Pocatella Army Air Field, and was arranged by Juan M. Duran of XEW and Harry H. Fletcher, general manager of KSEI.

—GEORGIA—

SAVANNAH—Effective December 1st William Willis Wilder, a newcomer to radio, joined the staff of WSAV as account executive. He was formerly personnel manager for the Southern Sheet Iron Roofing Company.

—OKLAHOMA—

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

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

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

Coming and Going

TOMAS MUNIZ, secretary and manager of WIAC, San Juan, has arrived from Puerto Rico on a short business trip.

J. PORTER SMITH, president and commercial manager of WCRC, Louisville, Ky., is expected in town today for conferences with the national representatives.

ARTHUR HULL HAYES, general manager of WABC, has left for Detroit, where he will attend a meeting of the Sales Manager Executive Committee of the NAB on Dec. 12-13.

ROBERT OLECK, advertising executive, has returned from Boston, where he arranged for publicity in connection with Benay Venuta's appearance at the Copley Plaza Hotel.

E. J. FREY, station and commercial manager of WBRY, Columbia network affiliate in Waterbury, Conn., a visitor yesterday at the headquarters of the network.

STEPHEN SLESINGER, president of the program organization bearing his name, left last night for a few weeks in Hollywood on business.

LEONARD ASCHE is here from WBCA, Mutual's FM station in Schenectady.

DICK DORRANCE, director of promotion service for CBS-owned stations, left Sunday on a trip of one week through the middle west. He'll visit WCCO, Minneapolis, WBBM, Chicago, and KMOX, St. Louis.

PAUL WHITE, CBS director of news broadcasts, leaves today for a few days in Washington, where he will confer with service officials and return to New York on Monday.

KLAUS LANDSBERG, director of W6XYZ, Television Productions, leaves Los Angeles today for New York, where he will attend the first annual conference of the TBA.

MARGARET DUANE is in town from WFTL, Fort Lauderdale-Miami, for a few days in Gotham.

J. TED BRANSON, publicity director and promotion manager of KFEQ, St. Joseph, has arrived from Missouri for conferences with the station's national representatives.

HAROLD E. FELLOWS, manager of New England operations for CBS, returned to Boston the early part of this week following a brief visit at network headquarters.

JERRY KING in New York this week on Standard Radio business.

BILL SLOCUM, JR., special events director for CBS, is back at the network's headquarters after broadcasting last Sunday from Wright Field, Dayton, Ohio.

BURNIS ARNOLD, farm editor on KVOO, Tulsa, Okla., in Chicago this week to participate in the conference of the Radio Farm Directors. While there, he will attend the National 4-H Congress and the Fat Stock Show.

Carlin Takes New Post At Mutual Next Week

Phillips Carlin, newly appointed vice-president in charge of programs at the Mutual network, will take up his new duties next week, Edgar Kobak, president reported yesterday.

Radio Talent To Aid Police Benefit Show

Topflight names of radio will appear at the Police Athletic League annual benefit show, "Stars Shine for P.A.L." at Madison Square Gardens next Tuesday evening.

FINANCIAL (Thursday, Dec. 7)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks and their prices.

New CBS Comedy Show "Here Comes Elmer," a new comedy program, will start on CBS, tomorrow, 10:15-10:45 p.m., EWT, with Al Pearce in the featured role. The program will originate from Hollywood. Jack Hasty will write the program and Mickey Sillette will conduct the orchestra. The Smart Set quartet will do the vocals. Wendell Niles will be the announcer. Sponsor will be Lewis-Howe Company for Tums. Agency is Roche, Williams & Cleary.

20 YEARS AGO TODAY

(December 8, 1924) The statement by Carl Drelher, WJZ's engineer, that "the operators in the control room must either stay at their posts or go back to the soda fountains" has brought a variety of comment. Says one scribe: "Perhaps that explains why we sometimes get a flavorless milkshake when a dainty peach melba is mentioned on a program."

Illustration of a girl eating. Text: HOME TOWN BOYS MAKE GOOD AND HOW ?



...but you can't, etc.

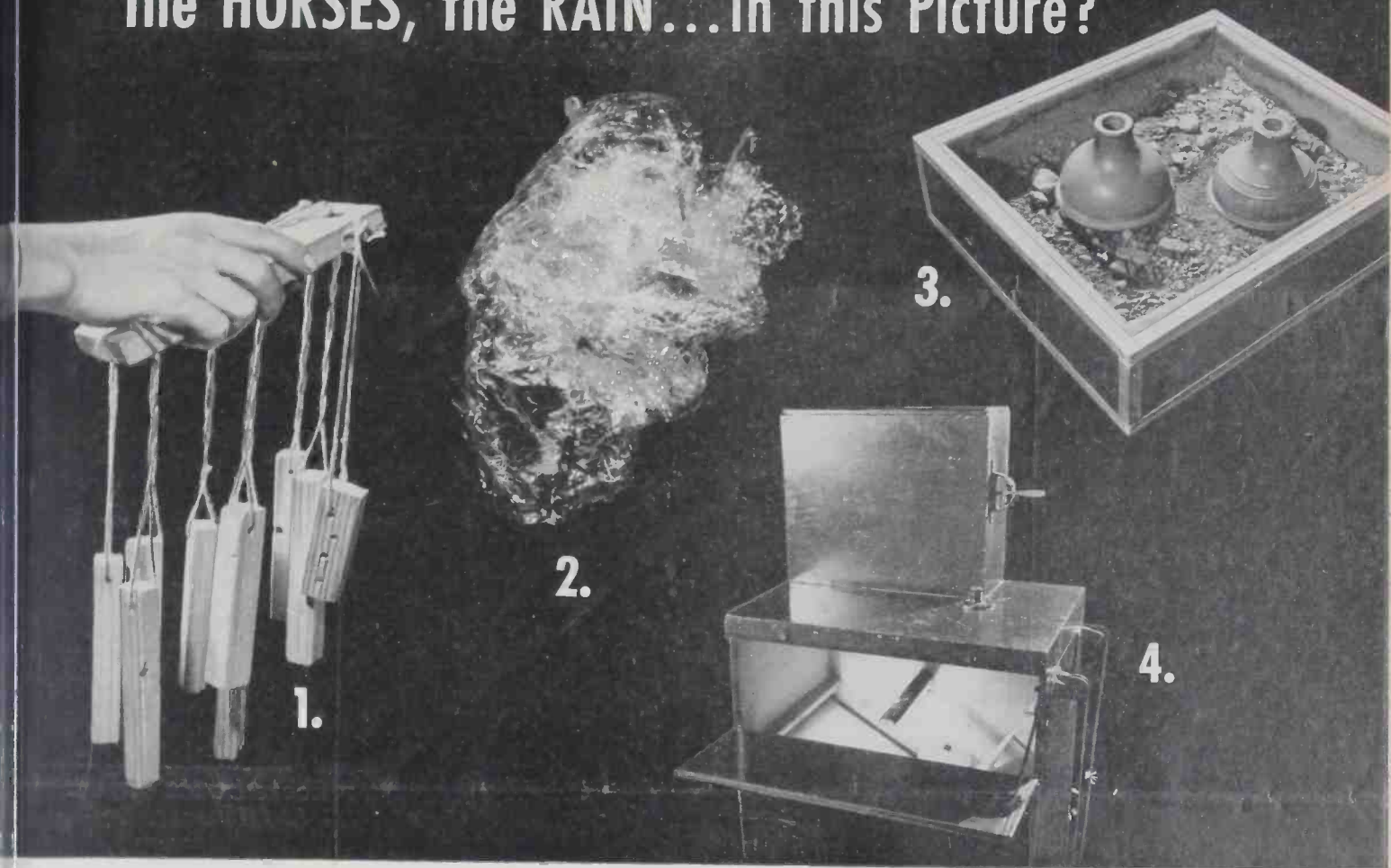
That old saw about the horse and water still holds true... particularly with smart time buyers. There was once a time when you could show him a radio trough full up to the brim with glamour call letters, power, and "acceptance"... and he'd water his whole budget.

But not any more! Maybe that's one reason W-I-T-H, the successful independent in Baltimore, has come so far, so fast. For W-I-T-H delivers the goods at the lowest cost per dollar spent than any other station in town. If you want to check a sound sales idea... use Baltimore as your test city... and to make sure you give it every chance to prove out... use W-I-T-H.

There are a lot of sales performance facts to prove our W-I-T-H point... but there's nothing so satisfying as seeing it work for your own product.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Can You find the FIRE, the SKELETON, the HORSES, the RAIN...in this Picture?



Milking a cow: squirting seltzer into a tin milk pail achieves the desired effect.

THEY'RE all there. You'd recognize them instantly—if you heard them. They are gadgets from NBC's Sound Effects Department, the largest and most complete in radio.

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of

broadcasting — another reason why NBC is "The Network Most People Listen to Most."

ANSWERS:—1. Skeleton—rattling wooden sticks brings a skeleton to life. 2. Fire—crushing Cellophane sounds like crackling flames. 3. Horses—pounding rubber cups against hard-packed earth simulates a gallop. 4. Rain—bird seed falling against wooden balls onto taut paper sounds like a storm.



A Kiss: the locale has changed, but the principle remains the same as always.



Sock in the Jaw: sinking a fist into a pad of rubber sounds just like a haymaker.



The
**National
Broadcasting
Company**

America's No. 1 Network—A SERVICE OF
RADIO CORPORATION OF AMERICA

LOS ANGELES

By RALPH WILK

STANDARD Radio's discs of the score of Walt Disney's "The Three Caballeros" are being rushed to Mexico City to plug the world premiere of the picture there next month.

A pair of orders were taken care of by Dr. Stork Sunday, Nov. 26, when two babies were delivered to the wives of two executives of the Don Lee Broadcasting System. A son was born to Mr. and Mrs. Sydney Gaynor, a daughter was born to Mr. and Mrs. Harry R. Lubcke. Gaynor is general sales manager of Don Lee, Lubcke is director of television for the network. And just to make sure old Dr. Stork would do a double take for sure, after checking identities, the Lubckes and the Gaynors add a bit of confusion to the coincidence by giving the two new youngsters names that are bound to have the same diminutive. The Gaynor son will be called Christopher, and the Lubcke daughter is to be named Christine Diane, in each case, "Chris" to their proud daddies.

Fleetwood Lawton's air appeal for used radios for overseas fighters brought in two truckloads, more than 500 sets, from the Pacific Coast Electrical Workers Union, members of which also donated their spare time to putting each receiver in top shape with the understanding that Lawton, recently returned from the Pacific war theater, would personally guarantee that they would go to the men in the Philippines.

Nanette Notarius, who's been attracting attention with the production of high school shows on local stations, has now had one of her original plays accepted by the Silver Theater of the Air.

FM-Standard Outlets In New Applications

Washington Bureau, RADIO DAILY

Washington—Four standard broadcasters yesterday filed applications for new facilities, three FM stations and one for a third standard outlet. A fourth FM application was filed by the Union-Tribune, of San Diego, Calif. FM requests were filed by the Washtenaw Broadcasting Co., Ann Arbor, Mich., licensee of WPAC; the Metropolis Corp., Jacksonville, Fla., licensee of WJHP and the Out West Broadcasting Co., Colorado Springs, Colo., licensee of KFOR.

Former Governor James A. Noe, of Louisiana, licensee of WNOE, New Orleans and KNOE, Monroe, La. applied for a 250-watt outlet on the 1550 band for Shreveport, La. Application for a new station in Binghamton, N. Y., was withdrawn yesterday by the Binghamton Broadcasting Co. during a hearing before the Commission. Two other applicants—the Southern Tier Radio Service, Inc., and the Binghamton Press Co. still vie for a license to operate in Binghamton.



Capital Comment!

● ● ● FM is what everybody's talking about here, and we don't mean only the FMBI board, which met here last week. Of all the radio services, the FM champions insist, FM will provide most new post-war jobs... And the Office of Education shop which John Studebaker runs over in the Interior Building is expecting FM to be the big school service... Despite

Washington

all the furore over the dropping of Upton Close, important government people are tickled pink—and not only Democrats. Close's reference to FDR's Chicago listeners as "fresh from the warm baths of the immigration stations" made Close more enemies than any other quote.

☆ ☆ ☆

● ● ● Charter Heslop is really getting into his MBS assignment here. His missus was quite impressed, as Charter explained how it would be his job to line up senators, generals and cabinet members. He came home after lining up his first show, timidly told the wife he had arranged his first appearance—a squirrel... Charter's still moving on the history of radio news broadcasting, but slowly... ● Had a long interview with Stanley Hubbard couple of weeks ago. Hubbard's one of the real oldtimers...

● NAB insists 1945 is the 25th anniversary year for broadcasting, but the records still say KDKA went on the air in 1919... ● Look for a senatorial study of the radio activities of Pappy O'Daniel.

● Much interest in WMCA's decision to broadcast congressional debate excerpts... ● Biggest radio party of the season so far was the Carlton stag thrown by WOL for the Cowles Brothers. More senators, congressmen and bureaucrats jabbing each other in the ribs to get at the wonderful shrimp oyster and French pastry layout—on which no local hostelry can match the Carlton.

☆ ☆ ☆

● ● ● Big question here remains... why did Louis Miller switch his position on the WMCA case? Lots of answers offered, but nothing very convincing yet... including the connections of Franklin Wood, Ed Noble's lawyer, with Tom Dewey... Best laugh yet at WMCA hearings was Bob Barker's reading, with his Texas drawl and best elocutionary style, the Broadwayesque telephone conversation between Leslie Roberts and Don Shaw which Roberts had transcribed... Next best, Don Shaw's question of Noble, at end of third day's hearing, "By the way, Ed, I've been meaning to ask... how do you like the radio business?"

● Larry Fly and Gene Garey are living in the same apartment building in New York... ● Ed Yocum's as popular here in Washington as he was in much-smaller Billings, Mont. He's the new CBS attorney here...

● And Earl Gammons wins the plaudits of Radio Daily for fine work in drawing slips for door prizes... While Billboard's George Daly is winning repute as a raconteur... ● Col. Al Warner took over last week, for a few days, as the expert on military matters assigned to give War Department reporters the twice-daily lowdown on what's happening on the fighting front. Reporters report Al did a bang-up fill-in job, but began to sound awful official each time he strolled into the map-room where the sessions take place.

☆ ☆ ☆

● ● ● Smart money's on Rosel Hyde getting the remaining FCC vacancy—which, incidentally, will give the FCC three members from west of the Mississippi. Ros is from Idaho, Paul Walker from Oklahoma and Ray Wakefield from California... And there's still a chance Cliff Durr may get that spot on the Surplus Property Board which he'd really like. Charley Denny would be our choice to go into the spot Clifford would leave, but we wouldn't bet on that one.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

SOME 308 staff members, or 93% of the NBC central division contributed \$2,288 to the community and war fund, it has been announced by John F. Whalley, business manager of the NBC central division. Pledges were up 25 per cent over 1943.

Jerry Cerny of WBBM's engineering department, became the father of a baby girl Nov. 18. The young one weighed in at nine and a half pounds at birth.

The National Safety Council's miniature "Safe Home," used for display purposes in all sections of the country, was the subject recently of what is believed to be the first safety telecast in history. The telecast took place over WBKB, the Balaban & Katz television station in the State-Lake Building, with Tom Fansler, director of the council's home safety division, announcer Fran Harris and Bernard Lundy, home safety consultant and for the council, discussing the various safety features. The telecast was arranged by Helen Carson, program director of WBKB, and Dan Thompson, director of Radio for the Council. Thompson said he felt that television will be an effective medium for presenting graphic information about safety practices to homemakers, motorists, workers, children and other citizens.

Cooke Heads Division Of Press Wireless, Inc.

(Continued from Page 1)

since then he has served the company in various capacities in Tokyo, Shanghai, Manila, London and in South America. He will have headquarters in New York City at 1475 Broadway, Press Wireless executive offices.

Pons-Kostelanetz Leave Air

Lily Pons and Andre Kostelanetz will give their last radio performance in the United States, until next April, on Sunday, December 10. Immediately after the broadcast the pair will be alerted for their second overseas trip to entertain the soldiers. This will be the final broadcast of the "Pause That Refreshes," heard over CBS, and will feature Lily Pons as Kostelanetz' guest.

Dr. Jordan Honored

Dr. Max Jordan, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one

Religious drama of the Americas.

IT'S A DONALD PETERSON

PRODUCTION

Web, Indie Method Of Time-Buying Criticized By Station Rep. Executive

(Continued from Page 1)

buyers who are unable to buy, lack the authority to buy, no fault of their own," he said.

is mad whirl of spot buying, cannot be figureheads; they are unable to recognize a good time they see it, and they must have the authority to buy it when it is available," Bolling said. "Good opportunities may open up this morning and be gone by this afternoon, and the timebuyer is in a hurry to buy, the client loses and has to justify a substitute plan. All of the company's plans, the agency's ideas, all of the advertiser's efforts and all of the time man's time goes for naught if the schedule is not bought correctly."

... went on to point out that agencies plan, sell and produce a sign of transcribed minutes, bothering to find out whether there are minutes available, thus making the same mistakes for the time buyers are handed a for- set of instructions, or the notion that he must not buy

anything less than a Hooper rating of 10.0," instead of being permitted to use his own personal judgement, his experience and his imagination in order to buy more effectively for their clients, he asserted.

Flexible Rates?

"If advertisers are going to fix minimum Hooper rating requirements, a 10 this year, a 12 next year, etc., then perhaps radio stations should have a flexible rate and charge on the basis of Hooper ratings," he declared. "I hate to suggest this as a cure for formula buying, because the cure might kill the patient. I hate to even contemplate such a plan, because of the complexities it will create in setting up budgets, and the problems it will present in the accounting departments of both the agencies and the stations. Radio especially spot radio, is too fluid, too intangible, to be bought without personal judgement and some imagination on the part of the buyer."

"The very limitations imposed by formula buying leads to some of the criticisms and abuses we are hearing about today. A wave of house cleaning seems to be sweeping the radio business as a result of these criticisms. Several stations have al-

ready taken a position against transcribed announcements, and for that matter, against other types of announcements as well.

"One pioneer station in the middle West has made a blanket indictment against all recorded announcements. I cannot help but agree with this station's objective but I feel that the methods used to reach their objective are faulty. There are good recorded announcements and bad ones. Some fit and some are misfits, but they are not all bad.

"Furthermore, such pronouncements against transcribed announcements might have dire consequences. To the professional reformer, and those who are clamoring for government control, it might give evidence that radio itself thinks announcements are bad. It might give these people the very arguments they have been looking for. They could use radio's argument against transcribed announcements to prove that all announcements are bad—then, that all commercials are bad—and finally, that all commercial radio is bad.

"... in the process of house cleaning, I think stations can set their house in order without tearing the house down."

Criticizes Tele Research

Bolling went on to tell about the time he saw research applied to television, before a similar AMA luncheon, approximately a month ago: "If television is to depend on inadequate research of this type, then the Lord help television. Some radio research as we know it today, is not much better than the example we saw of television research. In fact, some radio research today is hardly worthy of the name 'research.' It is so inadequate that it's bound to be inaccurate.

"Present day radio research can merely point a trend, it cannot be

FM Future On Agenda Of Mutual's Board

(Continued from Page 1)

and general manager of KHJ, Los Angeles, and the Don Lee network, is expected to be heard on both FM and television. Weiss, a member of the Television Broadcasters association, has been active in the experimental development of television on the West Coast.

Other matters on the Mutual board agenda will be recommendations for the revamping of the web's program structure led by President Kobak. It is expected that Phillips Carlin, new web vice-president and program director, will be present to express his views on the matter.

Joins NBC Press Staff

Paul H. Gilbert has joined the NBC press department as staff writer. He was formerly associated with Radio Reports.

Hildegard On "Star Theater"

Hildegard will make her debut on the "Star Theater" program on Sunday, 9:30 p.m., EWT, via CBS, when she visits James Melton and Alec Templeton on their variety program.

used as a definite value with any fixed degree of accuracy. The very fact that we are using last Summer's research, for this Winter's selling, should indicate the fallacies of taking present day research at face value.

"We, as a company, have always favored any plan or any improvement in our selling methods which simplifies the buying of spot radio. I can see no reason why rate cards should not be simplified, why discounts should not be the same for all stations, why a standard maximum number of words cannot be agreed upon for chainbreaks. The stations may charge what they like for their time, but why not have a standard discount structure and publish the discounted rates on their rate cards."


HOME TOWN BOYS MAKE GOOD & HOW ?



WJLS
BECKLEY, WEST VIRGINIA

Expands its market.....*

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

now at **560** on the dial 

CBS NETWORK • Represented by Burn-Smith

PROGRAM REVIEWS

**"BROADWAY
BARN DANCE"**

Sustaining
WOV, Sat., 10-10:30 p.m., EWT
Producer-Director: Zeb Carver

Perhaps one of the reasons we have a dearth of hillbilly programs in the east is that nobody has taken the trouble to make them musical fun. Too many musicians have performed it with a tasteless technique, but Zeb Carver uses ingenuity in concocting variations while still retaining the essential qualities of hillbilly music.

The format of the program doesn't profess to be very different from most music-variety programs. There is a generous number of competent guests in addition to other regularly featured vocalists and instrumentalists. The program we listened to for review had Chester and Lester Buchanan singing "Mama, I'm Sick"; Julie-B, Chuck & Ellie Story trioted "Dust"; Julie-B soloed with raucous enjoyment "Lonely River," accompanying herself on the guitar, without which, they say, hillbilly isn't hillbilly; Carver, via improvised instruments of auto horns, cow bells and a washboard, did justice to the popular "Trees." Johnny Newton accordeoned "She'll Be Coming 'Round the Mountain" as it would be interpreted in China, mystic India, Spain and Scotland; it provoked many belly laughs. The foregoing participate regularly on the program.

The guesting included Donald Bain, a fabulous imitator of noises and sounds, who reproduced animal grunts, calls, chirps, etc. He also imitated a cat-and-dog fight, giving it obvious human connotations.

We could go on and on to yodel the praises of this program, but space does not permit it. We'll simply add that Carver ad-libs the chatter portion of the program, tying the proceedings up in a very neat package for a potential sponsor.

**Corcoran On Stand Today
In Lea Committee's Probe**

(Continued from Page 1)

got under way yesterday and is expected to continue today. Dempsey is to be heard Tuesday. In the meantime, committee members have virtually abandoned hope of completing the investigation by the time the House adjourns.

**Two-Week Status Quo
For AFM Disk Turners**

(Continued from Page 1)

favor of NABET. AFM has contracts with the Chicago stations and sought to expand it to territory in the NABET jurisdiction.

Expected that a conference shortly between Petrillo and the networks will somehow work out a deal satisfactory to both sides.

WOMEN IN RADIO

By MILDRED O'NEILL

WE'VE received an invitation to "Luncheon With Helen" at WPAT in Paterson. But this means an excursion across the river and right now we're up to our neck. So we'll just read our invitation which came in the form of a booklet and, having done so, thank our hostess, Helen Taylor, and acknowledge a well-thought-out little promotion . . . Helen Taylor, according to the text, is "champion of women's rights" and "conductor of 'Luncheon With Helen,'" the station's feature femme program. She doesn't tell her listeners how to curl their hair nor does she give recipes. Her topics, it says, are of national and international import. On the first airing she jumped right into a discussion of American women at the peace conference, and 400 women sat down afterwards and wrote rave letters. The booklet goes on to say Helen Taylor, graduate of Syracuse University, was formerly a high school teacher, traveler and confidential secretary. What the sponsors say about her is introduced also, the display advertising of her program pictured, and conclusion is reached on a tun-in-and-be-convinced suggestion to Mr. Time Buyer.

★ ★ ★

So you think you're a busy bee! Well, listen to this. She's out of bed at 5 a.m., studio at 6, on the air 6:15 to 7, home for a change of clothes, back in the studio at 9 to go through and answer the mail, and write script for her daily show. Then there's the weekly evening broadcast from a service camp or hospital to prepare. In connection with this she gets her material and human interest angles from soldiers who have been in the fight. Add her weekly column for "Minute Man," a service paper, frequent "pep" talks before civic organizations, personal letters to the soldiers at camps, and you've got the daily routine of Devy Edwards, WLAW's Service Salute girl, who for three years has been airing her program from Lawrence to the Military and naval reservations of New England. Already on the beam for Christmas, Devy packed more than 50 boxes of goodies and utilities for radioites now serving their country.

★ ★ ★

Ten years ago about this time a young lady violinist appeared in a recital at Carnegie Hall in New York City. A certain musical gentleman happened to be in the audience that night. After the concert he had a few words with her. Today that same girl is first violinist and concert mistress of the "Hour of Charm" All-Girl orchestra heard over WEAF and NBC under the baton of Phil Spitalny who, as you may have guessed, was the musical gentleman. The idea of an all-girl orchestra was born in the mind of Mr. Spitalny that night as he sat listening to Evelyn and her magic violin and thus was brought about the turning point in her life. A student of the violin since an early age, Evelyn was graduated from the Juilliard School of Music and is the proud owner of numerous awards. Phil Spitalny attributes the success of the orchestra to Evelyn's superb management. In return, the program has contributed much to her fame, for she's been heard every Sunday night for the past eight years.

★ ★ ★

Did you know . . . that bang-up job of sound-effects on "The Goldbergs," CBS perennial, is being handled by a bit of femininity answering to the name of La Verne Owens, and that her gay dress is a native costume brought to this country from Hungary by her mother who wore it as a girl. . . Cathryn Callan is clicking with her listeners who find her tips on feminine topics offered six mornings a week over WBYN (Brooklyn) most helpful. . . Distinction of being the first woman to conduct a network broadcast from Alaska to the States belongs to Dorothy Ann Simpson, KFAR (Fairbanks) program directress. . . Baroness de Polenzka was interviewed over GE tele recently on her experiences in a Nazi prison. . . Dorothy Day, WINS (New York) home science authority, was the only woman commentator to broadcast from the Women's International Exposition. . . A certain Middy at Annapolis was mighty happy when Margaret Banks, WBIG (Greensboro), paid a visit recently to the Academy. She's his mother.

★ ★ ★

AGENCIES!

ARTHUR W. RHINOW, long connected with commercial agencies of radio and sound reproduction, has been named assistant vice-president in charge of public relations by General Telephone and Radio Corporation, manufacturing affiliate of National Telephone and Telegraph Corporation. Rhinow formerly was sales manager of Thomas A. Edison Inc., and publicity man for Mr. Edison.

RICHARD MANVILLE, consultant on mass response, announces the removal of his office to One East 122nd Street, New York.

JOANNA SCOTT has joined J. Young, Jr., Inc., radio station representatives. She was formerly manager of Joseph Hershey Mfg. Co., Inc.

JOHN E. PEARSON COMPANY has been named as national sales representatives for WOV, exclusive of the metropolitan area, where it handles its own business.

CAROLINE FLEISCHER has been added to the staff of Walter L. Placements Agency. She will head a special department for the employment of artists and layout men among women.

**All New York Stations
In "Pearl Harbor" Drive**

(Continued from Page 1)

laborated on by the Office of Information.

The stations that took part were WABC, WEAF, WOR, WJZ, WHN, WNEW, WMCA, WNYC, WQXR, WWRL, WINS, WBYN, WHOM.

While all stations were urged to broadcast six announcements throughout the day, reports indicated that cooperation was even more general than expected. A noteworthy fact since stations heavily contracted with commercial spot announcements, Norris pointed out. By 2 p.m., yesterday, over a million dollars was pledged and via the stations, with more than a million anticipated by the end of the day, including sales at department stores, banks, etc.

WMCA carried a special program which originated from the Statue of Liberty at Times Square at 2:15 p.m., and WNEW broadcast evening which took place at the War Finance Committee's N. Y. headquarters 4-4:15 p.m., EWT. Norris pointed out that yesterday's efforts were directed at spot announcements rather than elaborate programming because an anniversary was propitious.

"The Candle and the Gun," a radio drama by Mari Yanofsky, is given repeat performance on Friday, 15 as one of Columbia's special programs in support of the Sixth Loan Drive (WABC-CBS, 7:15 p.m., EWT).

Allocations-Prediction for FM Band Higher

(Continued from Page 1)

difficulties to be ironed out. The band will be moved up with service moving into the present band. The amateur band—megacycles—will also go up. Service will be pegged at 88 to 88 megacycles, with FM from 88 to 108 megacycles. The Commission is for the raising of the amateur service as a temporary measure and eventually to begin at 84 megacycles and run to 108.

Recently, the Commission considered returning amateur service to the present band when television service needs its group of low frequencies. Announcement of this may or may not be made. It will indicate that the Commission is thinking in terms of virtual domination of the television high-frequency wide-band transmitters.

The moving of the FM service was exhaustively last week by a group of directors of FM Broadcasters Inc., during their two-day meeting. The FMBI has, of course, had no notification that such is its intent but is rather expectant. Despite the resolution urging that FM be kept at its present spectrum spot, the FM directors will probably not be too far from the move. The whole question of interpretation of engineering data, and they recognize quite possible the higher frequencies may be advantageous to the changeover for transmitters on the air will be substantial but not prohibitive. It is estimated that it will cost from \$10,000 to convert a 50 kilowatt transmitter, with the cost less for lower powered senders. Announcement of the new allocations is to be made by the Commission this month or in January.

News On Air As Strike Hits Papers

(Continued from Page 1)

Afternoon dailies were shut down because of pressroom paper hand shortage. The "Post-Dispatch" station in broadcasting contents of the paper at 12:15 p.m., an hour after the paper's first edition failed to appear. WOK, owned by the "Star-Telegram" presented the main contents of news from the comic strips, sports, society, news editorial and death notices.

★ WORDS AND MUSIC ★

By HERMAN PINCUS

BORROWING (a phrase from Kipling, now that "the tumult and shouting dies," we look back on the recent Presidential election and recall a forthright prediction, made fully three weeks prior to November 7, by Johannes Steel, WMCA news commentator on one of his up-to-the-minute programs, who said and we quote:—"Roosevelt will win the election. It will be an electoral landslide and Roosevelt will have a minimum of 400 Electoral Votes and probably 425." unquote . . . Steel almost hit the total which actually was 432 Electoral Votes for FDR. . . . For the past seven years, (he'll start his eighth consecutive year on WMCA, late this month) Johannes Steel, with his list of predictions and news-beats, has amazed Radiolites and today is the deserved possessor of one of the highest Hooper Ratings of any local (New York) news commentator . . . it is estimated that his listening audience on WMCA is ten times the WMCA average . . . back in 1933, in an article, "Hitler as Frankenstein," Steel tried to warn an unsuspecting world of the diabolical schemes of the Nazi Mad Man and also predicted the assassinations of Chancellor Dollfuss of Austria and King Alexander . . . in his book, "The Second World War," published in 1934, Steel predicted an attack upon the United States by Japan . . . the international scope of his ideas on world events is understandable in the light of his travels which took him to all parts of the world, after having been educated at the Universities of Heidelberg, Geneva and Oxford. . . . Of Scots-German descent, Johannes Steel is an American citizen and his newest tome, "The Future of Europe," now is being published by Henry Holt.



RADIOLOGY—Eddie Cantor's singing discovery, Nora Martin, has a most retentive memory . . . at a recent hospital appearance, the radiorole sang about fifty songs without once having to refer to the music or lyric sheets . . . Eric Allen Johnston, Prexy of the U. S. Chamber of Commerce spoke on a most important subject, namely, "Job opportunities in the post-war era," when he guested November 14 on Edwin C. Hill's "Human CBSide of the News" . . . Lovely Joan Edwards, singing star of "Your Hit Parade," not only appeared on the Arlene Francis "Blind Date," but following the program, accompanied the G.I. contestants to the Stork Club. . . . Add Perfect Casting: a recent "Fannie Hurst Presents" script called for a big, fat and lovable character, whose love for canines was paramount . . . so Craig McDonald was called in for the role. . . . Craig who answers the description to a T-bone steak, said after the broadcast, "I'm big, fat and I do love dogs, so I didn't have to ACT." . . . Lang-Worth has resumed its Dance Band Popularity Poll.



TIN PAN ALLEY-OOPS—About a year ago, in this column, we ran a piece about 'name singers' identified by certain songs and to refresh your memory we'll list a few: Al Jolson, "Sonny Boy"; Fanny Brice, "My Man"; Kate Smith, "When the Moon Comes Over The Mountain"; Morton Downey, "Carolina Moon"; Bing Crosby, "Blue of the Night"; Rudy Vallee, "Deep Night"; . . . Orchestra Leaders include, Benny Goodman, "Jersey Bounce"; Glenn Miller, "Tuxedo Junction"; Ted Lewis, "When My Baby Smiles At Me"; Artie Shaw, "Begin The Beguine"; . . . now we find a new name added to this list . . . the name of Al Trace who discovered and finally 'made' and in turn was 'made' by the song, "Mairzy Doats" . . . Al and his 'Silly Symphonists,' currently featured at the Hotel Dixie in Gotham, has since made two films for Columbia Pictures, has recorded hundreds of new novelty tunes and is definitely headed for the Big Time. . . . Private David Lowe, formerly program director and news commentator at WNEW, has been admitted to Officer Candidate School but his boot camp buddies, members of the 301st Air Depot Group, have "much to remember him by." Lowe, via Martin Block's "Make Believe Ballroom," had presented to the outfit a veritable wealth of musical instruments—including a bass fiddle, with which, it was said, the servicemen now are playing sweet and LOWE!

—Be A Rational National—

Six NAB Committees Announced By Ryan

(Continued from Page 1)

William I. Moore, WBNX; S. R. Dean, CBS; R. J. Teichner, NBC, all of New York.

Legislative Committee: Chairman—Don S. Elias, WWNC, Asheville, N. C.; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York; J. Leonard Reinsch, WSB, Atlanta; Frank M. Russell, NBC, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.; James D. Shouse, WLW, Cincinnati; Harry R. Spence, KXRO, Aberdeen, Wash.; O. L. Taylor, KGNC, Amarillo, Texas.

Research Committee: Chairman—Roger Clipp, WFIL, Philadelphia; George M. Burbach, KSD, St. Louis; Martin B. Campbell, WFAA, Dallas; John K. Churchill, CBS, New York; Edward F. Evans, WJZ, New York; Barry T. Rumble, NBC, New York; Dale L. Taylor, WENY, Elmira, N. Y.; J. C. Tully, WJAC, Johnstown, Pa.

Sales Managers Executive Committee: Chairman—Arthur Hull Hayes, WABC, New York; Samuel R. Bennett, KMBC, Kansas City, Mo.; William Doerr, Jr., WEBR, Buffalo; Walter Johnson, WTIC, Hartford; Stanton P. Kettler, WMMN, Fairmont, W. Va.; Ben Laird, WOSH, Oshkosh, Wis.; James V. McConnell, WEA, New York; John M. Outler, Jr., WSB, Atlanta; Frank Webb, KDKA, Pittsburgh, Pa.

Small Market Stations Committee: Chairman—Robert T. Mason, WMRN, Marion, Ohio; James R. Curtis, KFRO, Longview, Texas; William B. Smullin, KIEM, Eureka, Calif.; Marshall Pengra, KRNR, Roseburg, Ore.; Hugh M. Smith, WAML, Laurel, Miss.; Gerald Wing, KROC, Rochester, Minn.; David Rosenblum, WISR, Butler, Pa.

Additional district chairmen for the program directors and public relations committees were also announced as follows:

Program Directors Committee: Dist. 12—Paul Buening, KOMA, Oklahoma City, Okla.; Dist. 16—W. L. Gleason, KPRO, Riverside, Calif.

Public Relations Committee: Dist. 12—Robert D. Enoch, KTOK, Oklahoma City, Okla.

Tele War Record

Titled "The 957th Day," the second in a series of three Sixth War Loan films was tele-cast Monday evening over the NBC tele-station WNBT. The film was a record of the 957th day of the war in the Pacific, and an appeal for the purchase of bonds by a Navy official. The third and last in the series will be telecast Saturday, December 9.

Bobby Hookey As "Tiny Tim"

Bobby Hookey will take a turn at acting during Christmas holidays when he plays "Tiny Tim" in the televised version of Charles Dickens' "Christmas Carol" over the DuMont's WABD, Dec. 20 at 8:15 p.m., EWT.

★ ★ ★ COAST-TO-COAST ★ ★

— ARIZONA —

PHOENIX—Richard O. Lewis, general manager of KTAR, will head an Arizona delegation to the NBC station manager's conference in Los Angeles, December 6 and 7. Going with him will be R. B. Williams of KVOA, Tucson; Harold Ritter of KYCA, Prescott; and Ray Smucker, of KYUM, Yuma.

— MINNESOTA —

MINNEAPOLIS—WLOL is carrying not only the Treasury Series but the OWI programs and many spots as well during the current Sixth War Loan Drive. The station reports that each of the programs and ten live spots per day throughout the drive are being sponsored by various business firms in the city.

— NEBRASKA —

OMAHA—John F. Prell, formerly in the advertising department of "The World Herald," owners of KOWH, has been promoted to a new position, where the major portion of his time will be devoted to the study of television and other new developments in radio.

— DISTRICT OF COLUMBIA —

WASHINGTON—Bill Herson, WRC time-keeper, again is bringing his annual "Message To Santa" early morning children show to the air. Every week-day morning children between the ages of two and seven will "speak to Santa" informing him of the gifts that they desire.

— WEST VIRGINIA —

CHARLESTON—Several changes in the staff set-up of WGKV have been announced. Paul Havens, formerly with WIRE in Indianapolis, has joined the announcing staff; Ernie Saunders was recently made production manager, and has been assigned several new shows; Al Stein, WGKV staff announcer, was recently made musical director of the station.

SEND BIRTHDAY GREETINGS TO---

December 8

John Babb Elaine Melchior
Frankie Basch Howard Meighan
Mary Patton

December 9

Marilyn Brandt Ken Niles
Eddie Dowling Judith Gardner
Jerry Lesser Willard Butler
Bob Murray Olive Wise Floyd
Linnea Nelson Freddy Martin

December 10

Andy Kelly L. J. Pico
Chet Huntley Ray Collins
Alvin Austin Irving Fazola
Lois Burke Lawrence Jacoby
Lew Brown Leroy Millican
Jean Dickenson Erskine Johnson
Morton Gould Mary Rennie
Dorothy Lamour Claire Sherman
William Spargrove

— PENNSYLVANIA —

PHILADELPHIA—Newest rewrite man in the WCAU newsroom is Kent Stoddard, who, until his recent medical discharge, was a member of the staff of the Casablanca "Stars and Stripes."

— WASHINGTON —

SEATTLE—Latest addition to the staff of KIRO is Sue Kearns. A newcomer to the radio field, Miss Kearns has been made a member of the KIRO music department.

— KENTUCKY —

LOUISVILLE—Joe Denton, known on the West Coast for his tenor voice on his nightly program over KPO in San Francisco, has joined the program staff of WHAS.

— LOUISIANA —

NEW ORLEANS—WVL has just concluded a service for the OWI by making the last of a series of recordings at the recently concluded convention of the A F of L. The station also originated an address by William Green, AFL president, for CBS.

— NEW YORK —

SYRACUSE—H. E. Aller completed 20 years as control room engineer for WFBL this week. . . . **MIDDLETOWN**—New additions to the staff of WALL include Judy and Belle Greene, sisters. Judy comes to the station with considerable newspaper experience, and will be in charge of gathering and editing local news. Bette is a newcomer to radio, and joined the station in the capacity of control engineer and announcer. She will also conduct her own "Musical Matinee" program daily.

— SOUTH DAKOTA —

YANKTON—A recent visitor to WNAX was John E. Ridley, of Sidney, Australia, prominent Australian radio executive, who chose WNAX to study from the standpoint of a farm station. Spending several days at the station, Ridley was taken on several visits to outlying farms where remotes were made. He stated that he plans to adopt many WNAX techniques for his Australian station.

— NEW JERSEY —

NEWARK—Hy Derwin, formerly a staff announcer on WOLF, Syracuse, recently joined the "swing shift" all-night show, as an announcer, on WAAT.

— NORTH CAROLINA —

RALEIGH—Latest addition to the staff of WPTF is Tom Stone, former free lance writer and producer, who has joined the station as a radio consultant.

— WISCONSIN —

MILWAUKEE—Lord Halifax, British Ambassador to the United States, made one of his rare radio appearances over WTMJ last week, when he was interviewed by Lindsay Hoban, of the Milwaukee "Journal" editorial staff.

— TENNESSEE —

NASHVILLE—George D. Hay, veteran director of audience relations at WSM, resigned last week, in order to take his wife to the coast for her health. While there, he plans to do character parts in motion pictures, probably for Columbia and Republic.

— CALIFORNIA —

SAN FRANCISCO—A total of \$163,000 for audio-visual education methods was included in the biennial budget for the State Department of Education. The budget will be added to if FM equipment becomes generally available. . . . Ray Cartmell, formerly with KSRO, Santa Rosa, has joined the announcing staff at KFRC. . . . Lee Owen, formerly with KJBS, has joined the sales staff of KGO-Blue. . . . Recent additions to the staff of KPO's news room include Newell McMahon, Barbara Carey, Bud Mayer and Jane Bachtelberg. . . . **OAKLAND**—Philip G. Lasky, general manager of KROW, has been appointed to the advertising relations committee of the local Better Business Bureau. . . . **FRESNO**—KMJ has inaugurated a five-minute news summary which is read to members of the various civic clubs at their weekly luncheons by George Kapel, KMJ news editor. The releases are summarized just before lunch time, and rushed to the meetings by Kapel.

— FLORIDA —

JACKSONVILLE—Latest additions to the staff of WPDQ include Gary Allen, formerly with WOC, Davenport, as an announcer, Tommy Morton, a newcomer to radio, also as an announcer, and Mary LeMoine, formerly with WHIP, as book-keeper. . . . **WEST PALM BEACH**—Due to the fact that WJNO's transmitter tower is a source of danger to the planes at the nearby Army air base, the station has been ordered by the Army to move. The FCC granted full approval to the measure, and the station has located a site right in the heart of the city. The operation of the station was shifted to temporary studios, and the transmitter used was an emergency one. This situation will continue until the transmitter has been disassembled and reassembled at its new location and it is hoped that operations at the new site can begin on or around Christmas day. The technical end of the move is under the supervision of chief engineer Otis C. Wright.

— MONTANA —

MISSOULA—First year journalism students at Montana State University, under the supervision of Dean James L. C. Ford and Prof. Olaf Bue, have completed a series of tours of the operating plant of KGVO. Members of the KGVO staff talked to the students on certain phases of radio.

— COLORADO —

DENVER—Governor John C. Vivian is reporting the state's progress during the current Sixth War Loan drive via KOA daily except Sundays. Governor Hunt of Wyoming also makes use of the station's facilities for the same purpose for his state. . . . The KLZ Barn Dance crew turned in a noteworthy Bond selling job at a recent broadcast. They reached the million dollar mark by the end of the first broadcast period, at which time the program was extended an extra fifteen minutes. During this period an additional \$35,000 worth of Bonds were sold.

— NEW YORK —

NEW YORK—The new evening program, the WHN "Wishbone Party," Saturday afternoons, is Al G. . . . Guesting on the "Port 1" program, December 11, at over WNEW will be S/Sgt. Joe world's heavyweight champion. The inaugural broadcast of the "Newspaper Guild Forum," bows in Tuesday, December 9:03 p.m. will feature Norma win, Hazel Scott, Wendie Bar Anne Seymour. The subject "Should actors stay out of p and the program will follow the lines of regular newspaper views with the stars. . . . On nesday, December 13, over W new series featuring little folk music will make its debut a salute to the Philippines. . . . initial program will be Jaime nandez, Philippine secretary ance, authoress Pearl Buck, a Chorus of the New York Center. . . . The broadcasts of tercollegiate basketball games in Madison Square Garden, started this week, will be sponsored over WINS by the Tidewater-ated Oil Company.

Film Made Just For Television Sked On WABD Monday

A new step in television programming will be inaugurated next day, when the first motion picture short feature made expressly for television will be telecast over the ties of station WABD, New York for the benefit for the delegates to the First Annual Conference of Television Broadcasters' Association at the Hotel Commodore.

Running six and one-half minutes, the subject, entitled "Talk Faster," is based on an original story by Clarence Buddington Kelland with top stage and motion picture names, the players include Nugent, Royal Beal, Harvey Star Raymond Greenleaf, and H. MacLean. Produced by RKO Television Corporation for the Mutual Insurance Co. of Mass., "Talk Fast, Mister" was at the RKO Pathe studio in New City and also on location in Chester, under the supervision of Thomas Hutchinson, production manager of RKO Television Corporation Long, television head for Barton, Durstine & Osborn, sent the client.

Stevenson Succeeds Chapin

James Stevenson, Lt. Col., U.S. Army, inactive, has been assigned to NBC "World News Roundup" program, Monday through Saturday 8 a.m., EWT, starting next week. He will replace W. W. Chapin, who will vacation prior to taking Stevenson's 11:15 p.m. (EWT) day news analysis program.

NAB Conference Opening

Feinberg Re-elected President Of AFM-802

The hottest and most closely contested election in its history, Local 802 of the American Federation of Musicians whose jurisdiction covers the New York City area, Jacob Rosenburg was reelected president along with William Feinberg as secretary and Harry Suber as treasurer. This year less retains the Blue, or Administrative Ticket as against three alternatives in the field. In the past year the Ticket has been the main opposition, but this year in addition to the Administrative Ticket there was a Square Ticket and a Victory Ticket as well. Rosenburg was the heaviest in any 802 election with a total of 7,600 ballots.

(Continued on Page 3)

Joining B & B As Vice-President

Dr. E. Lusk, formerly of Pedlar & Lusk, Inc., now known as Lusk, Inc., will be associated with Ryan, Inc., as vice-president and account executive effective December 15, it has been announced by Clarence B. Goshorn, president of the new vice-president's duties.

(Continued on Page 2)

NAB Spokesman At Odds With Webs

Washington Bureau, RADIO DAILY—Washington—NBC and the Blue Network appear to be joining hands with F.M. President James C. Peck in a drive against the National Association of Broadcast Engineers.

(Continued on Page 8)

Conservation

In order to save scarce materials, Paramount Pictures has limited spot radio announcements for two films on one disk, according to R. M. Gillham, advertising and publicity director. He made the double-faced plate announcements on "National Barn Dance" and the other "Now Tomorrow." ETs are available to local exhibitors.

Emergency

KSD broadcast full contents of "St. Louis Post Dispatch" Friday as Pressroom Paper Handlers' strike continued for second day shutting down all three local dailies. Station cancelled 17 NBC and eight local programs for news service, and broadcast news summaries on hour and half-hour: Strike ended Friday night.

Postwar Video Jobs Forecast by Speaker

West Coast Bureau, RADIO DAILY—Hollywood—Commercial development of television, due to make rapid strides upon conclusion of the war in Europe, will substantially help the nation to solve its post-war unemployment problem, declared Patrick Michael Cuning, head of the production organization bearing his name, in addressing Hollywood Junior Chamber of Commerce's annual dinner. "Thousands of new jobs will be created by new industry," said Cuning.

(Continued on Page 3)

Kemp To McCann-Erickson In Executive Capacity

Arthur J. Kemp, CBS Detroit manager, network sales, will join McCann-Erickson, Inc., in executive capacity on Jan. 1, it was announced over the weekend by Lloyd O. Coulter, vice president in charge of radio.

(Continued on Page 8)

First Convention Of Tele Broadcasters Starts Today At The Commodore; Video Trade Leaders Attend

25th Anniversary Plans Get Underway

Washington Bureau, RADIO DAILY—Washington—All-out promotion of the radio industry, on the occasion of its 25th anniversary, is called for in a special NAB bulletin mailed members Friday. In addition, this special publication goes to all licensed broadcasters, all nets, manufacturers, agencies, government offices and many others interested in radio. This mailing will be followed tomorrow by a meeting in New York of heads of the four nets with NAB President J. Harold Ryan and Public Relations Director Willard Egolf to discuss plans for network observance of the anniversary year and the im-

(Continued on Page 2)

First annual conference of the Television Broadcasters Association, Inc., gets underway at the Hotel Commodore in New York City this morning with approximately 700 registrants expected to be on hand for the opening session of the two-day meeting.



Dr. Allen B. Du Mont

Registration, which includes television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, indicates widespread interest in the post-war planning of video. Included among the registrants are representatives from three

(Continued on Page 7)

Announce Schedule Of NAB Dist. Meetings

NAB Friday released its schedule of district meetings, including also the itinerary for the national officers planning to attend these sessions during the first three months of next year. The schedule follows:

Dist. 6, Memphis, Jan. 15-16; Dist. 13, Dallas, Jan. 17-18, Baker Hotel; Dist. 16, Los Angeles, Jan. 22-23; Dist. 17, San Francisco, Jan. 25-26; Dist. 17,

(Continued on Page 6)

IRE Announces 1945 Meeting Plans

The 1945 Winter Technical Meeting of the Institute of Radio Engineers will be held in the Commodore Hotel in New York, commencing January 24 and continuing for four days. During this time reports by the various committees will be given, and exhibited.

(Continued on Page 8)

★ THE WEEK IN RADIO ★

FM Band May Go Higher

By CHARLES MANN

WASHINGTON reports that the FM band will be moved up in the spectrum, permitting police service to fill the present FM band. However, it will be several weeks before the announcement becomes official. Story substantiates the claim by announcing that the IRAC has approved the various solutions concluded by the

FCC. The amateur band, 52-56 megacycles, will also be boosted, most likely at 84 to 88 megacycles, with FM raised at 88 to 108 megacycles. It is explained that the plan calls for the raising of the amateur service as a temporary measure with FM eventually to begin at 84 megacycles and

(Continued on Page 3)

In Northern New England it's WLAW!—Reaching a radio audience of 907,283 people. Send for coverage map. Advt.

Is WLAW on your schedule? It should be if you want to sell Northern New England! Advt.

Short Circuit

CBS' Bill Dunn tells about the time radio men on Leyte shore wanted a ship 200 yards away, but couldn't reach it via lights because of enemy's proximity. Ship had code transmitter and Dunn's outfit had voice circuit. Engineer called San Francisco on voice circuit. SF relayed it to Australia—there to New Guinea—from there to the ship, all in five minutes.



Vol. 29, No. 48, Mon., Dec. 11, 1944 Price 10 Cts.

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

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

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

FINANCIAL

RADIO DAILY'S Financial Section will be found today on Page 6.

Will Free Lance

Rosemary Roth, WABC woman's program scripter, has resigned from the staff of the station to devote her full time to free lance writing assignments.

20 YEARS AGO TODAY

(December 11, 1924)

Station WEEI's Big Brother Club of which Bob Emory is emcee, coach, producer, announcer and "big brother," is fast becoming one of radio's most popular features. A certified membership of over 50,000 youngsters is looked forward to.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

Coming and Going

O. B. HANSON, vice-president and chief engineer of NBC, returned Friday from the West Coast, where he had been conferring with station technicians in Hollywood and San Francisco. On the way home he stopped at KTAR, Phoenix, Ariz.

GEORGE "FLASH" SCHREIER, Blue Network publicist and treasurer of the International Baseball Writers Assn., has left for Buffalo to attend a meeting of the organization.

MARJORIE LAWRENCE, soprano, has returned to the States from Australia and now is en route to Indiana. She will be back in New York next Sunday to appear on "We, the People."

R. G. DENECHAUD, Blue Network's engineering manager in Hollywood, is in Gotham for a week of conferences.

JEAN COLBERT, writer, commentator and director of women's activities on WTAM, Cleveland, spending this week in New York, following a visit at the Berkshire Knitting Mills, in Reading, Pa.

WALTER KOESSLER, general manager of WROK, Rockford, Ill., paid a call Friday at the offices of the station's national representatives.

HENRY C. BONFIG, Zenith vice-president in charge of household radio; EDGAR C. HERRMANN, assistant vice-president and director of advertising; E. R. TAYLOR, manager, sales promotion department, and RAY HOEFLE, general manager of the Zenith Chicago branch, have returned from a trip to New York.

HARRY JAMES and the members of his band are at Camp Parks, Cal., for the broadcasting of tonight's "Spotlight Bands" program.

25th Anniversary Plans Get Underway

(Continued from Page 1)

plementation of the keynote for 1945—"Pledged to Victory."

Front page of the special bulletin carries the symbol for radio's silver anniversary—a banner suspended from a microphone carrying the anniversary years "1920-1945" and the Roman numbers XXV with the "V" dominant as a victory symbol. The eight pages of the publication are taken up with numerous proposals for emphasizing radio's contribution.

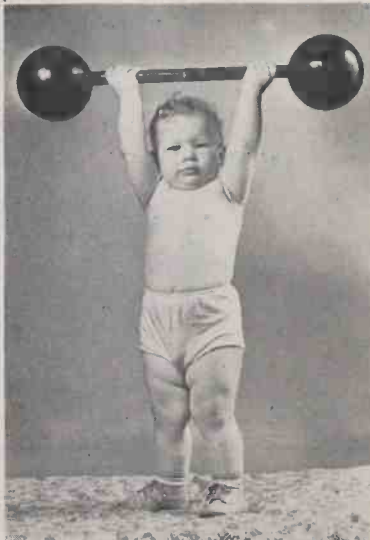
Lusk Joining B & B As Vice-President

(Continued from Page 1)

with B & B have not been designated as yet, Goshorn said; however, it has been learned that he will not be affiliated with new business. No indication was made as to whether Lusk was bringing some of his own clients with him either.

Lusk was formerly associated with B & B for eight years prior to 1941. Another former affiliation was his association with the Colgate-Palmolive-Peet Company.

A YOUNG STRONG MAN



... that's what sponsors call WPAT... one of America's most successful radio stations. Want to know the secret of our strength? It's our strong spot on the dial, for one thing... we're at 930... and the way we've consistently kept our programs at a high entertainment level. Programs like LUNCHEON WITH HELEN, MUSIC A LA MOOD and BOB BRIGHT'S BANDSTAND create intelligent customer-listening audiences. That's why, young as we are, we're right up at the top.



Sell Your Clients WPAT... the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK



Like the rushing of mighty waters

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years here's a radio day time picture of W-I-T-H listening audience based on a common denominator of Coverage Popularity—Cost:

- W-I-T-H leads Station A 25 to 30
W-I-T-H leads Station B 25 to 30
W-I-T-H leads Station C 25 to 30
W-I-T-H leads Station D 17 to 20
W-I-T-H leads Station D 25 to 30 in trading area.
W-I-T-H leads all stations at times, Sundays noon to 5:30 o'clock, except one—5:30 to 6:00.
Few stations in radio have come so far so fast. If you want your dollar to work more efficiently in Baltimore... W-I-T-H is your buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY...

War Video Jobs Forecast by Speaker

(Continued from Page 1)

returning service men, trained in technique of electronics, will importantly contribute to development of television, too.

Sees Intensive Research

positive sign of rapid approach of commercial television is found in fact that both manufacturers and advertising agencies are exploring the field with an intensity never before experienced. During the past six weeks, dozens of important executives have inspected my facilities at NBC.

Discussing advertising potentialities of television, Cunningham stated, peering into the future, that programming must progress to a degree attained by radio. "So far," he said, "this phase of television is lagging behind. Television must step off on a right foot by providing programs that grasp audience attention, otherwise its technical skill and talent will be wasted."

Forecasting development of television's own acting personalities, he stressed the importance to film and radio.

Likes "Tele Type" Acting

I doubt that motion picture studios are inclined to allow their top talent to work in a medium which is so highly competitive," he asserted, "furthermore I feel that the layers especially developed and trained for television, like Marcia May are more effective than those developed in other phases of the entertainment field. We have had excellent results with such actresses as Massen and Marjorie Gatenson. They're exceptions to the general

forecasting development of television of tele-stock companies, putting on live-action programs, to serve the nation throughout the country. They're already working on such a plan, he stated.

"Answer Man" Sponsored

"Answer Man" is now sponsored by the M. J. Breitenbach Company for Gude's Pepto-Mangan, Roche, Williams and Cleary, a program set for 52 weeks Monday, Wednesday and Friday, 7-7:30

Exclusive!

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

W-I-N-D

800 Kc. 5000 WATTS

THE WEEK IN RADIO

FM Band May Go Higher

(Continued from Page 1)

run to 108. FCC's final report is expected early in January.

REC-BBC: Last week's REC gathering of distinguished guests and guest speakers punctuated the most ambitious meeting of the radio executives to date. The Earl of Halifax, British Ambassador to the U. S., was the chief speaker. Others were: Elmer Davis of the OWI, John Salt of BBC and Warren Jennings, REC prexy.

Threat: A new strike threat loomed with James C. Petrillo and the AFM threatening to call musicians if NBC, Mutual and Blue do not use musicians as platter turners. Sessions between the union and network officials are going on behind closed doors.

Analysis: Of the 53,000 programs broadcast over CBC during a period of 12 months, 85 per cent was public service and sustaining shows, and approximately 15 per cent was commercially sponsored. These percentages do not include programs aired locally from CBC-owned and operated stations.

Praise: Brig. Gen. David Sarnoff, president of RCA, paid high tribute to the radio industry for its unprecedented wartime service, reminding the gathering at the 25th anniversary dinner of RCA of the future of television and other electronic developments.

Disorganization: A rude awakening affected the entire industry, as it pertains to stations, networks and advertising agencies, when George Bolling, v-p of John Blair & Company, criticized it for the disorganized manner in which the problems of time-buying and selling were handled. He looks to the Broadcast Measurement Bureau for a practical, workable plan.

Assessment: AFRA was withheld from suspending Cecil B. DeMille as a member for his refusal to pay a \$1 union assessment, by a temporary order issued by Superior Court Judge Emmett Wilson. The hearing is set for Dec. 15. DeMille refused to pay

the assessment levied by the AFRA board because he opposed Proposition 12 on the recent ballot of California.

Plug: The agency as well as the sponsor will be credited on all the WNEW "Around the World in 30 Minutes" programs, heard Sundays. This innovation concerns W. Colston Leigh, Inc., which will provide the talent for Howard Clothes.

Hearing: Conclusion of the Leacock Committee's executive session on the WMCA transfer appears remote, it has been learned, and hearings are still private. It has been revealed that Tommy Corcoran, David Niles, James L. Fly and others high in government circles haven't been heard yet.

Committees: NAB President J. Harold Ryan has revealed the personnel of six or more NAB standing committees, bringing the total to 12, to function until the next annual convention. They are: Engineering Executive, Insurance, Legislative, Sales Managers Executive, Small Market Stations, Program Directors, Public Relations.

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

Rosenberg Re-elected President Of AFM-802

(Continued from Page 1)

cast. Rosenberg garnered 2,996 votes as against Calmen Fleisig, of the Unity group, obtaining 2,294. This is considered unusually close for the election.

William Feinberg received a total of 3,467 votes, but Harry Suber, ran ahead of all candidates on the Blue Ticket with 3,869.

Administration Strongly Opposed

While the opposition to the Administration was stronger than at any other election in the past, the top officials will continue in office but will have at least two Unity members on its executive board. This is considered at least something of a break for the Unity group. These two on the executive board from Unity are: Irving Bloom and Al Menuti. Max L. Arons received 1,483 votes running as head of the Square Deal ticket. Arons has been popular in Local 802 and has been head of the trial board for some time. Nicholas F. Viallo on the Unity Ticket made a strong showing with 3,228 votes, but was running against Suber who led his own president in votes. This office for treasurer about split the votes between two candidates, final analysis revealed.

HOME TOWN BOYS MAKE GOOD & HOW ?



WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

Out-Flanked!

Your product is out-flanked in the Hartford Market — unless you cover the entire trading area. WDRC — the basic Columbia station for Connecticut — gives you complete coverage of Connecticut's Major Market.



USE WDRC TO
CONNECT IN CONNECTICUT

These Facts* show your entire Coverage



In a big town like New York there's a great deal of radio listening AWAY FROM HOME. While there are adequate surveys of radio listening in the home, little has been told about listening in stores, shops, places of employment, automobiles. This is the first report made by Field Interviewers on 500 premises in 8 Manhattan, 11 Brooklyn, 6 Bronx and 7 Queens business centers.



WHAT PROGRAM OR STATIONS DO YOUR CUSTOMERS ASK FOR MOST?

Out of 591 mentions the percentage and numbers show a preference for WBYN . . . more than 100% stronger than for the second mentioned station!

	No.	%
WBYN	76	12.9
WNEW	33	5.6
WOR	18	3.0
WABC	13	2.2
WHN	12	2.0
WJZ	12	2.0
WINS	11	1.9
WQXR	11	1.9
WMCA	8	1.4
WEAF	7	1.2
WBNX	6	1.0
WLIB	3	.5
WOV	3	.5
WNYC	2	.3
OTHERS	376	63.6

THEY WANT
THE MINUTE
STATION
WITH THE
CONTINUOUS
PROGRAMMING
IDEA!



WHAT STATIONS DO YOUR CUSTOMERS ASK FOR MOST?

Out of 360 mentions the percentage and numbers show a preference for WOR in the home . . . more than 100% stronger than for the second mentioned station!

WNEW
WBYN
WOR
WJZ
WHN
WEAF
WABC
WINS
WQXR
WOV
WMCA
WAAT
WNYC
WBNX
OTHERS

To get the immense impact of the WBYN "minute-programming" idea just look at this ad—one of the many daily N. Y. newspaper ads promoting and publicizing WBYN on a grand scale—unequaled by any other independent station.



WBYN LISTS ITS MINUTE VARIETIES:

NEWS MINUTES... instantaneous all day	1430
RACE RESULT MINUTES... exclusive . . . 12 to 6:30	1430
SPORTS REPORT MINUTES... spotted ever so often . . .	1430
MUSIC MINUTES... continuous, hour after hour	1430

THAT'S WBYN all day "minute" service 1430 on the dial

THE STATION THAT CHANGES THE NEW YORK DAYTIME COVERAGE PICTURE



* SURVEY MADE BY PULSE OF NEW YORK, Inc. FROM

OCTOBER 30th to NOVEMBER 4th

Influence NEW YORK Buying!



Where men get their shaves and haircuts . . . where Mr. and Mrs. have their cars serviced . . . where they discuss their sports interests and the late war news over a drink . . . that is, in Cafe Restaurants, in Barber Shops, in Garages and Filling Stations, DEFINITE PREFERENCES have been established for the AFTERNOON HOURS, details of which are respectfully submitted for your enlightenment, here and now.



YOU HAD ON AFTERNOON?

No. 2 and equal
test . . . WBYN
others!

**THE
MINUTE
STATION
IS CATCHING
ON FAST
AND
PER-
MANENTLY
SO!**

WHAT STATION DO YOU USUALLY TUNE IN DURING THE AFTERNOON?

Out of 716 mentions, a greater number dialed to WBYN, second only to WNEW and WOR and far ahead of all the others.

	No.	%
WOR	101	14.1
WNEW	79	11.0
WBYN	68	9.5
WJZ	51	7.1
WEAF	50	7.0
WHN	49	6.8
WABC	35	4.9
WMCA	31	4.3
WINS	24	3.4
WOV	23	3.2
WAAT	21	2.9
WQXR	15	2.1
WLIB	14	2.0
WNYC	10	1.4
OTHERS	145	20.3

**WBYN IS
ALREADY IN
3rd PLACE
AND
MOVING UP
DAY BY DAY!**

WBYN

"THE MINUTE STATION"



**More afternoon listeners
in public places dial 1430
than any other station!**

Establishments were interviewed in proportion in which they existed on streets selected for interviews)

AGENCIES

PEPSODENT COMPANY of Canada, Ltd. has named Ruthrauff & Ryan, Inc. as advertising agency for Pepsodent Tooth Paste and Tooth Powder, effective January 1st.

KINSEY DISTILLING CORP., Linfield, Pa., through J. D. Tarcher & Co., has inaugurated an extensive campaign to advertise its gin.

J. WALTER THOMPSON COMPANY has added to its copy staff Joseph Buckley, formerly with General Electric in Bridgeport, Conn.

DON BECKER has organized his own producing firm and has made Music Corporation of America his exclusive sales representative, it has been announced. Becker's former affiliates have been Trans-American Broadcasting & Television Corp., and WLW in Cincinnati.

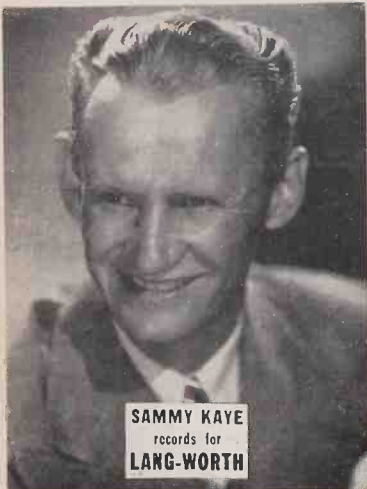
JOHN E. PEARSON COMPANY has been appointed national sales representatives of WOV, effective this week, it has been announced by Ralph N. Weil, general manager of the station. This appointment does not include New York metropolitan area, which is handled by WOV exclusively. Pearson's offices are in Chicago, New York and Kansas City.

SALESMAN

With a Capital 'S'

If valuable experience and a background of success in network and local sales—means anything to you—then I'm your man. Station, agency or representative office in New York preferred. Present employer knows of this advt. Please Write—

RADIO DAILY, Box 923
1501 Broadway, New York 18, N. Y.



SAMMY KAYE
records for
LANG-WORTH



Memos of an Innocent Bystander . . . !

● ● ● We're going to reveal the story of how the thrilling news of Gen. MacArthur's invasion of the Philippines was originally beamed to the world. . . . Somewhere in the jungles of New Guinea, Corporal Art Ross, (who before donning khaki was known as the youngest emcee in Radio, doing the honors on the CBS show, "March of Games," WNEW's "Small Fry Club," WOR's "Moonlight Saving Time" and WJZ's "The Game Parade,") called together several G. I. buddies, including M/Sgt. George Kaplan and Plc's Robbie Robinson, Jack Keener and Bob Arnold, asked the C. O. for permission and constructed from worn-out parts and borrowed amplifying equipment, a 75-Watt station, KDKW. . . . it was this same "slapped together and housed-in-a-tent" station which was the first to electrify the outer world with the news that and we quote:—The Philippines are now being invaded by U. S. Forces. . . . unquote:—a little RADIO experience, a little ingenuity, a little courage to overcome obstacles and the combination scored one of the greatest "Beats" in modern history. . . . Thus a 50,000-WATT SALUTE to that 75-Watt station and its five "Execs."



● ● ● Thrush Lucy Monroe, en route to the recent REC luncheon, honoring Lord Halifax, held at the Roosevelt, got into a cab and inadvertently told the driver, "The Waldorf-Astoria" . . . remembering her table number, Miss Monroe seated herself at Table 8 and by the time the demi-tasse course was served, discovered she was at the annual luncheon of the National Association of Manufacturers. . . . The (Lucy) Monroe Doctrine, to wit: "make the best of every situation" was lived up to, nevertheless. . . . she had a swell meal with some of RADIO'S best customers, members of NAM. . . ● Starting January 4, the Fred Waring show will be heard at 10 p.m. with no repeats. . . ● Milton Berle's rehearsal of his "Let Yourself Go," program last Tuesday, wasn't exactly stymied, but was "Blocked" . . . there was Hal Block, scripter-producer of the show, Ray Bloch, the orchestra leader and Block & Sully. . . ● About two years ago, we heard and raved about a new program written by and starring Irene Beasley. . . . thus it was pleasant, while tuned in one afternoon last week to WRVA, Richmond hearing the show, CBSponsored by Wesson Oil and Snowdrift, and feeling "It's still tops." . . ● After several years out of show business, Stace Pheasant returns as an executive with an important mid-west agency, Sligh & Tyrrell.



● ● ● A letter from Sidney Ascher, president of the Society for the Prevention of Disparaging Remarks about Brooklyn, takes us to task for our recent item about Frank (Milton's brother) Berle, a Brooklyn resident . . . seems we wrote and we quote:—"Did he Berl?" . . . unquote,—BUT, the prexy of the SPDRAB, himself is guilty of a faux pas (or fox pass, as they say in Brooklyn). . . . he mailed the letter from his MANHATTAN office . . . Yoo-Hoo, Borough President of Brooklyn, John Cashmore! . . . Lathrop Mack, Guest Relations Radio City NBChief, possesses the memory of a pach-pachi. . . er-elephant. . . we couldn't spell Pachyderm, by GUM. . . . Joe (WBIG) Lang's idea is swell and should be adopted. . . . thinks every REC member should visit the Red Cross Blood Bank and "the club should circularize the personnel of all broadcasting stations, Radio Dep'ts. of Adv. and Talent Agencies and any related industry" . . . his theme and again we quote is:—Give a pint of Blood for Christmas. . . . the greatest Gift of All. . . . unquote:—Count us in the first batch, Joe. . . ● NBCurt Massey, his wife Edythe and sons, Stevie and Curt, Jr., will trek to Gotham next week to make several sides for Columbia Records.



—Remember Pearl Harbor—

FINANCIAL

(December 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	C
Am. Tel. & Tel.	166 5/8	166 3/8	166 5/8	+
CBS A	34 1/2	33 1/2	34 1/2	+
Crosley Corp.	29 1/4	28 1/2	29 1/4	+
Farnsworth T. & R.	13 3/4	13 1/2	13 3/4	+
Gen. Electric	39	38 5/8	39	+
Philco	33 7/8	33 1/8	33 7/8	+
RCA Common	10 7/8	10 1/2	10 7/8	+
RCA First Pfd.	79 1/2	79 1/2	79 1/2	+
Stewart-Warner	16 1/8	16	16 1/8	+
Westinghouse	117 1/2	111 3/4	117	+
Zenith Radio	39	38 7/8	39	+

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 7/8	5 3/4	5 7/8
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OVER THE COUNTER

	Bid	Ask
Du Mont Lab.	6 7/8	7
Stromberg-Carlson	15 3/8	16
WCAO (Baltimore)	23	24
WJR (Detroit)	37	38

Announce Schedule Of NAB Dist. Meeting

(Continued from Page 1)

Portland, Oregon, Jan. 29-30, Benson Hotel; Dist. 14, Salt Lake City, Feb. 1-2, Utah Hotel; Dist. 10-12, Kansas City, Missouri, Feb. 7-8; Dist. 11, Minneapolis, Feb. 12-13; Dist. 3, Pittsburgh, Feb. 15-16, William Penn Hotel; Dist. 1, Boston, Mar. 5-6; Dist. New York, Mar. 8-9; Dist. 5, Jacksonville, Florida, Mar. 12-13; Dist. 4, H. Springs, Virginia, Mar. 16-17, Homestead Hotel; Dist. 7, Cincinnati, Mar. 19-20, Gibson Hotel; Dist. 8-9, Chicago, Mar. 21-22.

sell

Durham*

county's

100,000

people

with

WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.



Convention Of TBA Opening Today With Close To 700 Delegates Listed

(Continued from Page 1)

South American countries, Soviet Russia, Great Britain and the Dominion of Canada.

Full agenda for the first day of the conference will be found on page 8 of this issue.

Executives of the TBA were elated over the interest shown in the conference. J. R. Poppele, chairman of the two-day event, declared

had attended many conferences in the past, but at no time had he witnessed greater enthusiasm than is being manifested at the television conference together. His name was shared by Will Baltin, secretary-treasurer of TBA, who said registration had far exceeded their expectations.

Allen B. DuMont, president of the TBA, declared that the conference registration is indicative of the growing interest in television as a post-war industry.

Baker to be Heard
The immediate post-war prospects for expansion of television are expected to be revealed after the Conference begins when Dr. W. R. G. Baker, vice-president of the General Electric Company and E. W. Engstrom, director of research at the RCA Laboratories in Princeton, explore the "New Horizon in Television."

Three top executives in the video field who have had their fingers on the programming pulse of the industry will tell the Conference assem-



Dr. W. R. G. Baker



J. R. Poppele

blage of plans formulated for post-war television programs, both on an individual station basis and from the network point of view. They include John F. Royal, vice-president in charge of television at NBC; Robert L. Gibson, General Electric Company executive and Thomas H. Hutchinson, in charge of production at RKO Television Corporation.

Tele Network Discussion

How rapidly the expansion of network television facilities may be expected will be outlined by Harold S. Osborne, chief engineer of the American Telephone and Telegraph Company, who will illustrate his talk with a series of slides showing the difference between coaxial cable links and radio relays.



Lewis Allen Weiss

At noon today Lewis Allen Weiss, vice-president of the Don Lee Broadcasting System, will speak on "Television and the Broadcaster," stating personal experiences operating the first television station on the west coast. Mr. Weiss is also vice-president of the Television Broadcasters Association.

Panel Meetings

Panel meetings to discuss the role of the broadcaster, manufacturer, producer, advertiser, newspaper, performers and theater in television are listed this afternoon, to be followed by a cocktail party and banquet tonight. Paul Raibourn of Paramount Pictures, Inc., heads the awards committee, who will present several gold

medals and plaques to television leaders at tonight's banquet.

Commander William C. Eddy, United States Navy, authority on radar, will speak at the 10 a.m. session tomorrow morning on "The U. S. Navy's Electronic Training Program and Its Relation to Post-war Television." At 10:45 a.m., the Technical Roundtable Discussion and Question-and-Answer Period will be conducted with Dr. Alfred N. Goldsmith, vice-chairman, RTPB, as moderator.

Stars of radio, stage and the movies are scheduled to entertain at tomorrow's luncheon. At 2 p.m., the annual meeting of the Television Broadcasters Association, Inc. gets under way and the rest of the day will be devoted to visiting television studios of Columbia Broadcasting System, National Broadcasting company and the DuMont station—WABD.



Paul Raibourn

Kobak Talks At Dinner On Nobel Anniversary

Providing a national educational committee consisting of leaders in religion, education, politics, economics, industry, independent scientists, thinkers, writers to draw a blueprint for mass education for peace in the post-war world, radio can be the medium via which to project the blueprint's purposes, Edgar Kobak, president of Mutual, said in his address before the American Nobel Anniversary dinner yesterday.

"Radio is a universal vehicle reaching the majority of people; and radio has proved itself a powerful vehicle with the ability to inculcate ideas and promote ideals; and the capacity to enlighten and inspire. What radio is doing in the war effort, it can do to aid education for peace," Kobak declared.

Navy Film Recorders Are Made By N. Y. Firm

Navy film recorders manned by Tim Leimert, CBS correspondent, Gene Rider, CBS and Marine Sergeant Alvin M. Josephy, made the record of the first actual bombings of Japan by B-29's, it was disclosed here yesterday. The recording, aired by the network pool, was made by Recordographs manufactured by Frederick Hart & Co., Inc.

Cincinnati's

LEADING DEPARTMENT STORES

choose

WSAI

for their

TOP PROGRAMS

Basic Blue

5000 Watts

Represented by Paul H. Raymer Co.

WCBM
A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET
WCBM
BALTIMORE
THE BLUE NETWORK STATION
JOHN ELMER
President
GEORGE ROEDER
Gen. Mgr.
FREE & PETERS
EXCLUSIVE NATIONAL REP

Scoop!
GENE KRUPA
(IN PERSON)
8:05 P.M. - 8:30 P.M.
EVERY TUE.-THUR.-SAT.
W-I-N-D
CHICAGO
\$60 Kc. 5000 WATTS

NABET Spokesman At Odds With Webs

(Continued from Page 1)

and Technicians, NABET President A. T. Howley charged in Washington last week. Although he did not specify what the networks hoped to gain by such cooperation, he apparently believes that they have abdicated their authority on labor matters to Petrillo.

Petrillo, Howley said, "has scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads."

He said there is a strong rumor that Petrillo has agreed not to "start anything in connection with network broadcasting for two weeks." Howley charged that the two-week delay is timed to coincide with the adjournment of congress.

"During the course of bargaining negotiations Tuesday morning with the National Broadcasting Company and the Blue Network, the bargaining committee from the National Association of Broadcast Engineers and Technicians were advised by the networks that they had received a letter from James C. Petrillo advising the networks that the Musicians union, on the orders of Mr. Petrillo, would not recognize the decision of the National Labor Relations Board certifying NABET as the bargaining representative for the National Broadcasting and Blue Network on the grounds that NABET was a 'company dominated union,'" Howley said.

WNHC's Formal Opening

Official opening of the new New Haven, Conn., station, WNHC, is scheduled for today, it has been announced by Patrick J. Goode, owner. The station actually began to broadcast Oct. 3, when the spot announcements were devoted entirely to the sale of War Bonds. James T. Milne has been appointed general manager. WNHC is a 250 watt on a 24-hour schedule, 1340 kilocycles.

TBA Conference Agenda For Today

- 9:00 A.M.—Registration.
- 10:00 A.M.—Address of Welcome by Dr. Allen B. Du Mont, president of the Television Broadcasters Association, Inc. Report on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Association, Inc. "New Horizons in Television," Dr. W. R. G. Baker, vice-president, General Electric Company, Chairman, Radio Technical Planning Board.
- E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J.
- "Television Programming," John F. Royal, vice-president in charge of television, National Broadcasting Company.
- Robert L. Gibson, assistant to the vice-president in charge of advertising and publicity, General Electric Company.
- Thomas H. Hutcheson, in charge of production, RKO Television Corporation.
- "Establishing Television Networks," Harold S. Osborne, chief engineer, American Telephone and Telegraph Company.
- 12:30 P.M.—Luncheon: "Television and the Broadcaster," address by Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System; vice-president, Television Broadcasters Association, Inc.
- 2:00 P.M.—Panel Meetings. Dorman D. Israel, executive vice-president in charge of engineering, Emerson Radio and Phonograph Corporation, presiding:
 1. Broadcasters: Samuel H. Cuff, Du Mont Television, chairman; Commander William C. Eddy, U. S. Navy; John T. Williams, NBC; Harry R. Lubeke, Don Lee Broadcasting System; Paul Knight, Philco; Robert L. Gibson, GE; Klaus Landsberg, Television Productions, Inc.
 2. Manufacturers: C. A. Priest, GE, chair-

- man; Charles Robins, Emerson; Paul Chamberlain, GE; Merrill A. Trainer, RCA; Dr. Peter Goldmark, CBS; J. E. Keister, GE; Walter S. Lemmon, International Business Machines; David B. Smith, Philco.
- 3. Program Producers: Thomas H. Hutcheson, RKO, chairman; Raymond E. Nelson, Charles Storm Agency; Irving Shaine, Television Workshop; Herbert Graf, NBC; Robert Emery, WOR; Royland Bottinger, GE; Edward Sobel, NBC; Lee Cooley, Ruthrauff & Ryan; R. B. Gamble, Television Producers Ass'n.
- 4. Advertising Agencies: Elkin Kaufman, William Weltraub, chairman; Frederick A. Long, BBD&O; William E. Forbes, Young & Rubicam; Don McClure, N. W. Ayer; Herbert Leiler, Benton & Bowles.
- 5. Publications: Clifford Denton, N. Y. Daily News, chairman; Fred L. Archibald, Albany Times-Union; Dr. O. H. Caldwell, Caldwell-Clements Publications; William Kostka, Look Magazine.
- 6. Talent: William Morris, Morris Agency, chairman; Ed Wynn; Garson Kanin; Larry Brooks; Richard Mundel; Walter O'Keefe; Jessica Dragonette; Leo Horowitz; Hope Bunin; Ilka Chase; Selma Lee.
- 7. Theaters: Paul J. Larsen, SMPE, chairman; Dr. B. W. Epstein, RCA Laboratories; Ralph Austrian, RKO Television; Paul Raibourn, Paramount Pictures, Inc.; Ralph Beal, RCA Laboratories.
- 3:45 P.M.—General Session: Summary of Panel Meetings—presented by chairman of each panel.
- 5:00 P.M.—Cocktail Party and Social Hour, sponsored by the First Television Network—NBC, GE, Philco.
- 7:00 P.M.—First Annual Conference Banquet, prominent speaker, presentation of Awards of Merit and entertainment televised to ballroom of Hotel Commodore by New York television stations.

IRE Announces 1945 Meeting Plans

(Continued from Page 1)

bits by manufacturers will be displayed.

Opening Wednesday with a meeting of all section representatives, the agenda for the first day will contain a luncheon, followed by a joint meeting of the A.I.E.E. and the I.R.E. to be held in the Engineering Societies Building. On Thursday the exhibits will be opened, and the many technical sessions will begin. The television Committee, headed by I. J. Kaar will present a report on television standards. Other committees will also make their reports during the course of both the morning and afternoon sessions. In the evening, the annual I.R.E. banquet will be held in the Grand Ballroom, and the retiring president will make an address, followed by the presentation of awards.

On Friday the technical sessions will continue, broken up by the president's luncheon, honoring Dr. W. L. Everitt, and winding up with a cocktail party in the evening. The final committee reports and papers will be tendered Saturday morning, after which a luncheon will be held in honor of the men in the armed forces. After lunch the sessions will come to a close, with the final adjournment slated for 2:00 p.m.

Kemp To McCann-Erickson In Executive Capacity

(Continued from Page 1)

for the agency. Kemp for more than 10 years has been actively engaged in radio and widely known in the industry. Prior to taking the Detroit CBS office last year, he was for four and a half years CBS Pacific Coast sales manager and was credited with doing much toward boosting the territory's billings.

Kemp was also Eastern representative for the CBS Pacific Network sales and was formerly sales manager for Don Lee stations and sales promotion head of KNX. His background includes association with advertising agencies before coming to radio.

UAW Applications To FCC
Washington—The FM applications of the UAW-CIO, announced in Detroit by President R. J. Thomas, have been received by the FCC.

SEND BIRTHDAY GREETINGS TO

December 11

Buster Coward Donald Flamm
Harold Kempainen

AVAILABLE AT ONCE

Assistant to Radio Executive—16 years' talent, programming, agency, and theatre experience. Write Radio Daily, Box 930, 1501 Broadway, New York 13, N. Y.

Chicago's ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

HOME TOWN BOYS MAKE GOOD & HOW ?





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V.L. 29, NO. 49

NEW YORK, N. Y., TUESDAY, DECEMBER 12, 1944

TEN CENTS

Sportscasters Set Code

Blue States Position in NABET-AFM Battle

Mark Woods, president of the Blue Network yesterday informed affiliate stations of the network, the Blue's position on the NABET-AFM dispute. Statement issued to the stations by Woods, follows:

The facts relating to the present jurisdictional dispute between the National Association of Broadcast Engineers and Technicians and the American Federation of Musicians, as they relate to the Blue Network, are as follows:

...negotiating a new contract with James C. Petrillo, for the American Federation of Musicians, last January we agreed, effective in June, (Continued on Page 14)

30 Million Tele Sets In Operation By 1955

Chicago—Predicting that television will provide 4,500,000 new post-war sets, Richard H. Hooper, president of the National Television Council, in a talk before the Chicago Federated Advertising Club at the Sherman Hotel, said that annual television production after the war would range from 2,500,000 to 3,500,000 sets, and (Continued on Page 13)

Canova To Replace Kelly-Wood Show on NBC

Lucy Canova and a new program that will replace the Barry Wood-Kelly team on Colgate-Palmolive-Peet Company's NBC time, Saturdays, 10-10:30 p.m., EWT; 7-7:30 (Continued on Page 13)

Triple Or Nothing

When Earl McGill took over the direction of CBS' "This Living World" recently, he had called to attention the fact that the other names on the program's list of credits have three names. There's John H. Wolfe, Frank Ernest Hill, Albert Lewis Shayon. . . "Say no more!" said McGill, "from here on I'm Earl Lewis McGill." And he is.

"Consequences"
Tickets for Ralph Edwards' "Truth or Consequences" have never been enough. Studio is limited, but fairly large for an intimate audience, but, an audience must be there, or there is no show. Yesterday Edwards was thinking of tearing out his remaining strands of golden locks. NBC decided to enlarge the stage and is cutting out 42 seats!

FCC Approves Sale Of Bulova's WPEN

Washington Bureau, RADIO DAILY
Washington—Purchase of WPEN, Philadelphia, by the Philadelphia "Bulletin," marking the fourth sale of a Bulova-owned station in recent months, was approved by the FCC over the week-end. Price for the five-kilowatt station and its FM affiliates was \$620,000. The "Bulletin" is the only Philadelphia newspaper to own a radio station now, the "Record" having sold WIBG earlier this year. The "Inquirer" and the "Bulletin" each has a tele application filed, however.

Stations to Participate In School Radio Exhibit

Columbus—Invitations have been sent to 1,500 radio stations to participate in the 9th American Exhibition of Educational Radio programs by Dr. I. Keith Tyler, director of the (Continued on Page 4)

Heinz, Peeved At Web Radio, Will Use Spots-Newspapers

Having permitted its contract of "Information, Please" to expire without a renewal, H. J. Heinz Company, through its agency, Maxon, Inc., will launch a spot and localized newspaper advertising campaign on a nationwide basis in 1945, it has been announced by the agency.
The statement issued by H. J. Heinz,

Something to think about—WLAW selling your product to 152 cities and towns in Northern New England. Advt.

Four-Point Plan Is Adopted By Group To Lift Standing Professionally; Other Policies Approved

Barnes And Haverlin MBS Vice-Presidents

Z. C. Barnes and Carl Haverlin, sales manager and station relations manager, respectively, of the Mutual Broadcasting System, were elected vice-presidents in charge of sales and of station relations at the network's board meeting over the weekend in New York, it was announced by Edgar Kobak, Mutual president and general manager, on his closed circuit conference call to member stations (Continued on Page 13)

Radio's "March of Dimes" Gets Under Way Jan. 14

Radio will launch the 1945 March of Dimes Campaign on Sun., Jan. 14, with the four major webs participating, it has been announced by NAB President J. Harold Ryan, chairman (Continued on Page 14)

RCA Victor Buys Time On "Collegiate" Network

RCA Victor will sponsor three weekly shows on the Intercollegiate Broadcasting System beginning Jan. 1, the series to include plugs for both (Continued on Page 2)

Sports Broadcasters Assn. having come to the conclusion that the organization could "lift the professional standing" of sports broadcasting by a code of ethics requiring all SBA members to guide their actions accordingly, brought forth a four-point basic code, which was yesterday adopted as recommended by its committee. Committee includes Ted Husling, Bud Watson and Bill Slater.

After taking the pledge as set forth in the recommendations, the four points developed are as follows:

- (a) Casting doubt or aspersion (Continued on Page 2)

Godfrey Renews Plea For Blood Donations

With the first-hand stories of blood plasma in use on the fighting front in the Pacific, Arthur Godfrey, WABC's early morning star, is back after a month's tour which took him to the Pacific area. He and Richard Swift, program director of WABC, saw the (Continued on Page 2)

Danny O'Neill To Be Heard On Own CBS Net Show

Danny O'Neill, youthful Chicagoan who gained fame as a singer after receiving a medical discharge from the Navy, will make his debut on his own five-a-week program over CBS, (Continued on Page 14)

Unmasked

The identity of Hillegas and Clymer, WOR's very mysterious bond-drive promotion gents has been revealed now that the station's Treasury Hunt contest has closed. Seems Michael Hillegas and George Clymer were named by the Second Continental Congress on July 29, 1775, as "Joint Treasurers of the United Colonies." The program was well-named.

RADIO DAILY



Vo. 29, No. 49 Tues., Dec. 12, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Monday, Dec. 11)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/2	166 3/8	166 1/2	
CBS A	35	34 1/2	35	+ 1/2
CBS B	34 1/4	34 1/2	34 1/2	+ 1 3/4
Crosley Corp.	29 3/4	29	29 1/2	- 1/4
Farnsworth T. & R.	13 3/8	13 3/8	13 3/8	- 1/4
Gen. Electric	39 1/2	39	39 1/4	- 1/8
Philco	34 3/8	33 1/2	33 3/8	- 1/4
RCA Common	10 3/4	10 1/2	10 5/8	- 1/8
RCA First Pfd.	79 1/2	79 1/2	79 1/2	
Stewart-Warner	16 1/2	16 1/4	16 1/2	+ 1/8
Westinghouse	117 1/4	116	117	- 3/8
Zenith Radio	39	39	39	

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	32	32	32	- 5/8
Nat. Union Radio	6 5/8	5 5/8	5 5/8	- 1/4

Wedding Bells

Jane Bair, secretary to Tommy Velotta, assistant to Johnny Johnstone in the Blue Network's news and features department was married last week-end to RCAF Flying Officer Stuart H. Schute.

20 YEARS AGO TODAY

(December 12, 1924)

One loud "Bang" was the opening feature of a unique program presented over WOR, the Bamberger station. Occasion was blasting under the Hudson River of a few feet of earth still separating ends of the New York-New Jersey vehicular tunnel. Bang was caused by blasting.

Two Networks! Three City Market!!

• CBS • **WENT** • MUTUAL •
Gloversville • Johnstown • Amherst
• THOMAS CLARK, Nat. Rep. •

"Code Of Ethics" Is Approved By Sports Broadcaster Assn.

(Continued from Page 1)

on the basic integrity of any established sport without full possession and complete comprehension of conclusive, overwhelming evidence fully supported in unassailable fact.

(b) Any and all individual efforts to nullify or to encroach upon fully concluded commercial contracts for the broadcast of athletic events. The proper time for competitive effort is before a contract has been consummated.

(c) The continuance or nourishment of personal animosities which may provide outlets for distorted or over-stimulated egos but which are, viewed objectively, harmful to sports broadcasting as a whole.

(d) Any and all breaking of news release deadlines regardless of any

or all circumstances.

Committee also adopted additional ideas to make the work of the association more vital, and toward this end the members voted, that they should attend to their own procurement of tickets; open invitations to meetings of the association should go to radio executives under whom sports broadcasts are arranged; recommended that the 13 Fall meetings coincidental with the meetings of the Football Writers Assn. be given special handling; that the SBA refrain for the present in making any annual award; and it is suggested that national associate membership be established and sportscasters throughout the country be invited to accept such memberships.

Godfrey Renews Plea For Blood Donations

(Continued from Page 1)

return of the first Superfortress mission which raided Tokyo. Godfrey and Swift left New York Nov. 9, flying to San Francisco and from there to Pearl Harbor with the Naval Air Transport Service on a special mission with the Navy.

From Pearl Harbor they flew in a converted Army bomber 3,265 miles non-stop to Einiwetok, where they toured the air strip and installations in a jeep. After a short stay, they took off in the same Army plane for the 1,000-mile non-stop journey to Saipan. They saw the tent hospitals where American wounded were being given transfusions. They witnessed the administration of whole blood donated a few hours previous by soldiers who had been fighting shoulder to shoulder with these same wounded.

"If people here at home could only stand over the bed of a wounded boy and unconscious boy as I did, and see him literally snatched from death's door as the life-giving plasma poured into his body, there would be traffic jams before every blood bank in this country," said Godfrey.

On Friday, Dec. 15, Godfrey will begin his second campaign for first-time donors.

RCA Victor Buys Time On "Collegiate" Network

(Continued from Page 1)

classical and popular recordings. Each IBS member station will be supplied with a basic library of 600 Victor Red Seal and 275 Bluebird recordings. Scripts and commercials will be specially written to conform to the IBS audience, drawn from the student body of the member colleges.

Four new college stations have applied for IBS memberships. They are: Princeton University, Princeton, N. J.; Wellesley College, Wellesley, Mass.; North Carolina State, Raleigh, N. C.; and Bucknell University, Lewisburg, Penn.



... Said the Spider to the Fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—power, popularity, and cost. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener . . . and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.

"AMERICA TO VICTORY"



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

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

NATIONAL RADIO FEATURES

100 State Street Albany 7, N. Y.

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



ONE BACKS THE OTHER.....

THE teamwork between a brace of bird dogs is a beautiful thing to see. One backs the other. Both point the game. In the case of WOV, two great listening audiences team up and complement each other to give this important station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York's vast Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers *the largest average metropolitan audiences 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.



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



California Commentary!

• • • Santa Claus will have to go on a diet Christmas Day! That is if he eats all the cakes and pies that the boys and girls who have been listening to KMPC's "Santa Claus" program, promise to leave for him.

Los Angeles

By the way, one of the young writers-in sent regards to Mrs. Santa Claus. Incidentally, if Santa Claus wants a new top coat, instead of the one he usually wears, he should consider the one being worn by Boswell Al Rackin. It ranks with Boris Morross' famous shirts and even dazzled sophisticated diners at the Hollywood Brown Derby. How Al's partner, Jack Melvin, stands up under the glare is not known. T'other day, Charlotte Greenwood won a bunch of new fans. She was shopping at the Town and Country market when a football sailed across the Hancock Park school fence. The agile Charlotte picked it up and kicked it back to a bunch of pleased youngsters. George N. Neise, radio actor plays an important role in "Experiment Perilous," which boasts of such luminaries as Hedy Lamarr, George Brent and Paul Lukas. A half-dozen close friends, including Mrs. Darryl Zanuck, were the only ones admitted to see Louella Parsons do her first Sunday night air show.



• • • O. W. Fisher, president of KOMO, Seattle, who has just left the Navy after serving four years as a Commander, was an interesting figure at the NBC Western division station operators' meetings at the Biltmore. At the luncheon Thursday he topped the third bid for a carton of cigarettes and a War Bond by \$925. The cigarettes were auctioned off by Sid Strotz, NBC Western division's top man. William F. Brooks, NBC's head of news and special events, who has travelled 15,000 miles in the last three weeks, left Los Angeles Saturday on the leg of a new trip that will take him to Europe. Stuart Hamblen, radio cowboy, is all smiles these days. His equine, El Lobo, a long shot, won in its initial race at the Hollywood track. John Hodiak, M-G-M favorite, who used to do "Lil Abner" on the air, had a reunion with old time Chicago radio pals on Harold Lloyd's "Comedy Theater." Carl Gass, writer, worked with him there, as did Jack McCarthy, pre-show master of ceremonies, and several members of the cast of "Take A Letter, Darling."



— Remember Pearl Harbor —

**Stations to Participate
 In School Radio Exhibit**

(Continued from Page 1)
 Institute for Education by Radio.
 Dr. Tyler said that entries will close on March 15. The Institute dates are May 4-7, at Columbus.

Exhibitors again will be classified into two groups upon the basis of program resources. These are: (1) regional networks, regional and clear-channel stations, and national and regional organizations; and, (2) local stations and organizations. There will be 12 divisions of programs for each of the two general classifications of exhibitors.

Only change from last year's exhibition and judging will be in division No. 8. Last year only programs "in furtherance of the war" were judged in this division. This year the words: "and the peace" have been added to that division.

**Hildegarde Going West
 For 2 January Shows**

Hildegarde, together with the "Ra-leigh Room" program company, will go to the West Coast in January and will broadcast the Tuesday show over NBC from Hollywood on Jan. 9 and 16. Film luminaries will be featured as guests.

**CBC Toronto Studios
 In New Location**

Montreal-Canadian Broadcasting Corp. will move its main Toronto studios to the former Havergal College property on Jarvis St., Dr. Augustin Frigon, general manager announced. The corporation will immediately take up the option it has held on the property for some time, he said. Margaret Eaton Concert Hall and CBC Playhouse on Greenville St. will



KATE SMITH, 34.3*
 Here's where you get a BIG Rating, BIG Stati-
 BIG Market.
 *Hooper Rating, Win.-Spr. Index, 1943-

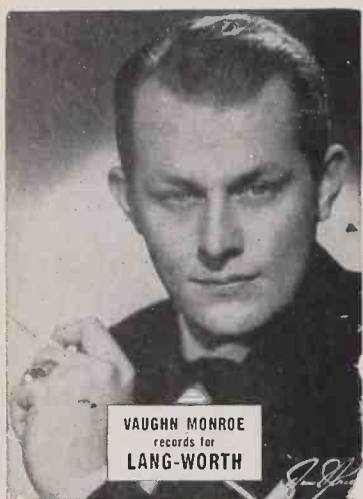
WTAG
 WORCESTER

CORNER
 some practical
TELEVISION

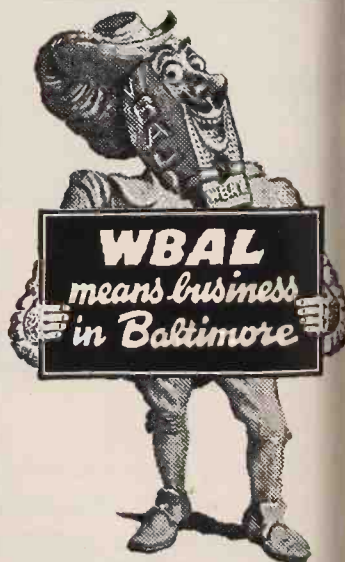
Experience
 NOW
 Television station executive, experi-
 enced all phases operation, will be
 available shortly for
TELEVISION STATION
 or
ADVERTISING AGENCY

Write Radio Daily Box 931
 1501 Broadway, New York 18, N. Y.

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



**PUSHBUTTON
 SURPRISE**
 Time to tell you that the ONE
 station with news every minute,
 grand music all the time, instant
 sports and racing is NOT "push-
 buttoned" in, but has to be
 dialed in on 1430 ... the station
 with Minute Service ...
1430
WBYN
 For Availabilities:
WILLIAM NORINS, Gen. Mgr.
 Station WBYN, Brooklyn, N. Y.



Edward Petry & Co., National Representative

continue in use and the Jarvis St. property will provide an extra audi-
 ence studio. The new location has
 more space than the premises on
 Davenport Road.

TELEVISION DAILY

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SECTION OF THE RADIO DAILY • DEC. 12, 1944

1,000 REGISTRANTS AT TBA CONFERENCE

Weiss Gives TBA His Views on Tele At Luncheon

Predicting that "television has a definite, broad, constructive and profitable future, Lewis Allen Weiss of the Don Lee network, speaking at the TBA luncheon yesterday re-vealed his experiences in exper-imental video and spoke words of op-timism about the future.

Weiss, introduced by Jack Poppele, general chairman of the conference, advised that his company had al-ready invested one-quarter of a mil-lion dollars in video and expected to invest a half million more during the next two years.

From an economical viewpoint he emphasized the use of films in future television programming but warned that the public would not accept films as program material.

Commenting on the recent alloca-tion (Continued on Page 7)

Western Electric to Manufacture Television Equipment

Western Electric Co. plans to manufacture television transmitting equipment in the postwar period, according to an announcement yesterday by F. R. Lack, vice-president in charge of the company's radio divi-sion.

Lack pointed out that during the war-time Western Electric is the manufacturing and supply unit of the Bell System and a leading manufac-turer of radio broadcasting equip-ment. Since Pearl Harbor, he said, the company has become the nation's largest producer of communications electronic devices for the armed forces, including amplitude modu-lated and frequency modulated radio transmitting equipment.

Onlooker
Among those who gathered at the TBA yesterday was James Lawrence Fly who greeted broad-casting friends and said he found the subject — television — "very interesting." Mr. Fly was present as a lawyer and had little to say about the recent allocations hear-ing of the FCC. He has opened new offices in Rockefeller Center.

TBA'S 1944 PRESENTATIONS

Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters' Association at the Commodore Hotel ballroom last night. The awards follows:

FOR TECHNICAL PIONEERING IN TELEVISION

First Award—Dr. Vladimir K. Zworykin—R.C.A. Laboratories, Princeton, N. J.



DR. V. K. ZWORYKIN

Citation: For development of the icono-scope and the storage principle of picture pick-up, resulting in the first practical tele-vision pick-up equipment.

CO-ORDINATE AWARDS

Philo T. Farnsworth—Farnsworth Radio and Television Corp., Ft. Wayne, Indiana.

Citation: For work on television scan-ning methods and the electron multiplier.

Lloyd Espenscheid: Bell Telephone Lab-oratories, New York City.

Citation: For adopting the co-axial cable to transmitting wide bands of radio fre-quency suitable for modern television.

Dr. Peter Goldmark—Columbia Broad-casting System, New York City.

Citation: For work in the development of motion picture pick-up equipment and electronic analysis and control of equipment for color television.

F. J. Bingley—Philco Radio and Tele-vision Corp., Philadelphia, Pa.

Citation: For improvement in contrast of television pictures through flat face tubes and experiments on link operations particularly as regards outdoor events.

Dr. Allen B. DuMont: Allen B. DuMont Laboratories, Passaic, N. J.

Citation: For the development of the cathode ray tube to a satisfactory com-mercial instrument of television control and reproduction.

PROGRAM AWARDS

Note: These awards are made on the basis of 1944 activities but because the economic problem at present overshadows the artistic one, they are made on the basis of contribution to the solution of the eco-nomic problems of programming.

First Award—Station WABD—Allen B. DuMont Laboratories, New York City.

Citation: For making its facilities available to all for study of the correlation of economic and artistic problems of television production. RECIPI-ENT: Sam Cuff, Station Manager.

Station WNBT—National Broadcasting Company, New York.

Station WRGB—General Electric Com-pany, Schenectady, New York.

Station WPTZ—Philco Radio & Televi-sion Corporation, Philadelphia, Pa.

Citation: For the first examples in the world of network operation and resulting division of program costs.

RECIPIENT: WNBT—John Williams, WRGB—Robert Gibson, WPTZ—Paul Knight.

Station WCBW—Columbia Broadcasting System—New York City.

Citation: For successful lifting of a radio broadcasting program (Continued on Page 7)



SAM CUFF



DR. PETER GOLDMARK

Confab Attendance Exceeds Estimates of Committee

With over 700 conferences registrants and a capacity crowd of 1,000 at the banquet last night the opening day's ses-sion of the two-day Television Broadcasters Association confer-ence at the Hotel Commodore, New York, yesterday, ex-ceeded attendance expectations.

Interest last night centered in the television program demon-strations conducted during the banquet in the grand ballroom and the first annual awards of TBA which were made by a committee headed by Paul Raibourn.

Unlike past video gatherings where an air of apprehension and uncer-tainty concerning the new art pre-vailed, the TBA gathering has the at-mosphere of progressive planning by a new industry. For the most part those attending are actively engaged in some phase of television while others are at the two-day meeting to get first hand knowledge of the new media.

Dr. W. R. G. Baker, General Elec-tric vice-president, and E. W. Eng-strom, research director of RCA Laboratories, keynoted the confer-ence yesterday morning when they discussed "New Horizons in Televi-sion." Both speakers dwelt in the realities of the new art and heralded for a great postwar development.

Dr. Walter R. G. Baker Speaks

Forecasting that television "will become a billion dollar industry," Dr. Walter R. G. Baker of the RTPB and General Electric, ventured an opinion that within ten years after the war there should be more than 500 tele-vision stations in the United States;

(Continued on Page 7)

Cuff Happy

Sam Cuff, general manager of WABD, was all smiles at the con-ference turnout. He was seen on the mezzanine floor greeting mem-bers of the TBA and holding a chit chat with John Royal, head of the NBC television department. Mr. Cuff, later in the evening, was the recipient of a program award for WABD.

*The Prize
is Ours,*
**THE HONOR
YOURS**



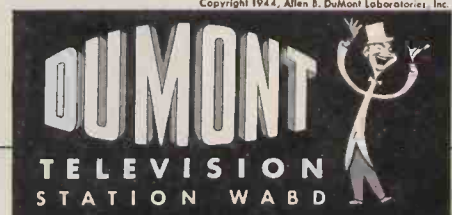
The American Television Society, in recognition of the year's outstanding contribution to the art of Commercial Television, voted the ATS award for 1943-44 to Station WABD.

Credit must be given where credit is due. The Commercial Television programs put on the air at DuMont's pioneering Station WABD have been produced by *you*—by advertisers and advertising agencies interested in developing effective commercial techniques... interested in forearming for Television's inevitably swift postwar expansion. The honor is yours for having shown courageous imagination, artful skill and discriminating taste. Your efforts have so often won delighted

bravos that we are happy to have worked with you...happy that our studio facilities and technical crews collaborated in your achievements in this important new art.

The invaluable "know how" you have gained at WABD is the public's future assurance of top-flight telecast entertainment. The ATS Award is recognition of the increasing stature of this powerful new mass-sales medium... a straw on the wind indicating the nearness of full-scale Commercial Television.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT,
2 MAIN AVENUE, PASSAIC, NEW JERSEY, TELEVISION STUDIOS AND
STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



Copyright 1944, Allen B. DuMont Laboratories, Inc.

Television Leaders Deliver Talks Covering All Phases Of Medium

(Continued from Page 5)

Baker was one of the principal speakers at the TBA conference. "Television presents a challenge to the creative talent of America," Dr. Baker said. "We have hardly started to scratch for the horizon at which we have been looking for the last few years."

Baker envisioned general public acceptance of television as a new medium and added that the second application is "Industrial Television." He explained that commercially or industrial video will be carried by radio transmitters from one point to another for various private commercial uses.

Television as a selling tool for retailers through the installation of an inter-departmental video system with the individual department stores was emphasized and demonstrated by the General Electric company to representatives of the Associated Merchandising Corporation recently," Dr. Baker said.

Television Networks

The speaker said the first step in the establishing of television on a wide spread scale will involve the production of master television broadcast stations in the larger centers of population. These master stations will have exclusive studio facilities and staffs able of originating complex programs as musical comedies and plays. Motion pictures, the prescribed programs of television will be made specially for television presentation after the war.

He forecast the development of master television broadcasting stations and the radio relay facilities, will build the framework of a television network connecting the larger cities. Television program service will be brought to smaller cities by the use of "satellite" television stations. A "satellite" station, he explained, is one which is programmed into a network and has no extensive broadcast studio facilities.

Engstrom Is Heard

W. Engstrom, research director, RCA Laboratories, disclosed that "research has been done on very efficient reflective type optics especially suited for television protection. These are satisfactory in performance and most manufacturing is assured. We may expect that each post-war production of television receivers will include projected types of excellent performance with picture adequately large for home use."

The speaker also dwelt at length on the importance of joining video cameras together in regional and national networks. "This is so that important events at a distance may be available by television to all interested viewers." Also the cost of programming can, for reasons of economy, be spread over larger viewing audiences. Progress has been made

and experience has been obtained using cable and radio methods."

Reviews Hearings

"About two years ago plans were laid for a re-evaluation of all radio services. An organization to do this was suggested by the chairman of the FCC and sponsored by the major professional and industrial groups concerned with radio matters. This became known as the Radio Technical Planning Board. Its panels have been active for a little more than a year. The television panel has reaffirmed the N.T.S.C. standards, has refined some of them and has adopted a definite synchronizing standard. Broadly, it is a recommendation of the Radio Technical Planning Board that television be permitted to move forward using the standards which the Board has adopted and using channels in the radio frequency spectrum between 50 and 300 megacycles. The Radio

"In extensive hearings before the FCC beginning on September 28 of 1944, matters relating to the use of radio frequency spectrum were fully reviewed. Two new important broadcast services were considered, frequency modulation sound broadcasting, and television broadcasting. For these and for other radio services, the Radio Technical Planning Board submitted a workable plan of allocation. The evidence made available during this hearing is now being

studied by the FCC and a report on its findings is expected soon.

Today's Session

Today's morning session will be devoted to a technical discussion of television by Commander W. C. Eddy of the U. S. Navy and will be followed by a question-answer roundtable with Dr. Alfred N. Goldsmith as moderator, O. B. Hanson of NBC, J. E. Keister of GE, Dr. Allen B. DuMont, P. J. Bingley of Philco, Harry Lubcke of Don Lee, Klaus Landsberg of Television Productions, Inc., A. H. Brolly of Balaban & Katz Corp. and J. R. Poppele of WOR, will serve as the board of technical experts.

Entertainment by stars of stage, screen, radio and television will be provided at the luncheon today. Walter O'Keefe is to be master of ceremonies with Ed Wynn, Victor Borge and Larry Brooks listed among the performers.

The Annual Meeting of the members of the Television Broadcasters' Association, Inc., will be held this afternoon and the Conference will be concluded with visits to television stations WNBT, WABD and WCEW by those attending the event.

Urging the TBA to give consideration to a television programming code and that at some future time they make a suitable expression of policy on public service programs, including education and religion, John F.

Weiss Urges Listeners Consider Two Factors

(Continued from Page 5)

tions hearing, the speaker declared: "If the FCC accepts the recommendations of Columbia, we may wake up some morning and find that the FCC has reversed everything we know about television.

"There are other factors that confront us to which the answers have not been provided. Investment of capital is not going to be encouraged until some tax program has been developed. There is no incentive to gamble any amount of money with the risks involved and with the gamble resulting in an insignificant return.

"Another factor that must be considered is that we are hoping there will be a change in the trend of the past 12 years to substitute government edicts to the experienced judgment of business. These factors must be taken into serious consideration in contemplating any investment of long range in the opportunities provided in television.

"Manufacturers of television receivers have a different viewpoint because their problems of recovering are different. To borrow a phrase from Larry Fly, the 'lock and key' phrase which he developed some years ago. That is, that unless we produce the programs, no one would have the desire to buy receivers, and unless people buy receivers, are going to be eligible to own television receivers, either from the viewpoint of income, or the ability to get satisfactory reception from television stations in their communities."

Royal, vice-president in charge of Television, National Broadcasting Company addressed the opening session yesterday.

"We must control this phase of business from within and thus prevent attacks from without," Mr. Royal declared. "Television will be a large target for sharpshooters from different directions, and is for us to make ourselves so invulnerable that our critics shall have nothing to at which to shoot."

Thomas H. Hutchinson, director of production, RKO Television Corporation, speaking before the conference, declared that despite all the problems of programming "it is going to be possible to program a station simply and economically through the use of television programs on films.

Several prominent department stores already have requested television permits from the FCC and applications for other stores are now being prepared, Paul L. Chamberlain, manager of sales for General Electric's transmitter division, disclosed.

James Keister, G. E. engineer, advanced an opinion that local motion pictures will provide good programs for the small satellite television stations of the future. He added that some newspapers planning to enter the television field already have proposed supplying their cameramen with motion picture cameras for this purpose.

TBA'S 1944 PRESENTATIONS

(Continued from Page 5)

usually heard in sound only to the field of visual and sound entertainment. The program—"The Missus Goes a-Shopping."

RECIPIENT: Worthington Miner.

Station W6XYZ—Television Productions, Inc., Hollywood, California.

Citation: For the introduction of motion picture techniques to television programming.

RECIPIENT: Klaus Landsberg.

FOR GENERAL CONTRIBUTION TO TELEVISION

Note: This award again does not cover the past year but it is a summation of the efforts of many years.

First Award—General David Sarnoff—on leave from the Presidency of Radio Corporation of America.

Citation: For his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection.

Other Awards—W. R. G. Baker—Vice-President, General Electric Co., Schenectady, N. Y.

Citation: For his leadership in standardizing television through the National Television Systems Committee and supporting it through the Radio Technical Planning Board.

David B. Smith—Philco Radio & Television Corp., Philadelphia, Pa.

Citation: For his work on the National Television Systems Committee and his planning of television future as panel chairman with the Radio Technical Planning Board.

Dr. A. N. Goldsmith—Consulting Engineer, New York City.

Citation: For his work on the N.T.S.C. and the R.T.P.B. and his vision of the relationship of the motion picture and television.



GEN. DAVID SARNOFF

Is prewar television "good enough?"



As closely as printing-plates make possible, here is a direct comparison between (1) the coarse-screen quality of current prewar standard of television picture in black-and-white (2) the fine-screen quality of proposed postwar black-and-white picture, and (2a) the fine-screen quality of proposed postwar picture in full natural colors. The ratio of "picture ele-

ments" which compose each type of picture is approximately this:

- 1. Prewar coarse-screen black-and-white . 250,000
- 2. Postwar fine-screen black-and-white . . 585,000
- 2a. Postwar fine-screen color 900,000

CBS advocates the allocation of wide-band high-frequency channels to broadcast the fine-screen postwar picture as soon as possible.

... CBS asked this question in April, 1944

By December the trend was overwhelmingly toward fine-screen and full-color postwar pictures!

Transmitter manufacturers are engineering fine-screen transmitters to broadcast better pictures.

Receiver-manufacturers are designing fine-screen receivers to bring those better pictures into the home.

Station owners, convinced that prewar coarse-screen quality could not command sustained "viewing" by set-owners without eyestrain, are keenly following the development of fine-screen pictures.

Realistic leading retailers are asking "How soon can we demonstrate the fine-screen picture?"

CBS contracted in October, 1944 with Federal Telephone and Radio Corporation for a fine-screen transmitter for delivery within one year, for installation in the Chrysler Tower in New York, to broadcast the postwar fine-screen picture, in black-and-white or in color, to a reception-area which contains some 11 million people.

CBS ... the Columbia Broadcasting System



Tele Chronology Released by Bell

Steps in experimental television taken by the Bell System since April, 1927, are covered in a chronology released yesterday by Walter M. Reynolds, information manager of the American Telephone and Telegraph Company. The principal dates follow:

April 7, 1927—Television transmission over wire circuit from Washington, D. C. to New York, and by radio from Whippany, New Jersey to New York, demonstrated by Bell Telephone Laboratories. Secretary of Commerce Herbert Hoover and President Walter S. Gifford, A. T. & T. Co., were principals in the wire demonstration. In the radio demonstration, an entertainment program was transmitted to the audience in New York.

April 16, 1927—Demonstration of television by radio—both image and sound on the same frequency band by a single transmitter—between Whippany and Bell Telephone Laboratories in New York.

May 23, 1929—Application filed for original Espenschied-Affel patent on the coaxial cable used as a wide band long distance transmitting medium. Application mentioned that one objective was the use of such conductor for television transmission.

June 27, 1929—First public demonstration of color television, at Bell Telephone Laboratories, New York.

April 9, 1930—Two-way television demonstrated publicly between the A. T. & T. Co. building and the Bell Telephone Laboratories in New York. The system permitted persons in booth at the two ends of the two-mile "line" to converse with and see each other. Demonstration was continued for over a year.

June 10, 1936—Service date of first Bell System coaxial cable provided for television use. Cable was 1.5 miles long (from NBC studio in New York to transmitter at Empire State Building).

Nov. 9, 1937—Coaxial cable successfully transmitted visual images for 240-line television pictures from New York to Philadelphia. Frequency band width of about 800,000 cycles was employed.

May 20, 1939—Standard telephone cable pairs used successfully as local pick-up channel for television broadcast of six-day bicycle race at Madison Square Garden, New York.

May 21, 1940—111-line television employing a frequency band of about 2,700,000 cycles transmitted over coaxial cable from New York to Philadelphia and return, a distance of nearly 200 miles. Demonstrations of such transmission were subsequently given before the National Television Systems Committee (Nov. 8, 1940) and before the Institute of Radio Engineers, N. Y. C. (Jan. 1941).

June 24, 1940—Scenes of Republican National Convention transmitted over coaxial cable from Convention Hall, Philadelphia, to NBC studio in New York, for television broadcasts.

May 12, 1941—441-line television with an effective band width of 2,700,000 cycles transmitted over coaxial cables for a distance of about 800 miles by looping the coaxial units in the Stevens Point, Wisconsin-Minneapolis cable.

Tele Permit For Boston Station Filed By Du Mont

Allen B. Du Mont Laboratories, Inc., has filed an application with the Federal Communications Commission for permission to erect a television station in Boston, Mass., and operate on Channel 4. Du Mont designed and built three of the nation's nine television stations in service in the United States today; has operated station WABD, New York, for the past four years, and also has an application pending for a commercial station in Washington, D. C.

WOMEN IN TELE

By MILDRED O'NEILL

There are many young women who are finding that unquestionably the most exciting future for them lies in the field of television and WABD, the DuMont television station in New York, is a scene of feminine activity especially interesting to a gal reporter. To begin with, Eleanor Balz is production supervisor and the only one of her kind we'll venture to say. To look at Eleanor you'd never dream her mind would be following coaxial cables, and such. She's 26, slender as a reed, with soft brown hair and big eyes. She could have been a schoolmarm, or played a sax, or been a successful buyer, an actress, or singer. Ability and circumstance paved such paths. But television piqued her and a GE application blank opened up what to her were the pearly gates. Just a few weeks after joining the company she had become producer-director at WRGB, tele station in Schenectady. She handled fashion shows and children's programs, assisted agencies in their experiments, handled interviews before the camera, did announcing and acted.

★ ★ ★

Seven months ago Eleanor visited WABD and met manager Sam Cuff. They clicked right off and she came to work. She took over the job of interviewing talent, scheduling all air and rehearsal time and riding herd in general, and has also done a grand job of stimulating interest in television among the agencies. Aside from television, her great ambition was to be a grandmother at 40, but since she's unmarried that program will have to be abandoned. Her great frustration, and who doesn't have one, is her singing voice. When she burst into song one day around the studio, the occupant of a nearby desk in WABD's swanky new offices asked: "How do you spell 'resignation'?" Eleanor hasn't sung around the office since.

★ ★ ★

If Dorothy Wootton, charming young WABD announcer, started to write her biography, she'd probably begin like this: "On a bright sunny day in August of 1941, yours truly heard for the first time of DuMont Television. I had been working in various places and had resolved to find a job lacking day-in day-out routine. The opening at DuMont sounded, very promising, so without further ado, after an interview and acceptance, I hung up my hat and went to work." Dotty's original duties were secretarial and detailed, and the day was approaching when DuMont was going on the air with live talent. It was just four days before the event when she was told to buy some dark powder and lipstick and study an announcement for try-out. The fact that she had studied elocution had no quieting effect on her pounding heart. Now Dotty's is perhaps the best-known face on the television screen. Her story exemplifies the Dumont tradition . . . to look within the organization for talent before seeking elsewhere.

★ ★ ★

Hollywood make-up artists had better look to their laurels in the future. There's danger ahead in the persons of Trudy Wentz and Betty Weylin. Trudy and Betty are WABD's make-up artists. They love their work and look with speculation upon the reputations built up by pioneers in movie make-up. Right now the studio's main interest is in exploring what happens to colors under incandescent lighting with the use of iconoscopes. Say the girls: "Some of the findings are pretty alarming." For instances, the femmes with dyed red hair are revealed in their true colors. The black hair which is dyed red televisions as jet. But Trudy and Betty take it all in stride and find the ob of experimenting with television make-up highly stimulating, loads of fun and a wonderful outlet for an intense feminine curiosity.

Agency Heads Back Play

John Southwell, tele executive at Young & Rubicam, and Bob Foreman, radio copy head at Batten, Barton, Durstine & Osborn, Inc., will sponsor the production of "Hand in Glove," a play, that will open in New Haven, Conn., Nov. 6.

New Educational Series

The history of the golden ox, in reality the electric motor, was told by a combination of film and live studio action. A reproduction of Tom Davenport's motor, the first ever to be patented, has been constructed by the WRGB staff from drawings.

Video Authorities Planning Tele Boos

Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban Katz Corp., and Richard W. Hubbell, production manager for the Broadview Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Interests Young People

Thomas Hutchinson, who teaches classes in television for three semesters at New York University preparing phase of this new art entertainment. This book will be of interest to those young people who want to seek a career in video, for it will contain material about how they can prepare for the television field in the post-war. Hastings House, of New York City, is the publisher of the work.

Writes 2nd Book

Richard W. Hubbell, the author of "4000 Years in Television," is writing a book titled tentatively "Television Production Techniques" which will attract all people with a professional interest in television, particularly station operators, broadcasters, directors, writers, and artists, as well as students of the arts. The author will aim to analyze and evaluate what has been accomplished in television program production here and in England, and to suggest practical ways in which the techniques and arts of television can be advanced. In doing this, Hubbell will attempt to provide a foundation upon which television programmers and broadcasters can build, without having to go through the years of painful and costly trial and error work that has already been done by pioneer producers from 1890 to date. Murray Hill Books, Inc., a technical division of Farrar and Rinehart, is the publisher, and the publication date is the coming winter.

Covers Tele Field

"Television" will be the title of Commander Eddy's book. It will cover in a non-engineering manner the entire field of television as it has been developed thus far. Some of the topics will include the operation of television; the techniques of producing television shows, discussing programming, acting, lighting sets and make-up, colored television and other phases of telecasting; the history and economic aspects of the industry. For these reasons, this book should appeal to both writers and actors interested in this new medium, teachers of speech and drama, people now in radio, technicians, advertising people, and promotional and merchandising people. In addition, the book will be illustrated with more than 50 pictures and diagrams. Prentice-Hall, Inc., the publisher, has announced that the book will be published next March or April.

Television Progress In Electronic Field

War-time electronic developments—work in military radar equipment—hold rich promise for more than a dozen major applications in war entertainment and industry, according to Walter Evans, vice-president of the Westinghouse in charge of company radio activities.

Speaking before a recent meeting of the Baltimore Association of Commerce Forum Discussion of Baltimore's Economic Future, Mr. Evans painted a bright picture of wartime developments in the electronics field which will serve peacetime America after victory.

"Clearly," he declared, "there will be ample productive capacity to accommodate the most optimistic estimates."

He recalled that scientific lessons learned in World War I were responsible shortly after the close of that conflict, for introduction of the vacuum tube which resulted in radio broadcasting, talking movies, and other advancements which contributed much to the post-war economy of the 20's. Mr. Evans held out even brighter prospects for the part electronics will play after the present

Technical Answers at Hand

Eminent in these developments is the television, of which Mr. Evans said: "It is our considered belief that the technical answers are on hand for a usable and acceptable television system. This includes the availability of a reasonably priced receiver, and a practical means of carrying shows across the country by means of radio links, or one of the recently developed types of conductors."

Planning Video Series On Tom Sawyer's Life

Hollywood—Patrick Michael Cunningham Teleproductions is preparing to make musical versions of 20 "live-action" television productions in its "Adventures of Tom Sawyer" series. David Tutton, Cunningham's musical director, is preparing the scores and data Drake is making the necessary script revisions. Cunningham has a total of 40 "Tom Sawyer" productions ready for televising.

Preview "Town Meeting" As an Experiment

An experiment in the televising of a program primarily designed for radio broadcasting, the Blue Network General Electric Company recently cooperated to present a television broadcast of "America's Town Meeting of the Air" from the studio of Station WRGB, Schenectady, N. Y. At the same time from 8:30 to 9:30 p.m. EWT, the program was broadcast as usual over the complete Blue Network under the sponsorship of Reader's Digest Magazine. The tele-

Radio in an Ocular Vein

By ED WYNN

Folks keep asking me about television. Well, I can television when I see one. And it's something big and exciting. But it's a serious new experiment and nothing to gag about. It'll revolutionize radio comedy techniques. Only thing I'm worried about is that now they have the means to

see and hear an actor, some bright boy will bob up with a machine for smelling gags. Oh, brother, what a revolution that would be.

Of course, when I talk about television, I'm mostly thinking out loud. My experience is something less than

extensive. Although I think I was one of the first actors to be televised. Back in 1933 when they are still in the early stages of experimenting I was asked to do a sketch. I was then the Fire Chief. The thing was shown at the Empire State Building to a very few people—Al Smith among them—and you could see the enormous possibilities even then.

I've never forgotten about that. When I was blueprinting my new show, "Happy Island," I kept television in mind. That's why we use costumes and lighting and stage techniques. I am of the mind that television will mainly be a reversion to stage techniques in contradiction to those who think that movie knowledge will be paramount.

This is important. It's particularly important for comedians. Comedy has always been the foundation of the amusement world. And the stage, due to its close audience relation has offered the best opportunities to comedians to present their material. I think the very first thing I would do if I were head of a television company would be to hire a stage director from the legitimate theater. Stage actors will then have to change from the present radio ways to the ways of television in much the same way that the transition from silent movies was made to the talkies.

If for one always felt that the lack of pantomime in radio work was the severest loss to my work. Television will give that back to me. Facial movements, movements of the hands and body, indispensable for high comedy, will come back through this medium. The comedian has got to

How do I think television will effect a broadcast is believed to be the first of a network radio program.

No change was made in the customary format of the program. Three cameras were used—one focused throughout on the speakers' stand, another employed to follow the movements of George V. Denny, Jr.

fect the movies? That's something to be fought out with the movie runners and television runners. My opinion is that movies will remain in just as strong a spot as before. Lots of people like to get out—some like to stay home. I remember people saying the theater was dead. The last two years the theater has seen its very best time. It'll always be

And that reminds me. I think it's an awful mistake to experiment in this new field with the least expensive talent—just because it's still new. The very best talent should be used.

Depends on Sponsors

Crudity? Well, they laughed at robot bombs, sky rockets, automobiles. Television will go through the old gag mill, but will come out ground fine, rid of imperfections. Money, of course, will play a major role. What is needed are sponsors, and more sponsors—development depends on that.

I frankly consider it a great boon to entertainment. It'll take away the curse of radio acting—inside a studio, script in hand, trying to work up a genuine emotion. Now that there'll be careful rehearsing, sets, more consideration given to timing costumes and realism, I think you'll see a resurgence of superior acting.

And so now I'm a televisionary, too.



ED WYNN

TELE REVIEW

"THE MAGIC CARPET"

Sponsor: Alexander Smith Carpet Co.

Producer: Bud Gamble

Director: Harold Magee

Writer: Charles Provost, Jr.

WABD, New York.

"The Magic Carpet," a fantasy integrated with film, is the story of how a couple spend an enjoyable evening by taking an imaginary trip through Egypt. Bonnie Donohue and Stu Hoover, who play the leading roles as wife and husband, point out convincingly how a person can be "taken in" by not buying the right product, which in this case is a carpet.

Bud Gamble, as the producer, worked the silhouettes depicting the flight of the couple going off on the magic carpet to Egypt very effectively. He also employed with equal success the miniature sets, used along with the silhouettes. The cameramen made good use of the half-face and full-length pictures, especially when the actors were going through their paces before and after the travelogue.

In comparison with his previous efforts, Charles Provost turned out a better script. His script possessed good sequence and told the story without any jumps. It also proved suitable for the dramatic ability of the two actors.

FOR ANYTHING IN TELEVISION TELL IT TO RAY-TELE

... Ray-Tele is America's first complete service to the networks, advertising agencies and talent, in the development, management and production of quality television programs.

... Whenever real progress is made in television, Ray-Tele will be up at the head of the parade.

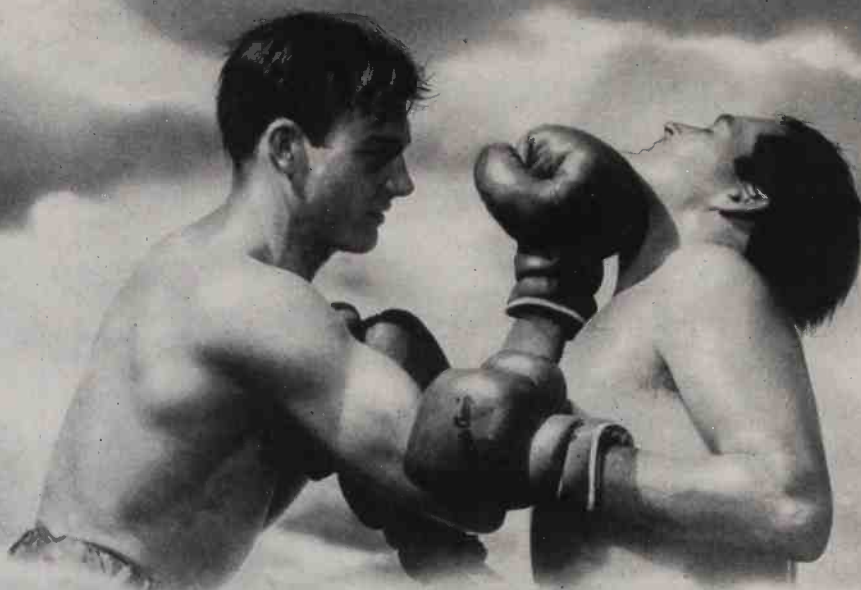
... Right now, Ray-Tele's special method of television talent classification can help you in your casting.

... Right now, Ray-Tele can help you in all your television problems — production, promotion, casting, direction.

Special Invitation: VISIT OUR NEW LOUNGE
AT 604 FIFTH AVENUE

CALL RAY-TELE 24 HOURS A DAY - BRyant 9-5365

Television broadcasts of boxing at Madison Square Garden, New York City, are brought to you exclusively by NBC over Station WNBT.



TELEVISION—THE “RINGSIDE SEAT”!

● Just as RCA pioneered in television to bring you exciting events such as prize fights, so has RCA research made possible a greatly improved super-sensitive television camera.

Earlier television needed a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor day-time events would fade off the screen as the afternoon light waned.

But now, through RCA research, the television camera will faithfully reproduce every detail, every shadow, as long as there is enough light for the spectators themselves to see by.

Besides, it can bring you opera, drama, ballet—direct from the theater during the actual performance. Great new television thrills are in store for you! As soon as possible, RCA will make available the finest in television equipment.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics



Listen to RCA's "The Music America Loves Best"—Sunday, 4:30 P.M., E.W.T., over the NBC Network ★ BUY WAR BONDS EVERY PAY DAY ★

Barnes And Haverlin MBS Vice-Presidents

(Continued from Page 1)

Monday. Other business consummated at the meetings held Saturday and Sunday at the Ambassador Hotel included the election of James E. Haverlin, comptroller of MBS, as treasurer of the network, the board accepting the resignation of E. M. Anderson from this post, while confirming his continuance as secretary.

Formal expression for the efforts of late W. E. Macfarlane, former chairman of the Executive Committee of Mutual and for eight years its president, was drafted and accepted by those present.

A executive in the sales department of Mutual for the past two years, Barnes is a former vice-president of Outdoor Advertising, Inc., in that capacity he had been serving since 1934.

Haverlin, who joined MBS in the fall of this year as Director of Public Relations, was formerly a vice-president of Broadcast Music, Inc., which post he was appointed to in 1937, serving for 14 years in various capacities for radio stations KFI and KFI-TV in Los Angeles, which outlets he has their commercial manager.

Sees 30 Million Tele Sets In Operation By 1955

(Continued from Page 1)

that 30,000,000 sets would be in operation by 1955. In connection with his prediction of jobs resulting from television, Hooper said they would represent additional employment and would not decrease the numbers employed in other fields and other branches of radio.

The first to produce television on foreign soil, Hooper recently took a unit to Hamilton, Bermuda, to give a performance as a special guest of the governor.

Judy Canova To Replace Kelly-Wood Show on NBC

(Continued from Page 1)

8 p.m., PWT. The new program goes into effect Jan. 6, 1945. Ted Bates, Inc., is the agency.

Commercials on the news series will credit Palmolive Soap and Halo shampoo.

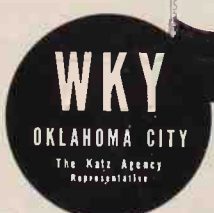
THIS MAN CAN WRITE

AS CONTINUITY DIRECTOR OF A LARGE RADIO STATION HE HAS CREATED CRISP, COMPELLING, AND SELLING COPY; HAS WRITTEN SCRIPTS THAT HAVE MOVED THE EMOTIONS—FROM TEAR-JERKERS TO GAG PLUS SPORTS PROGRAMS FOR NATIONAL ACCOUNTS. HE CAN PRODUCE, TOO, AND CAN BE REACHED BY WRITING BOX 933, RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.

AVAILABLE

PROGRAM-PRODUCTION DIRECTOR. 15 years radio; 6 journalism; also television. Now employed CBS. Best references. Write Radio Daily, Box 932, 1501 Broadway, New York 18, N. Y.

HERE ARE THE
ABOUT RADIO
LISTENING IN OKLAHOMA



Copy sent
on request.



What happened first?

Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

WEED
AD COMPANY
SALES REPRESENTATIVES
BOSTON • CHICAGO
SAN FRANCISCO • HOLLYWOOD



When You Fish the Same "Hole" Year After Year

the fishing must be good!
When the advertisers on WIP—100% of 'em—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.
Before the War . . . During the War . . . After the War the most profitable per dollar station for advertisers!
Yes, there are a few availabilities!

Represented Nationally by
GEO. P. HOLLINGBERY COMPANY
Philadelphia's MUTUAL Affiliate



5000 WATTS

Shift Heinz Ad Policy To Spot-Newspaper

(Continued from Page 1)

campaign." A statement by Maxon, Inc., points out that radio—"the glamour child of advertising"—is coming along nicely by offering the national advertiser novelty and top-notch, star-studded entertainment with great popular appeal—but only on the basis of thirteen weeks' continuity, or more.

A spokesman at the agency said that the foregoing does not imply that H. J. Heinz Company will forsake radio advertising. He explained that the food company will most likely reenter radio on a spot-advertising campaign basis, and perhaps produce a network program in an institutional manner.

Golenpaul Policies a Factor

It is understood that Heinz' reason for cancelling the "Information, Please" program is due to policy discrepancies between Dan Golenpaul, producer and owner of "I. P." and the Heinz organization. Spokesman for Maxon, Inc., however, denies this.

The Socony-Vacuum Oil Company will sponsor the Golenpaul program. Agency for Socony-Vacuum is Compton Advertising, Inc.

Radio's "March of Dimes" Gets Under Way Jan. 14

(Continued from Page 1)

of the radio division of the MoD. Celebrities to be heard on the program will be Clark Gable, Rochester, Eddie Cantor, Frank Sinatra, Bob Hope, Frances Langford, Jack Benny, Kay Kyser and scores of others.

Associated with Ryan as co-chairmen: Mark Woods, president of the Blue Network; William S. Paley, president of CBS; Edgar Kobak, president of MBS; and Niles Trammell, NBC.

The 1945 radio schedule will be on all stations in the United States, Alaska, Puerto Rico, Panama Canal Zone and the Hawaiian Islands.

Blue Sees Self In The Middle Of NABET-AFM Disk Turners

(Continued from Page 1)

1944, to employ platter turners who are members of the American Federation of Musicians. This agreement was part of a general contract, in which the AF of M made a number of concessions and we in turn accepted the AF of M jurisdiction over platter turners, in order that a musicians' strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the American Federation of Musicians.

"The National Association of Broadcast Engineers and Technicians also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld. The National Labor Relations Board decided that status quo should be maintained, which meant that NABET would control the jurisdiction of platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of the AF of M.

"The Blue Network was and is perfectly willing to accept the decision of the National Labor Relations Board. However, Mr. Petrillo refuses to accept this decision and has warned our company that if we do not keep our agreement with the AF of M he will order a series of 'wild cat strikes' by withdrawing musicians from our programs at sporadic inter-

vals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast our leading programs, due to the absence of musicians for temporary periods.

"It is our hope that the courts will settle the dispute between the American Federation of Musicians and the National Association of Broadcast Engineers and Technicians. Only in that way can either the AF of M or NABET be forced to accept a conclusion to the jurisdictional dispute.

"The Blue Network finds itself in the middle of a jurisdictional fight between the AF of M and the NABET. As between these two unions, we do not favor one over the other. We desire that the labor laws of the country be complied with, that our employees be represented by unions of their own choosing, and that strikes against the public interest be avoided.

"We are, in truth, helpless in this situation, in that it is one where we cannot bring the issue into the courts. We are faced with interference or stoppage of broadcasting by one union or the other, and until the courts decide the case, we will continue to be faced with this threat."

Danny O'Neill To Be Heard On Own CBS Net Show

(Continued from Page 1)

Monday, December 18, supported by Ruby Newman's orchestra. O'Neill will be heard Monday through Friday from 11:15-11:30 p.m.

AGENCIES

BERNARD M. DOUGLAS has been elected a vice-president of L. Cone & Belding. Douglas is in charge of the Bourjois, Inc., and Chanel accounts, which are handled in the agency's New York office, and has been with the agency since it was founded.

RADIO REPORTS, INC., has tended its spot radio checking service to cover more than 100 major advertising markets in 45 states, Edgar F. Loomis, president of the firm, revealed. Loomis also announced the issuance of a new spot checking schedule, and reported new accounts recently added include Ex-Lax, Rus Watch, Block Drug, Luden's, and Father John's Medicine.

SEND BIRTHDAY GREETINGS TO...

(December 12, 1944)

Emanuel Demby Ann Ed
Hal James Allen Masst
Helen Menken Martin Ste

WCKY

C I N C I N N A T I



WITH

REX DAVIS

4 TIMES DAILY

WALTER COMPTON

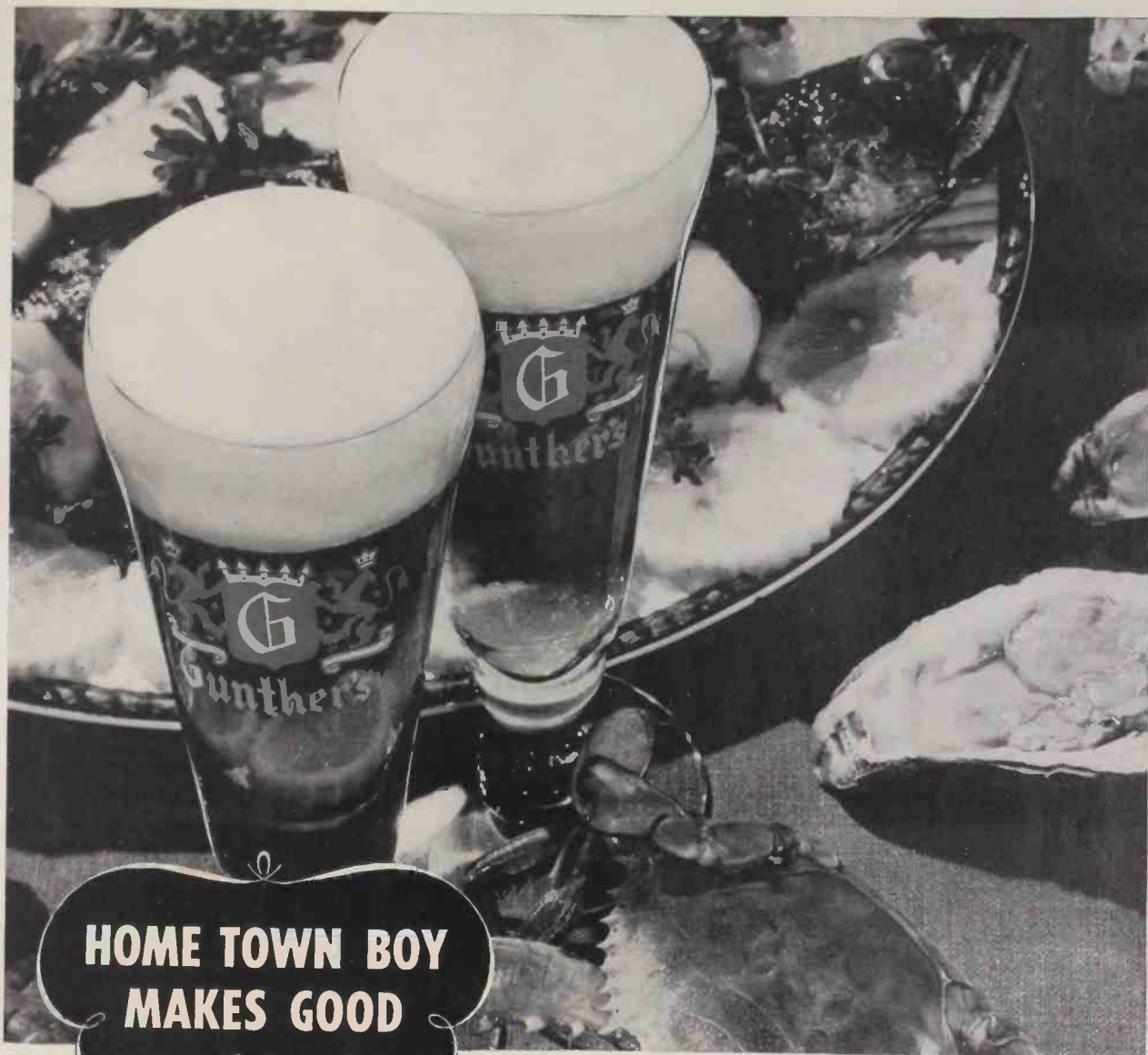
presents

"BACKGROUND FOR NEWS"

Up-to-the-minute, news of the day, interwoven with authoritative information on the personal, historical or geographical background of today's important people and prominent places.

Available for cooperative sponsorship on MUTUAL

Call, wire or write WM. B. DOLPH, Barr Bldg., Wash. 6, D. C.



**HOME TOWN BOY
MAKES GOOD**
and how?

...or how to win the Baltimore market!

No Horatio Alger story this—just a pay-off trio . . . hometown product . . . hometown program . . . and Baltimore's own big hometown Station WFBR.

And the *Program?—the now famous "Quiz of Two Cities" . . . running in rival cities all over the nation, but originally created at WFBR over six years ago for the Gunther Brewing Company whose bottled beer rose from third place to first place in this most competitive beer market.

Incidentally, and *coincidentally*, the ratings for six years at *no* time show *less* than 31% of the

*Agency—Booth, Vickery & Schwinn, Inc.

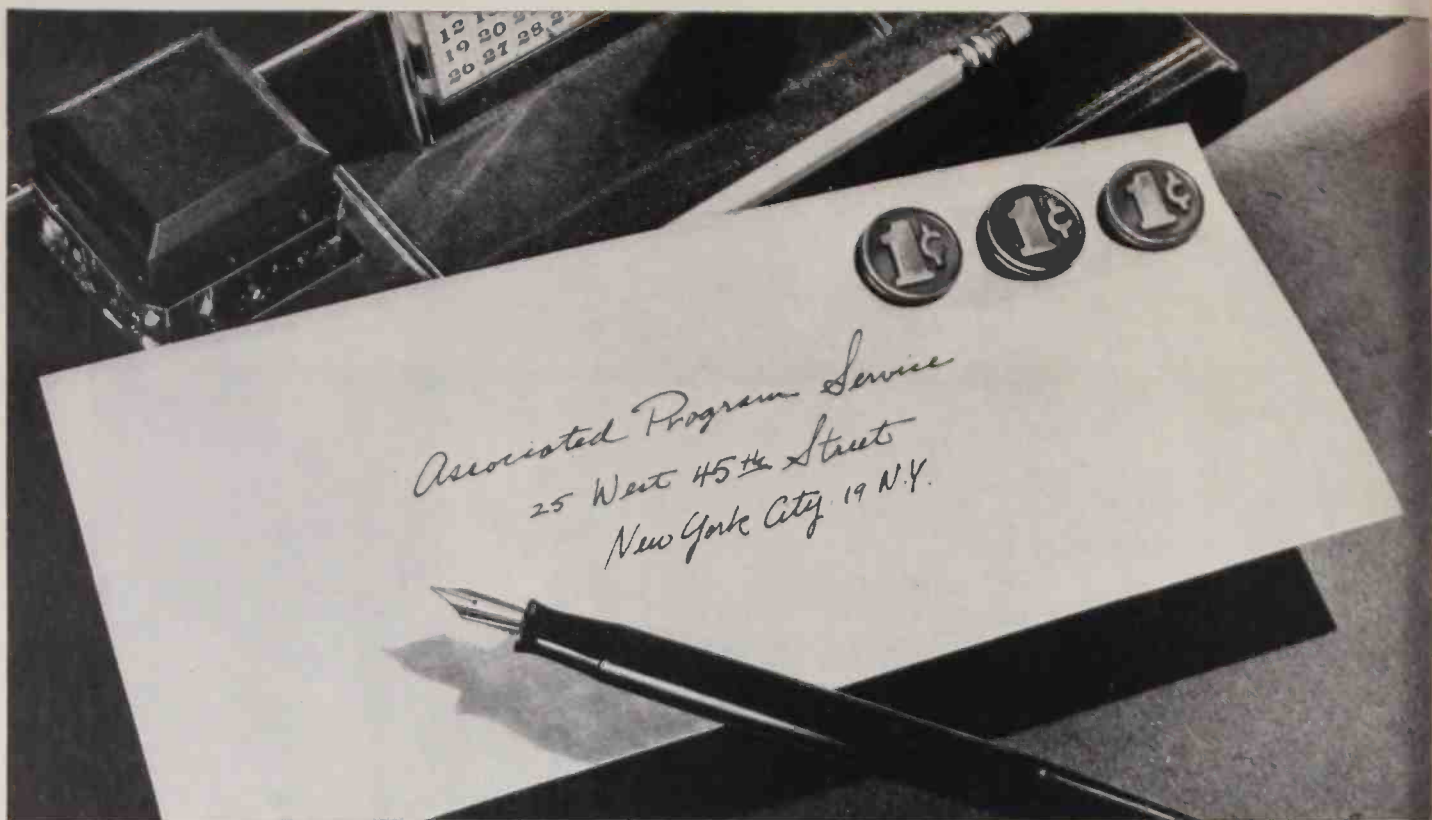
listeners tuned to the "Quiz" on WFBR and the peak has hit 71% of all listeners.

Some record for a night-time program! Even if it were network with the erstwhile Prince of Wales abdicating his much publicized throne.

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

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

WFBR



How to turn copper into gold!

YOU don't have to be a magician to do this trick. All you need is a letterhead and envelope, a minute's time, and three coppers (some folks call 'em pennies) invested in a postage stamp. Addressed to ASSOCIATED and dropped into the nearest mailbox, *presto!*—they'll turn up on your desk a few days later in the form of a booklet *worth its weight in gold.*

What's the secret? The ASSOCIATED booklet gives all the facts on the transcribed library that offers *most hours of the best radio music...the surefire com-*

ination for more listeners, more clients, more profits!

Compare...and you'll find that, unlike ordinary libraries, ASSOCIATED doesn't depend on a few "peaks" but gives you topnotch program material *throughout.* For ASSOCIATED music is radio music—big-time, big-audience *production* music—a million dollar array of headline network talent, on gloriously life-like, *vertically-cut* transcriptions.

Yes, there's good reason why ASSOCIATED is gaining so many new subscribers so fast. To find out why, send for the ASSOCIATED booklet today!

Associated Program Service

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

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 29, NO. 50

NEW YORK, N. Y., WEDNESDAY, DECEMBER 13, 1944

TEN CENTS

Radio's Huge Bond Effort

Network Representatives Discuss Anniversary

Network representatives gathered at Waldorf-Astoria in New York today for luncheon with J. Harold van Dyke, president and Willard Egolf, public relations director of NAB, to discuss plans for radio's observance of its 25th anniversary of broadcasting beginning 1945.

Radio officials heard President van Dyke outline the general plan and make suggestions for industry participation in the celebration. It was decided that each network would appoint an executive to represent it on the general committee and

(Continued on Page 2)

Johnes Steel Resigns From Staff of WMCA

Johnes Steel, WMCA commentator for the past eight years, yesterday resigned from the staff of station effective January 2. Steel's resignation, it was announced, increased activities in both newspaper and radio work which will keep him on a tour of the liberated countries of Europe early next year.

Westinghouse Officials Set To Take Over KEX

Westinghouse broadcasting officials, headed by Lee B. Wailes, general manager of Westinghouse Radio Stations, Inc., are en route to Portland, Ore., where they will start the ball rolling in setting up offices and making other arrangements preparatory to taking over station KEX, recently

(Continued on Page 2)

Voice of the D. A.

John ("Mr. District Attorney") Jones tried out his vocal chords with that modern classic, "Is You Is You Ain't My Baby," on a Command Performance for servicemen abroad a few weeks ago. The effect was said to be good. The clarified, hard-hitting D. A. has now been asked to do a repeat on the Kate Smith show next Sunday, Dec. 17. He will!

"Gems"

During course of the TBA first annual meeting, it was quite natural that many a tele-minded individual managed to get "fresh out" of cigarettes. Wag from Paramount pix had the solution. Whenever anyone asked him for a cigarette he brought out a plush jewel box, and resting at the bottom, was a lone butt surrounded by dainty cotton.

Paramount Asks FCC For 8 Exp. Tele CPs

Washington Bureau, RADIO DAILY
Washington—Paramount Pictures, through a subsidiary known as Television Productions, Inc., yesterday asked the FCC for permission to construct a series of television relay stations on Channels 9 through 12, and 13 through 16, with A5 and special emission, and power of 100 watts. Locations in Peru Mountain, Vermont; New York City, Buffalo, De-

(Continued on Page 7)

Cosby Joins N. W. Ayer As Chief Time Buyer

Clarence Cosby has joined the radio department of N. W. Ayer & Son as chief time buyer and will work directly under Robert Collins, the department manager, and Tom McDermott, the department's business head. Announcement of Cosby's appointment was made by H. L. Mc-

(Continued on Page 7)

Poppele Elected President Of Television Broadcasters

Jack R. Poppele, chief engineer and secretary of WOR, New York, was elected president of the Television Broadcasters Association at the closing session of their two-day meeting at the Hotel Commodore yesterday. Poppele, who served as general chairman of the first annual conference, succeeds Dr. Allen B. Du Mont

as president of the tele organization. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer and O. B. Hanson, chief engineer and vice-president of NBC as assistant treasurer. Baltin will be serving his second term as secretary-

(Continued on Page 6)

Backed Up Sixth War Loan Campaign With Over 1,675,000,000 Impressions, 20% Above Previous High Mark

N. Y. Outlets Draw Lots Re 'Home Town' Show

Stations of New York City through their production representatives held a meeting yesterday in connection with the "Let's Go To Town" series of half-hour transcribed shows requested by General Eisenhower for the men and women of the armed forces. Series of "home town" productions being made by some 200 sta-

(Continued on Page 7)

Roehrenbeck Assumes Post Of WHN Program Director

Frank Roehrenbeck, general manager of WHN, will assume the added duties of program director, effective Dec. 15, according to Herbert Pettey, executive director of the station. On the same day, Louis Carino, will trans-

(Continued on Page 7)

Lever Bros. Buy "Sanctum" For Tues. Night On CBS

Lever Bros. for Lipton products, has purchased "Inner Sanctum," for the vacated Burns & Allen time, Tuesday 9-9:30 p.m., EWT effective Jan. 2. Lipton tea and Lipton soup-mix will

(Continued on Page 7)

When the Sixth War Loan Drive ends on Saturday, it will have had the greatest radio support of any previous Treasury bond campaign, with radio advertisers and stations having put a minimum of 20 per cent more circulation behind the current drive than was contributed to the Fourth War Loan in January, the record holder to this time.

Preliminary estimates compiled by

(Continued on Page 7)

Canada Ad Men Hear CBS' Views On Tele

Toronto—In a general talk on listener statistics and potentialities of the radio audience, John J. Karol, assistant sales manager and marketing research counsel of CBS, told the Advertising and Sales Club of Toronto yesterday that despite the

(Continued on Page 6)

Several Standard Outlets Among License Requests

Washington Bureau, RADIO DAILY
Washington—Applications for three new AM stations and one new FM outlet were received by the FCC Friday, also the reinstatement of the

(Continued on Page 2)

Merry Christmas

The annual Christmas Party given for children of employees of the NBC and Blue networks will be held this year on Saturday forenoon, December 23, in studio 8 H. A program of entertainment will start at 10:15 a.m., followed by the distribution of gifts. Guests will include children of those network employees who now are in the armed services.

WLAW means profitable selling for you in the large Northern New England market. Coverage map on request. Advt.



Vol. 29, No. 50 Wed, Dec. 13, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Tuesday, Dec. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	166 3/4	166 3/8	166 1/2	- 3/4
CBS A	35 3/4	35 1/4	35 3/4	+ 3/4
CBS B	35	35	35	+ 3/4
Crosley Corp.	29 1/2	29	29	- 1/8
Farnsworth T. & R.	13 3/8	13 1/8	13 1/4	+ 1/4
Gen. Electric	39 1/2	39	39 1/2	+ 3/8
Philco	34	33 3/8	34	+ 3/8
RCA Common	10 5/8	10 3/8	10 1/2	- 1/8
RCA First Pfd.	79 1/2	79 1/2	79 1/2	- 1/4
Stewart-Warner	16 1/2	16 1/4	16 1/4	- 1/8
Westinghouse	116 1/2	116	116	- 1
Zenith Radio	39	38 7/8	38 7/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30 1/2	30 1/2	30 1/2	- 1 1/2
Nat. Union Radio	5 3/4	5 3/4	5 3/4	+ 1/8
OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	7	7 3/4		
Sromberg-Carlson	16 1/8	17 1/8		

20 YEARS AGO TODAY

(December 13, 1924)

WLS was the first station to broad-
cast from the International Livestock
Exposition at the Union Stock Yards
in Chicago and presented, as a spe-
cial feature, the address of Presi-
dent Calvin Coolidge during the
exposition.

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

**Westinghouse Officials
Set To Take Over KEX**

(Continued from Page 1)

purchased by Westinghouse, subject
to FCC approval. It is planned to
take over the station on Dec. 28 of
this year.

KEX operates with 5,000 watts on
1,190 kcs and is the only Blue Net-
work affiliate in Oregon. It was
owned by the "Oregonian," Portland
newspaper. Westinghouse which be-
gan with the nation's first station
KDKA, has since added WBZ-WBZA,
WOWO, KYW, and WBOS, short-
wave outlet. New Oregon station is
the first Coast outlet for Westing-
house.

**Web Representatives
Discuss Anniversary**

(Continued from Page 1)

this committee would meet at a future
date.

Representing NBC at the meeting
were Clarence Menser, Sid Eiges,
James W. Gaines, Charles B. Ham-
mond, Roy C. Witmer and Tom
McCray. Frank Stanton, Herb Aker-
berg, Douglas Coulter, George Cran-
dall and William C. Grittenger were
included in the CBS representation.
Hubbell Robinson, Keith Kiggins,
Robert Kintner and Fred Smith were
present for the Blue and the Mut-
tual delegation included Carl Haver-
lin, Jim Barnes, Robert Schmid and
Jim O'Bryon.

**Several Standard Outlets
Among License Requests**

(Continued from Page 1)

application of Camden Radio Inc.,
Camden, Ark. for a 250-watt station
on the 1450 band. The Liberty Broad-
casting Co., of Pittsburgh, and the
Lubbock, Texas, Broadcasting Co.,
both filed for stations to operate day-
time only with one kilowatt, the first
on 790 kilocycles and the second on
960 kilocycles.

A 250-watter on the 1490 band was
asked by John L. Plummer of Buga-
loosa, La., while the Harrisburg, Ill.,
Broadcasting Company, licensee of
WEBQ, filed for an FM license for
that city.

Application for a new 250-watter on
the 1,490 band, has been filed with the
FCC by J. O. Emmerich, for Ruga-
lousa, La. John L. Plummer, filed
last week for the same frequency,
power and location.

Application for a new local in Mur-
freesboro, Tenn., was filed by Cecil
M. Elrod, Sr. and Jr., and S. D.
Wooten, Jr., with power of 250 watts
and broadcast on the 1,240 band spe-
cified.

AVAILABLE AT ONCE

Assistant to Radio Executive—16 years'
talent, programming, agency, and the-
atre experience. Write Radio Daily,
Box 930, 1501 Broadway, New York
18, N. Y.

**"IT'S ELEMENTARY,
MY DEAR DR. WATSON!"**



The solution is as simple as A-B-C.
First we learned that WPAT's
postman had been complaining of
overwork. The cause . . . a
huge flow of mail to that station.
I dipped into his pouch to open
a few letters with my specially
heated knife. What were they?
Fan mail from listeners, I think
they call it. Then I looked at the
rate card. Yes, Dr. Watson, it's
so very elementary, really! If you
want to buy the largest block of
productive time for the least
amount of money, the solution is
. . . WPAT!



Sell Your Clients WPAT . . . the fastest growing
station in the metropolitan area.

WPAT PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK



...by any other name

Shakespeare's line still stands up
And applied to radio it means an
audience . . . no
matter the call letters it listens to

Let's look at Baltimore. What does
a listener cost you in this 6th largest
market? It's very easy to find out.

First, you take a station's cover-
age. All stations have coverage maps.

Then you find out how many
people listen to that station. You
know how that's done.

Then you divide the number of
listeners by the cost of the program.

It's as simple as that.

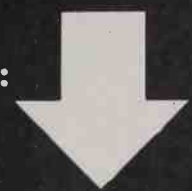
Down here in Baltimore we know
how many listeners you get for your
dollar. And we know, too, the sta-
tion that delivers the most listeners
for your dollar. It's the successful,
independent radio station W-I-T-H.



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

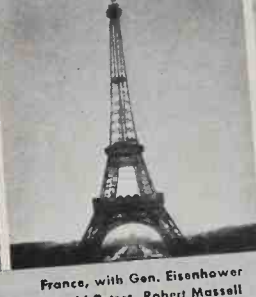
**HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:**



Nimitz' Fleet Hdqrs. Reporters
Ewing, Baldwin, Eckland



With General MacArthur
Clare Roberts, Arthur Feldman



France, with Gen. Eisenhower
Harold Peters, Robert Massell



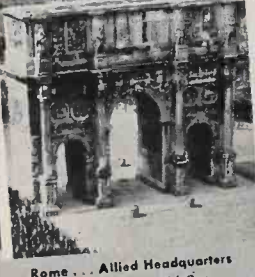
U. S. 1st Army Headquarters
Fraser reports German front



**NOW 14 Overseas Reporters
Broadcast Locally—for YOU!**



With Chenault in Chungking
Fred. B. Opper, Charles Miner



Rome . . . Allied Headquarters
Reports by Donald Coe



London . . . Reports on British
Isles by Herbert M. Clark



Blue Network News Rooms in
Washington, San Francisco, New York

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

BAUHAGE TALKING: Direct from Washington. Bauhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Mid-day, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Early afternoon. Monday through Friday, 15 minutes.

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

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

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

**BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CAN SELL
FOR YOU — AND YOU PAY ONLY FOR YOUR OWN AREA**

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your local radio program to sell your products or services right in your own territory.

Commercials during the programs by your own local Blue Station announcer identify the program as yours, sell your products to your own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—your selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this new kind of radio advertising pays off! Now you can make it pay with the thrilling new Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

For all information ask any Blue Network Station
or the Co-operative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

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

BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

DECEMBER 9th CONCERT

Tchaikovsky's Symphony No. 5 in E minor

RICHARD K. BELLAMY
MILWAUKEE JOURNAL
MILWAUKEE, WISCONSIN

Tchaikovsky's Fifth Symphony was given a superb reading on the air Saturday night, December 9th, by Dr. Serge Koussevitzky and the Boston Symphony Orchestra. The success of the concert broadcast before a packed house of nearly 6,500 in the Milwaukee Auditorium must have given warm satisfaction to the orchestra's radio sponsor, the Allis-Chalmers Manufacturing Company, whose home city is Milwaukee. Whether heard in the Hall or at the fireside, the diffuse and emotional masterpiece of Tchaikovsky seemed vibrant with life as never before. From the opening note of the brooding theme, for clarinets, through the dreamy "Moon Love" horn solo in the second movement, and the many fine passages for oboe, the wind section was in simply magnificent form. The violins and violas sang for Dr. Koussevitzky as strings rarely do. The lengthy climax in the closing movement was given fitting impact by the brass and served to close a most successful musical broadcast.

DECEMBER 16th PROGRAM

Dimitri Mitropoulos, Guest Conductor
Mendelssohn's Symphony No. 3 in A Minor and
Gould's "Spirituals"
for Strings, Choir and Orchestra
8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Furthers American Good Living."

Advt.



Notes From A Ringside Seat . . . !

● ● ● For a number of years, Jerry Cooper has been the voice of 'Madison Square Garden', opening the festivities at the rallies and sporting events with the rendition of the National Anthem . . . at last Friday nite's fight, 'Smiling' Jerry Baker, who had always wanted to do the vocal honors there, was given the opportunity and did a swell vocalizing job . . . BUT the announcer made a slight error . . . he said, "and now our National Anthem sung by Jerry COOPER. . ." like the grand trouper he is, Baker didn't even bat an eye or lose his famous smile . . . So we're happy to give him the credit he earned that night. . . ● Monday, the drug store in the NBC lobby was jammed but the healthiest looking individual was a husky, tanned army officer. . . Brigadier-General David Sarnoff. . . ● Lt. Col. Al Helfer, whose retirement from active service we itemed here last week, has been placed under option by 20th Century-Fox . . . deal set by Chick Vincent Co. . . ● Tony Leader, NBC producer, is completing a War Play, (which he'll probably direct) in collaboration with Pvt. Alfred Palca. . . ● For having sold over a million dollars worth of insurance during the fiscal year, Jules Nassberg has been elected to the "Million Dollar Round Table Club." . . . what makes a 'Main Street' item is that about \$999,000.00 worth was purchased by Radiolites.



● ● ● The lad who pinch-hit last CBSunday for James Melton on the "Texaco Star Theater," after but two hours notice, Jimmy Carroll, earned himself an MCA contract as a result. . . ● The busiest team in tin pan alley is Doris Fisher and Allen Roberts . . . they're now writing special material for Henny Youngman, Joe E. Lewis, Jimmy Savo and Jan Murray. . . ● Blue Net Execs have shifted Baritone Johnny Thompson from Fridays to Tuesdays (1:45 p.m.) . . . the lad is easily one of the year's finds and the shift should have been one that would bring his talents to the mike every day. . . ● Raymond Browne, formerly adv. mgr. for the Axton-Fisher Tobacco Co., is the new Cities Service account exec at Foote, Cone & Belding. . . ● WMCANada Lee will bow off that station's "New World A-Comin'," to appear opposite Vera Zorina in Margaret Webster's forthcoming stage production, "The Tempest." . . . ● After starring in the Columbia flicker, "Let's Go Steady," which will be released next month, Arnold Stang has returned to Gotham's Radio Row. . . ● We heard a recording of a new musical show, titled, "Living Hall of Songs" starring Wee Willie Robyn, tenor, Gladys Rice, soprano, and Baritone Doug Stanbury with an orchestra conducted by George Dilworth . . . their music is still going round and round in our mind. It was that GOOD.



● ● ● None other but der Bingle will help the Andrews Sisters launch their new series of Blue Net songiests starting Sunday, Dec. 31. . . George 'Gabby' Hayes comedian and Vic Shoen's Orchestra will be regulars on the program. . . ● Albert Reid, former WBYN announcer, doing a swell "War Bond Selling" job from the Times Square Booth every day. . . ● Frank Martin of the WORcording Sales is mending at St. Lukes Hospital in Gotham after a minor operation. . . ● Tony Barrett, one of radio's busier thespians, did a running part as a tough kid in "Chick Carter." . . . at the end of the sequence he found himself cast as the 'Judge' and 'had to sentence himself to jail' . . . (he must have hated himself in the morning). . . ● A letter from Bill Berns made us all happy sent from 'somewhere in the Philippines,' the letter tells of the thrill getting a copy of RADIO DAILY, issue of Oct. 26 which carried the picture of President Osmena in a "March of Tims" ad . . . continues Bill and we quote:—I showed it to the president's aide, General Romulo, resident commissioner of the Philippines. . . Major A. A. Schecter, Art Feldman et al here were glad to see the issue and it circulated all over the place . . . unquote.

— Remember Pearl Harbor —

WHY PORTLAND, OREGO PEOPLE PREFER KGW



Virginia Cain and Lillian Marykanen of KGW staff work on the scrap-books containing samples of one month's KGW promotions.

CITY COMMISSIONER WILLIAM A. BOWES

SAYS . . . "Portland has been planning for the future, and we are confident of extending the big gains of wartime prosperity into the postwar period. Carrying the news of Portland's business and civic enterprise to the rest of the country is a large factor in any future plan. As I see it, the attractive scrap-books that KGW is sending to New York City carry a real message—telling the East what can be done in our City of Roses."



WILLIAM A. BOWES



REPRESENTED NATIONALLY BY EDWARD PEIRY & CO.



Notes . . . playable on demand

No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title. This

stockpile of melody, which the National Broadcasting Company has been accumulating for nearly 15 years, is growing daily—as fast as new tunes roll off printing presses, almost as fast as composers can write them.

* * *

This is another illustration of the manner in which NBC does a thorough job in every field of radio . . . of how NBC goes the limit to help build better broadcasting. The grand total of many things . . . large and small . . . done well helps give NBC its leadership, helps assure NBC's position as *"The Network Most People Listen to Most."*

National Broadcasting Company

America's No. 1 Network

A Service of Radio
Corporation of America



Poppele Named President Of TBA As First Annual Conference Ends

(Continued from Page 1)

treasurer of the Television Broadcasters Association.

Dr. Du Mont, F. J. Bingley of Philco and Curtis W. Mason, chief engineer of Earl Anthony, Los Angeles, were re-elected directors for a three-year term. Poppele was also named a director to succeed Worthington Miner

Talent Parade

William Morris, Jr., paraded some of his agency's potential television talent before the TBA luncheon Tuesday when he introduced Ed Wynn, Walter O'Keefe, Victor Borge and Lawrence Brooks.

of CBS, resigned, for unexpired term of two years.

The directors elected Farnsworth Television and Radio Corporation, Fort Wayne; Bremer Broadcasting Co., Newark; Yankee Network, Boston; RCA-Victor, Camden, and Ration Manufacturing Company, Newton, Conn., to full membership in TBA. New affiliates elected are Twentieth Century-Fox Film Company, New York; Rauland Corporation, Chicago; American Television Laboratories, Chicago; Pan American Company, New York, and Federal Telephone and Television Corporation, Newark. Organization now consists of 37 members, 20 of which are active.

A resolution was passed admitting educational members to the organi-

SPOT - PROGRAM

New novel idea — Copyrighted feature has been tested on 150 radio stations. Regional or national distribution solicited. Samples and details to representative concerns. Box 934, Radio Daily, 1501 Broadway, New York 18, N. Y.

zation with the provision that they do not have to pay the TBA's annual dues.

Commander Eddy Heard

Disclosing that the Navy is training electronic engineers at the rate of 5,000 a month and that 100,000 engineers will be available for the radio and television industry at the close of the war, Commander William C. Eddy, veteran Radar expert, and head of the Navy's Radar school in Chicago, addressed the TBA conference Tuesday morning.

Commander Eddy related the expansion of the Navy's Radar schools following Pearl Harbor. He said the Navy set a schedule of rapid expansion when it was determined that electronics would be important in both defensive and offensive warfare.

Wynn Gives Views

Commander Eddy defined Radar as a by-product of television. He explained that engineers schooled by the Navy are thoroughly equipped to enter post-war television and will be valuable men in the development of the sight and sound industry.

Ed Wynn, who confessed 43 years in show business, cautioned TBA

would give impetus to good programming and would serve as an opportunity for promising young artists to develop their talents.

At one time he questioned whether or not the television public would stand for the repetition of the same faces or personalities on their sets from week to week as in radio. He

Coincidence

When the TBA luncheon conducted a drawing for a post-war Philco television set the winning number out of 700 was held by F. J. Bingley, chief engineer of the Philco Corporation. Mr. Bingley waived the award and the drawing was staged again. Winner this time was F. B. Leedom of the La Porte & Austin agency, New York.

elaborated on this thought. Wynn said that he believed this media would call for new faces, new personalities and therefore would provide limitless opportunities for new talent.

A technical round table discussion was held Tuesday morning with Dr. A. N. Goldsmith acting as moderator. This session was devoted to the answering of questions proposed by those in attendance. They covered a wide field of inquiries many of which were of a technical nature.

In commenting on the adaptability of 16 mm film to television use, Dr. Allen B. Du Mont disclosed that WABD was using 16 mm film to record their television programs.

O. B. Hanson, vice-president and chief engineer of NBC, ventured an opinion that it would be eight to 10 years before color television will be practical. Another question dealt with whether or not anyone in this country had ever produced a tele picture of more than 525 lines. Du Mont disclosed that his company experimented with 745 lines over a period of four to five months in 1941 and the difference did not warrant continuance of the experiment.

1945 Conference

It was announced at Tuesday's session of the Television Broadcasters Association that the 1945 conference will be held next December at a city designated by the membership. Both the Chicago and West Coast delegations are seeking the next TBA conference. Members were asked to cast their vote for a city via the mails.

members at yesterday's luncheon to give a lot of thought to their programming and admonished them to keep their television shows clean. He envisions a great future for the new art and in a serious vein placed emphasis on the obligation television broadcasters have in the planning of entertainment for the people in their homes.

Wynn recommended to the television crowd that TBA give thought to establishing a national television theater. He said that such a theater

Canada Ad Men Hear CBS' Views On Tel

(Continued from Page 1)

methods used, it appears that the figures are pretty close to be accurate. As an example he cited the fact that President Roosevelt's speech averaged 22.8 per cent and Governor Dewey's 20.5 per cent as to listener audience; the fact remains that near the same ratio prevailed in the actual popular vote in the election. Karol cited programs of all network in his talks.

Turning to the subject of television Karol made a plea for the art its most advanced form rather than going off half set and saw color television as the real expression of the new art form, or at least the ultimate

Special Driscoll Show Set

Dave Driscoll, director of WOR War Services and News Division, will report on Iceland to WOR-Mutual listeners on a special broadcast tomorrow from 1 to 1:15 p.m. The broadcast will also feature a message from Olafur Thors, Prime Minister of Iceland.

WOR Program Renewed

John Gambling's news and music program on WOR, 7:15-8 a.m., Tuesday, Thursday, and Saturday, has been renewed for 1945, it has been announced by Duane Jones agency. Sponsor of the program is the Megowen-Educational Food Company.

FOR SALE

Well established newspaper matrix service in New York. Income, \$10,000 per year. Deal with principal parties only. Address Box 935, Radio Daily, 1501 Broadway, New York 18, N. Y.

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

- DEALER PREFERENCE (68.8%)
- LISTENER LOYALTY (69%)
- PROGRAMS (9 out of top 10)
- POWER (50,000 Watts)
- COVERAGE (parts of 7 states)

FIRST IN DENVER
50,000 WATTS
850 KC

KOA

REPRESENTED NATIONALLY BY SPOT SALES

Exclusive!

BLACKHAWKS HOCKEY

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

SEND BIRTHDAY GREETINGS TO...

December 13
Florence Baker Charlie Gregg
Phil Mayer

AVAILABLE

PROGRAM-PRODUCTION DIRECTOR. 15 years radio; 6 journalism; also television. Now employed CBS. Best references. Write Radio Daily, Box 932, 1501 Broadway, New York 18, N. Y.

SPOKEN WORD

The ear is quicker than the eye when it comes to news. Papers come out twice a day but...

WBYN gives latest war news every few minutes at 1430 on your dial.

WBYN

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

NY. Outlets Draw Lots For 'Home Town' Show

(Continued from Page 1)

throughout the country will bring to the GIs a bit of news, gossip and local color etc. of their respective localities.

Meeting yesterday was called by Arthur Hull Hayes of WABC, who is task force commander" of the show. Hayes recently picked Al Green of WQXR; Gordon Graham of WJZ and Ted Cott of WNEW as a coordinating group. WABC also went ahead and picked Brooklyn as its territory for setting up a sample show and this is said to have been decided by both the NAB and War Relocation Authority.

Yesterday however, all five boroughs of New York were written on the list and put in sealed envelopes. WJZ drew Manhattan; WJZ, the Bronx; WEAF, Queens. Richmond drew a "suburban" show are yet to be drawn.

Those attending the meeting and who will actually do the productions for their respective stations were: Dan Driscoll of WOR, head of the war services and news division; Dick McLaughlin and Wynn Wright, National production head for NBC who represented WEAF; Lindsay McHardy and Stuart Buchanan for WJZ; Al Green of WQXR; Gordon Graham and Arthur Hull Hayes of WABC.

All stations and production men remain anonymous as far as the hearing the show is concerned. The tag line on the disks, for New York for instance will merely state that this program was produced by the stations of Greater New York for the men and women overseas. Distribution will be through the Armed Forces Radio Services.

Due to Christmas rush, it is expected that the New York outlets will tackle the production jobs right to the holidays and distribution disks take place probably early in spring.

"Sent Night, Holy Night"

During the intermission of the December 24 broadcast of the New York Harmonic Symphony program, the United States Rubber Company will have as guests the well-known family singers. Composed of the Baroness von Trapp and her seven daughters, this family's ancestors introduced the Christmas carol "Silent Night, Holy Night" to this country. The original Austrian version, however, will be heard in place of the "American Scriptures" usually heard in the company's program.

ON-THE-AIR RECORDINGS
ON DAY
ON TIME
ACOUSTIC RECORDINGS
by
CARL FISCHER, Inc.
CI-7 2965
WEST 57th STREET, N. Y., N. Y.

Radio's Fourth Loan Record Broken By Sixth Bond Drive

(Continued from Page 1)

the OWI Domestic Radio Bureau, of which George P. Ludlam is chief, reveal that in terms of listener impressions, the Radio Bureau's index of circulation finds the Sixth War Loan Drive will produce a total in excess of 1,675,000,000 impressions—enough to reach every man, woman and child in the country 12 times.

These figures, Ludlam emphasized, do not present the entire contribution of the radio industry, just that portion contributed through the regular OWI allocation plans—although they do represent the greater measurable part.

During the period of the drive, more than 50 per cent of the Radio Bureau's various regular allocation facilities are being devoted to the War Loan. Translated into specific allocations, this represents 393 net-

work programs carrying War Bond messages during the four-week period under the Network Allocation Plan, an additional 221 network shows contributing War Loan appeals under the Special Assignment Plan, 203 programs under the National Spot Allocation Plan and, contributed by the nation's 893 radio stations through the Station Announcement Plan, 75,012 transcribed announcements, broadcast at the rate of three to six a day.

Radio's support of the Sixth War Loan also shows up well on the qualitative side, according to the Bureau. Tabulations of the Bureau's monitoring reports for the first two weeks of the drive reveal that 45 per cent of the war messages rate "excellent," 33 per cent "good," 17 per cent "fair" and only five per cent were characterized as "poor."

Cosby Joins N. W. Ayer As Chief Time Buyer

(Continued from Page 1)

Clinton, vice-president in charge of radio. Cosby comes to Ayer from WINS and prior to that formerly managed basic network stations in the middle West such as KWK and KXOK, St. Louis.

Roehrenbeck Assumes Post Of WHN Program Director

(Continued from Page 1)

fer from night operations department to the program department as program supervisor and assistant to Roehrenbeck.

Ohio State Educator Leaves For Speaking Tour

Columbus—Dr. I. Keith Tyler, director of radio education at Ohio State University, has left Columbus on an extended trip that will take him to New York and Washington with a purpose to gather ideas and suggestions for the 16th annual Institute for Education by Radio to be held here, May 4-7.

Talent Lined Up For Elgin Xmas Show

Newly signed talent to appear on the third annual Elgin Christmas program, scheduled for Mon., Dec. 25, 5-6 p.m., EWT, over the entire Columbia web, will include Ginny Simms, Eddie "Rochester" Anderson, Barbara Jo Allen (Vera Vague), and announcer Ken Carpenter. The two-hour broadcast will originate from Hollywood and short-waved to servicemen and women in all the war theatres.



LIVESTOCK INDUSTRY
A FIXED ASSET OF THE
DENVER REGION

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

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

Paramount Asks FCC For 8 Exp. Tele CPs

(Continued from Page 1)

troit, El Paso, Tex., Des Moines, Chicago and Los Angeles were asked. Channels 9 through 12 were asked for the West, 13 through 16 for the East.

Has Other Tele Stations

Paramount already has, through Television Productions, Inc., a television station in Los Angeles, W6XYZ; through Balaban & Katz a station in Chicago and has applied, through United Detroit Theaters, for a Detroit license. Yesterday's applications, however, are strictly for experimentation in demonstrating and developing practicality of a nation-wide tele network, attorney Karl A. Smith said here.

Lever Bros. Buy "Sanctum" For Tues. Night On CBS

(Continued from Page 1)

probably be the products. Burns & Allen take the Monday time left vacant by Frank Sinatra Vimms show. "Sanctum" is dropped as of Dec. 27, 1944 by Colgate and Lever Bros. drops Sinatra as of Dec. 25. Young & Rubicam handles the Lever Brothers' Lip-ton account.

"A Bit of Paris in New York"
Henri
Est. 1906
FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.

IN
Chattanooga
it's
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

Wilmington, Delaware



SELLS BECAUSE OF ITS
OUTSTANDING LISTENER LOYALTY

Proof

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by **RAYMER**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 51

NEW YORK, N. Y., THURSDAY, DECEMBER 14, 1944

TEN CENTS

Special Opinion By FCC

New Applications for AM-FM Stations

Washington Bureau, RADIO DAILY
Washington—The FCC has received an application from the Roanoke, Va., "This-World" for an FM permit, and other companies in Indianapolis and Milwaukee for new standard broadcast stations. Associated Broadcasters make for operation with 250 watts limited on 1,550 kilocycles in Indianapolis and Myles H. Johns for operation on the 1,060 band with one watt daytime in Milwaukee. Application for an FM station was filed

(Continued on Page 7)

Plans Survey Trip of Key Mutual Stations

Earl Kobak, president of Mutual Broadcasting System, will leave for his survey trip of key Mutual stations the last week in December. A three weeks' tour of Mutual stations which will take him to the West Coast. Kobak plans conferences with the WGN-Mutual staff in Chicago and with the Mutual organization on the West Coast. Upon his return to New York, Mutual president will continue work on organizational planning.

Wireless Institute to Train Navy Personnel

The Wireless Institute, a division of the Wireless, Inc., will be established and opened for special instruction of seamen of the United States Navy. Dec. 18, it has been announced by Warren Norton, president.

The Wireless-Signal Corps, radio school at Hicksville, Long Island, is

(Continued on Page 2)

Brotherly Love

A press release from WNEW announces that the station will feature a dramatic sketch, "When The Living Believe," written by D. L. Provost, program director of WNEW, on next Monday, 10 to 11 p.m. Provost, accepting the Christmas spirit of WNEW, announced that the fee which he will receive for the program would go to charity.

SAG Tele Move

Hollywood—Rejecting a proposal that the Screen Actors Guild affiliate with AFRA, Actors Equity and other "Four A" groups into one organization, John Dales, SAG secretary, in discussing television, suggested that his guild "administer all television broadcasts from film, and the merged AFRA-Equity group administer live telecasts."

Three CBS Programs Renew Web Coverage

Three major network shows have renewed their campaigns on CBS and another has increased its station coverage, it was announced by the web yesterday.

William Wrigley, Jr., Company has renewed its dramatic program, "The First Line," through Arthur Meyerhoff and company, Chicago, effective December 28. Program is heard Thursday nights from 10 to 10:30 p.m. "Adventures of Ozzie and Harriet," sponsored by the International Silver

(Continued on Page 7)

Emil Corwin To Coast For Famous Artists Corp.

Emil Corwin, has joined the Famous Artists Corp. and leaves for the Coast shortly where he will work out of the radio section of the firm, handling package shows and acting also as talent scout. Corwin, who is

(Continued on Page 3)

Emphasizes Programming's Importance In Edict Affecting WOI, Ames, Ia; Cites Value Of Rural Service

Need For Radio-Radar Increasing, Says Gov't

The new "Victory First" production program of the radio and Radar industry calls for maximum production at the rate of \$250,000,000 a month by March 1, 1945, members of the Radio and Radar Industry Advisory Committee were told by WPB officials at a recent meeting in Washington, D. C. The industry is making every effort

(Continued on Page 3)

Bowes' Next Performance Will Mark 500th Broadcast

Next Thursday's performance of "Major Bowes' Amateur Hour," will mark the 500th time the show has been on the air. Program No. 1, was heard about 10 years ago, to be exact, on March 24, 1935 and since then

(Continued on Page 2)

Roy McLaughlin Named As Manager Of WENR

Chicago — Appointment of Roy McLaughlin as manager of WENR, the Blue Network owned and operated station in Chicago has been announced by O. R. Borroff, vice-president

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Competition in broadcasting must be a matter of program service as well as of program revenue, Commissioners Clifford J. Durr and Paul A. Walker declared in a special opinion issued by the FCC. Although commercial programs are extremely important, they declared, the Commission cannot properly neglect the importance of "competition for listeners on the basis of quality of program service."

Decision of the FCC to permit (Continued on Page 3)

Sponsor-Identification Asked By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced adoption of its new compromise ruling on sponsorship identification. No specific language is called for, and in general the new rule will in no way affect current broadcast practice. It does, however, make obligatory

(Continued on Page 3)

Agency Auditioning For 'Glamour Manor'

Walter Craig, radio director of Benton & Bowles, Inc., is holding auditions for the "Glamour Manor" program which will originate from New York beginning January 8, it has been reliably announced. The decision has

(Continued on Page 6)

FMBI Leader Optimistic About Post-War Outlook

Walter J. Damm, general manager of WTMJ, Milwaukee and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310 and that the industry was optimistic about the post-war FM market.

Approximately 500,000 owners of pre-war FM sets now hear this type

of radio over 50 stations operating in the very high frequencies—between 42-50 megacycles, Damm said. Damm also forecast that manufacturers are equipped to build between 5,000,000 and 10,000,000 sets during the first year of peace.

FM devotees at present are awaiting the results of the FCC Allocation (Continued on Page 3)

WLAW—the station of over 907,283 listeners. 5000 watts, operating on a frequency of 680 kc.

Northern New England's No. 1 radio station—WLAW—is ready to sell your product to a spending market.

Historical

A postcard, written and signed by Abraham Lincoln, will be among the items auctioned off to the highest bidder in War Bonds on Jerry Lawrence's "Victory Auction" program to be heard over WMCA Friday, December 15, at 8:03 p.m. The card served as a pass through the Union lines for a confederate soldier bound home on an emergency visit.

RADIO DAILY

Vol. 29, No. 51 Thurs., Dec. 14, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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

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

FINANCIAL

(Wednesday, Dec. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 7/8	166 5/8	166 3/4	+ 1/4
CBS A	35 3/4	35	35	- 3/4
CBS B	35	35	35	0
Crosley Corp.	29 3/8	29 1/8	29 1/8	+ 1/8
Farnsworth T. & R.	13 1/2	13 1/4	13 3/8	+ 1/8
Gen. Electric	39 3/4	39 3/8	39 5/8	+ 1/8
Philco	34 1/8	33 3/8	34 1/8	+ 1/8
RCA Common	10 5/8	10 1/2	10 1/2	0
RCA First Pfd.	80 1/2	80 1/4	80 1/2	+ 1
Stewart-Warner	16 1/2	16 1/8	16 1/2	+ 1/4
Westinghouse	116 1/4	115 3/4	116 1/4	+ 1/4
Zenith Radio	39	39	39	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 7/8	7 1/8
Stromberg-Carlson	16	17
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	36	38 1/2

Dorothy Rowden Elected

Dorothy Rowden, assistant to CBS director of education Lyman Bryson, was elected secretary of the American Association for Adult Education at a meeting of the association's executive board held Tuesday.

20 YEARS AGO TODAY

(December 14, 1923)
There is violent division of opinion on the question of 50 kw super-power as proposed by David Sarnoff, RCA chief. A compromise has been decided on and the Secretary of Commerce will issue licenses for experimental use of super-power, revocable if such stations interfere with service.

PHILIP E. ANOLICK
1697 Broadway New York, N. Y.
Tel.: Circle 6-0615-0616
ACCOUNTANT & TAX EXPERT
for the Theatre & Theatre Folk.
If you want your books or records kept straight or if you have any tax problems, I am sure I can help you.

Coming and Going

WILLIAM S. HEDGES, NBC vice-president in charge of stations, has returned from Hollywood, where he conferred with West Coast executives of the network.

H. ALLEN CAMPBELL, secretary and general manager of WXYZ, Detroit, a visitor at the headquarters of the Blue Network.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, D. C., is in Gotham this week on station and network business.

JOHN LAUX, general manager of WSTV, Steubenville, Ohio; WJPA, Washington, Pa.; WFPG, Atlantic City, N. J.; WKNY, Kingston, N. Y., and an applicant for a new station in Pittsburgh, is on a short business trip to New York.

JOHN STENGER and AUGUSTUS GREBE came on from WBAX, Wilkes-Barre, Pa., for the TBA conference.

JANET HUCKINS, West Coast writer of two NBC shows: "Press Club" and "Aunt Mary," has arrived from Hollywood to do radio consultant work in New York.

T. FRANK SMITH, manager of KXYZ, Blue Network affiliate in Houston, Tex., has joined the network contingent, currently in New York.

C. GROVER DE LANEY, station manager of WHT, Hartford, in Gotham. He attended the television meetings Monday and Tuesday.

BEN GIMBEL, president of WIP, Philadelphia, and member of the Mutual board of directors, in town this week for the TBA conference and the meeting of the network's directorate.

HAROLD FELLOWS, manager of New England operations for CBS, in New York on business.

WENDELL B. CAMPBELL, 2nd, assistant station manager and director of operations at KMOX, CBS-owned outlet in St. Louis, is visiting briefly in New York.

S. BERNARD BERK, president and station manager of WAKR, Akron, is in town. He is accompanied by MRS. BERK.

LOUIS BALTIMORE, president, and ABE BALTIMORE, manager of WBRE, Wilkes-Barre, in town this week for the meeting of the TBA.

E. S. WHITLOCK, station manager of WRNL, Richmond, up from Virginia on another of his frequent but brief trips to New York.

E. H. SHOMO, sales manager of the Columbia-owned station in Chicago, WBBM, paid a call Monday at the New York offices of the web.

E. C. HORSTMAN, Blue Network's engineering manager in Chicago, and A. E. EVANS, the network's engineering head in San Francisco, are in New York for a week of conferences.

EVELYN KNIGHT, of the Ed Wynn program, left yesterday for Washington, D. C., where today she will be crowned queen of the Washington Newspaper Guild's Front Page Ball.

Governor-Negro Leaders On "People's Platform"

"People's Platform" over CBS Saturday evening (6:15 p.m., EWT) will originate this week from WBT, Charlotte, N. C. with the discussion entitled, "Is South Solving Race Problem?" On the program will be Governor J. M. Broughton of North Carolina and D. Hiden Ramsey, editor and manager of the "Asheville Citizen." Also on the show will be two of the state's Negro leaders, C. G. Spaulding, head of the North Carolina Mutual Life Insurance Co. and Dr. John E. Shepard, president of North Carolina College for Negroes. Lyman Bryson, CBS director of education will preside as chairman. A. D. Willard, general manager of WBT, arranged the broadcast.

O'Brien Leaving WGN

Chicago—Dale O'Brien, publicity director of WGN, has resigned, effective Jan. 1, to accept the post of director of public relations and advertising for The Encyclopedia Britannica.

Press Wireless Institute To Train Navy Personnel

(Continued from Page 1)
currently conducting similar courses to men of the U. S. Army. Arthur S. Kramer, director, said that the same general curriculum will be followed as that used by the Army students, with special emphasis on high power transmitter work, antenna technique, "trouble shooting" and other practical courses directed toward utility and service in the field.

Bowes' Next Performance Will Mark 500th Broadcast


(Continued from Page 1)
has accomplished the original intention, that of bringing to the mike obscure artists who desired a hearing. While the list of Bowes' graduates include Frank Sinatra, there are four members of the Metropolitan Opera Company as well, one of whom appeared on the amateur program in 1937 and recently made good at the Met. (Regina Resnick).




Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst... Ian Ross MacFarlane. He's quite a guy. His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt. He lived in North Africa with the British 8th Army. He went out on a landing barge when the Comandos raided Dieppe. He broadcast to the U. S. the first thousand English plane raid over Germany. He said Turkey wouldn't join the Allies three months before Churchill admitted failure in the House of Commons. He had Franco number, too, before England made its decision to favor Spain. During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today. Ian Ross MacFarlane broadcast for W-I-T-H exclusively.

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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



W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-R...

Called For Radio-Radar Increasing, Says Gov't

(Continued from Page 1)

the increased demands of the military forces for equipment repairs on the front lines, committee members said.

Manpower a Factor

A few of increases in the Army supply requirements since Oct. 1, ranging to between 12 and 18 per cent and anticipated emergency production orders that will call for additional production early next year, the committee pointed out the necessity of retaining its present manning and obtaining additional workmen near future. Despite reports of adequate labor in a few radio and plants in some regions, a review of the over-all situation in the country as reported by 11 members of the committee indicated that a labor problem would confront the industry unless every effort to represent workers and recruit new employees is made throughout the country.

Army and Navy officers commended the industry on its achievements to date, and explained that in battle conditions required improved equipment with advance notice to the industry.

Prior-Identification Asked By Commission

(Continued from Page 1)

Identification of all sponsored programs as sponsored, identification of sponsor and the source of the program funds.

Considering "Malone"

Port & Gamble may buy the rights to General Foods' program, "Dr. Malone," currently aired on CBS, it has been learned. The contract expires about Dec. 15, a Benton & Bowles, Inc., spokesman said. General Foods is already the program to be dropped because of "budget reasons," said the spokesman. Other programs handled by Benton & Bowles are "Portia Faces Life," "Port Toasties Time."

AND BIRTHDAY GREETINGS TO...

December 14

more Amsterdam Erskine Johnson

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

TO GOOD RECORDING CO.
111 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

FCC Opinion Favoring WOI Cites Program-Importance

(Continued from Page 1)

operation by WOI, Ames, Ia., from 6:00 a.m. until 8:00 a.m. or until local sunrise has been the subject of much discussion here in radio circles. The station is operated by the Iowa College of Agriculture and Mechanic Arts, with its license calling for five kilowatts day time, on the 640 band. Pre-sunrise power will be one kilowatt.

The station's rural service was thought to be sufficiently important to justify this special service grant, a Commission majority held, although the power was cut to one kilowatt in order to eliminate interference with KFI, Los Angeles. Commissioners Jett and Case dissented, with Commissioners Walker and Durr issuing the official opinion.

Durr and Walker felt that the Commission action will serve the public interest, but that operation with the full five kilowatts from 6:00 a.m., CWT to local sunrise should be permitted in the license, instead of a special service authorization for only one fifth as much power. The cut-down on power means a contraction of coverage from 13,300 square miles to 4,760 square miles from 498,000 to 199,600 people. It also means that WOI must go off the air for periods up to 45 minutes in the morning during winter months when sunrise is later than 8:00 a.m. Prior to February, 1942, WOI was on the air from 6:00 a.m. Admitting that some interference with KFI service results, Durr and Walker declared that "we do not think the public interest can be measured solely in terms of the range or intensity of an electrical impulse without regard to what that impulse carries in the way of a program. Nor can public interest be measured quantitatively only in terms of population residing in a particular service area, or even in terms of actual listeners." Early morning programs of WOI are not entertainment, instead they are "directed toward assisting the farmers of Iowa in the serious business of earning their living and producing crops of tremendous importance to the entire country."

Except for a world news broadcast and, once weekly, the National Farm and Home Hour, KFI programs for that period consist of recorded music. In addition, they point out, the interference in Los Angeles comes between 4 and 6 a.m. in the area, because of the time differential. Durr and Walker declared that they are "not impressed" by the fact that WHO, Des Moines, also carries an early morning farm hour. Varied service is essential to farmers, they declared.

1940 Policy Noted

In 1940, they recalled, the Commission adopted a policy of permitting all daytime stations to go on the air from 4 a.m., with the spreading of important agricultural news and data. The purpose this order was revoked upon adoption of Section 3.87, which forbade early morning opera-

tion in case the station interfered with another station. The latter action, they declared, might well be revoked or modified in the public interest. "No special sanctity," they said "attaches to it or any other rule of the Commission which would outweigh an outstanding public interest."

Emphasize Competition

Walker and Durr wrote that our broadcasting system is based upon competition. "Certainly we would not feel justified in depriving a substantial audience of a favorite news commentator or entertainment program merely because some other commentator or entertainment program would still be available. Competition in broadcasting should mean more than competition between commercial stations for advertising revenues. Of far greater importance, from the standpoint of the public interest, is the competition for listeners on the basis of the quality of program service. Certainly a state agricultural broadcasting station specializing in the problems of farmers and having special facilities for bringing them the latest market reports from the United States Department of Agriculture should not, except upon the most compelling grounds be excluded from competition with a commercial station whose interest in the farmer as a farmer is secondary to its interest in him as part of an advertising market."

Jett-Case Opinion

Acting Chairman E. K. Jett, in an opinion in which Commissioner N. T. Case concurred, declared that the Iowa authorization establishes a dangerous precedent which, if followed in other instances, might result in "serious interference with broadcasting and the piecemeal repealing of Section 3.87."

Jett points out that "a number of other stations" in Iowa carry early morning farm programs. The authorization granted by the majority, he said, threatens interference to approximately 40 per cent of the secondary service area of KFI.



LUX RADIO THEATRE 36.0*

Here's where you get a BIG Rating. BIG Station, BIG Market.

*Hooper Rating Win.-Spr. Index 1943-'44

W TAG

WORCESTER

FMBI Exec. Optimistic On Post-War Outlook

(Continued from Page 1)

tions Hearing before proceeding with their 1945 plans. The FM group, through their association, recommended that twice the present number of FM frequencies be provided at substantially the same position in the spectrum.

Roy McLaughlin Named As Manager Of WENR

(Continued from Page 1)

dent in charge of the Blue's central division. According to Borroff, it will be McLaughlin's duty to coordinate the operations of WENR with the policies established by the Blue Network.

McLaughlin will continue to serve as sales manager of WENR and as spot sales manager of the Blue's central division. He was appointed to these posts on Oct. 13, at which time he succeeded Gil Berry, present sales manager of the network's Chicago office.

Emil Corwin To Coast For Famous Artists Corp.

(Continued from Page 1)

a brother of the famed Norman, was director of radio for the PAC and before that was with NBC and more recently with the Department of Agriculture, in radio capacity.

Greig Gets Blue Post

Humbolt J. Greig, of the Blue Network sales staff, has been made manager of the Sales Development Division of the Promotion and Advertising department.

SLOW-MOTION



is all right for
newsreel cameras... but

FAST-MOTION

is the thing on radio...
Fastest in Race Reports is the
exclusive minute reporting on 1430

WBYN

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

Network of

NBC leads the fight

BOB HOPE—Pepsodent
Champion of Champions
Best Comedian
Best Comedy Show



INFORMATION PLEASE—Heinz
Best Quiz Show

BING CROSBY—Kraft
Best Master of Ceremonies
Best Male Vocalist (Popular)



JOHN CHARLES THOMAS—Westinghouse
Best Male Vocalist (Classical)

JOAN DAVIS—Sealtest
Best Comedienne



BILL STERN—Colgate
Best Sports Announcer

DINAH SHORE—General Foods
Best Feminine Vocalist (Popular)



FIBBER MCGEE & MOLLY—Johnson's Wax
Best Comedy Team

THE ARMY HOUR—NBC
Best War Program



ARTURO TOSCANINI—General Motors
Best Symphony Conductor

Champions

Fame-Motion Picture Daily Poll

• For the past nine years, or ever since the Fame-Motion Picture Daily Poll began, the highest honor—"Champion of Champions"—has gone to an NBC star. This year it's Bob Hope for the fourth successive time. Other NBC programs and personalities are champions, too, taking a grand total of 13 first places . . . more than all other networks combined. And once again NBC's Press service was rated the best in the business.

CHAMPION OF CHAMPIONS

3 out of 5 on NBC

Bob Hope (Pepsodent)
Bing Crosby (Kraft Cheese)
Jack Benny (Lucky Strike)

BEST COMEDY SHOW

3 out of 3 on NBC

Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)
Duffy's Tavern (Bristol-Myers)

BEST COMEDIAN

Top 2 out of 3 on NBC

Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)

BEST COMEDY TEAM

2 out of 3 on NBC

Fibber McGee & Molly (Johnson's Wax)
Abbott & Costello (R. J. Reynolds)

BEST WAR PROGRAM

Top 2 out of 3 on NBC

The Army Hour
Words at War

BEST FEMININE VOCALIST (Popular)

Top 2 out of 3 on NBC

Dinah Shore (General Foods)
Ginny Simms (Philip Morris)

BEST MALE VOCALIST (Popular)

Two out of 3 on NBC

Bing Crosby (Kraft Cheese)
Dick Haymes (Electric Auto-Lite)

BEST MALE VOCALIST (Classical)

Top 2 out of 3 on NBC

John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

BEST MASTER OF CEREMONIES

Top 2 out of 3 on NBC

Bing Crosby (Kraft Cheese)
Clifton Fadiman (Heinz)

BEST QUIZ PROGRAM

2 out of 3 on NBC

Information Please (Heinz)
Dr. I. Q. (Mars)

BEST NEWS COMMENTATOR

2 out of 3 on NBC

Lowell Thomas (Sun Oil)
H. V. Kaltenborn (Pure Oil)

BEST STUDIO ANNOUNCER

2 out of 3 on NBC

Don Wilson (Lucky Strike)
Harry Von Zell* (General Foods)
**also heard on another network*

National Broadcasting Company

America's Number 1 Network



A Service of Radio
Corporation of America



-full 50,000 watts strong-

sends you  and you 

and you  -our good thoughts
for the holiday season -and

all our hopes for a return of

Peace on earth to all men
of good will

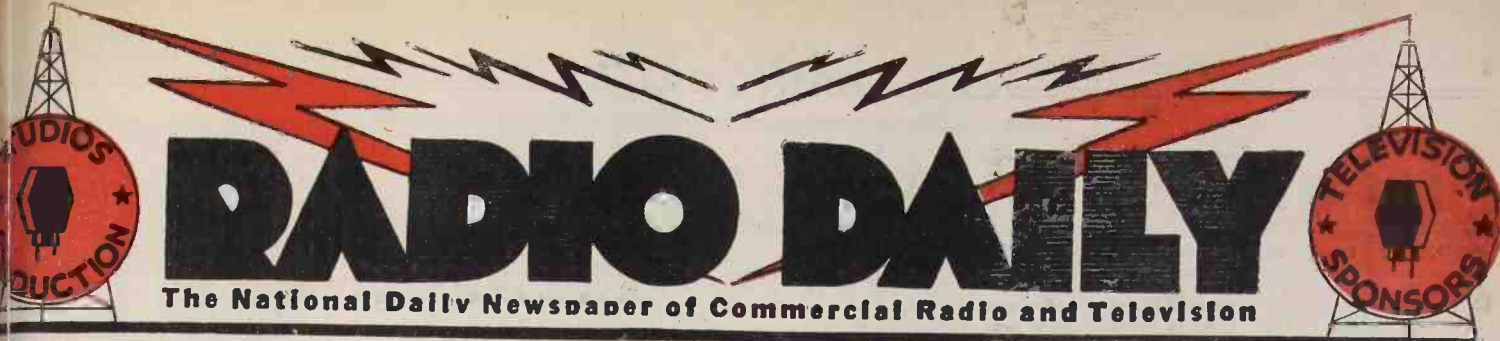


KPO's the only 50,000 watter west of
Salt Lake, north of Los Angeles, south
of Seattle and east of Moscow.

KPO
SAN FRANCISCO



THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES



The National Daily Newspaper of Commercial Radio and Television

NO. 29, NO. 52

NEW YORK, N. Y., FRIDAY, DECEMBER 15, 1944

TEN CENTS

Ohio Plans F'M Network

Denies Request For KECA Power Shift

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(Continued on Page 5)

Ellis Returns To WPB; Temporary Replacement

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(Continued on Page 3)

Request For Family Use

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No Relation!
Philadelphia—Alexander Griffin, who has been heard over WIP here for some time as a newscaster and commentator, has a new sponsor beginning Jan. 1, said sponsor having bought him six times weekly at 7:15 p.m. Client's name is Griffin Shoe Polish Co. and Alex thinks the tie-up is just perfect for all hands—or shoes rather.

NAB Prexy Approves Sponsor-Identification

Washington Bureau, RADIO DAILY
Washington—The FCC's adoption of the revision of Section 317 regarding sponsorship, announced Wednesday, won approval yesterday from NAB President J. Harold Ryan. Ryan said: "The adoption of the revision of 317 by the FCC is extremely gratifying. Not only do we believe that the amended rule as approved by the Commission marks a distinct im-

(Continued on Page 7)

'Breakfast Club' Show Aids War Manpower Comm.

Chicago—Don McNeill's "Breakfast Club" is co-operating with the War Manpower Commission in the drive to help relieve the critical labor shortage in various areas throughout the nation. Returning war veterans and war workers are participating in the program during the current

(Continued on Page 3)

Cohen Back From Europe; Reports On ABSIE Operations

Back from eight months service overseas as director of the American Broadcasting Station in Europe, Phil Cohen told a press conference in New York yesterday that ABSIE would cease to function shortly after V Day. Cohen, here for a series of OWI conferences before returning to his post overseas, told an interesting story of the effectiveness of ABSIE broad-

Locations For 18 Stations Specified By State's Department Of Education; Educational Advantage Cited

By JOE OLSON

(Staff Correspondent, RADIO DAILY)

See Tele Best Medium For Hollywood Glamor

Television will be the motion picture industry's most powerful medium for exploiting the glamour of Hollywood and its stars, Klaus Landsberg, director of television station W6XYZ, Hollywood, last night told a special events meeting of the American Television Society at the Museum of Modern Art in New York. The Hollywood station is owned and

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Paul Porter To Confer With Senator Wheeler

Washington Bureau, RADIO DAILY
Washington—Paul A. Porter, who awaits Senate confirmation before he assumes his new duties as FCC chairman, is to see Interstate Commerce Committee Chairman Burton K.

(Continued on Page 2)

WOR Sets Up Campaign To Recruit War-Workers

In effort to recruit 40,000 war-workers needed in the Metropolitan area and adjacent territory, WOR over the week-end will inaugurate

(Continued on Page 6)

Columbus—Anticipating a tremendous post-war upsurge of interest in education—both in-school and adult out-of-school—the compactly-knit State of Ohio, with approximately 7,000,000 population, has completed plans to construct a chain of 18 FM stations to utilize the "limitless potentialities

(Continued on Page 5)

McKay Quits NBC Post To Join King Features

John McKay, manager of the NBC press department for the past three years, has resigned effective immediately, and joins the executive staff of King Features Syndicate. Understood McKay will become manager of the syndicate's advertising and promotion department. Well known

(Continued on Page 6)

Corcoran Questioned Before Lea Committee

Washington Bureau, RADIO DAILY
Washington—Tommy Corcoran, former braintruster accused of being Washington's most powerful lobbyist, appeared yesterday in executive

(Continued on Page 2)

Tryout

Radio will be used, in a sense, as an auditioning medium for the legitimate stage, when Jerry Cooper, substituting next week on the Coca-Cola program for Morton Downey, will sing and have transcribed a number of tunes from Lew Brown's forthcoming stage musical, "Good Will Gertie." If they click, Cooper will accept Brown's offer of a role in the show.

Are you getting your share of the Northern New England market? Try WLAW! Send for coverage map.

WLAW (an active station) in Northern New England (an active market!) Send for coverage map.



Vol. 29, No. 52 Fri, Dec. 15, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Thursday, Dec. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	164 3/8	164 1/2	- 3/4
CBS A	34 3/4	34 1/4	34 1/4	- 1/4
CBS B	34	33 3/4	33 3/4	- 1/4
Crosley Corp.	29 3/4	29 1/4	29 1/2	+ 1/2
Farnsworth T. & R.	13 3/4	13 1/4	13 1/4	- 1/4
Gen. Electric	39 3/4	39 3/8	39 3/4	+ 1/4
Philco	33 3/4	33 3/8	33 3/4	- 1/4
RCA Common	10 5/8	10 1/4	10 3/8	+ 1/8
Stewart-Warner	16 3/4	16 1/2	16 3/8	- 1/8
Westinghouse	117	115 1/2	117	+ 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	6	5 7/8	5 7/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 7/8	7 1/8
Stromberg-Carlson	15 7/8	16 1/8
WCAO (Baltimore)	23	
WJR (Detroit)	36	

Gibson Appears 'On Stage'

Harry "the hipster" Gibson, boogie-woogie pianist, will guest on the Blue's "On Stage Everybody," Wed., Dec. 20, 7-7:30 p.m., EWT. Frances E. Kaye Associates is his agency.

20 YEARS AGO TODAY

(December 15, 1924)

Station KSD in St. Louis, Missouri, did an extensive pioneering job this year during the Davis-Coolidge presidential election. It brought to secluded firesides "for the first time in the history of elections" up-to-the-minute returns.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

Coming and Going

PAUL A. PORTER, nominated to succeed James Lawrence Fly as chairman of the FCC, is back in Washington following a short vacation in Florida.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, and TED ENNS, national sales manager of the Cowles Broadcasting Co., are in New York for conferences with Craig Lawrence, national sales manager of WHOM.

TED LLOYD, radio director of 20th Century-Fox, has returned from Hollywood, where he went on loan from the Treasury Department to stage the recent motion picture industry network bond selling program.

HAROLD E. FELLOWS, manager of New England operations for CBS, has returned to Boston and his headquarters at WEEL, CBS-owned station. He spent the early part of the week in Gotham.

THOMAS METZGER, manager of WMRF, Lewistown, Pa., paid a call yesterday at the stations department of NBC, with which the station is affiliated.

ZAC FRIEDMAN, radio producer, is back from a three-day business trip to Baltimore.

BEN LUDY, general manager of WIBW, Columbia network outlet in Topeka, Kans., is spending a few days in New York.

KENNETH W. CHURCH, executive vice-president of WCKY, affiliate of CBS in Cincinnati, a visitor yesterday at the headquarters of the network.

BETTY REEVE, of Compton Advertising Inc.'s publicity department, is back at her post following a week's visit to the Allis-Chalmers headquarters in Milwaukee, and visiting Chicago and St. Louis en route.

SAMUEL WOODWORTH, vice-president and general manager, and CHARLES PHILLIPS, commercial manager, are in town from WFBL, CBS affiliate in Syracuse, for confabs at the offices of the web.

H. Y. LEVINSON, president and general manager of WCAR, Pontiac, Mich., is on New York combining a bit of station business with attendance at the conferences of the TBA.

HUGH R. NORMAN, station manager of WNBH, here this week from New Bedford.

LEO J. OMELIAN, president of WLEU, is here from Erie, Pa., on a short business trip. The station is an affiliate of the Blue Network.

DUANE JONES, president of agency bearing his name, left Tuesday for Chicago with HENRY R. TURNBULL and JOSEPH SCHEIDELER, account executives, to attend the annual sales meeting of the Mennen Company.

Corcoran Questioned Before Lea Committee

(Continued from Page 1)

tive session before the Lea Committee. Corcoran was questioned concerning his alleged connection with the sale of WMCA, New York, to Edward J. Noble, four years ago. He has been charged by Donald Flamm with being the "man behind" the pressure upon Flamm to sell to Noble. No evidence had been brought forward to link Corcoran with the case, however, up to the time the sessions were moved behind closed doors.

Paul Porter To Confer With Senator Wheeler

(Continued from Page 1)

Wheeler today. Porter and Wheeler are expected to agree on a date for hearing on Porter's qualifications before the Committee. No serious opposition within the Senate is looked for, but there have been complaints about the Porter nomination, and Wheeler feels that critics of his appointment should be heard.

WOV Washington Bureau Will Be Opened January 1

WOV's new Washington Bureau will be opened officially Jan. 1, 1945, and Tom Morgan, news commentator, will head it, it has been announced by Ralph N. Weil, general manager. Beginning with the aforementioned date, Morgan's broadcast time will be advanced from its present spot to 10:05-10:15 p.m., EWT.

New Voices On Soap Operas

New voices are being heard on two of Benton & Bowles, Inc.'s daytime programs: Edith Wade and Gladys Thornton on "Portia Faces Life," and Florence Freeman and Cameron Prud Homme on "A Woman of America."



Somewhere in Tennessee

That picture was taken of pre-war maneuvers. It looks just about as much like the real thing we've seen in the South Pacific as . . . well . . .

Let's say wartime advertising and post-war selling. One is a breeze . . . the other is hard work.

When the hard work period comes . . . and you've got sales problem in Baltimore, think of radio station W-I-T-H.

That's the successful independent station that produces greater results at the lowest cost of any other station in town. We have the facts on that . . . and we didn't put them together! An outside impartial outfit put the figures together. They mean good news when maneuvers are over . . . and the battle for sales starts!

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

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

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

AGENCIES

CARY-AINSWORTH, INC., Des Moines advertising agency, has changed its firm name, effective Jan. 1, 1945, to R. H. Cary, Inc. The organization was founded in December, 1940, with R. H. Cary as president. He continues as the firm's president and treasurer and announces there is to be no change in the management and control of the com-

EARLYE DRESS CORP., St. Louis and New York, has engaged Roy S. Dumine, Inc., as its advertising agency.

AFONSO MAURO, formerly with Delasi Advertising Agency, has joined Norman D. Waters & Associates as assistant production manager. Maurice H. Zouary, previously with Beacon Studios, has also joined the Waters agency as a member of the staff.

JEN O. ELLINGTON, JR., has joined Badger and Browning & Hervey, Inc., as a copy executive. He transferred from Roy S. Durstine, where he had been head copy and account executive. Ellington has previously been with N. W. Ayer and with Newell-Emmett, in a similar capacity.

PAUL LALONDE, manager of WCFB, Montreal, 5,000-watt Columbia station in that market, announces the appointment of Adam J. Young, Jr., as his exclusive representative throughout the United States, effective Jan. 1, 1945.

Double Role For Tele in Sponsored Program

(Continued from Page 1)

ate with the Al Paul Lefton Advertising agency to prepare a special Christmas show which will be entertaining to the television audience and likewise entertaining to the company's annual Christmas party.

"The Vanishing Princess," one act play by John Golden, will be featured and the Loft employees will appear in the presentation on television receivers installed at their Christmas parties. Carl Mark and Catherine Madigan are directing the program.

Breakfast Club' Show Aids War Manpower Comm.

(Continued from Page 1)

be shortage period, describing in a half-minute interview the necessity for all-out production of vital materials. Fighting men and women are greeted on the program with a new song "We've Got to Stay in the Job," written especially for the occasion by M. C. Don McNeill and Ted Green, the show's producer. The radio section of the OWI plans to distribute copies of the ballad to organizations throughout the country.



they know a good thing when they see it...



Smart editors of America's most outstanding magazines are quick to recognize the high reader interest packed into the pages of everything Paul Schubert writes. Hardly a month passes in which one of his provocative

articles is not featured prominently by such publications as *Cosmopolitan*, *The American Magazine*, *The Saturday Evening Post*, *Collier's*, and many others.

No less aware of Schubert's penetrating appraisal of present and postwar events is WOR. For WOR knows that Schubert's position among American radio commentators is a rare and distinctive one. Now, as the war effort nears its peak, as one million Americans released from the armed services are actually living "after the war", Schubert's knowing analysis of the international political situation, as well as his keen appraisal of current war events, will focus greater attention than ever on every word he says.

WOR earnestly recommends the sponsorship of Paul Schubert to any agent or advertiser who wants results fast, plus an association with a personality that will bring an immediate and added distinction to any product or service backed with his approval.

WOR

-THAT POWER-FULL STATION



SALES NOTE: In the brief period of six days, 7 announcements made by Paul Schubert brought 19,925 dimes from 19,925 people.

Says HENRY TURNBULL, Vice President, Duane Jones Company: "... Any sponsor of the proper type of product, who uses Paul Schubert, will get a first-rate show with a large, loyal, responsive audience, at low cost."

LOS ANGELES

By RALPH WILK

PVT. MORSE PETERMAN, formerly with Ralph Power Agency, was the "hero of the week" in the current issue of "The Tracer," army newspaper at Camp Haan, Calif. Holder of the silver star from Cassino and four bronze battle stars, Pvt. Peterman was returned to the U. S. where he volunteered for experimental work of a secret nature. His reward was permission to select his next post and he chose Camp Haan.

Art Baker, of "Notebook" fame (KFI, Mon. through Fri.) will portray the role of General McKay in the 20th Century-Fox picture "A Bell for Adano" soon to be released.

The producers of the John Charles Thomas air program estimate that every time John sings at a war bond concert his voice sells bonds at the rate of \$200 each musical note! You can figure that out when you realize that during an appearance with a symphony orchestra, he sings approximately two to three thousand musical notes!

Hoffman Radio Corp., for its Xmas party Dec. 23, has selected an official Santy Claus upon vote of the employee-management committee. Nearest to specifications of age, weight and general dimensions is Ralph Power, local radio consultant and Hoffman public relations man. Committee provides costume and hair dye to color his whiskers white.

According to news reports, the German general staff is said to be at its wit's end about what to do next to offset the advancing Allied armies. Announcer Jim Doule says: "It will have to get farther away than that for safety!"

"Prince Valiant" Script Readied By Loughrane

Currently being offered to the agencies is a radio adaptation of the King Features syndicated comic strip "Prince Valiant." Under the direction of Basil Loughrane, who holds the radio rights, the feature has been written for adult consumption by Merrill Dennison with the idea that many of our present principles of democracy stem directly from the old Arthurian legends. Loughrane expects to effect a tie-in with King Features wherein the radio serial will be given a by-line in the weekly newspaper strips.

Feature has an ABC rating of nine million circulation and an estimated reading audience of 23,000,000, according to Loughrane's information. It's a half-hour program.

Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION



Reporter At Large . . . !

● ● ● It won't be officially announced until late next week but Jim Ameche will organize his own Production Co. to be called, Ameche Enterprises. . . ● Baritone Jerry Cooper (Sinatra with a physique) will sub next week for Morton Downey on that Blue Net afternoon Coca-Cola-la-la. . .

● The (N. Y.) "News" has purchased the entire block extending from its building on East 42nd St. to Second Avenue . . . site will be used for the construction of a complete television station . . . application to the FCC for a license has been applied for and General Electric has been given an order for \$650,000 of equipment for delivery immediately after the war. . . ● Crooner Jerry Wayne will be screen-tested Monday by 20th Century-Fox . . . Radio Row is rooting for the rapid recovery of his well-liked manager, Dell Peters, who is ailing. . . ● Eddie Kasper and Aaron Bloom of Kasper-Gordon, Inc. have signed Tom Terris to make a series of transcribed programs titled, "The Vagabond Adventurer." . . . Terris is the sole survivor of the Lord Carnavon Expedition which defied the 'Curse of Tutankamen' and opened Tut's Tomb years ago. . . ● Bob Gillham, Paramount Exec, has lined up five coast-to-coast radio tieups starting tomorrow, dedicated to the WAVES in conjunction with the national release of its forthcoming musical, "Here Come The WAVES," starring Bing Crosby, Betty Hutton and Sonny Tufts.



● ● ● There are approximately 800 radio stations in America . . . however, due to individual limited area coverage in the FM field, there probably will be about 4,000 FM stations after the war. . . ● Cliff Peterson, Blue Net producer in Chicago, has uncovered a new baritone named Don Milton, who seems headed places . . . currently heard five days a week on the Blue in "Sincerely Yours." . . ● Otto Kruger will leave Hollywood tomorrow headed East for guest radio appearances and a featured role in a new Jed Harris play. . . ● CBS Subbing for Eileen Farrell, Jane Pickens will be heard on "American Melody Hour," another four weeks. . . ● The Blue's ace sportscaster, Harry Wismer, has been named for the third successive year to exclusively give a play-by-play description of Sunday's championship game between the New York Giants and the Green Bay Packers . . . the Wismers, incidentally are expecting the arrival of Sir Stork some time next month with a second Bundle. . .

● The Navy would like to hear from Radiolites who would like to fly to Norfolk and/or Miami to put on their shows for Naval personnel . . . contact Lt. H. F. Gross, Bryant 9-5985, extension 29. . . ● The CBS Show, "It Pays To Be Ignorant," will discontinue the use of guest stars. . . ● Hal Block, scripter-producer of Milton Berle's "Let Yourself Go," has just completed a honey of a comedy, "Tune In Tomorrow," based on the foibles of Radioafs. . . ● Edith Meiser's radio adaptation of Dickens' immortal "Christmas Carol," will be heard on 'Hall of Fame,' via the Blue, Sunday, Dec. 24.



● ● ● Seventeen-year-old Ruth Casey, star of the CBS Saturday program, "Youth On Parade," will be screen-tested by M.G.M. . . this sparkling program rates a low bow for its splendid co-operation with American Youth Organizations towards the solution of the juvenile delinquency problem . . . should be grabbed up by a sponsor. . . ● Don't be surprised if Sinatra's next sponsor is a West Coast organization. . . ● Radio Director Addison Smith of the Frederick Bros. Agency has invented a device, which attached to the auto dashboard, warns the driver the moment he starts losing air from any of the tires . . . (now if someone will invent a gadget which will automatically twist the dial when a program is about to turn sour). . .



— Remember Pearl Harbor —

SOUTHWEST

A NEW series of programs received on KGKO in Dallas, under the sponsorship of the Interstate Theaters Circuit, with Conrad Brown as emcee, John Rosenfield, amusement editor of the Dallas News, news commentator, and music Kate Williams and her "Boy Friend." The Interstate Theaters already sponsor the "It's Showtime" program on the Texas Quality web every Sunday for a half hour.

Dick Smith, announcer at KTTA San Antonio, has finally accepted repeated offers from Hollywood, and plans to leave the station shortly favor of a Paramount screen test.

Jim Crocker of KRLD, Dallas, proudly announces that the program of expansion recently undertaken at the station is now largely complete with the entire south wing of the Adolphus Hotel in Dallas now being occupied.

Employees of the Sherwin-Williams Paint Co.'s Dallas outlets were guests in the studios of KGKO when the station originated the coast to coast Blue Network program feature "Duninger." Hugh Waddil, staff organist supplied the musical background while Pat Palverson, ably assisted by Lynn Bigler and Elmer Gaughman did the announcing.

W. E. Dividend

At a meeting of the directors of the Western Electric Company held Tuesday a dividend of 50 cents per share on its common stock was declared. The dividend is payable on December 29, 1944, to stock of record at the close of business on December 24, 1944.



WHKC COLUMBUS

Goes Full Time Day & Night

★ Double Power News Every Hour On the Hour New Wave Length — 610 KC. Central Ohio's Only Mutual Station

★ NATIONAL REPRESENTATIVE RADIO ADVERTISING CO. 521 5th Ave., New York City 333 N. Michigan Ave., Chicago, Ill.

Ohio Plans 18-Station FM Network, Citing Value Of Radio To Education

(Continued from Page 1)

radio." Prominent Ohio educators and readers in the field of radio are convinced that the widespread use of radio in education in the post-war period is as inevitable as regularly scheduled trans-oceanic plane flights. The nub of all planning in Ohio is radio television, too, holds vast possibilities for education, experts believe. But this, they say, will come along later."

Already the Ohio State Department of Education has plotted the location of the proposed 18 FM educational stations; outlined the program possibilities for each; surveyed the sites; and outlined suggested transmitter power, antenna gain, height, and channel assignment. A total of 52 program production units, each with complete studio facilities, will have tie-lines to one of the 18 proposed FM transmitter stations.

\$336,000 Estimated Cost

Inclusive of the cost of studios, stunting, installation and building, it is estimated the cost of the proposed 18 FM stations will range from \$10,000 to \$40,000. The total estimated cost is \$336,000. The State will be asked to appropriate funds to finance regional FM educational radio stations but local stations will be financed by organized profit educational agencies such as Boards of Education.

Howard L. Bevis, president of the State University and radio chairman for the National Land Grant Colleges and Universities, is taking a prominent part in planning for post-war radio in education. Although he has appeared before the Senate in Washington pleading the need for an increased number of channels for educational broadcasting, when present detailed plans are completed, he will again bring the use of education, both for the individual and the nation, to the attention of governmental agencies in Washington.

In a special interview for RADIO DAILY, Dr. Bevis said: "Radio broadcasting today is serving education in a most significant manner. Many universities are mak-

ing effective use of radio in extending opportunities to wide adult audiences making their teaching resources available beyond the limits of the classroom. State universities are meeting their responsibilities to serve the entire citizenry through radio in an effective manner.

Calls Ohio Pioneer

"Ohio has been prominent among those who have developed the use of radio in education, both in the schools and to adults. The Ohio School of the Air, begun in 1929, continues today to serve the schools while the Cleveland Board of Education established the first station for its own use in direct teaching.

"The Ohio State University has continued a program of education and information through its station WOSU for 22 years and, through its annual Institute for Education by Radio, has taken leadership in the nation in promoting understanding of the best practices and techniques.

"There will be a tremendous increase in interest in education in the immediate post-war period. We, in education, are fortunate that FM broadcasting has been developed to its present stage. American colleges and universities and public school systems are in a position to utilize more than three times the present number of non-commercial educational FM broadcast channels. We must have them if we are to meet the demand which I am sure will arise, and if we are to justify the purpose for which these institutions were established."

Tyler Evaluates Future

Dr. I. Keith Tyler, director of Radio Education at Ohio State and director of the Institute for Education by Radio, declared he believes that FM non-commercial stations will be called upon to extend their broadcasting hours into the night time. While a FM station is planned for Ohio State, he said the University probably will continue to maintain its present AM station, WOSU, "because it has wide coverage and is doing a particularly important job in rural areas.

As for the proposed Ohio educational FM chain, its planning worked out under direction of Dr. Kenneth C. Ray, director of the Department of Education, three points, in particular, have been emphasized:

(1) A full-time radio supervisor shall be added to the Department of Education staff; (2) co-operative purchase of equipment shall be followed; and, (3) a plan of teacher training to use radio as an educational aid shall be completed and placed into effect.

Following is a list of the 18 Ohio cities or villages near which the proposed FM educational broadcasting transmitters will be located and, following each, are the principal institutions which will have programming responsibility:

Canal Winchester—Ohio State Uni-

versity, Columbus and Newark—public schools; Mt. Gilead—Mt. Gilead, Mt. Vernon, Mansfield, Galion, Upper Sandusky and Marion public schools, and Ohio Wesleyan University; Youngstown—Youngstown, Warren and Alliance public schools; Dover—Dover, New Philadelphia, and Canton public schools.

Woodford—Woodford and Caldwell public schools; Jackson—Jackson public schools and State Department of Education; Hillsboro—Hillsboro and State Dept. of Education; Dayton—Dayton University, Antioch College, Dayton, Springfield, Troy and Piqua public schools.

Indian Lake—Lima, Wapakoneta, Bellefontaine and Kenton public schools; Napoleon—Bowling Green State Teachers' College, Napoleon and Defiance public schools; Toledo—University of Toledo, Toledo and Sylvania public schools; Cleveland—Cleveland public schools; Akron—Kent State University and Akron public schools; Zanesville—Zanesville public schools; Athens—Ohio University; Cincinnati—University of Cincinnati, Miami University, and Cincinnati public schools; Bellevue—Bellevue public schools, and, Ashtabula—Ashtabula public schools.

FCC Denies Request For KECA Power Shift

(Continued from Page 1)

alternate petition to intervene in the KOB-KXA hearing was dismissed.

The Commission also voted to set aside its action of last week granting authority for construction of a new 250-watter in Tulare, Calif., to Herman Anderson. The grant was made after Anderson stipulated that Robert Franklin would not participate in the ownership corporation. A hearing on the application is now to be expected.

Application for a new 250-watter in Santa Maria, Calif., was filed, with the 1,450 band sought. A new FM application was sought for Texarkana, Texas, and assignment of full control of KNOE, Monroe, La., and WNOE, New Orleans to former Governor James A. Noe of Louisiana was also applied for. Noe last week applied for a third station, this time in Shreveport.

Berns Plans Interviews

Sgt. Bill Berns, now stationed somewhere in the Philippines, formerly a Hollywood and Broadway reporter on WNEW, has arranged for a series of transcribed interviews with G.I.'s from the New York and New Jersey area, to be heard every Friday night at 10:45 starting today.

A Magic Carpet to Thrilling Experiences In Far Places Among Strange People

STAND BY FOR ADVENTURE



A cast of distinguished actors re-creates the art of good story telling... spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant skipper. 78 quarter-hours for broadcast once or twice weekly. Scripts by a "panel" of expert writers... superbly produced... Stand By for Adventure is a program with great family appeal—is ideally suited for sponsorship in a wide variety of business fields. Send today for new audition records.

★ TYPICAL TITLES ★

- As told by DR. AVILLO: The Flame Spirit... The Secret of the Sea... The Missing Factor... The Face and the Rose.
- As told by MAJOR GORDON: The Man Who Didn't Sleep... The Hunter and the Beast... The Man Who Hated Birthdays... Even in Death.
- As told by RICHARD MOORE: The Lipstick Case... Doll Death... Death is My Cell Mate... Desert Adventure... The Careless Man.
- As told by CAPT. QUIGLEY: The Saga of Josephine... The Home from the War... The Mermaid and the Bookworm... The Cultured Monster.



NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

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

Scoop!
GENE KRUPA
 (IN PERSON)
 8:05 P.M. — 8:30 P.M.
 EVERY TUE.-THUR.-SAT.
W-I-N-D
CHICAGO
 1000 W. Kc. 5000 WATTS

McKay Quits NBC Post To Join King Features

(Continued from Page 1)

throughout the radio and newspaper trade, McKay was in newspaper work for 10 years or more and for the past 15 years has been in public relations and publicity. Originally he planned to join King Features around the first of the year, but a series of important meetings coming up made it advisable to make the switch sooner.

Sydney H. Eiges, present assistant manager of the NBC press department, has been appointed acting manager.

WOR Sets Up Campaign To Recruit War-Workers

(Continued from Page 1)

a series of five-minute and lesser spots allocated on its programs and station-breaks, in co-operation with the Army Service Forces of the area. Territory to be covered will include Connecticut, New York, New Jersey and parts of Pennsylvania.

Plan being worked out is for factories and plants to make known their exact needs and procedure in obtaining such employment. Since different factories for their various employees have different methods, some having "gate hire," others certain means of applications, etc. the procedure will be important. Just where to do and who to see, also the exact type of worker needed will be made known by the station.

No limit has been set on the number of spots or the length of time it will take to obtain the men. Officials of the station believe that the authorities without resorting to other means, will be able to obtain the needed workers, both male and female for the factories in the nearby states, through the broadcast series.

Appeals will be so allocated as to avoid any possible confusion and station will probably handle the detail through its war services and news division.

Ameche Returns To Show

Don Ameche returns to the Chase and Sanborn Hour on NBC as master of ceremonies on next Sunday. Ameche will appear with Edgar Bergen and "Charlie McCarthy," Joan Merrill, Ray Noble's orchestra and Bill Forman, announcer.

HERE IS OPPORTUNITY!!

Aggressive N. Y. station has openings for 2 salesmen for local accounts. Immediate job with real future—only requirements—thoro knowledge retail accounts in New York and New Jersey. Box 936, Radio Daily, 1501 Broadway, New York 18, N. Y.

Washington Front

By ANDREW H. OLDER

THAT man's in again! The House District Committee is trying to convince itself it should ignore Jimmy Petrillo and vote municipal support for the Police Department band here in Washington. But Jimmy's got 'em scared. . . . Allen Saylor, who used to be with the FCC and more recently worked in Baltimore with Western Electric, is now radio director for the UAW-CIO. The six FM stations UAW has filed for, incidentally, will be only the beginning for labor, Allen hopes. Many other unions are studying the setup now, and the UAW initiative is apt to push them into going out after their own stations. A labor station for every strong union town—and more than one in many—is the way CIO enthusiasts are talking now. . . . Allen, incidentally, is Burt Wheeler's son-in-law, but don't read anything into that. They have long been, as another columnist used to put it, pf-f-f-ft. . . . CIO, incidentally, is plenty fed up with the AFL coup scored when AFL negotiated a regular weekly network spot. CIO feels that AFL profited from the protests and publicity engineered by CIO.

★ ★ ★

One of the best liked radio series in years down here has been the Beethoven festival Toscanini has been conducting on the General Motors Hour. Only regret is that more is not heard of the NBC Symphony. . . . But the complaint of too much duplication and concentration of symphonic shows continues to be heard. Such things as the Boston and Detroit orchestras being on at the same time on different nets—and the concentration of good music on week-ends with a famine during the week. . . . Harold Buckles tells us the investigation he made for the Senate Campaign Committee of alleged pressure by Senator Taft not to use PAC programs during the election campaign proved only one thing definitely—that OHIO broadcasters don't scare easily. The Taft wire to all stations in the state looked like pressure to most broadcasters, Buck opines, but he found that only one in the state let it overrule his own judgment in scheduling political programs. All the rest, he said, studied scripts carefully but went through with their determination to give both sides a fair break. . . . Incidentally, most were personally supporting Taft.

★ ★ ★

Most unfortunate guy on Capitol Hill these days is poor Percy Priest. One fine day recently Sam Rayburn said, "Percy, I want you to do me a favor." Percy agreed. Sam continued, "Warren Magnuson is going over to the Senate. Will you take his place on the Lea Committee?" So, without any orientation course, Percy suddenly finds himself sitting through Leslie Roberts' story about WMCA. "Congress was never like this," he muttered from the bench. . . . George Outland, who's about to be a second-term Congressman from Santa Barbara, Calif., spent many years at school and teaching in Connecticut. During that time he used to spend summers directing a camp in Massachusetts with which George Ludlam, now OWI radio chief was connected. Outland tells of the time there was a scare about water contamination, when it was necessary to purify the water barrel. Ludlam doped out the way to do it—by burning a couple of quarts of whiskey in the barrel. The result was memorable. . . . But Ludlam tops it by recalling a camp director, when the same problem was under discussion. Some of the directors mentioned that the children were unwilling to drink the boiled water because it tasted so bad. Whereupon the spinsterish director of a girl's camp told her remedy for that difficulty. "We solved it nicely," she said. "We just mix a barrel of boiled water with a barrel of unboiled water and we don't get any complaints."

★ ★ ★

See Tele Best Medium For Hollywood Glamour

(Continued from Page 1)

operated by Television Production Inc., a subsidiary of Paramount Pictures, and is located at the Paramount Studios.

"The television set in the home will help to quench the thirst of the public for a chance to meet the movie idols," Landsberg said. "Tens of millions of movie fans in every town and hamlet who are eager to see the film stars in person will have their wish gratified. The stars will be shown as they are, at work as they play. The fans will at last be able to see them in their swimming pools."

Motion picture premieres, with their fanfare, the Rose Bowl on Hollywood Boulevard decked out for Christmas, possibly the presentation of the Academy Award "Oscars" and similar colorful events were mentioned by Landsberg as potential special events subjects for telecasts from the cinema capital.

Films To Play Big Part

Hollywood will share the national spotlight with New York and Washington as a source of interesting special events, he said, but the Hollywood stories will go beyond fact reporting, and the camera will tap in the whole glamour of the play. The cinema capital, he added, is rich in human interest stories of those in the public eye, as constantly provided by the published product of the Hollywood correspondents, and the programs of the radio commentators.

Films, Landsberg said, will play a large part in covering Hollywood television. "As a roving movie reporter, the camera might cover Hollywood during the daytime to record events of interest on film which in the evening can present a visual show and tell a story.

"The camera will answer the question all movie fans ask: 'What are the stars really like?'"

Some of the most intriguing features, he believed, will be informal stories of the stars in their homes showing them under conditions "folksy familiarity." "Televising the stars under those conditions will put them at ease because they will know that the people viewing them are at home and at ease," he said.

Ted Genock, assignment editor of Paramount News, also addressed the meeting. He explained the problem of newsreel coverage, with special reference to present limitations, and related them to television coverage, concluding with suggestions for television coverage, concluding with suggestions for a television news organization and special events production as a newsreel man sees it.

Names On WMCA

Bea Wain, Harriet Van Horne, Cecil Wilson and Cecil Carnes, war correspondent recently returned from Germany, will appear on the "Victory Auction" portion of the "Air Theater" program over WMCA, today 8:03-9 p.m.

Pil Cohen Reports On Work Of ABSIE

(Continued from Page 1)

... of propaganda, etc. In addition to the instructions it receives from the Allied Military Government and General Ike Eisenhower, ABSIE has its own code of ethics via which it instructs servicemen how to conduct themselves in newly gained territory. Cohen observed that the radio station in Brussels is undoubtedly the best in the world, "why it was left intact by the Germans when they relinquished the territory, Cohen cannot understand.

American Artists Popular

ABSIE listeners are hungry for news about the homefront, Cohen said, and have been particularly so since the Dumbarton Oaks Conferences. In addition to political news announcements, listeners are concerned about this country's "post-war planning, etc." Another type news that listeners enjoy hearing about is Hollywood, the stars, pictures, etc. One of the most popular performers who have been heard over ABSIE is Bing Crosby, Dinah Shore, and their most popular orchestra conductor Major Glenn Miller.

Another amusing observation made by Cohen was that European listeners listen to both the English and foreign-language broadcasts because they do not trust ABSIE, "or anything for that matter." They listen to the broadcasts to make sure the news is not distorted in any manner, he said.

ABSIE's Final Function

One of ABSIE's final functions, that the Allies have gotten inside Germany, will be to persuade the occupants of the country to get out of the factories and into the fields and farms, etc. At the present time, the interest in ABSIE is very strong, because the station broadcasts the news with precision-like manner, always there with the latest reports or pre-announcements, he added.

Reporting of the Allied radio station is unprecedented by both the underground and Allied occupied territories, he declared. And when a census was taken recently in Aachen to determine the number of ABSIE listeners, the ratio was six to 10 in favor of BBC. This figure was compiled after interviewing 600 civilians, he said. This figure does not

★ PROMOTION ★

FM Brochure

The new FM brochure, put out by the FM Broadcasters, Inc., tells a very comprehensive story about the comparatively new industry's developments and achievements. The cover is eye-fetchingly designed in black, white and Chinese red, headlining it, of course, with "FM" and below that, "means far more listening pleasure for you."

The copy content is slanted for the layman, and it accomplishes its intent with directness. It contains quotations from various individuals who recommend it highly. The central portion is devoted to answering the numerous and commonly asked questions of the layman. The latter pages are devoted to comparisons of AM to FM. Another of the pages contains a sketch of Major Edwin H. Armstrong, professor of Electrical Engineering at Columbia University, who originated and pioneered the system of FM.

WLS Booklet

"Lincoln Land" is the title of the recent booklet mailed out by WLS. Designed to emphasize the thought that the people in this mid-western area are all very much alike in their thoughts, reactions and habits, and therefore are an excellent bet for sales promotion over the station, the booklet also stresses the fact that the century-old "Prairie Farmer," owner of WLS, is also an old established sales media. The booklet contains many photos of people, both en masse and as individuals, in an effort to demonstrate the basic similarity. This similarity is due, the WLS promotion department holds, to the fact that most middle westerners spring from the soil and still retain many fond ties, both of family and memory. This promotional effort on the part of both the newspaper and the station, is a fine cleancut job, nicely prepared and printed, and should be of value.

Television Speaker Tells Advantages Of New Media

"Television will engrave trademarks graphically on the public's mind," Sam Cuff, general manager of WABD, Du Mont television station, declared during an address before the weekly luncheon of the Executives Association of Greater New York at the Hotel Astor yesterday.

"Television is an intimate medium, it is a personalized medium," Cuff continued. "A live commercial on television in my opinion, should be almost of the same character as a house-to-house canvass and demonstration."

reflect the listening proportions elsewhere, but it is a remarkable figure for ABSIE considering the length of time it has been in operation, he said.

Cohen, who was chief of OWI's Domestic Radio Bureau before joining the Overseas Branch as director of ABSIE, started his work for OWI in 1942. He had been chief of government liaison of the Radio Bureau of the Office of Facts and Figures for more than a year before that and had previously been associated with the Office of Education.

Robt. Hansen Gets Post As WGN Promotion Mgr.

Chicago—Robert R. Hansen, formerly publicity director of WIND, has been appointed sales promotion manager of WGN, the Chicago "Tribune" station. Hansen assumed his new duties Monday.

Stanton Kramer, a member of the WGN publicity department for the past four years, leaves Jan. 1 to join the Chicago publicity office of Warner Brothers.

Press Fotog's Dance

The 16th annual dance and entertainment of the Press Photographers Association of New York, Inc. will be held at the Waldorf-Astoria Hotel on February 2. Talent from stage, screen and radio will, as in the past, provide the entertainment, while Eli Danzig will again provide the music. This year all seats will be reserved, going on sale to the public December 11. Tickets may be purchased at the Association office.

Dividends Set By RCA

Following the meeting of the Board of Directors of the Radio Corporation of America held in New York, Lieut. General J. G. Harbord, Chairman of the Board, announced that the following dividends had been declared:

On the outstanding shares of First Preferred stock 87½ cents per share, for the period from October 1, 1944 to December 31, 1944, payable in cash on January 2, 1945, to the holders of record of such stock at the close of business December 11, 1944.

On the outstanding shares of Common stock, 20 cents per share, payable in cash on January 30, 1945, to the holders of record of such stock at the close of business December 15, 1944.

NAB Prexy Approves Sponsor-Identification

(Continued from Page 1)

... improvement in matter of program announcements, but we are deeply gratified for the opportunity which it afforded NAB to co-operate with FCC in a matter of such vital importance to the broadcasting industry's operation in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government's regulatory agency and the industry's trade association may be more fully developed."

Sportsmen In Bond Show From WIP, WGN, WHK

Philadelphia—WIP, Mutual outlet here, in conjunction with WGN, Chicago, and WHK, Cleveland, will present tomorrow what it describes as a "war bond spree" as a feature of Stonie McLinn's "Sports Parade" from 5:15-5:45 p.m.

Starting at WIP, where Carole Landis will interview a veteran back from the wars, the program will shift to WGN to pick up several sports luminaries and to WHK for talks by athletic figures in the Cleveland area.

Listed to be heard on the program are: Bob Kelly, Notre Dame backfield ace; Bob Kurland, seven-foot basketball center of Oklahoma A. & M.; Bernie Bierman and Dutch Houzen, of Minnesota; Dudley De Group, coach of the Washington Redskins, and Bill Brandt, manager of the service bureau of the National Baseball League.

Modern Industrial Bank Takes Year On WMCA

Modern Industrial Bank has signed a year's contract with WMCA for three half-hours of time weekly to be devoted to a variety of forum and news programs, including a three-quarter hour forum of the New York Newspaper Guild, a commentary of personalities in the news by Leon Pearson, Washington correspondent, and a series of straight newscasts. Contract, effective Dec. 10, was negotiated for Modern Industrial by the Metropolitan Advertising Agency and Wilbur Stark of WMCA.

There's No Shortage of Tobacco At Kinston, North Carolina

WORLD'S FOREMOST TOBACCO CENTER

WFTC is located in the center of the largest cigarette growing area in the world. Over 52 million pounds sold this year. A 10-week period for the farmer for over 22 Million Dollars.

WE CAN SELL YOUR PRODUCTS
Contact BURN-SMITH COMPANY, INC.

WFTC

KINSTON, NORTH CAROLINA A BLUE AFFILIATE

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

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

SYRACUSE—Last week residents of this city awoke to find a 23 inch fall of snow on the ground. Most means of transportation and communications were brought to a dead stop, so WSYR geared their day's programs to meet the emergency, featuring requests by the Telephone Co., reading the morning paper's headlines and issuing instructions to schoolchildren and commuters as to bus services available... Oscar F. Soule, secretary-treasurer of WFBL, has been appointed chairman of the Onondaga committee for the Sixth War Loan

BUFFALO—In order to help raise funds to provide Christmas gifts for wounded war veterans in this area, WEBR was co-sponsor with the "Courier-Express" of the Golden Gloves amateur boxing matches held this week. All seats were sold out several weeks ago... MIDDLETOWN—Latest addition to the staff of WALL is Art Cooper, who has joined the station in the capacity of local and national time salesman.

— OKLAHOMA —

OKLAHOMA CITY—A special broadcast featuring the Oklahoma winners at the National 4-H Club Congress in Chicago will be aired over WLY from Chicago. Details of the program will be handled by WKY farm reporter Edd Lemons, and chief engineer Jack Lowell, now in that city.

— PENNSYLVANIA —

PHILADELPHIA—Les Alexander, recently discharged from the Army, is the latest addition to the WIP "Dawn Patrol" staff... For the 15th consecutive year James P. Begley, program manager of KYW, has arranged to broadcast the annual Christmas concerts by the inmates of Eastern Pennsylvania Penitentiary... NAB president Harold Ryan, and WFIL president Roger Clipp were the honor guests at the recent meeting of the Association of Women Directors of the NAB... YORK—Rejoining WSBA after serving in the Army, Otis Morse has assumed his duties as program director. Acting program director Roy Baxter will take over the post of production and publicity manager of the station, a Blue Network affiliate.

— CONNECTICUT —

HARTFORD—Special ETS, sent by the Army, and featuring interviews with service men from the Hartford area, are being aired by WDRC. After the program the ETs are sent to the man's family... Former WTIC script writer now stationed in the Philippines, Anthony Patricelli, has been awarded the first prize in a short story contest open to all members of the Army abroad... Dick Bronson, formerly chief announcer, has been named program director of WHTD, according to an announcement by Ralph D. Kanna, recently appointed manager... STAMFORD—New to the WSRR engineering staff is Joseph Janovsky, who comes to the station from New York as a newcomer to radio.

— TEXAS —

DALLAS—Raymond Collins and Ralph Nimmons have been named assistant managers of WFAA-KGKO, and Ralph K. Maddox has been appointed program supervisor for the Dallas stations. Maddox was formerly production manager and assistant program director... CORPUS CHRISTI—Homer Hogan has been appointed manager of KWBU, effective January 1, according to an announcement by Carr P. Collins, president of the Century Broadcasting Company.

— DISTRICT OF COLUMBIA —

WASHINGTON—Seeking to aid in the job of helping the many thousands of girls living in the various wartime housing units while working for the government find recreational outlets, WTOP is planning to recruit and train talent for future amateur theatrical productions... George Sandefer, of the WRC announcing staff, has been made night manager of the station, succeeding Don Fischer, who has returned to full time announcing... Purchasers of War Bonds from WMAL got a present of a pack of cigarettes gratis with each purchase... Complete post-war plans for increased broadcasting facilities, including the purchase of 50 acres of ground as a studio site, were announced recently for WWDC by its manager, G. Bennett Larson.

— DISTRICT OF COLUMBIA —

WASHINGTON—WTOP, the CBS affiliate, does its promoting with a sense of humor, too. The new brochure is called "Zlotnick and the Polar Bear... (which, odd to say, is really the story of Arthur Godfrey)." Siebel is the artist who used whimsical strokes to project the personality of the program as conducted by Mr. Godfrey. The copy infectious-ly tells about the sponsors' satisfaction with the program's sales results, etc.

— GEORGIA —

ATLANTA—George Kent is the newest addition to the WAGA announcing staff. He comes to the station after being affiliated at various times with WGKY, and WRID... A private performance of the Bob Hope show was recently witnessed by the staff of WSB, when the performer and his troupe were held in Atlanta due to poor flying conditions recently. The station offered transcription facilities, and the Hope cast waxed a program for GIs at Chatham Field, Savannah, where they were scheduled to play.

— CALIFORNIA —

LOS ANGELES—The Hoffman Radio Corp. has received official notification of the Army-Navy "E" production award. According to H. Leslie Hoffman, president, this award is the only one to be awarded by the Navy for the type of work that the Hoffman factories are doing... A 42-week contract with KNX, for spots and station breaks advertising current productions, has been made by Warner Bros. Theaters of Los Angeles. The account was agencyed by Hillman-Shayne-Breyer, Inc... OAKLAND—Bert Winn, program director of KROW, has resigned that position to assume duties as an overseas war correspondent with the OWI. He has been replaced at the station by his former assistant R. W. Wassenberg who was formerly his assistant.

— WASHINGTON —

SEATTLE—Each week 200 copies of the script of KIRO's "Children's Hour" are supplied to the Treasury Departments in 26 other states to help promote the sale of Bonds and Stamp over other stations. KIRO, via this program feature, formed the Jun War Savings League, which is successful, and which led the U. Treasury to take this action as aid to the war effort.

— NEW YORK —

NEW YORK—The voice of Princess Elizabeth, the future queen of England, was heard over WMCA Sunday, on station's regularly featured "Long Column." The program highlighted ceremonies at which she christened Britain's newest battleship... Mayor F. LaGuardia and Matthew Fly, chairman of the New York Board of Trade, with Grover Whalen acting as emcee, will heard in a discussion of Industry and business in the post-war era, over WNY December 14 at 1:15 p.m. The discussions will originate at the Waldorf Astoria Hotel during a luncheon of the New York Board of Trade.

Facsimile May Supplement Communications System

Facsimile will never replace the present form of communication, but will supplement all communication systems, Herman H. Rathkamp, sales representative of Finch Telecommunications, Inc., informed the American Marketing Association recently. Rathkamp said facsimile will supplement advertising in radio, give some occupants a written report of what the announcer has just broadcast. The audio-facsimile combination will impress present listeners as to the qualities of the advertised merchandise with a greater sales effect than hitherto accomplished, Rathkamp asserted.

SEND BIRTHDAY GREETINGS TO...

- December 15
 - Marion Barney
 - Maxine A. Chaffin
 - Daniel M. Eisenberg
 - Bob Hawk
 - Art Brown
 - Phil Dakin
- December 16
 - Jessie Block
 - Ludile Lortell
 - Dick Crane
 - Daniel C. Studin
 - Lily Golden
- December 17
 - Dick Gilbert
 - Howard A. Miller
 - Ray Noble
 - House Jameson
 - Herbert Nelson
 - Stella Unger
 - Calvin J. Smith

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

WJLS
BECKLEY, WEST VIRGINIA
Expands its market*.....
*Daytime coverage increases 1,390 square miles... with 110,741 additional potential listeners (FCC survey).
now at 560 on the dial
CBS NETWORK • Represented by Burn-Smith

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 29, NO. 53

NEW YORK N. Y., MONDAY, DECEMBER 18, 1944

TEN CENTS

Nets Acquire New Outlets

Co-Operation Was Key To Bond-Sale Record

Washington Bureau, RADIO DAILY
Washington—Keynote of Sixth War Bond promotion by the radio industry was complete co-operation of every member of the trade, leaders of the Treasury's War Finance Division and the conclusion of the drive. The willingness of everyone in radio to assume personal responsibility for the promotion was the main point emphasized in drive-end statements by J. P. Gamble, War Finance director, and Lane, chief of advertising, press and radio, and Robert J. Smith, radio drive set a record. The drive recalled that the purpose of the Treasury was to enlist every industry quarter in the drive promotion.
(Continued on Page 8)

Sinclair Signs Singiser For New Mutual Series

Washington Bureau, RADIO DAILY
Washington—Broadcaster Frank Singiser will be featured in a new series when Sinclair Refining Company renews its contract with Mutual for the Tuesday, Thursday and Saturday 8-8:15 p.m. EWT, time, beginning January 1, 1945. The program will be called "Sinclair Singiser" and will expand the series.
(Continued on Page 2)

New Lineup Of Spot Biz Recorded In Chicago

Chicago—The placement of new contracts for 832 time signals and 237 15-minute announcements and an increase in order for 40 time signals are features of the business week at the WMAQ station was announced by the station.
(Continued on Page 2)

Musical Ship

Washington Bureau, RADIO DAILY
Washington—Martin Block, head of NBC's "Supper Club" and WNEB's "Make Me a Ballroom," was asked by the Army Service Forces to broadcast the latter program an appeal for war planes to be used this Christmas by the Yanks overseas. Army Public Relations now reports that 100 planes were donated, that they will sail on a ship that will arrive overseas before Xmas Eve.

Traveler

Asheville, N. C.—Don S. Elias, much traveled executive director of WWNC, is in Washington for a few days. Parting remark was that after he returns he promises to stay in Asheville until the first of the year.

Blue's Co-Op Shows Set 20 Hours Weekly

Culminating two years of planning and study of the co-operatively sponsored shows, Blue Network on Friday revealed that it has set approximately 20 hours weekly of such programming for commercial purposes with at least two additional important ones starting early next year and several more to follow soon after. According to Stanley Florsheim, manager of the Blue's co-op program division, John B. Kennedy will start Jan. 15, at 2-2:15 p.m., EWT with a
(Continued on Page 8)

Fletcher Named Pres. Of Tobacco Network

Raleigh—Fred Fletcher, manager of WRAL, was elected president of the Tobacco Network, filling unexpired term of Paul Moyle, commercial manager of WENC in Fayetteville. Louis Howard, manager and owner of WHIT, New Bern, recently affiliated with Tobacco Network, was elected vice-president. Other officers
(Continued on Page 2)

Both CBS And Blue Network Announce Affiliation Of Additional Stations; Comply With FCC Order

Vandenberg Bill Passed By Senate

Washington Bureau, RADIO DAILY
Washington—Passage by the House of the Vandenberg bill to permit amateur and school music broadcasts without reference to the AFM is unlikely this session, Senator Arthur H. Vandenberg admitted Saturday. The bill was passed without debate Thursday by the Senate, after being reported in November by the Interstate Commerce Committee. Vandenberg says he does not believe he can expect the bill to receive House action this year. The House rules committee is not permitting new legislation to reach the floor—trying instead to conclude its
(Continued on Page 7)

Tele Station Plans Coverage In Utah

Salt Lake City—Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC. In making the announcement Mr. Fox disclosed that KDYL has been
(Continued on Page 2)

Opening guns preparatory to the general reshuffling of stations expected next year as a result of the FCC's Chain Regulations going into effect as to network affiliate contracts with stations, were fired on Friday. FCC regulations call for all affiliate contracts to start on a new two-year basis June 1, 1944, with the proviso that negotiations may start six-months prior to that date. On Friday both Blue and the CBS network announced acquisition of new stations. The new Blue stations are located in Sioux City, Ia.; Yankton, S. D.;
(Continued on Page 8)

French Tele Expert Reveals 1,000 Line

Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris last Friday, told of successful experiments with 1,000 line screen and predicted the eventual adoption
(Continued on Page 7)

Spot Sales WHB Nat. Rep. Via Unusual Arrangement

WHB, Kansas City, Missouri, Mutual network affiliate, has appointed Spot Sales, Inc., as its national sales representative. Deal was signed last week in New York by Don Davis,
(Continued on Page 2)

★ THE WEEK IN RADIO ★

TBA Holds First Annual Meet

By CHARLES MANN
TBA's two-day session was witnessed by more than a thousand people. Speakers included Lewis Allen Weiss of the Don Lee network who predicted that tele will have a definite, broad constructive and serviceable future; Dr. Walter R. G. Baker, of the RTPB and General Electric, asserted tele will become a billion dollar industry; E. W. Engstrom,

research director of RCA Labs., disclosed that research has been done on very efficient reflective type optics especially suited for tele projection, and will help the manufacture of low-cost sets. TBA's 1944 awards went to Dr. Vladimir K. Zworykin of RCA Labs., for technical pioneering in tele; co-ordinate awards
(Continued on Page 7)

Sell to Northern New England, a buying market. Sell thru WLAW! Coverage map on request.

Grab a front seat in the Northern New England market by selling over Station WLAW. Send for coverage map.

Santa Tour

Parks Johnson and Warren Hull, of the CBS "Vox Pop" program, will conduct a Santa Claus tour of 15 Shriners' Hospitals for crippled children. There will be Santas, clowns and gifts for each kiddie. Emerson Drug, "Vox Pop" sponsor, is presenting \$1,000 to the hospitals to be used for surgical equipment. The tour is scheduled to start in Philadelphia.



Vol. 29, No. 53 Mon, Dec. 18, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(December 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 7/8	164 5/8	164 7/8	+ 3/8
CBS A	35 1/2	34 3/4	35 1/2	+ 1 1/4
CBS B	35	34 1/2	35	+ 1 1/4
Crosley Corp.	29 1/4	29 1/4	29 1/4	- 1/4
Farnsworth T. & R.	13 3/4	13 1/4	13 1/2	+ 1/4
Gen. Electric	40 3/8	39 3/4	40	+ 1/8
Philco	34 1/2	33 3/4	34 1/2	+ 7/8
RCA Common	10 5/8	10 1/4	10 5/8	+ 1/4
RCA First Pfd.	80	80	80	- 1/2
Stewart-Warner	16 3/8	16 1/8	16 1/4	- 1/8
Westinghouse	118 1/8	116 1/2	116 1/2	- 1/2
Zenith Radio	39	38 3/4	39	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32 1/2	32 1/2	32 1/2	+ 2
Nat. Union Radio	5 7/8	5 7/8	5 7/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Stromberg-Carlson	15 3/4	16 3/4
WCAO (Baltimore)	23	
WJR (Detroit)	37	

20 YEARS AGO TODAY

(December 18, 1924)

Another "first" in radio history was recorded during the Livestock Exposition in Chicago. A livestock auction sale was broadcast by WLS. It was the National Shorthorn and Hereford Sale, presided over by Carey Jones and Fred Reppert, two of the world's greatest livestock auctioneers.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues KGO is THE Bay Area Buy!

Spot Sales WHB Nat. Rep. Via Unusual Arrangement

(Continued from Page 1)

president of WHB, and Loren Watson, president of Spot Sales, Inc.

Arrangement is unusual in that Davis, who is a former advertising agency partner and account executive, will continue traveling on behalf of WHB and in connection with other enterprises in which he and Watson are interested. In the trade Davis's station has been noteworthy because its president acted as national sales representative and commercial manager; and "The swing to WHB in Kansas City" has been particularly marked during the past year.

Through the new affiliation with Spot Sales, Davis now will have offices in New York, Chicago, Hollywood and San Francisco and Spot Sales adds a new mid-western service office in Kansas City.

Event represents a new departure in station representation technique and will be watched with interest by broadcasters, agencies and reps alike.

Sinclair Signs Singiser For New Mutual Series

(Continued from Page 1)

stations from 30 eastern Mutual stations, to 118 more midwestern and southern stations. Hixson-O'Donnell Advertising, Inc. is the agency.

De Mille Vs. AFRA Case Taken Under Submission

West Coast Bureau, RADIO DAILY

Hollywood—Cecil De Mille's petition to prevent his suspension by AFRA for refusing to pay a \$1 assessment to fight State Proposition No. 12 at the recent election, on Friday was taken under submission by Superior Judge Emmett Wilson, who ordered attorneys for litigants to file briefs. Neil McCarthy, counsel for De Mille, who contended that the union's assessment could be classed as political activity, maintained he was depending on a Federal law which prevents unions and corporations from contributing "at elections where federal officers are to be chosen."

Judge Wilson expressed doubt that a Federal measure could affect state and local elections, even though combined with a federal election.

New Lineup Of Spot Biz Recorded In Chicago

(Continued from Page 1)

Oliver Morton, manager of the NBC Central Division local and spot sales department. Of the new time signals announcements, 364 were placed by the Shulze and Burch Biscuit Company (Saltines), through McJunkin Advertising Company, to run seven a week for 52 weeks, beginning December 18. Confectioners, Inc., (Carmel-Corn) through Paul Grant advertising, ordered 338 time signals to be aired 13 a week for 26 weeks, beginning December 18 and Best Foods Inc., (Presto Cake Flour), through Arthur Kudner, Inc., (New York), ordered 130 time signals to run 10 a week for 13 weeks, starting December 19.

Fletcher Named Pres. Of Tobacco Network

(Continued from Page 1)

are Harry Bright, WGBR, Goldsboro, secretary; Allen Wannamaker, WGTM, Wilson, treasurer; sales manager and program director same. Otis Rawalt, of Walker Company, New York, was down for special meeting to discuss 1945 business and new operation.

Tele Station Plans Coverage In Utah

(Continued from Page 1)

experimenting the past four years with standard RCA television equipment. The station's engineers under direction of John M. Baldwin converted the RCA unit to send a 525 line screen and have been conducting regular experiments in the video field.

The station applied for an experimental license last September and recently filed for a commercial television broadcasting permit. Demonstrations have been conducted in department stores and at the Utah state fair.

KWK Wants FM Station

KWK, Mutual's affiliate in St. Louis, has filed an application for an FM station, it has been announced by Robert T. Convey, president. Applicant wants a power of 50,000 watts, on 47,700 kilocycles, with unlimited hours of operation.



MacFarlane knew him when

In 1933 Ian Ross MacFarlane was the official guest of the Nazi regime in Germany. He lived in the "little Brown House," headquarters of the National Socialist Party. He interviewed members of all ranks . . . on the record . . . off the record. He sifted their propaganda, too.

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst. He's lived on the spot . . . through news in the making! He knows the people he talks about.

It is with great satisfaction that W-I-T-H presents his views exclusively.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

"NEWS ON THE HOUR EVERY HOUR"

That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

NBC TELEVISION LEADS ELECTION NIGHT SURVEY

WNBT is heavy favorite among New Yorkers----

'Viewed' by 96%, 'Viewed Exclusively' by 56%

Returns from a questionnaire mailed to 4,528 owners of television receiving sets in the New York area reveals that most of the audience relied on NBC's pioneer television transmitter, WNBT, for factual and visual election coverage. Not only did WNBT lead in size of audience, but those who saw the election telecasts of all three stations voted WNBT's presentation superior. . . . *Through Dec. 5th, replies had been received from 18 per cent, with these results:*

STATIONS VIEWED	VIEWED ONE STATION ONLY	BEST PROGRAM THROUGH- OUT THE EVENING
WNBT - - - - 96.3%	WNBT - - - - 56.8%	WNBT - - - - 66.2%
Station B - - - - 36.5%	Station B - - - - 1.7%	Station B - - - - 20.5%
Station C - - - - 32.4%	Station C - - - - 1.7%	Station C - - - - 6.0%
<small>(Percentages total more than 100 because many viewed more than one station.)</small>	<small>(Percentages total less than 100 because some viewed more than one station.)</small>	<small>(No choice: 7.3 per cent)</small>

Do people tire of television? Here's a significant answer:

The average viewing time per set on election night was 4.1 hours.

69.7 per cent of set owners viewed the election broadcasts continuously.

Television receivers were centers of attraction for large groups on election night wherever they were in operation. Average audience per receiver—12.5 persons.

More than 75 per cent of receivers in working order were in use on election night. That such a large percentage of set owners preferred to receive returns by sight transmission demonstrates the adaptability and popularity of television.

In this new and dynamic medium of entertainment, information and education, NBC pledges to continue to lead the field as it has in sound radio.

WNBT... TELEVISION CHANNEL NO. 1

National Broadcasting Company

A SERVICE OF RADIO CORPORATION OF AMERICA

The youngest of the 3 major networks HAS A LOT TO

LISTEN: to the lullaby of Sardi's

Those six hundred radio editors who registered their opinions with the Motion Picture Daily: credit *them* with reminding us to bring up this Sardi story again.

As you probably know by now, they picked Sardi's as the *best of all daytime programs*.^{*} Better than soap operas, commentators, variety shows, or anything else that comes to housewives while their hubbies work away at the office.

Not only radio editors, but people out in Iowa, where the tall corn grows, Dr. F. L. Whan asks the natives what programs they like well enough to try to hear regularly. Sardi's pulled more women's votes than any other variety show—day or night.

Hooper as you know says Sardi's is Number 1 among the first ten daytime programs. CAB ranks the Kellogg portion at the top of the first ten daytime programs in those sixty-eight cities that Mr. CAB keeps an eye on, and where a substantial portion of U. S. income-earners spend their money.

There isn't room here to go into all the mounting evidences of Sardi's leadership: the Crosley, the Cleveland Plain Dealer poll, and a few others.

But the important thing is that Sardi's is no sudden flash in the pan. *It has long been a cornerstone upon which the Blue has built itself into the outstanding morning network from Coast to Coast.* The Blue leads more quarter hours, 9 to noon, than all other networks combined. There's not a wiser buy in all of radio. There is no better proof needed that **THE BLUE CAN DO IT.**

^{*}They picked The Breakfast Club as No. 2. That gives Blue two out of the first three.

LISTEN: to what 600 wonderful radio editors have to say

That Motion Picture Daily radio poll again: think it is important because it shows up the Blue as the *only* network that's *moving forward* in the what-and-what's-good-to-listen-to department.

As you know, they only made 26 awards this year. Last year they made 33.

This year we find ourselves with *six firsts*.

Not a tremendous figure but the Blue is the only work in the whole kit and kaboodle that made any grade at all! Another thing: we think we have a right to be proud of the people that were picked.

Take *George Hicks*, for example. For a long time was on the staff handling varied assignments, getting better all the time, awaiting the big opportunity. Along comes the war, so out he goes and the crack out of the box, he makes the most sensational strike in the business.

And *Tom Breneman*, another winner, out on Coast, running "Breakfast at Sardi's." We put chips on him a long time ago. Paid, too.

Milton Cross has been a part of the Blue so long he is practically Blue's own voice on the air.

And *Alan Young*: in him we think we have radiated next Number 1 comic. He's new, fresh—and good.

And we are proud, too, of *Swing* (who has a lot of other awards tucked away in his cedar chest) and *Lombardo*. They're both stalwarts on the Blue.

Yes, we're glad to get those awards. We ought to be.

But what makes us happiest about it is the fact that *here is further evidence that the Blue is going places.*

The youngest, most virile of all the networks is to the races.

Sponsors with franchises on the Blue can well afford to have a very Merry Christmas.

...The BLUE is doing it... proving
that only a switch of the dia

TALK ABOUT

LISTEN: to what is happening to the BLUE on Sunday night

pointed out a few weeks ago that while Kate
and Jack Benny were floating through the
raft of promotional dollars, each deter-
corner the 7 P. M. Sunday night audience,
Drew Pearson (without promotion) was
very well in the slot opposite both of them.

for your information, our man Pearson is
doing well. He and Benny now share an over-
lapping chunk of the 7-7:15 Sunday night audience.
comes another demonstration of the Blue's
to deliver: The Hall of Fame (in the hour
ing Kate Smith) in Hooper's last published
has the same rating that Kate has.

us 6-7 P. M. slot comes up with 7.5.

Smith, in the CBS slot from 7-8, also comes
with 7.5.

of other interesting things are happening on
night: for example, keep an eye on Bill Bendix.
come on a few months ago in a comedy strip
ed "The Life of Riley." Came on opposite a couple
of established audience getters. But little by
"Riley" is climbing.

take Joe E. Brown "Stop or Go." That, too,
ing headway fast, in spite of powerful oppo-

is proves once again how little real difference
between the three major networks.

one of the most important differences, of course,
cost. The price tag on the Blue, for a nighttime
hour, amounts to \$3,474.00 less than the cost of
same time on CBS. That comes to a lot over a
year period. Figure it out. Then figure all the
you could do with the difference to help sell
goods when the keen competitive era comes.

is something else for the Blue to talk about.

again and again

comparates the 3 great Networks...

LISTEN: to what's happened to the major networks in the daytime*

Just to get a line on trends, we went back and picked
up Mr. Hooper's reports covering the last ten months.
We compared them with reports covering the same
periods in 1943.

What this quick little test shows, you will be in-
terested to know, is that the Blue is the only one of
the three major networks whose daytime ratings are
on the up-grade.

Looking at all programs, sustaining and com-
mercial, from 9 A. M. to 6 P. M.

Blue's ratings are up 16%
NBC's ratings are down 4%
CBS's ratings are down 7%.

Now: that morning lead that the Blue has had all this
time: it isn't shrinking, it is lengthening.

The Blue is *getting stronger* in the morning—and it's
the only one of the three that can make this statement.

Blue's morning ratings are up 30%
NBC's morning ratings are down 14%
CBS's morning ratings are down 8%.

These figures indicate a trend—they are a potent hint
to the wise timebuyer, a gentle nudge to the thought-
ful advertiser.

Now about the nighttime situation: Frankly our
competitors could say we were not able to tell a
glowing story—and that's true but, little by little, we
are getting our foot in the door after the sun goes
down. We've got some pretty good ratings—and a
lot that are improving. Yes, there's a lot of work yet
to do. That's why we are working overtime with our
advertisers and their agencies to get their help in
improving programs, in bringing new ideas to night-
time on the Blue.

We have a lot of hope for our future, and figures
like those above prove that *the job can be done*. After
all, not so very long ago we were faced with the same
daytime problem as we now have at night. We licked
it by working on it. We licked it by getting the co-
operation of everyone concerned. They all pitched
in—and now look! So keep an eye on the Blue at night.

*With a thought to the night.

PROGRAM REVIEWS

THE JACK KIRKWOOD SHOW

Procter & Gamble, for
Oxydol & Ivory

Agency: Compton Advertising Inc.

CBS-Pacific Web-8 Stations, Monday
through Friday, 8-8:15 p.m., PWT.

Writers: Peter Harkins, Margaret Wilkins,
Fred Fox, Henry Hoople, Ned Crouls.

Director: Jack Hill

Producer: Murray Bolen

Music: Irving Miller

When corn is the predominant fare, it is up to the host to see that it is camouflaged as much as possible. Jack Kirkwood is fully aware of the dearth of good gag writers and even pretends that none was around at the time his script was written. By popping the corn at a breathless pace, he gives both the undiscerning studio and the listening audiences the notion it's a brand new crop.

We don't mean to cast a dissenting opinion of the program's merits. But we do want to convey the fact that it's Kirkwood, with his robot-like supporters, who saves the situation.

When Kirkwood isn't at the mike, Lillian Leigh, Don Reed and Jean McKeon indulge, jointly and independently, in vocalisthenics. They projected very competent renditions of "It Could Happen To You" and "The Very Thought of You." We'd like to include in this paragraph a mention of another portion of the program that makes claim to this category. They're the gyrations of Kirkwood, Bill Grey and others participating in madhouse interpretation of songs, all contributing to the fun.

The respective operations of Jack Hill and Murray Bolen certainly make the fifteen minutes fly, and Irving Miller's orchestra is another asset to the credit side of the ledger. Alice Wisecarver writes the commercials effectively.



Memos Of An Innocent Bystander . . . !

● ● ● Just saw a preview of the Lester Cowan Production, "Tomorrow the World." . . . Radiolite Skippy Homeier, as the little Nazi, stamps him one of our finest thespians. . . ● Talk about 'taking things in stride' . . . Guthrie Janssen, NBC Correspondent in Greece, relays the story of a Fighting Yank, who held four sixes in that great national indoor sport, Poker . . . just before his hand was called, an ELAS shell exploded and temporarily disrupted the game . . . fortunately no one was hurt and after the players, dusted themselves off, Lt. Arthur Schneider of Philadelphia was about to convince his compatriots that he really had held a four-of-a-kind . . . AND HOW MANY WAR BONDS DID YOU PURCHASE THIS WEEK? . . . ● Comedian Edward Everett Horton will arrive in Gotham Thursday and will guest on the NBC Colgate-Palmolive Party Saturday. . . ● Red Barber has been named Chairman of the New York Chapter Red Cross Fund for 1945. . . ● FLASH from WAGA, Atlanta, Ga. quote:—The Lovable Brassiere Co. has signed for a series of 13 programs on WAGA entitled, "Lest We Forget." These quarter-hour shows are broadcast as a public service each Thursday night at 10:15 p.m. . . unquote:—(no comments, please).

★ ★ ★

● ● ● The Mendelssohn Glee Club which makes its initial appearance on the NBC Coast-to-coaster, "Telephone Hour," Christmas Night, is the oldest male glee club in America . . . it was started back in 1866. . . ● The British have a word for it . . . we're referring to the musicorn of Spike Jones . . . according to a British Journalist, the music of Spike Jones heard via BBC and we quote:— is organized chaos which will appear crazy to sober British citizens . . . unquote:— . . . ● Basch Radio Productions rates a nod for its novel one-minute transcriptions plugging Nedick's . . . the message is easy to listen to. . . ● T'other noon, lunching with Allen Campbell at the Toots Shor, the WXYZ exec displayed a wealth of 'ken' about radiology . . . we, and the others at our table, learned a few things . . . thanks, A. C. . . ● Did you know that Georgia (Mrs. Kay Kyser) Carroll, used to be a Powers Model and that McClelland Barclay once named her "the ideal cover girl?" . . . ● Michael Chimes' harmonicappers, supported by Merle Pitt's sweet-swing orchestra, will be heard five days a week at 12:30 p.m. via WNEW . . . show appropriately enough will be called "Time for Chimes" . . . ● Announcer John Neal has the inside track on the 'Curly' role for the overseas cast of the Hammerstein-Rodgers musical, "Oklahoma."

★ ★ ★

● ● ● Ozzie Nelson has a scrap book . . . (who hasn't sez you?) but Ozzie's 'scissors and paste job' contains items about the Nelsons dating back to 1845 when Grandmother Nelson started the book . . . incidentally this may be news to Ozzie . . . way back in 1929, just after his football days at Rutgers, (where his gridiron feats are still talked about), one of his friends, Bill McKenna (who composed the songs, "Anybody Here Seen Kelly" and "Down in the Old Neighborhood"), told us about Ozzie's new orchestra . . . that's howcome, we gave Ozzie his first Broadway write-up . . . we were then writing a 'Broadway column' for the Hollywood Filmograph . . . (wonder if Ozzie has that clip?). . . ● NBCarton of Cheer has signed comedian Henny Youngman to an additional 13 weeks . . . Henny will appear at the Palmer House in Chi this Spring. . . ● The CBC house organ 'Radio' made its debut last week . . . sixteen pages of up-to-the-minute 'disa' and data. . . ● Nearly 20,000 letters of approval and request for Kate CBSmith's recent plea for racial tolerance, delivered while guesting on the "We the People," program, has been received by that program. A 50,000 WAIT SALUTE to the songbird of the south.

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

HOWARD KORMAN was elected vice-president in charge of merchandising and sales promotion at annual meeting of the directors of McCann-Erickson, Inc.

LITTELFUSE INCORPORATED manufacturer of fuses, circuit breakers, indicators, and other electrical circuit protection, with factories Chicago, Illinois and El Monte, California, has opened its Eastern office at 70 Pine Street, New York City. Announcement is also made of the appointment of Jack D. Hughes Eastern Division Sales Manager of Littelfuse. Mr. Hughes has been Production Manager of the Chicago Littelfuse plant. He will now handle eastern sales from the New York office.

R. T. O'CONNELL COMPANY New York City, New York, has been elected to membership in the American Association of Advertising Agencies.

LEONARD DREW, formerly with Dell Publications and for two years head of the trade relations section of the Food Rationing Division, OPB, has joined the New York advertising sales staff of the Hillman Women's Group.

SCHWIMMER & SCOTT AGENCY'S client, Silver Fox Beer, San Antonio, has scheduled "Korn Kollectors" on WOAI, San Antonio, starting today.

\$1,226,000 By Ben Grauer

Ben Grauer, who during the Sixth War Loan Drive did 30 bond-selling pitches, has sold E Bonds to the value of \$1,226,000. He has received a framed citation from Secretary of the Treasury Morgenthau.

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

This Is WDRC
Hartford . . .

It's the Basic Columbia Station for Connecticut . . . the station that has one low uniform rate for all advertisers —national, regional and local. It's the station that gives you all 3 — coverage, programs, rate!

USE WDRC TO
CONNECT IN CONNECTICUT

WBYN

GOOD MEASURE

The right mixture of music, news, sports and racing reports minutely spotted . . . keeps your ears happy, your mind at ease, yourself well-informed. WBYN's minute-programming alone does just that!

1 4 3 0

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

CBS And Blue Webs Acquire New Outlets

(Continued from Page 1)

Des Moines, Ia.; Boston, Mass.; Miami, Fla.; Jacksonville, Fla., and Lowell, Mass.

Three of the stations are operated by John and Gardner Cowles, Jr. The Cowles stations are WNAX, Sioux City; KRNT, Des Moines and WCOP, Boston.

Other stations included in the deal are WFTL, Miami, one of the seven stations operated by George A. Storer; WLAW, Lawrence, Mass., operated by Hildreth and Rogers Co., Irving E. Rogers, president; WPDQ, Jacksonville, Fla., operated by the Jacksonville Broadcasting Company, James R. Stockton, president.

The new CBS stations are: KOTA, Rapid City, S. D.; KGKY, Scottsbluff, Neb.; KTYW, Yakima, Wash.; WJEF, Grand Rapids, Mich.; and KERN, Bakersfield, Calif. All five operate full time.

KOTA and KGKY will join CBS on January 1. KOTA operates on 250 watts power, on 1,400 kilocycles, and has a construction permit from the FCC for 5,000 watts on 1,380 kilocycles which they expect to be in operation on February 15. KGKY comes on the network as a bonus station to KOTA. The outlet operates on 250 watts power. KTYW will join CBS as a supplementary station on the Pacific coast network.

On or about January 15, Columbia will add WJEF, a new station at Grand Rapids, Mich., which will operate on 1,230 kilocycles with 250 watt power. Station is owned and operated by the Fetzer Broadcasting Company.

KERN, operating on 1,410 kilocycles with 1,000 watts power, becomes the 152nd CBS station on May 15th. McClatchy Broadcasting Company owns and operates the station.

WCOP's New Appointments

Boston—With the announcement that WCOP is joining the Blue, A. N. Armstrong, general manager, revealed that the station is doubling its office space and that Paul Belaire has been named commercial manager. Other staff appointments include Jack Maloy, program director; Harry Goodwin, promotion director and Frank Brinkman, chief accountant.

Thompson Promoted At Blue

Jesse Thompson, for four years a member of the sales promotion and advertising staff of the Blue, has been named promotion manager of the network's Co-operative Program Department, Fred Smith, director of promotion and advertising, announced.

AVAILABLE AT ONCE

Assistant to Radio Executive—16 years' talent, programming, agency, and theatre experience. Write Radio Daily, Box 930, 1501 Broadway, New York 18, N. Y.

Inter-Industry Co-operation Key To Bond-Drive Record

(Continued from Page 1)

tion, and to call upon all from the very beginning to participate in the early planning in order that the objectives and policies might be fully understood.

Treasury drew heavily upon the advice of individual broadcasters through the station Advisory Committee, upon nets through the network war bond committees and through network liaison officers, upon advertising agencies, OWI, the Army, the Navy, the War Activities committee, the War Advertising council, and the Music Advisory committee. Result was, said Smith, "a tremendous flow of ideas which were passed along through a channel to the networks, stations and advertising agencies.

Flood of Ideas

"This flood of ideas," he said, "enabled the broadcasters to co-operate most effectively with us. Specifically, the radio section has placed itself at the disposal of the networks and agencies in the planning of 450 network shows plus hundreds of live local shows, in addition to the recorded programs built up by the Treasury which were requested by 383 stations. The actual time devoted to the Sixth War Loan for these transcriptions is estimated to be 20. Higher than in any previous drive."

"To sum up, we have called on the entire industry and its allied agencies for help. Nothing has been more gratifying than the enthusiasm with which all have responded. We had a hard job to do. We have done it." Gamble declared that "certainly the voluntary contributions of the radio

industry for the Sixth War Loan have far exceeded our expectations. I would like to take this opportunity to thank the NAB, the Office of War Information, the four networks, the individual stations, the advertisers and advertising agencies and the War Advertising Council for their enthusiastic support. In retrospect the Sixth War Loan presented one of the most difficult problems we have had to face. We have called upon everyone in radio broadcasting to participate, to shoulder some of the responsibility for this drive. They are to be congratulated for assuming this responsibility and working in such close harmony to produce truly inspiring results and that the difficulties we faced in the promotion of the Sixth War Loan made it necessary to co-ordinate every force within the radio industry and to call on everyone for help. The organizations and committees with whom we have worked from the policy stage through to the last radio broadcast on the last day of the drive are to be congratulated for their untiring devotion to the task and the effectiveness of their efforts."

Ship "Treasury Salutes"

Shipment of 39 transcribed Treasury salutes, quarter-hour musical discs for local sponsorship during the interim period between the Sixth and Seventh War Loans, was going on last week at the Treasury, with all stations using Treasury transcriptions during the drive which just ended receiving the new discs. They are for use three times weekly, indicating that the interim period will last three months.

Frank Cooper Stanton, Father Of CBS Executive

Frank Cooper Stanton, 66, retired director of Industrial Arts in the Dayton Public School System, died Friday at his home in Brookville, Ohio, following a long illness. He is the father of Frank Stanton administrative vice-president of the Columbia Broadcasting System.

Funeral services will be held this afternoon, with interment at Woodlawn Cemetery in Dayton.

Mr. Stanton is survived by his wife, the former Helen J. Schmidt, and two sons, Frank and John S.

SEND BIRTHDAY GREETINGS TO---

December 18

Sam Berger	Lud Gluskin
Ernie Jacobson	Harry Kogen
Jocko Maxwell	Donald Stuart
Sgt. Hal Kanter	Jerry Lawrence

Lavalle Orchestra To Entertain REC

Paul Lavalle and the "Prince Matchabelli Stradivari orchestra," will entertain at the annual Christmas party of the Radio Executives Club which will be held in the Hendrik Hudson room, Roosevelt Hotel, on next Wednesday beginning at 5 p.m.

Proceeds will go to "The Christmas Gifts for Hospitalized Service Men's Campaign," a movement which originated with Eddie Cantor on the West Coast. Helen Thomas of Spot Broadcasting, treasurer of REC, is handling reservations for the party.

An auction, sponsored by Warren Jennings, president of the club, will be conducted to raise additional funds for service men's gift drive.

WROK

ROCKFORD, ILLINOIS

Metropolitan Population 111,000

Check with Headley-Reed

1000 W

BLUE Network

Blue's Co-Op Shows Set 20 Hours Weekly

(Continued from Page 1)

repeat for the Coast later on. Ronald Gram Swing will start sometime between Jan. 15 and Feb. Swing will be heard 7:15-7:30 p.m. EWT. Both will be on Monday through Friday.

Walter Keiran, who is on in afternoon, will be moved down to the 6-6:15 p.m., EWT time, Monday through Friday and he is already understood to be in the middle of sponsors claiming priority for W at least. Still another co-op show, planned for 6:45-7 p.m. Beginning March 5, "Ethel & Albert" will be heard at 2:15-2:30 p.m., based on well-known comic strip of the same name. With the "Mystery Chef" at 1:15-1:30 p.m. and there will be two solid half-hour co-op periods each day to start with.

Currently Martin Agronsky heard on a co-op basis at 8 a.m. Saturday through Friday and Baukhage 1:15-1:30 p.m. "Dick Tracy" as a co-op is on at 5:15-5:30 p.m.

Florsheim stated that there are approximately 500 sponsors both local clients and natural advertisers now using co-op services, getting benefit of network quality at special rates. He said that the Blue regarded the move as a service to the "small business man" as well as the large advertisers, the co-op program gives the local client the aforesaid network type of program. Florsheim also pointed out that the Blue and department had been hammering away on this idea for the past two years and had built up the stature of the co-op show through advertising in 15 trade papers for retailers.

St. Louis Paper Asks Tele

St. Louis—The "Star-Times" of the city on Friday applied to the Federal Communications Commission for commercial tele license.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



INDIAN UNIVERSITY LIBRARY
DEC 23 1944

OL. 29, NO. 54

NEW YORK, N. Y., TUESDAY, DECEMBER 19, 1944

TEN CENTS

NOW IT CAN BE TOLD

Bamberger Board Elevate WOR Execs.

Following a meeting of the board of directors of the Bamberger Broadcasting Service, Inc. owners and operators of WOR, it was announced that Alfred J. McCosker, president, has been elevated to chairman of the Board, succeeding Nathan Straus, who remains board member. Theodore C. Streibert, president and general manager, was elected president.



ALFRED J. MCCOSKER

McCosker joined WOR in 1922 as president.

(Continued on Page 5)

FCC Getting Applications from Nation-Wide Areas

Washington Bureau, RADIO DAILY
Washington—Application for a new station in Omaha, Nebraska, has been filed at the FCC by the Inland Broadcasting Company, licensee of WYON. AM applications were filed.

(Continued on Page 4)

Ormandy Concerts in General Motors Series

Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, will take over the podium of the General Motors Symphony of the Air, NBC Sundays 5-6 p.m., EWT for

(Continued on Page 4)

Xmas Carols

Pleasantville, N. Y.—This village has been wired for sound. Early morning risers yesterday heard Christmas carols broadcast at 7 a.m. from sound equipment on the village fire house. Idea of carol broadcasts during Xmas Week originated with J. D. Van Amburgh, WJBC salesman who commutes to New York from the popular Westchester suburb.

Sports Booths

Sportscasters Assn. at a meeting yesterday voted to classify 39 broadcasting booths in the U. S. with Notre Dame being hailed as having the outstanding facilities. Thus, Notre Dame, in February, will receive a plaque from the association for having the best booth. Of the 39 booths, 10 were held as unsatisfactory and recommendations will be made for improvement.

WMCA Overseas Xmas Set For 20-Hour Run

Twenty-hour public service program of Christmas greetings from service men in all theaters of war who live in metropolitan New York including New Jersey and Connecticut, will be featured by WMCA on Christmas Day, it was revealed by Nathan Straus, president of the station. The program will be 10 hours in duration, running, from noon on that day until 10:30 p.m. EWT and

(Continued on Page 6)

Lea Group Hears Bulova; Futile Probe Reaches End

Washington Bureau, RADIO DAILY
Washington—The Lea committee wound up its public sessions Saturday with three sessions of inquiry into the affairs in radio of Arde Bulova, former radio magnate who has sold most of his stations.

Morning, afternoon and evening (Continued on Page 4)

RADIO DAILY's Certified Poll Nears Completion; Research Experts Of Ross Federal Gathering Data

First "All-American Radio Program" Being Chosen By Critical America

By FRANK BURKE
(Editor, RADIO DAILY)

The nation's first certified poll to select 1944's "All-American Radio Program" is nearing completion.

Climaxing three weeks of intensive work, a small army of expert researchers working out of thirty key center cities is doing the final paper work on the most comprehensive survey of press opinion in the history of radio.

Answering radio's demand for an accurate survey which could reflect the opinion of the critical press of America, RADIO DAILY commissioned Ross Federal Research, Inc., to undertake the nation-wide poll on a personal call basis. The Ross organization then went into action. Regional directors of the Ross organization assigned representatives in their respective territories to call in person at the offices of newspaper, magazines and trade press throughout the United

(Continued on Page 5)

Senate Porter Action After First Of Year

Washington Bureau, RADIO DAILY
Washington—There will be no Senate consideration of the nomination of Paul A. Porter as Chairman of the FCC, this year, it was declared yesterday by Senate Interstate Commerce Committee Chairman Burton K. Wheeler. Procedure is for the committee to vote on the nomination before it reaches the floor, and Wheeler said he does not expect the committee to meet until the next Congress. Porter was on vacation in Florida

(Continued on Page 5)

AFRA Code Awaits Approval Of WLB

With the new AFRA two-year agreements with the signatories of its Code now in the hands of the War Labor Board for approval, there is every indication that NBC, Blue, CBS and WOR Program Service as well as agencies and transcription firms will have a peaceful time of it until Oct.

(Continued on Page 6)

CBC Producer Gives Views On American Tele Scene

Montreal—Television's biggest appeal is its immediacy, according to Rupert Caplan, CBC supervisor of production just returned from a tour of investigation during which he visited the leading television studios and workshops in the United States. He illustrates the advantage by comparing a radio and a television sports broadcast. The action by television, he explains, is taken firsthand, whereas it comes secondhand through the medium of a radio sports announcer. Suspense as to the outcome is retained, whereas in the newsreel picture

(Continued on Page 7)

Send out your message over WLAW—it will reach 152 cities and towns in Northern New England.

Better get your share of the WLAW market now. It pays when you sell over WLAW. Send for coverage map. Advt. Advt.

Kirkwood Book

Jack Kirkwood, emcee of the comedy-variety show that goes by his name, (CBS, 8-8:30 p.m., Mon. through Fri.), and a compiler of gags, has started to think about his hobby rather seriously. Of the literally millions of anecdotes and gags he has collected, approximately a quarter of this amount will be classified and published for public consumption shortly.



Vol. 29, No. 54 Tues., Dec. 19, 1944 Price 10 Cts.

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

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

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

FINANCIAL

(Monday, Dec. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, 5 7/8, 5 5/8, 5 5/8 - 1/4

Coming and Going

EDGAR KOBAK, president of the Mutual network, leaves on Friday for the West Coast, where he will look over MBS facilities in San Francisco and Hollywood, and while there will visit with his son James, an artillery lieutenant.

E. J. HUBER, sales promotion manager of the Blue Network's central division, and GENE ROUSE, program manager, are here from Chicago to spend this week in New York on business.

WILLIAM C. GROVE, station manager of KFBC, has arrived from Cheyenne, Wyoming, for conferences with the national representatives of the outlet.

JOHN DALY, CBS reporter who was broadcasting last week from Gotham, has returned to Washington and will be heard regularly from there.

MERRITT R. SCHOENFELD, assistant general manager of the Blue Network's central division, arrived from Chicago last Friday for a short business visit in Gotham.

ARTHUR HULL HAYES, general manager of WABC, has returned from Detroit, where he attended the meeting of the NAB's Sales Manager Executive Committee.

J. PORTER SMITH, president and commercial manager of WGRC, Louisville, is back at the home offices after having spent last week in New York.

JAMES V. McCONNELL, manager of NBC's spot sales department, is back at his desk after attending the Grove Executive Conference in St. Louis and the NAB Meeting in Chicago.

W. AVERA WYNNE is in town. He's the owner and manager of WEED, Blue affiliate in Rocky Mount, N. C.

WILLIAM F. BROOKS, director of news and special events for NBC, is back from a three-weeks trip to the West Coast, where he conferred with network officials regarding expanded coverage of events in the Pacific.

BILL SLOCUM, JR., CBS director of special events, is now on a vacation of two weeks.

VIRGINIA TRAVERS, publicity director of Compton Advertising, Inc., has returned to the agency following a several months leave of absence.

KENYON BROWN, station manager of KOMA, CBS outlet in Oklahoma City, Okla., a visitor in New York.

THOMAS METZGER, manager of WMRF, Lewistown, Pa., is back at the station after having spent the major portion of last week in New York.

FRANKLIN DOOLITTLE, president and station manager of WDRC, CBS affiliate in Hartford, Conn., was a caller late last week at the offices of the web.

BEVERLY WHITNEY and PETER CAREW were in Boston Sunday for participation in the Coast Guard program from WORL.

Announcer Wanted!

Need good man for Florida station. Must be experienced and must know RCA board. Good salary; permanent position. Contact Jack Rathbun, Beekman Towers, First and 49th Street, New York City, December 18th through 21st.



MacFarlane was at Dieppe

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe.

He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came . . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

Exclusive programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

IT'S ELEMENTARY, MY DEAR DR. WATSON!



The solution is as simple as A-B-C. First we learned that WPAT's postman had been complaining of overwork. The cause . . . a huge flow of mail to that station. I dipped into his pouch to open a few letters with my specially heated knife. What were they? Fan mail from listeners, I think they call it. Then I looked at the rate card. Yes, Dr. Watson, it's so very elementary, really! If you want to buy the largest block of productive time for the least amount of money, the solution is . . . WPAT!



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT PATERSON • PARAMOUNT BLDG. NEW JERSEY • NEW YORK

20 YEARS AGO TODAY

(December 19, 1924)

Station WGBS, newest in New York, is owned by Gimbel Brothers, long-time advertiser over the air. Gimbel Brothers are the originators of the sponsored musical program. Evidently radio broadcasting has demonstrated great commercial value, since this firm has considered it important enough to build a station.

Exclusive!

CUBS '45 BASEBALL

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

★ AGENCY NEWSCAST ★

ADVERTISING CLUB OF NEW YORK will hold its annual Members' Christmas Sur-Prize Party tomorrow at noon. They will entertain as guests 50 overseas servicemen, to whom handsome presents will be given.

MEGOWEN - EDUCATOR FOOD COMPANY, makers of Crax and Minsies, have renewed the John Gambling program for 1945 on station WOR, 7:15-8:00 a.m., Tuesdays, Thursdays and Saturdays, Paul Werner who handles this account for the Lane Jones Company, has announced.

BEYER, CORNELL & NEWELL, INC., announces the re-election of the directors of Eureka Vacuum Cleaner Company, at the annual stockholders meeting in Detroit recently: H. W. Merritt, president; G. T. Stevens, vice-president; K. B. Goddard, E. O. Jones, A. L. McCarthy, M. A. Cuddeback, F. R. Muenzen and W. C. Rands. The company has recently been authorized to manufacture a limited number of vacuum cleaner units and newly developed cordless electric units.

HOULDER HUDGINS, president of Sloan-Blabon Corporation, manufacturers of hard surface floor coverings, has announced the appointments of William F. C. Ewing, first vice-president and treasurer of Alexander Smith & Sons Carpet Company, to the post of chairman of the board of directors; and Robert P. Ridges, secretary of Alexander Smith, to the post of member of the board. They replace Bror Dahlberg and Hector J. Dowd respectively, both of whom have resigned.

MacWILKINS, senior partner, Mac-Wilkins, Cole & Weber, Seattle and Portland, announces two additions to the firm's creative staff: Mrs. Rita Wright Stockhouse as writer, and Miss Eileen Casey, as production department assistant.

MARY DWYER, formerly assistant spot time buyer at Pedlar & Ryan, has become traffic manager of the radio department at Kenyer & Eckhardt, Inc.

ZENITH STAMP COMPANY has named S. Duane Lyon, Inc., to handle its advertising account.

Compton Agency Moving 'Road To Life' Show To N. Y.

In line with its newly revised policy of having all radio programs produced by agency producers and directors instead of outside package companies, Compton Advertising, Inc., will bring the "Road to Life" to New York, January 1st, from Chicago, an agency spokesman has announced. The package is currently produced by Carl Wester Assn., written by Irna Phillips and includes in the cast: Ken Griffin, Eloise Kummer, Harry Elders, Willard Waterman, Nannette Sargent.

Marie Amsden, casting director at the agency's New York office, is holding auditions for the roles which will be played by actors and actresses in this city, it was said. The daytime serial will also have a new producer and director. Procter & Gamble sponsors the program for its product Duz.

Canadian Conference

The second Commonwealth and Empire conference on the use of radio in connection with civil aviation was held recently in Montreal, at which time the conference went on record as favoring the establishment of permanent offices in London for the furtherance of this type of research. All data collected at this meeting will be made available to U. S. authorities as it was previously. These conferences are pooling all war-born technical radio data that pertains to flying, and making an effort to adapt them to peacetime aviation. This encompasses such fields as radar, guiding devices and all types of safety devices.



WFIL
... means
progress!

Publicity plays an all-important role in today's modern merchandising methods. During the first eleven months of 1944 more than 55,000 lines of news about WFIL...WFIL programs and advertisers appeared in print in the editorial columns of newspapers and trade papers. This is an enviable record.

This extraordinary publicity service coupled with WFIL's splendid promotion cooperation represents a complete package for the merchandising of an advertiser's radio program. It is one more reason why WFIL programs show continued increases in listening audiences.

In offering advertisers and advertising agencies the services of an alert, able publicity department, WFIL again leads the way in progressive radio station operation.

A BLUE NETWORK AFFILIATE

WFIL
★ **560 KC**

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

But what happened first?

Best the station's business had to be built by thorough national representation - Weed and Company

WEED AND COMPANY
STATION REPRESENTATIVES

BOSTON CHICAGO
SAN FRANCISCO HOLLYWOOD

Press Associations Plan Year End Shows

Press association radio services, particularly UP and AP have set their annual year-end scripts, recordings and special features which are now going out to station subscribers throughout the country, for use during the last week of 1944. Service is gratis and covers the news and human interest highlights of the war and activities at home.

Press Association, Inc. radio division of the AP has completed its annual dramatization of the year's highlights entitled, "This We Have Done," and has just been recorded. The disks are now being distributed to PA affiliates. The half-hour recording covers the top news events of 1944, from the landing at Anzio through the capture of Rome and D-Day in France; also the landings in the Philippines and the big push on the western front.

Narration of the PA disks is by Jackson Beck and scripted by Raphael Hayes; Charles Gaines directed; John Gart supplied the music and entire production was supervised by George Silvers of PA.

United Press Radio, is readying for release to stations twelve 15-minute year-end special program scripts for broadcast by the UPR subscribers between Dec. 23, and Jan. 1. The scripts now being moved to the clients is a gratis service, according to Phil Newsom, news manager of the department.

Scripts are reported as covering every phase of events during 1944. Newsom stated that they are designed specifically to meet the needs of the various station programs, ranging from "Heroes of 1944" and "Women of the Year," to human interest and sports highlights. UP figures most of the scripts are "natuals" for sponsorship during the last week in the year.

Four Ormandy Concerts On General Motors Series

(Continued from Page 1)

a series of four concerts this Sunday Dec. 24. The program will be interrupted at 5:15 p.m. for the scheduled Christmas message of the President and resumed immediately thereafter. Joseph Victor Laderoute, tenor-soloist will be heard on the above date.



California Commentary!

● ● ● The first anniversary broadcast of Philco's "Hall Of Fame," aired from Earl Carroll's restaurant, was a gala day for Paul Whiteman. Among the celebrities who attended were Rudy Vallee, Bob Burns, the Joe E. Browns, Lum and Abner, Carlos Ramirez, George Murphy, Kay Francis, John Payne, Mr. and Mrs. Harold Lloyd, Andy Devine and Gloria DeHaven.

Los Angeles

After the program, a surprise birthday party was staged for Matty Malneck. Among the jivers were Johnny Mercer, Alan (Falstaff) Reed, Jane Wyman, Whiteman and Harry Warren. Highlight of the event was a jam session, with Malneck on the fiddle and Warren, the song writer, at the piano. . . .

● Fred Brady, the Brooklyn lad with the Gracie Fields show, has added Brooklyness to his script lingo. At Tuesday night's program, he convulsed the audience by adding "hey" to the end of nearly every sentence in his skit with Gracie. He swears it's strictly from Brooklyn. He ought to know. Ace Chance, whose ad leaser campaign has attracted much attention, has been busy, entertaining the servicemen at USO Camp shows.

★ ★ ★

● ● ● Frances Scully, whose "Let's Talk It Over" show is heard over KECA, is one of the busiest girls in town. She has made an air trailer for Republic's "Lake Placid Serenade," and as a movietown fashion expert, described the costumes used in the picture and the wardrobe of the film's star, Vera Hruba Ralston. She also made a sound track for 20th-Fox's "Something For the Boys" recently. . . . ● Leo Solomon and Alan Woods have kicked around Hollywood hatless for five years writing gags on top shows. They bought hats when they went to New York with Jimmy Durante for the cut-in show. In the meantime, their press agent arranged for them to pose in New York for Adam Hats for promotional ads, and Adam presented them with a couple of nice warm felt bonnets. Now they're back in Hollywood with four hats between them and a couple of sunny California hair-cuts. . . . ● All of Mickey Gillette's arrangements heard on the Al Pearce show, are written by Dick McCaffrey, who has been writing Gillette's orchestrations since 1926.

★ ★ ★

● ● ● Hedda Hopper's bond pitch, with musical background featuring the song, "Put A Bond In The Bank For A Yank For Christmas," that is being played in the huge replica of the Statue of Liberty in New York's Times Square, was recorded by the Treasury department from "Hedda Hopper's Hollywood" program and includes special musical arrangements by Dick Aurandt. . . . ● Radio's newest comics, Wendell Niles and Don Prindle, should make a swell team. Wendell has worked with Bob Hope, Milton Berle and other top comedians, while Don has supplied gag-lines for Abbott & Costello and other big time funmakers. . . . ● "Breakfast At Sardi's" ninth All-Service party will be held Christmas Day, with \$5 to each boy and girl in uniform, plus many extras, including orchids, makeup kits, roses, extra fivers, etc. By the way, the program will be short-waved to armed forces throughout the globe shortly after the first of the year, from shortwave stations used by OWI in the San Francisco area. . . .

● Michael Roy, 280-pound announcer on the Gracie Fields show, is trying to convince the engineering department they should prepare especially for him, a mike stand with a bent pipe—one that will curve soothingly around his big stomach, which protrudes so much now that he can hardly get close enough to the mike to feel happy about it all. Kenny Baker was a Stradivarian child prodigy and hasn't altogether lost interest in that world of fiddles. His interest in violins extends to research with nylon, which he claims will make superb violin bows. . . . ● Bob Graham, soloist on Ed Gardner's "Duffy Tavern," was discovered when, as a GI on k.p. duty, a captain heard him singing and introduced him to Glenn Miller, who made him a vocalist with his army band at Scott Field, Illinois.

— Remember Pearl Harbor —

Lea Unit Hears Bulova; Futile Probe At End

(Continued from Page 1)

sessions, during which Bulova, Harold Lafount and the Rev. Edward Lodge Curran of Brooklyn, appeared led finally to admission by Acting Committee Counsel Robert Barker that there is insufficient evidence to justify charges of illegal stock transactions against Bulova and to Barker, giving the FCC a clean bill of health so far as Bulova is concerned.

A great deal of the discussion centered around Bulova's acquisition of WLWL, Brooklyn, a number of years ago from the Paulist Fathers. In connection with this transaction Father Curran accused the FCC of neglect of duty, but his accusation did not appear to stand up.

The committee, which even its own members admit has failed to uncover any sensational misconduct or inefficiency in the FCC and which has conducted one of the worst-run Congressional investigations in years will now try to complete a report for filing early next year. Continuation of the investigation is not to be expected.

FCC Getting Applications From Nation-Wide Areas

(Continued from Page 1)

for Norfolk, Va.; Madison, Wis., and Ventura, Calif. Applicant in Norfolk is the Norfolk Broadcasting Corporation, a group of local business men, who seek assignment to the 1,240 band with 250 watts. Central Broadcasting Company is the Wisconsin applicant, seeking one kilowatt daytime on 1,070 kilocycles.

Ventura Broadcasting, Inc., seeking power of 250 watts on 1,450 kilocycles included Bert Williamson, Lyman Treaster and Troy L. Banks, chief engineer, assistant chief engineer and announcer, respectively, for KTKC, Visalia, Calif.

Two applications for new standard stations in Peoria, Ill., were received from the Midstate Broadcasting Company, headed by Armour Packing Company officers, and from Edgar T. Bell, who is general manager of WKY, Oklahoma City; KVOR, Colorado Springs, and KLZ, Denver. The former seeks one kilowatt on 1,560 kilocycles, the latter the same power on the 1,350 band.

Application for a new FM station at Rocky Mount N. Car., was filed with the FCC yesterday by Josh L. Horn, publisher of the Rocky Mount "Evening Telegram." The Teche Broadcasting Co., New Iberia, La., filed for a new standard station with 250 watts on the 1,240 band.

Chicago's

BEST NEWS
SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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

Elate Porter Action After First Of Year

'All-American Radio Program' Via Radio Daily Certified Poll

Bamberger Board Elevate WOR Execs.

(Continued from Page 1)

late last week, and his return was so late that Wheeler told him that the consideration of his appointment would have to be deferred. A public hearing will be held, with anyone interested permitted to testify. Complaints against the Porter appointment had been received from the socialist party and one or two other groups, but serious opposition to confirm is not expected.

Conferred with Porter

Wheeler talked at some length with Porter Saturday concerning radio, recounting to Porter his often expressed views against superpower and network domination of the air. Although Porter was formerly employed by CBS, Wheeler has not indicated that he is unhappy about the Porter appointment to the Commission. He obviously has faith in Porter's ability to maintain an impartial attitude despite his former network connection.

Derment of the Porter confirmation until next session means that E. J. Connelley will continue as acting Chairman of the Commission for at least another two weeks, and probably until the first of January—the Commission is due to bring forth its post-war Frequency Allocation for the radio services.

FM Principal Change

Major change so far as broadcasters concerned, will be the shifting of WTR from its present position in the medium to a wider band farther up the spectrum—probably 88-108 megacycles.

Confirmation of the Porter nomination will probably be followed shortly by a presidential nomination of H. Hyde, present broadcast assistant general counsel of the FCC and an Idaho Republican as the new Commissioner. This appointment was predicted more than a month ago by RADIO DAILY.

(Continued from Page 1)

States. The result was a steady flow of completed questionnaires which poured into the home office of the Ross organization in New York.

Results Being Compiled

Right now staff of auditors and statisticians are analyzing, counting and compiling the questionnaire returns. They come from editors, managing editors, city editors, radio editors, columnists, society editors and sports writers and represent a true cross section of press opinion on who's who and why in radio.

Webs Liked Idea

The idea for the "1944 All-American Radio Program," poll was suggested by John W. Alicoate, publisher of RADIO DAILY, at a luncheon of radio network representatives some months ago. It was the consensus of opinion that a comprehensive, accurate poll was needed and the plan for nationwide coverage through personal calls on the press met with unanimous approval.

Washington Interest

Conferences with executives of Ross Federal Research, Inc., and a plan followed whereby the national personnel of Ross researchers would be put to work conducting the poll. B. E. Jolley, director of research for the Ross organization, took personal charge of putting the poll survey machinery into action and regional directors of the company went to work supervising the personal calls on the nation's newspapers, magazines and trade press. Press co-operation in facilitating the

Signs With Serial

Weldon Haeburn has been signed to play the role of Barry Murdock in "The Right To Happiness," heard over NBC, Mon.-Fri., 3:45-4 p.m., EWT, Compton Advertising, Inc., has announced. Procter & Gamble sponsors the program in the interest of Ivory.

completion of questionnaires throughout the country in most instances far exceeded the expectations of the Ross organization. In a few instances newspapers opposed to radio as a media declined to participate in the poll. These instances, however, were in the minority.

Columnist Devotes Space

In Fort Worth, Don E. Weaver, who conducts a column, "Maybe So" in the Fort Worth Press, took occasion to devote much of his column to the personal call of a Ross researcher and his own reaction to radio.

A the poll got under way in New York, Chicago and Los Angeles radio became abuzz with rumors about what RADIO DAILY was undertaking. Many telephone calls of inquiry were received by both RADIO DAILY and Ross Federal Research, Inc., seeking details of the 1944 survey.

In Washington scores of newspaper correspondents, by-lined writers and representatives of press syndicates took time out during luncheon hours at the National Press Club and other places to record their opinions. It was the first time that the press of the nation's capital, other than radio editors, had been polled for their radio opinions.

(Continued from Page 1)

publicity director. In 1926 he became a director and general manager and in 1933 was elected president. When Mutual Broadcasting System was formed in 1934, McCosker was made a member of the board of directors. From 1932 to 1934 he was president of the NAB.



THEODORE C. STREIBERT

Streibert joined WOR in 1933 as assistant to President McCosker and in 1936 was made vice-president and general manager. Streibert prior to joining WOR had been an executive of a motion picture concern and in 1929 left that post to become assistant dean of Harvard University Business School. Streibert in 1940, was one of the founders of FM Broadcasters, Inc.

Renew 'One Man's Family'

Standard Brands has renewed for 52 weeks "One Man's Family" on the coast-to-coast network of NBC.

CALLY YOURS . . .

Jerry Cooper

WEDNESDAY EVENING • WOR—MUTUAL NETWORK • 9:45-10:00
"THE JERRY COOPER SHOW"

Sponsored by

MISS SWANK SLIPS

WEEK OF DECEMBER 18

COCA-COLA PROGRAM

MUTUAL NETWORK

3:00-3:15 P.M. DAILY

MUSIC CORP. OF AMERICA

177 FIFTH AVE.

WI. 2-8900

Personal Management "TAPS" AGENCY 1619 Broadway • CO. 5-1566

ALBANY 8 MI
TROY 4 MI.
SCHENECTADY 10 MI.

WTRY
980 KC
Basic Blue

Press Associations Plan Year End Shows

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

OFF THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
L.S. TOOGOOD RECORDING CO.
 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 527

Senate Porter Action After First Of Year

'All-American Radio Program' Via Radio Daily Certified Poll

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Renew 'One Man's Family'

Standard Brands has renewed for 52 weeks "One Man's Family" on the coast-to-coast network of NBC.

LOCALLY YOURS . . .

Jerry Cooper

MONDAY EVENING • WOR—MUTUAL NETWORK • 9:45-10:00
"THE JERRY COOPER SHOW"

Sponsored by
MISS SWANK SLIPS

Guesting: WEEK OF DECEMBER 18
COCA-COLA PROGRAM
BLUE NETWORK 3:00-3:15 P.M. DAILY

MUSIC CORP. OF AMERICA
745 FIFTH AVE. WI. 2-8900
Personal Management "TAPS" AGENCY 1619 Broadway • CO. 5-1566

ALBANY 8 MI

TROY 4 MI.

SCHENECTADY 10 MI.

WTRY
980 KC
Basic Blue

Press Associations Plan Year End Shows

Press association radio services, particularly UP and AP have set their annual year-end scripts, recordings and special features which are now going out to station subscribers throughout the country, for use during the last week of 1944. Service is gratis and covers the news and human interest highlights of the war and activities at home.

Press Association, Inc. radio division of the AP has completed its annual dramatization of the year's highlights entitled, "This We Have Done," and has just been recorded. The disks are now being distributed to PA affiliates. The half-hour recording covers the top news events of 1944, from the landing at Anzio through the capture of Rome and D-Day in France; also the landings in the Philippines and the big push on the western front.

Narration of the PA disks is by Jackson Beck and scripted by Raphael Hayes; Charles Gaines directed; John Gart supplied the music and entire production was supervised by George Silvers of PA.

United Press Radio, is readying for release to stations twelve 15-minute year-end special program scripts for broadcast by the UPR subscribers between Dec. 23, and Jan. 1. The scripts now being moved to the clients is a gratis service, according to Phil Newsom, news manager of the department.

Scripts are reported as covering every phase of events during 1944. Newsom stated that they are designed specifically to meet the needs of the various station programs, ranging from "Heroes of 1944" and "Women of the Year," to human interest and sports highlights. UP figures most of the scripts are "naturals" for sponsorship during the last week in the year.

Four Ormandy Concerts On General Motors Series

(Continued from Page 1)

a series of four concerts this Sunday Dec. 24. The program will be interrupted at 5:15 p.m. for the scheduled Christmas message of the President and resumed immediately thereafter. Joseph Victor Laderoute, tenor-soloist will be heard on the above date.



California Commentary!

● ● ● The first anniversary broadcast of Philco's "Hall Of Fame," aired from Earl Carroll's restaurant, was a gala day for Paul Whiteman. Among the celebrities who attended were Rudy Vallee, Bob Burns, the Joe E. Browns, Lum and Abner, Carlos Ramirez, George Murphy, Kay Francis, John Payne, Mr. and Mrs. Harold Lloyd, Andy Devine and Gloria DeHaven.

Los Angeles

After the program, a surprise birthday party was staged for Matty Malneck. Among the jivers were Johnny Mercer, Alan (Falstaff) Reed, Jane Wyman, Whiteman and Harry Warren. Highlight of the event was a jam session, with Malneck on the fiddle and Warren, the song writer, at the piano. . . .

● Fred Brady, the Brooklyn lad with the Gracie Fields show, has added Brooklynese to his script lingo. At Tuesday night's program, he convulsed the audience by adding "hey" to the end of nearly every sentence in his skit with Gracie. He swears it's strictly from Brooklyn. He ought to know. Ace Chance, whose ad teaser campaign has attracted much attention, has been busy, entertaining the servicemen at USO Camp shows.

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560 Kc. 5000 WATTS

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"THE JERRY COOPER SHOW"

Sponsored by

MISS SWANK SLIPS

Starting: WEEK OF DECEMBER 18

COCA-COLA PROGRAM

BLUE NETWORK 3:00-3:15 P.M. DAILY

MUSIC CORP. OF AMERICA

745 FIFTH AVE. WI. 2-8900
Personal Management "TAPS" AGENCY 1619 Broadway • CO. 5-1566

WMCA Overseas Xmas Set For 20-Hour Run

(Continued from Page 1)

a repeat for the benefit of late listeners at 10:30 p.m. to 7 a.m. the following morning.

Broadcasts will originate from the Caribbean, Mediterranean, Pacific, China, Burma-India and European zones, cancelling out all commercial programs for the period. The 20-hour run is held to be unprecedented in radio history and is the second time a similar program has been done by WMCA since Straus bought the outlet. Last year there was a five-hour program with a rebroadcast for a total of 10 hours.

New Yorkers Preferred

No advance information on the number or the identity of the men in service will be available prior to the broadcast, but every effort is being made to bring in as many metropolitan New Yorkers as possible. Broadcast will come from rest centers, Red Cross and USO clubs overseas and in American outposts and from forward areas in the Pacific and Continental Europe.

In sections where radio facilities are unavailable or not dependable for broadcast, recordings will be made and delivered by bomber express to the station. Mobile recording units in use by the Army and Navy as well as Marine Corps will be utilized for the recordings with combat correspondents and Public Relations Officers in battle zones assisting in assembling the material. Arrangements are also being made to give each family a free phonograph recording of its boy's greeting.

Start Set for Noon

Schedule is planned to start at noon Christmas Day from Paris, followed by Belgium and the First Army Areas. Following will be outposts in American territories such as Canal Zone and Alaska then the Burma-India-China theater. New Guinea, Australia, Cario, Teheran and Leyte will follow. Then southern France, Italy and Guam. It is expected the concluding program of the night will originate from Jerusalem.

Program is being set up with the co-operation of the Red Cross, USO and Armed Services.

In a statement issued in connection with the Xmas Day program, Nathan Straus thanked the advertisers for relinquishing their time, the armed services and the organizations that made the arrangement possible. Thanks was also expressed to the BBC, the Chinese News Service and the Australian Broadcasting Company for aiding in the "Christmas Overseas" program.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KGO is THE Bay Area Buy!

AFRA 2-Year Agreements Awaiting Approval Of WLB

(Continued from Page 1)

31, 1946, at least. AFRA has won a "one expiration date" for its commercial, sustaining and transcription pacts, plus a 10 per cent general increase for radio artists' scales. The ET code remains unchanged.

Of the 19 terms or clauses involved in the radio "Code of Fair Practice for Commercial Broadcasting, Minimum Terms and Conditions for Radio Artists," about 13 have new provisions.

These changes include: Name Credits. It is the intention of the producer under certain circumstances where he deems the services appropriate to give artists credit on the air as the program "exigencies and requirements will reasonably permit."

Costumes and Dress Maintenance Fees: Where the producer requires that specified costumes be worn other than evening clothes, . . . such costume shall be furnished by the producer at his expense . . . where a producer requires artists on a program to wear evening clothes, which they furnish, he shall pay a minimum fee of \$1 to male artists and \$2.50 for female artists, and this fee shall include the original broadcast and repeat, provided both are performed on the same day.

Calls for "Unfair List"

Unfair Producer: This is an amendment and permits AFRA an "unfair list" should the producer in question be declared so by any branch of the Associated Actors and Artistes of America.

Renewal of 13-week Contract: Where an artist is engaged under a minimum 13-week continuous, guaranteed, non-cancellable contract, two weeks notice is required in writing for either termination or a renewal.

Compensation for Traveling: Where the producer requests an artist, engaged at a total fee of less than \$100 per program (and the artist consents thereto) to travel more than 20 miles from the broadcasting centers of New York, Chicago, Hollywood or San Francisco or beyond the city limits of each except Hollywood, the producer shall furnish first class transportation, reasonable living expenses, and where the artist is required to remain away all day, he shall be paid an additional

fee of \$24 per full day; less than 24 hours are pro-rated at twice the hourly rate for each hour thereof; on occasion variations may be necessary and artist and producer are expected to work things out toward a fair amount.

Definition of Artist: Master-of-Ceremonies, Quiz Masters, Man-in-the-Street Announcers shall be classified as actors and be paid accordingly; Newscasters shall be defined as announcers and fees paid accordingly.

Awards in Arbitration: This provides in part for awards to be made effective as of the date pay was originally due, etc.

Voice Tests: Provide that participation in a voice test by an artist already engaged for the program shall be deemed to be rehearsal for that artist.

Tax Statement: Producer agrees to furnish at least weekly, to each artist a statement specifying the name of the employer, period covered etc. . . other necessary information.

Notice on Serial Programs: On regularly scheduled programs such as serials and strip shows, artist whenever possible shall be given 72 hours notice of the broadcast for which he is engaged.

Non-Waiver of Rights: Acceptance of an AFRA artist of certain moneys shall not prejudice his rights under the Code and any waivers etc. are not good unless prior written approval is obtained.

Incidental Singing Background: Where incidental singing is used as background in dramatic production, producer may apply for a waiver to pay actors' rates.

Cast Lists: Amendment in the Code provides: "Producer agrees, upon AFRA's request, to furnish a list of all artists appearing on any programs."

Fewer Civilian Tubes For 1945, Says WLB

Washington Bureau, RADIO DAILY

Washington—A substantial cut in tubes for civilian radio receivers in the first quarter of 1945 was predicted yesterday by the WPB. The shortage of tubes for maintenance of Army and Navy electronic combat equipment and replacement of increased battle losses must be made up at expense of civilian tube supplies, Radio and Radar Division, officials

Military Requirements Paramount

It is now anticipated that the number of receiving tubes available to civilians will be much smaller in the first quarter of 1945 than the 2,000,000 tubes a month, the officials explained.

Recommendations that all current military receiving tube requirements and accumulated deficits be covered by scheduled production before civilian tubes are made available in the first quarter of 1945 was made by the Radio Receiver Vacuum Tube Industry Advisory Committee at its recent meeting.

'I Love A Mystery' Leaving CBS Web On Dec. 29

"I Love a Mystery," dramatic series currently sponsored by Procter and Gamble for Ivory and Oxydol, will leave the CBS web Dec. 29, because Carlton Morris, the program's writer-producer, has asked to be relieved from his contract due to a busy schedule, it has been announced by a spokesman at Compton Advertising Inc. "ILaM" is heard five times a week, 7-7:15 p.m., EWT, over stations of the CBS net.

The Jack Kirkwood show, currently broadcast five times weekly on the Pacific web of CBS, (eight stations), 8-8:15 p.m., PWT, is expected to go the entire web following above expiration date.

STENOGRAPHER FOR ADVERTISING AGENCY

Grand opportunity and surroundings for ambitious, hard-working girl in Radio Department. \$35 per week. Box 937,

RADIO DAILY
1501 Broadway New York City

Two Networks!
Three City Market!!

CBS WENT MUTUAL

Gloversville • Johnstown • Amsterville

THOMAS CLARK, Nat. Rep.

KCKN

The VOICE of GREATER KANSAS CITY

24 Hours a Day

BASIC MUTUAL

After 6 p.m.

WALTER COMPTON

BACKGROUND FOR NEWS

add WEBR to his sponsor list

WATCH THIS LIST GROW

WSIX	KOL
KALE	KFRE
WMOB	KROS
KOCY	WHIT
WGOV	WBTA
WSAY	WCAE
WJHO	WEBR

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

PROGRAM REVIEWS

WHAT'S THE GOOD WORD?"

Sustaining
 W. Sundays, 2-2:15 p.m., EWT.
 Writer: Maxwell Reiskind
 Producer-Director: Ted Coit

The good word is that WNEW has set up another good program. And, it isn't rare for this particular enterprising independent station however, it is uncommon for a program to conduct a 15-minute program in English and make it enterprisingly educational. "What's the Good Word?" accomplishes just that. The formula of the program seems to include everything but the prosaic kitchen drain and you wonder after a first listening, how it can be so good and say so much. Maxwell Nurnberg, author of the popular book by the same name, plays the teacher and his methods are progressive. The first class opens with discussions of serious and most commonly misused words of our language. After a brief dissertation, the sample program is further exemplified via plays, which in turn are followed by studio audience-participated-in question and answer interval. Listen-ers may take part by mailing their favorite boners to Mr. Nurnberg; he reports them for both their creative content and the humor they make. Prizes consisting of War Bonds are given to audience and losing participants. Losers are the recipients of Mr. Nurnberg's book, a loss because the book is as stimulating as the program.

The program has another advantage: it is broadcast Sunday afternoon at a time when the whole family attend school. Maxwell Reiskind writes the program and Ted Nurnberg produces and directs it; the results indicate that they understand the language. Our only criticism is announcer Hal Moore, who has departed from his in-love-with-voice position.

Pickens For Farrell
 The Pickens star of Ziegfeld Follies and radio, continues on the "American Melody Hour," heard Monday nights over CBS (WABC-CBS, 8:00 p.m., EWT) while Eileen Pickens is on her winter vacations.

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

CBC Producer Gives Views On American Tele Scene

(Continued from Page 1)

ture of an event which has taken place, the result is already known. Mr. Caplan holds that a theater-trained actor or a radio man with theater experience makes the best approach to television, because the theater man understands the co-relation of words, movement and picture. Limitations of the stage area, too, are close to those of television.

Visit N. Y. Studios

He observed the operation of television in the Du Mont, Columbia and NBC studios in New York and in the experimental workshops of the General Electric at Schenectady, and the progress made evoked his enthusiasm. "Down in Schenectady," he said, "there are a bunch of youngsters working on it, most kids with technical training. Some are little theater people. I was there three days and no other subject was raised from morning till night but television."

Mr. Caplan held that the man from the motion picture studio had an advantage in television over the radio trained man who tends to see television as radio plus sight, as an image superimposed on sound, whereas the

reverse is the case. The radio man has to recognize that it is the eye which supplies the truth, which the ear can only corroborate.

The motion picture man is trained, on the other hand, to put the visual element first. But the motion picture camera technique with its searching for the effective angle is a handicap. To change the angle and thus the picture in the middle of a televised speech is to render the speech unintelligible. Then, too, the abounding movement which is the films' life blood is impossible in the television studio. "What staggers the film man most," Mr. Caplan concluded, "is the fact that a half-hour telecast is played, cut, assembled and projected in precisely half an hour. The same amount of intertainment in film studios would take about a month to prepare."

McCall To Frisco

Francis C. McCall, manager of operations of NBC's news and special events department, has been assigned to San Francisco to supervise overseas operations in the Pacific theater.

Jean Russell To Blue

Jean Russell, for ten years in the promotion department of the New York "Daily News," has joined the Blue Network as assistant manager of the audience promotion division of the network's promotion and advertising department, according to an announcement by Fred Smith, director of promotion and advertising. Russell previously was promotion manager of the Detroit "Mirror" and of Curtis Publishing's "Country Gentleman" and for two years was a scenario writer for the National Film Board of Canada.

NEW EAR ROUTINE



Basically you want music all the time. But war news is important . . . and sports and racing news is fascinating. A bit of each, each minute on one station lets you keep your dial on one spot —1430 . . . WBYN's minute-service . . . exclusively yours.

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

PROMOTION

CBS Pacific Booklet

An amusing booklet recently came to our attention released by the Columbia Pacific Network promoting their "Meet the Missus" show with Jack Bailey. With the text running along a humorous vein, and pen and ink illustrations that follow suit, nevertheless the pamphlet reveals all the pertinent facts and figures usually included in an effort of this description. Plugging the program's tie-in with Earl Carroll's, is a large photo of the entrance to that place, which is done in a very striking and effective manner. We found this piece to be both amusing and a sound bit of promotion.

Billboard Display

KWK comes forth with a propitious release, attached to which is a mid-night shot of the call letters atop of what is believed to be the largest war map in the world on exhibit for the public's eye. KWK calls the spot the "spectacular" at Grand and Olive Streets in St. Louis, Mo., where the station is located, too. The station's calls are eight feet high, affording maximum visibility at all times with red neon lighting.

ONE DEPARTMENT STORE

IN Cincinnati

BROADCASTS 30 PROGRAMS

PER WEEK OVER

WSAI

This is just one of 4 leading department store clients scheduling top programs on WSAI.

PAUL H. RAYMER CO.

REPRESENTATIVES

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

NEW YORK—Latest addition to the staff of WLIB is Esther Samuels, who joins the station as secretary to Leonard Carlton, program director. . . D. K. deNeuf director of communications for Press Wireless, Inc. has been granted a leave of absence until Feb. 1, according to an announcement by A. Warren Norton, president. . . As current contracts expire WHOM will cancel all commercial religious broadcasting, and will set aside time every week for the airing of religious programs on a sustaining basis. . . Roy Porter, NBC Chungking correspondent, is back in the States for hospital treatment following an attack of Dengue Fever.

— ARIZONA —

PHOENIX—Parker Sutton, KTAR announcer and script writer, has received notice that he is due for military induction. Replacing him will be Jack Jordan, until recently with the Blue Network, in Hollywood. Jordan will do some news editing as well as announcing.

— MINNESOTA —

MINNEAPOLIS—A newcomer to the announcing staff of WCCO is Bill Magner, former sports-caster and staff announcer with WEAU in Eau Claire, Wis. Previous to that Magner was associated with WEBC in Duluth in the capacity of salesman and announcer.

— LOUISIANA —

NEW ORLEANS—Hermann B. Deutsch, associate editor of the New Orleans Item has started a series of news commentaries and analyses over WWL under the sponsorship of the American Brewing Co. of New Orleans. He will broadcast every Friday night at 6:45.

— CALIFORNIA —

SAN FRANCISCO—KPO actress Monty Margetts has been admitted to membership of the "Horse Thief Detective's Association," famous Stockton, Cal. club. . . Marie Ingram, OWI writer, has succeeded Jacqueline Wilson as publicity director of KFRC. . . Gilbert Thomas, formerly associated with Allied Agencies, in Los Angeles, has joined that staff of KQW as a continuity writer. . . HOLLYWOOD—Kay Kyser announces that his first broadcast under his new sponsor, the Colgate Palmolive Peet Co. will originate at the Navy Amphib Training base at Oceanside December 27 over NBC. . . OAKLAND—Bert Winn, program director of KROW has resigned to assume duties with the OWI. Succeeding him is his former assistant R. W. Wassenberg.

— INDIANA —

INDIANAPOLIS—Latest additions to the staff of WIBC include Hal Shidler to the post of chief announcer, and Michael Brown, formerly with WSLS, Roanoke, Va. and Don Evans, formerly with WIBA, Madison, Wis. to the posts of announcers. Esther McBain, formerly with WSAY in Rochester, N. Y. is now a member of the WIBC continuity department, while the new program director is Stan Corley. . . KOKOMO—Effective January 15 Howard Wilson & Co. will be the national representatives of WKMO.

— IOWA —

DAVENPORT—Latest additions to the staff of WOC are Robert L. Redeen, formerly news editor of KYSM, Mankato, Minn. to a similar post with WOC, and Bob Elenz, formerly with WIND in Chicago, and Jack Davis, formerly with WEAU, Eau Claire, Wis., as announcers. Edgar Reed is now on the WOC engineering staff. He comes to the station from a government radio teaching post in Baltimore, Md.

— NORTH CAROLINA —

RALEIGH—WPTF has transcribed and distributed to all North Carolina radio stations a quarter hour disc by J. Melville Broughton, governor of the state, for the promotion a Christmas Seal sales for the North Carolina Tuberculosis Association, Inc. . . ASHEVILLE—During a recent visit to western North Carolina, Don Pryor, CBS Washington correspondent, was interviewed by Bill Melia, war production director of WWNC, on a special program dealing with Army hospital installations. . . GREENSBORO—Michael Brooks, announcer at WBIG, lists the role of thespian among his extra-curricular activities. He recently appeared in "Stage Door" and will soon appear in another play, both given by the "Playlikers" at Woman's College.

— SOUTH DAKOTA —

RAPID CITY—Construction of the new transmitter building of KOTA was delayed about two weeks when a fire of undetermined origin broke out and damaged the tile for the floors. This advances the deadline for the beginning of operations for the new transmitter to Feb. 12th.

— KENTUCKY —

LOUISVILLE—G. F. Bauer, WINN commercial manager, has been elected a director of the Advertising Club of Louisville for the ensuing year.

— COLORADO —

DENVER—A new experimental series of weekly programs titled "KLZ Workshop Players" is currently being broadcast by the station. The series is designed to act as a testing laboratory for new talent, including actors, writers and directors. An Denver high school teacher and Lowry Field soldier authored the scripts used on the program.

— NEW JERSEY —

NEWARK—According to a recently interviewed naval officer on WAAT, swing is the most popular tempo in Great Britain today. For proof he submitted some British records which turned out to be real "live." . . PATERSON—Bill Bohlen, WPAT's chief announcer, is Mute selection to announce its network broadcasts from the Meadowbrook Inn, featuring the country's name bands.

— IDAHO —

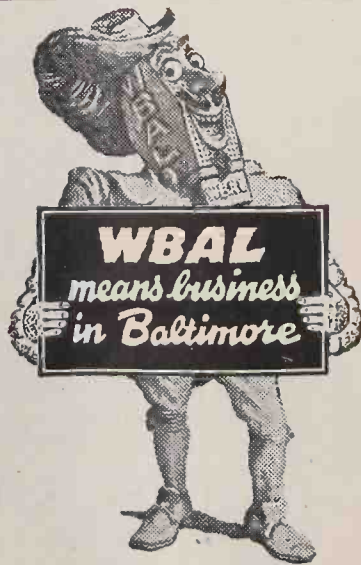
BOISE—By way of commemorating the passing of Pearl Harbor L. KIDO instigated a special bond selling drive tied in with the Sixth V Loan. As fast as pledges were phoned in to the station Boy Scouts went to the homes on their bicycles and took the orders. At the end of the drive the station had sold a total of \$24,000 in bonds.

SEND BIRTHDAY GREETINGS TO...

December 19

Clark Dennis Charles Norwood
David Niles Jack Rubin
Tom Shirley Bob Swan

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



Edward Petry & Co., National Representative

AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS
SEASON'S GREETINGS from WHN 1050 KILOCYCLES NEW YORK
SPORTS • MUSIC • NEWS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 29, NO. 55

NEW YORK, N. Y., WEDNESDAY, DECEMBER 20, 1944

TEN CENTS

CBC Hits Show-Subjects

Flamm's Attorneys Send Protest Wires

Washington Bureau, RADIO DAILY

Washington—New telegrams of protest concerning the WMCA hearing from the attorneys of Donald Flamm have been received by Clarence F. Lea, chairman of the House select committee investigating the FCC, and Samuel Rayburn, speaker of the House of Representatives.

Handelman and Ives, attorneys for Flamm, sent the following message to Chairman Lea:

"Again the action of your Committee indicates that your investigation is a 'whitewash.' You questioned the

(Continued on Page 7)

Finders Keepers' Contest Names War Bond Winners

Nearly 7,000 entries from all over the country were received from a single broadcast of the NBC \$200 War bond contest staged every other week as a feature of the "Finders Keepers" program. The show is heard Mondays through Fridays over the network 10:30.

The two winners of first prize, each whom received a \$50.00 war bond, were Mrs. Gladys Moessner of Decatur, Illinois, and Sgt. Daniel W. Gen-

(Continued on Page 7)

Copy Boy Gets Break; Does CJBC Broadcast

Montreal—Spence Caldwell, manager of radio station CJBC, Toronto, and a newsroom copy boy became news writer and announcer Tuesday morning when staff members were

(Continued on Page 7)

Blue Bond Sales

Chicago—Employees of the Blue Network's central division purchased \$84,000 in war bonds during the Sixth War Loan Drive, according to Karl Sutphin, chairman of the committee handling the Blue's arrangement during the campaign. Sutphin stated that the \$84,000 figure surpassed by far the bond purchases made by the central division in other loan drives.

S.O.S.

An urgent request for volunteer talent to entertain at servicemen's shows during the holiday season Dec. 23 to Jan. 2 was issued yesterday by Jim Sauter of the United Theatrical War Activities committee. Volunteers can telephone Mr. Sauter at Wickersham 2-2700.

WHOM Takes Lease On "711" Quarters

Long-term lease was signed yesterday by Craig Lawrence, vice-president and general manager of WHOM, whereby the station offices and studio will be moved to 711 Fifth Avenue. Approximately 35,000 square feet of floor space will be taken and the structure renamed the Look Building. In addition to WHOM offices and studios, the national sales office of the Cowles stations will be located there.

WHOM will occupy the second and mezzanine floors for both AM and FM media, and other Cowles sales offices;

(Continued on Page 7)

Directors Guild Issue Statement To Networks

Radio Directors Guild, through Mrs. Charles G. Mount, Jr., yesterday notified all major networks that it is the representative for collective bargaining purposes of a majority of radio directors employed by them. The

(Continued on Page 2)

Twenty Eight Questions Asked In Radio Daily Poll

Statisticians working on the tabulation of RADIO DAILY's 1944 poll must consider answers to 28 questions on each questionnaire as they record the votes to select the nation's first "All-American Radio Program," B. E. Jolley, director of research for the Ross Federal Research, Inc., disclosed yesterday.

The returns, completed by Ross

Northern New England relies on WLAW for product information. Is WLAW on your schedule?

Frigon Would Ban "Horror Programs"; Cites Commons' Criticism Of Certain Medical And 'Soap Opera' Scripts

Fibber McGee & Molly Head "First Fifteen"

Fibber McGee and Molly headed the "first fifteen" in the Dec. 15 evening reports, followed by Bob Hope, and Walter Winchell in third place. Jack Benny was fourth with a rating of 25.7. Fibber McGee shows 31.6 and Hope an even 29.0.

Average evening sets-in-use of 30.5 is slightly off from the last Hooper

(Continued on Page 8)

WMCA 'Operatic Holiday' New Series Starts Sunday

"Operatic Holiday," a new Sunday series featuring Metropolitan Opera Company stars in popular and semi-classical number will make its debut on WMCA this Sunday under the sponsorship of the Modern Industrial Bank. The program, which will

(Continued on Page 8)

REC Gift Shower Precedes Auction

A shower of gifts to the Radio Executives Club for their annual Christmas party this afternoon in the Hendrik Hudson Room of the Roosevelt, sent Warren Jennings, president,

(Continued on Page 7)

Montreal—The Canadian Broadcasting Corporation is urging private radio stations not to renew contracts for "Horror Programs," Dr. Augustin Frigon, general manager of the CBC, said in an interview.

"We have the power to direct the private stations to drop horror broadcasts but we haven't used the ban since we have found that the use of persuasion rather than force is achieving the same result, although more slowly," said Dr. Frigon.

The private stations carried "horror programs" on a contract basis of 13, 26 or 36 weeks and as these con-

(Continued on Page 7)

WITH Seeks Tele License From FCC

Washington Bureau, RADIO DAILY

Washington—A commercial tele license for Baltimore was asked by the Maryland Broadcasting Company, licensee of WITH. An FM license was asked for Memphis by the operators of WMC in that city.

Jack Benny To Come East For Three 'Dimes' Shows

Jack Benny and his NBC crew will head East after their Jan. 7 broadcast to spearhead the "March of Dimes" campaign in three special shows from New York, Philadelphia

(Continued on Page 2)

Resourceful

Chicago—NBCites of the central division chuckled this week over the Christmas Party fund system evolved by the telephone operators. In raising capital to defray expenses of their annual Yule get-together, the girls have instituted fines for operational mistakes and breaches of etiquette. Recapitulation of money received will be an indication of the girls' efficiency.

o-Day—379 Certified Votes—"All American Radio Program of 1944"



Vol. 29, No. 55 Wed., Dec. 20, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Tuesday, Dec. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 1/2	165	+ 1/2
CBS A	35	35	35	- 1/2
Crosley Corp.	29 1/2	29 1/4	29 1/2	
Farnsworth T. & R.	13 1/2	13 1/4	13 1/4	
Gen. Electric	39 3/8	38 7/8	39 5/8	+ 1/8
Philco	34 3/8	33 7/8	34 1/4	- 1/8
RCA Common	10 5/8	10 1/4	10 3/8	- 1/8
Stewart-Warner	16 1/4	16	16 1/4	+ 1/4
Westinghouse	115 1/2	115	115 1/2	- 1/4
Zenith Radio	38 5/8	38 3/8	38 5/8	- 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Stromberg-Carlson	15 3/4	16 3/4

Detrola Sales

Sales of the International Detrola Corporation for the month of November were \$3,330,980 and were the largest in the corporation's history, President C. Russell Feldmann has announced.

20 YEARS AGO TODAY

(December 20, 1924)

It is generally supposed that Westinghouse has more than a scientific reason for developing the new art of shortwave broadcasting. By its means, they no doubt hope to be able to establish chain broadcasting despite A. T. & T. ban on leased wires.

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

WSAY
ROCHESTER
N. Y.

"All-American Program" Based On 28 Questions

(Continued from Page 1)

zines, trade papers, and other publications are included among those making returns.

Interest Running High

Interest in the RADIO DAILY selection of the "All American Radio Program" is running high since the first announcement in yesterday's RADIO DAILY. Telegrams and phone calls from network executives, artists, and agency executives yesterday were indicative of the enthusiasm. One long distance call from Hollywood sought information on the winners in two classifications.

Questions Listed

The following questions were answered in the 1944 RADIO DAILY poll:

- 1—Favorite Commercial Program.
- 2—Favorite Entertainer.
- 3—Favorite Dance Band (Sweet).
- 4—Favorite Dance Band (Swing).
- 5—Favorite Male Vocalist (Classical).
- 6—Favorite Male Vocalist (Popular).
- 7—Favorite Feminine Vocalist (Classical).
- 8—Favorite Feminine Vocalist (Popular).
- 9—Favorite Symphonic Program.
- 10—Favorite Symphonic Conductor.
- 11—Favorite Comedian.
- 12—Favorite News Commentator.
- 13—Favorite Dramatic Series.
- 14—Favorite Dramatic Serial.
- 15—Favorite Sport Commentator.
- 16—Favorite Children's Show.
- 17—Favorite Educational Series.
- 18—Favorite Quiz Show.
- 19—Favorite Daytime Variety Show.
- 20—Favorite Comedienne.
- 21—Favorite Radio Announcer.
- 22—Favorite Woman Commentator.
- 23—Star of Tomorrow (male).
- 24—Star of Tomorrow (female).
- 25—Favorite Popular Singing Unit.
- 26—Favorite Comedy Team.
- 27—Favorite Song of 1944.
- 28—Favorite Musical Composition of 1944.

Directors Guild Issue Statement To Networks

(Continued from Page 1)

Guild has requested the networks to fix a time and place for the commencement of negotiations with respect to conditions of employment of radio directors.

Announcer Wanted!

Need good man for Florida station. Must be experienced and must know RCA board. Good salary; permanent position. Contact Jack Rathbun, Beekman Towers, First and 49th Street, New York City, December 18th through 21st.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day. To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Jack Benny To Come East For Three 'Dimes' Shows

(Continued from Page 1)

and Boston. According to an announcement from the National Foundation for Infantile Paralysis, Benny will act as emcee of star-studded programs at Carnegie Hall, New York, on Jan. 20; at the Philadelphia Academy of Music, Jan. 23, and at Boston Symphony Hall, Jan. 29. He will have luncheon with President Roosevelt in Washington on Jan. 30 and return to New York for a four-network broadcast that night.

Regular NBC broadcasts of Jack Benny program on Jan. 14, 21, 28 and Feb. 4 will originate at Radio City, New York, or at service camps nearby.

The program is sponsored by the American Tobacco Company. Ruthrauff & Ryan, Inc., is the agency.

Seek 250-Watter At Brockton, Mass.

Washington Bureau, RADIO DAILY

Washington—Mitchell G. and Milton H. Meyers, and Reuben Aronheim, yesterday applied to the FCC for permission to build a new 250-watter on the 1,450 band in Brockton, Mass. This trio is licensee for WEIM, Fitchburg, Mass.

WDRC

HARTFORD 4 CONNECTICUT
W D R C - F M

The Best Wish We Can Broadcast

We join you in wishing our boys in the service a Merry Christmas—Happy New Year—and speedy, victorious return.

USE WDRC TO CONNECT IN CONNECTICUT



Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

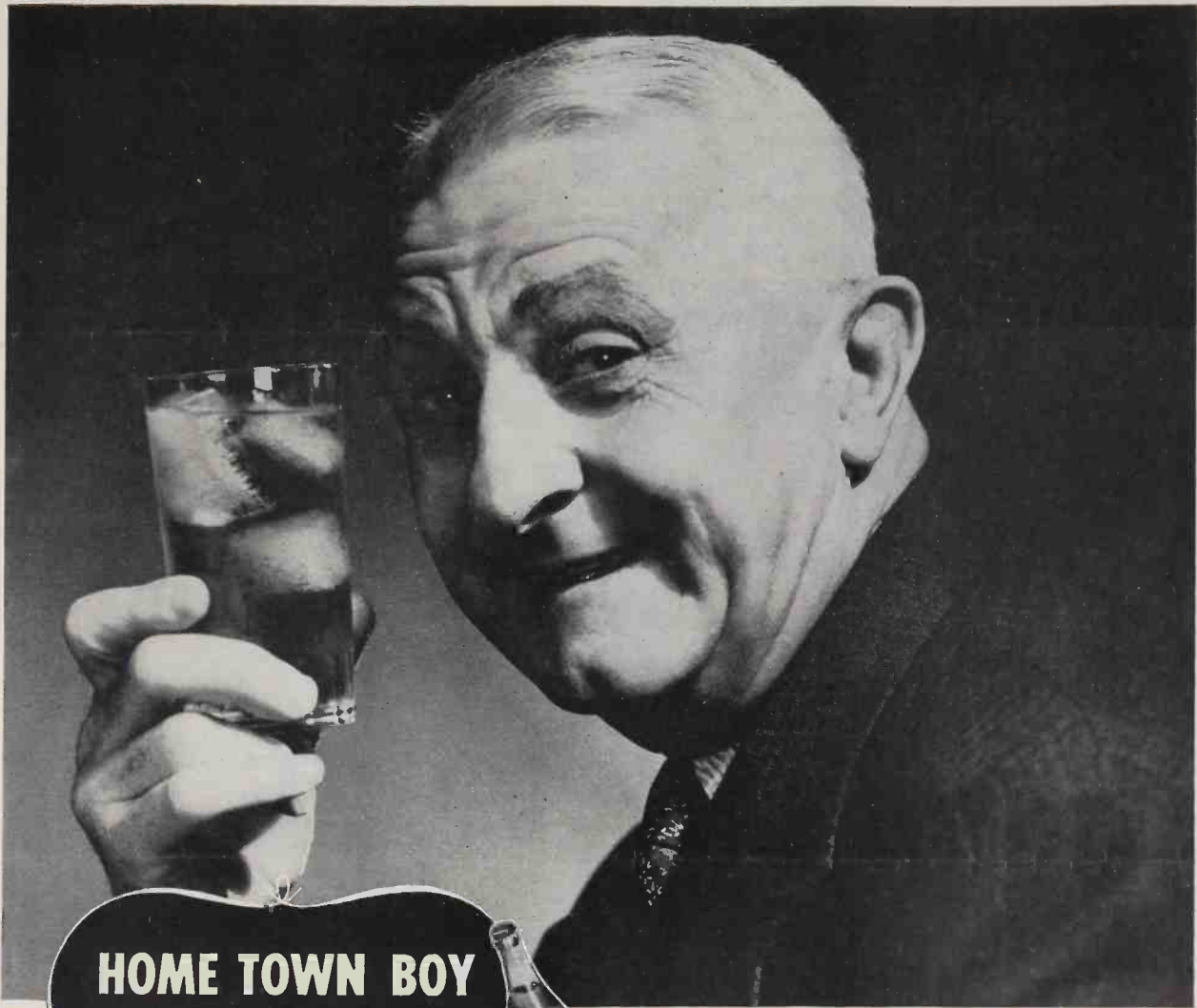
The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEF



**HOME TOWN BOY
MAKES GOOD
and how?**



**...or how to win the
Baltimore market!**

Thirteen weeks—renewed nine times—that's two years & thirteen weeks and still going strong. Yes, another home-town Baltimore success, High Rock Ginger Ale, on Baltimore's own big home-town station—WFBR.

*"Your World Tonight"—a hot-off-the-wire dramatic news program that can and does compete with network shows, has been sponsored for over two years by High Rock Ginger Ale, now the *largest selling ginger ale in Baltimore.*

News is taken off the wires up to 7:15 P.M. A staff of writers begins preparing dramatic presentation. Rehearsal starts approximately 7:25; air time is 7:45!

Last minute news bulletins are picked up just before air time and inserted near end of program. Commercials written to conform to the style of the program have proved one of the most interesting features.

A recent free offer of an atlas brought one thousand requests—exhausting the supply.

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

*Agency: Leon S. Golnick & Associates

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

WFBR

6

WLAW

LAWRENCE

5,000 watts 680 kc

WFTL

MIAMI

10,000 watts 710 kc

WPDQ

JACKSONVILLE

5,000 watts 1270 kc

KRNT

DES MOINES

5,000 watts 1350 kc

WNAX

YANKTON

5,000 watts 570 kc

WCOP

BOSTON

500 watts 1150 kc

(Applying for 5,000 watts)

Hildreth & Rogers
A Fort Industry
Station

Jacksonville
Broadcasting Corp.

Cowles

MORE

IMPORTANT STATIONS

HAVE SWITCHED

TO THE BLUE NETWORK

IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the *calibre of men who run these stations*. We think it is important because it *convinces us once again that the Blue Network is steadily marching ahead*. That the *trend is to the*

Blue. That the idea is getting around that it is not only easy, but *smart*, to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. *Now they are all Blue*.

WHAT DOES IT MEAN?

1 IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS

in the most effective way possible, *have set their stamp of approval* on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

"We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."

2 IT MEANS MORE LISTENERS TO THE BLUE.

Several hundred thousand more radio homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

3 IT MEANS MANY PLUSES FOR BLUE ADVERTISERS

Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.

4 FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . .

Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast

Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER *Blue* NETWORK
AMERICAN BROADCASTING COMPANY, INC.

BOSTON SYMPHONY REVIEWS

DECEMBER 16th CONCERT

S. N. STEINHAUSER
Pittsburgh Press

One needn't have a "Symphony Ear" to enjoy Allis-Chalmers Boston Symphony broadcasts these Saturday nights. They are a boon to radio listeners who appreciate noble utterance of enduring orchestral works. Last Saturday's broadcast, dedicated to the Steel Industry, was led by Guest Conductor, Dimitri Mitropoulos, of the Minneapolis Orchestra. The program (1) Mendelssohn's happily mooded 3rd ("Scotch") Symphony was appropriate to the dedication to Steel. Its powerful passages and strong accents were reminiscent of the massive operations of Pittsburgh's steel mills. (2) Morton Gould's Five "Spirituals" for string and orchestra—evolved from a serious surging introduction into a fervent rhythmic chant that rushed to an exciting close. The Gould works were more to our liking, but the studio audience liked the whole program and so did I.

RAY ZAUBER

Dallas Daily Times Herald

The Boston Symphony was heard Saturday night with the dynamic Greek, Dimitri Mitropoulos, conducting. Mitropoulos captured the delicate flavor of the "Scotch" Symphony in a manner that would have pleased Mendelssohn. He handled the light string and wood-wind passage with emotional touch. The cantilena was round and full of expression. Mitropoulos failed on Gould, however. The Negro Spiritual type, like the five-part work of Gould, calls for a spontaneous emotional brand of syncopation that springs from the soul of the Negro race. The Boston Symphony missed the point, although there were many brilliant effects and displays of technical proficiency.

DECEMBER 23rd PROGRAM

Mozart's Overture to
"The Magic Flute"

and Krenek's Variations
on a North Carolina Folk Song

8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

Advt.



Notes From A Ringside Seat . . . !

● ● ● Every year about this time radio experts give with their prognostications Re; Fred Allen's latest decision on the question of retiring from radio . . . our feeling is that after a long rest he'll succumb to the lure of the mike and will again regale dialers with his nasal drollness . . . but while cogitating, the sombre-visaged comic, will nonetheless toss a quip or two at Clifton Fadiman, when with General Sessions Judge James G. Wallace, he acts as guest-expert Christmas Night on "Information Please." . . . ● Warwick & Legler is still seeking a feminine foil for the "Danny Kaye Show" which will emanate from Hollywood CBS starting January 6. . . . Dick Mack will produce this Pabst Blue Ribbon show which will feature Harry James' Orchestra with Jeri Sullavan doing the vocals and Ken Niles announcing. . . . ● Before leaving for the coast, Jimmy Durante and Garry Moore, stopped off in Cleveland and were largely responsible for that town's surpassing its War Bond Quota. . . . ● Bob King, chief of the press department at Doherty, Clifford & Shenfield, is recuperating from an attack of lobar pneumonia . . . (maybe he shoulda stood in California). . . . ● Commander Edward N. Scheiberling of the American Legion will go on the air tonight on the Eddie Cantor program. (NBC) and personally congratulate Eddie on his magnificent job of procuring gifts for hospitalized service-folk . . . The Commander will be cut in from New York. . . . ● And speaking of this good work, Maxine Keith, on her Mutual program has pulled 8,793 packages in 19 days, all for the benefit of men and women of every branch of the U. S. Armed Forces now hospitalized in the U. S.

★ ★ ★

● ● ● Blue Network's sportscaster Harry Wismer's superb play-by-play broadcast Sunday of the championship game between the New York Giants and the Green Bay Packers ranks him at the top . . . Mark Woods, who hired Wismer three years ago, after hearing of the lad's talents up around Detroit, rates a bow. . . . ● Hit Parader Joan Edwards will headline the Roxy (Gotham) stage show early next month. . . . ● The Blue Net's War Correspondent John Bryson, stationed in London, became the proud daddy of a seven pound boy, born Monday in Chicago. . . . ● That new tune introduced recently by Horace Heidt, titled, "A Rolling Stone Gathers No Love," was written by Jack Rourke, producer of the Blue Net show, "Heidt Time For Hires" . . . ● Frances Scott's He'article, "G.I. Joe's Your Problem," in the current edition of the magazine 'She,' is a timely message to Mr. and Mrs. America . . . only a mother could have written it . . . (Frances Scott's only son is now with the Armed Forces 'somewhere in France'). . . . ● Billie Burke's CBS show for Servel Refrigerator will originate in Hollywood the next four weeks resuming again from New York January 20.

★ ★ ★

● ● ● At today's Radio Executives Club Christmas Party, held at the Roosevelt, there'll be a group of Stradivari violins which are worth one hundred grand . . . the string section of Paul Lavalle's orchestra which will provide the music to soothe the (savagelike) breasts of RADIOLITES . . . (ah there Messrs. Jennings, Grabhorn, Kirsch et al). . . . ● Henry Youngman's contract bears a clause which stipulates that the entire NBCarton of Cheer cast must accompany him wherever and whenever he travels. . . . ● After two years in the Army, where he was in charge of Eastern production for the Armed Forces Radio Service, Corp. Sylvan Taplinger has been given a medical discharge . . . good break for Radio. . . . ● Jackson Beck's swell work on the show has rewarded him with a regular berth on the CBS show, "Radio Reader's Digest". . . . ● Warren Hull, interviewing partner of Parks Johnson on the "Vox Pop" ular program, is the author and composer of a new BMI tune, titled "You Really Fill The Bill."

★ ★ ★

— Remember Pearl Harbor —

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL
LANCASTER

WKBO
HARRISBURG

WORK
YORK

produces sales
for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER



CBC Would Ban 'Horror Programs'

(Continued from Page 1)

rights expired the CBC was "exerting every influence against their removal."

The House of Commons Radio Committee expressed belief during the session that "horror programs," operas and medicine shows were "of bad taste" and suggested that the CBC eliminate them. Objection was made to programs sponsored by manufacturers of purgatives, banned by CBC stations, but still broadcast by private stations.

"We strive to follow the wishes of the committee and while we are exerting every influence short of dictation for the elimination of objectionable programs, we still have much work to do," said Dr. Frigon.

Should the CBC exert its full power and impose an out-and-out ban against horror and medicine programs on private stations, "petitions signed by thousands and thousands of intelligent people protesting against such dictation" would be received he said.

While most people seemed opposed to "horror programs" there was a "very small minority" favoring this type of entertainment.

Readers Keepers' Contest Names War Bond Winners

(Continued from Page 1)

of Crossville, Tennessee. Mrs. Cassner's winning statement composed an intriguing description of the show into a mere 25 words.

testimonial to the value of the program was contained in the letter which earned a \$25.00 bond for Mrs. Beerberg, of Detroit, Michigan. Mrs. Beerberg wrote that, as she is blind, her diversions are limited, and the "spontaneous good humor and varied educational subjects" of the program brighten her entire day.

SEND BIRTHDAY GREETINGS TO...

December 20

- | | |
|-----------------|---------------|
| Harold Anderson | Carol Bowers |
| Ed Fiorito | Hal Gordon |
| Jeanne Harrison | Al Kanner |
| Erving Lehrer | Joseph Littau |
| Cheri McKay | Patti Pickens |
| Bob Prescott | |

FOR SALE

Well established newspaper matrix service in New York. Income, \$10,000 per year. Deal with principal parties only. Address Box 935 Radio Daily, 501 Broadway, New York 18, N. Y.

Protests On WMCA Hearing Filed By Flamm's Attorneys

(Continued from Page 1)

witnesses on one side publicly and with great thoroughness and zeal, Flamm's testimony alone consuming three and a half days. You questioned the witnesses on the other side privately and the testimony of both Mr. Noble and Mr. Corcoran do not consume two days. After obliterating part of the record inconsistent with your 'whitewash' the Committee issues a statement that Corcoran was a 'highly valuable witness.' Do you mean highly valuable in ascertaining the truth, highly valuable as to price paid by Mr. Noble, or highly valuable in sustaining the 'whitewash' by your Committee? The conduct of your investigation has been highly irregular and improper and it appears to be an out-and-out attempt to prejudice public opinion as to the Flamm vs. Noble suit."

Copy Boy Gets Break; Does CJBC Broadcast

(Continued from Page 1)

delayed by Toronto's crippling snow-storm.

Ralph Kuyle, 16, arrived at 5:30 a.m., Caldwell said. "When no news-writers appeared, he wrote a newscast for the first time in his life, and when no announcers showed up he went on the air to read the news at 7:05. Shortly afterwards, the staff started arriving."

Seed Firm Buys On CBS, Sponsoring Tom Williams

Ferry-Morse Seed Company, Detroit, Mich., will make its debut as a coast-to-coast network advertiser Saturday, Feb. 3 when it begins sponsorship of "Garden Gate with Tom Williams" program over CBS. Presented for Ferry-Morse seeds, the CBS-built and sustained horticultural program will continue to be heard Saturday mornings from 9:15 to 9:30 EWT. Eighty-one Columbia stations will carry the program under sponsorship. The show originates from WLAC, Nashville. MacManus, John & Adams, Inc., Detroit, handles the Seed account.

"A Bit of Paris in New York"



Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Another message addressed to Speaker Rayburn follows:

"You appointed Select Committee to investigate the FCC; \$120,000 of taxpayers' money was appropriated to the use of that Committee. Instead of public hearing, the verity of which would be sustained by complete stenographic minutes in accordance with the American tradition, the Committee has resorted to Star Chamber procedure and the old world method of obliterating testimony. Accordingly, this investigation has deteriorated to a whitewash of Thomas Corcoran and Edward J. Noble and others who played a reprehensible part in the forced sale of WMCA from Donald Flamm to Edward J. Noble. This should not be tolerated by you as Speaker of the House of Representatives who appointed the Committee."

REC Gift Shower Precedes Auction

(Continued from Page 1)

scurrying for an auctioneer yesterday.


The gift contributions include a case of wine from C. H. Cottingham of the Erwin, Wasey agency; a case of Dubonet wines from Sherman Gregory of Schenley; carton of cigarettes from Stuart MacHarrie of WJZ; case of champagne from Marvin Kirsch of RADIO DAILY and three albums of classical records which were donated by Bill Norrins of WBYN, Brooklyn.

Proceeds of the REC party will go to providing presents for disabled veterans in service hospitals throughout the country.

DIALT WIST SUFFERERS

News on one station, music on another, sports on still another?

NO! ALL ON ONE
ON 1430



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

WHOM Takes Lease On "711" Quarters

(Continued from Page 1)

move to the new quarters will take place as soon as wartime restrictions are relaxed. Extensive alterations are planned.

The 711 Fifth Avenue building housed NBC at its inception and for several years was the hub of network broadcasting in the United States. Less than 10 years ago NBC and Blue moved to Radio City.

Stork News

A son was born at 3:15 a.m., EWT yesterday to Ruth and Dwight B. Herrick, manager of NBC's public service department. They are also the parents of a daughter, Ann, three.



LUX RADIO THEATRE 36.0*

Here's where you get a BIG Rating, BIG Station, BIG Market.

*Hooper Rating Win.-Spr. Index 1943-'44

WTAG WORCESTER

Full Time Coming To



WHKC COLUMBUS

WATCH AND WAIT FOR A GREAT DATE
WHKC-THAT'S RIGHT-BOTH DAY AND NIGHT

WHKC COLUMBUS

Goes Full Time Day & Night

★

Double Power
News Every Hour On the Hour
New Wave Length — 610 KC.
Central Ohio's Only Mutual Station

★

NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

T-2-B

COAST-TO-COAST

NEW YORK

SYRACUSE—WFBL recently mailed out a V-Mail letter to each member of their staff now serving in the Armed Forces. The letter stated that the station had purchased a \$25 war bond for him which would be presented to him on his next visit home.

MIDDLETOWN—The following changes in the staff set-up have been announced by WALL: John W. Jones, announcer and engineer, is now program director and production manager. Fred Schoelkof, former transmitter operator, is now control announcer. James Mailler, new to radio, is being trained as announcer and control operator.

VIRGINIA

PORTSMOUTH—Latest additions to the staff of WSAP include Paul R. Forbes, program director, Ted Brooks and Ernie Tannen as announcers. Brooks hails from New York, and Tannen from Baltimore.

OHIO

CINCINNATI—Roger Baker, director of public relations at WLW, recently celebrated the completion of 16 years in radio. AKRON—Ted Hanna has joined the staff of WADC as news editor and publicity director, coming to the station from WGAR. Akron where he served in the news department. MANSFIELD—New staff members of WMAN include Arthur Tate, announcer, and Lura Brown, continuity. Robert Odson has been placed in charge of production of all studio sustaining programs.

WARREN—Latest addition to the staff of WRRN is Harold Hancock formerly with WHLD, Niagara Falls, who has joined the station complement as an announcer.

CALIFORNIA

SAN FRANCISCO—Neil Ames, recently of the Merchant Marine, has joined the guest relations staff of KPO. FRESNO—KMJ lost another member of its staff last week when George Kapel, news editor, left the station to join the Armed forces.

Few stations in the nation can equal KOA's Dominance:

68.8% Dealer Preference

69% Listener Loyalty

9 out of 10 Top Programs

50,000 Watt Power

7 State Coverage

KOA FIRST IN DENVER 50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY SPOT SALES

Fibber McGee & Molly Head "First Fifteen"

(Continued from Page 1)

rating report and down 1.2 from a year ago. Average evening available audience is 79.1, no change from the last report, and down 0.5 from a year ago.

Program with the largest number of women listeners per listening set is: "Saturday Night Serenade," with 1.53.

Largest number of men listeners per listening set is: Walter Winchell, with 1.09.

Largest number of children per listening set: "Lone Ranger."

Program with the highest Sponsor Identification is "Lux Radio Theater," with 9.1 for the correct product. Misidentification 0.9 and those who didn't know the sponsor totaled 7.0.

Other programs among the "first fifteen" rated by Hooper are Charlie McCarthy fourth place and in succession are: Joan Davis- Jack Haley; Lux Radio Theater; Bing Crosby; Screen Guild Players; "Mr. District Attorney"; Kay Kyser (1st half hour); "Take It Or Leave It"; Eddie Cantor; Aldrich Family and Abbott and Costello.

WMCA 'Operatic Holiday' New Series Starts Sunday

(Continued from Page 1)

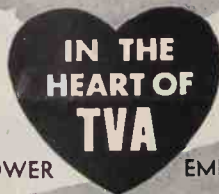
be heard in the early afternoon from 12:30-12:45 p.m., will have a permanent star, Gerhardt Pechner, basso, who each week will have as guest another singer from the "Met."

On the premiere this Sunday, Pechner will be assisted by Martha Lipton, contralto. Songs will include "Silent Night," "White Christmas" and a duet arrangement of "I'll See You Again."

Decca Buys Building

Los Angeles—A four story building containing 52,000 square feet of floor space was purchased by Decca Records, Inc. of New York City, according to an announcement by the Los Angeles Chamber of Commerce.

CHATTANOOGA



POWER EMPIRE

WDOD CBS

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

RCA-Sponsored Telecast Starts Friday On WNBT

Premiere of the new RCA-Victor sponsored television series, "The World in Your Home," will be presented Friday Dec. 22, at 8:00 p.m., over NBC's WNBT. According to a joint statement by Charles B. Brown, advertising director of RCA-Victor, and John F. Royal, NBC vice-president in charge of television, the programs will be a regular Friday night feature at the same time. The first telecast will be a combination of live-talent and films. It will feature a piano recital, followed by a Disney film, "Winged Scourge."

Bonomi And Taylor Set For CBS Address Sunday

An exclusive broadcast which for the first time will have an Italian Premier speaking in his native tongue over the CBS network has been set for Sunday Dec. 24, at 11:30 a.m., EWT. Premier Bonomi will speak for 10 minutes from Rome and will be followed by the Hon. Myron C. Taylor, American representative at the Vatican who will speak for 18 minutes.

Winston Burdett will handle the mike on the pickup and introduce the speakers. Arrangements for the talk were through Della Grattan who also was instrumental in bringing to the radio audience the talks by Judge Marchisio.

CHICAGO

By BILL IRVIN

J. RICHARDSON LOUGHRIN, program head KYSM, Mankato, Minn., for the past two years, has joined WGN as a producer. Loughrin was formerly an announcer and producer for WNAC and the Yankee Net.

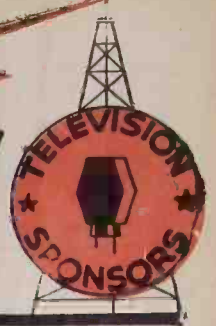
COMPLETE PICTURE of Radio Listening IN OKLAHOMA. The OKLAHOMA RADIO AUDIENCE OF 1944. Copy sent on request. WKY—Oklahoma City

AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS • SEASON'S GREETINGS from WHN 1050 KILOCYCLES NEW YORK OF SPORTS • MUSIC • NEWS 50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 29, NO. 56

NEW YORK, N. Y., THURSDAY, DECEMBER 21, 1944

TEN CENTS

Radio Dramatizes Xmas

Webs Plan Schedule Extra Programs For Xmas

By M. H. SHAPIRO

Managing Editor, RADIO DAILY

Network broadcasting, will enter its fourth wartime Christmas, with one of the most comprehensive undertakings in its history in effort to bring to those overseas and the men and women at home, a diversified program of Yuletide observance, and holiday cheer within the scope of the momentous times. Not only the networks themselves but virtually every sponsored sustaining program will carry the spirit of Christmas and special messages and other seasonal features. Majority of NBC's regular programs and numerous special broadcasts originating at home and overseas will include Yuletide features for the entertainment both those overseas and listeners at home. To several theaters on the battlefronts, one of NBC offerings will give them their first opportunity to talk with children they have never seen. The children and their mothers will gather in studios in this country to participate in the exchange of greetings.

(Continued on Page 4)

Bob Hope Will Receive Advertising Club Award

Bob Hope will be awarded the Advertising Club of New York's award of merit for 1944 for the radio-screen actor's outstanding accomplishments in entertaining Armed Service groups

(Continued on Page 2)

FRR On All Webs

President Roosevelt's Christmas Eve message to the nation and to the Armed Forces all over the world, will be heard Sunday 5:15-5:30 p.m., EWT. Not only will all networks carry the President but many independent outlets as well. All Coast-to-Coast commercial shows have so programmed their routine as to cut in the message for the 15-minute period.

Christmas Shows For G. I. Joes



Broadcasters Set Many Special "G.I." Shows

By FRANK BURKE
Editor, RADIO DAILY

G.I. Joe was not forgotten by the American broadcasters.

Scores of special shows, some air shows and others calling for the personal appearance of radio artists at hospitals, camps, servicemen's centers throughout the United States, are planned as a result of RADIO DAILY's suggestion of "Christmas Shows For G.I. Joe's."

Special planning for the Christmas week shows got under way a month ago. On the Atlantic seaboard many stations prepared to originate programs or send talent to Army, Navy, Marine and Coast Guard stations. Likewise on the West Coast from San Diego to Seattle extensive G.I. Joe programming is scheduled for the Christmas holidays. In the middle west Chicago stations centered their activities around servicemen's centers and nearby camps while throughout the South many shows planned appearances at camps.

(Continued on Page 4)

AFRS Christmas Shows Shipped to All Fronts

Los Angeles—Armed Forces Radio Service's Christmas present to American service men and women overseas has been wrapped and shipped in the form of five hours of special Christmas radio shows, for use on the more than 440 broadcasting outlets in all

(Continued on Page 27)

Chinese Greetings

Mike Peng, director of station XGOY, Chungking, China, broadcast a Christmas greeting to WMCA, which was recorded by the Chinese News Service in California, and from there flown to New York. Four Chinese language variations, representing North, East, West and South China, are recorded and backgrounded with a Chinese Choir singing Christmas carols.

o-Day—482 Certified Votes—"All American Radio Program of 1944"



Coming and Going

Vol. 29, No. 56 Thurs., Dec. 21, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Wednesday, Dec. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 ⁷ / ₈	164 ³ / ₈	164 ³ / ₄	— 1/4
CBS A	35 ¹ / ₄	35	35	
CBS B	34 ³ / ₄	34 ³ / ₄	34 ³ / ₄	— 1/4
Crosley Corp.	29 ³ / ₈	29	29	— 1/2
Farnsworth T. & R.	13 ⁵ / ₈	13	13 ³ / ₈	+ 1/8
Gen. Electric	39 ⁵ / ₈	39	39 ¹ / ₂	— 1/8
Philco	34 ¹ / ₄	33 ⁷ / ₈	33 ⁷ / ₈	+ 3/8
RCA Common	10 ³ / ₈	10 ¹ / ₄	10 ¹ / ₄	— 1/8
RCA First Pfd.	80	79 ⁷ / ₈	79 ⁷ / ₈	+ 3/8
Stewart-Warner	16	15 ⁷ / ₈	16	— 1/4
Westinghouse	115 ¹ / ₂	114	114 ³ / ₄	— 3/4
Zenith Radio	38 ³ / ₄	38 ¹ / ₂	38 ¹ / ₂	— 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 ³ / ₄	5 ³ / ₈	5 ³ / ₄	+ 1/4
OVER THE COUNTER				
			Bid	Asked
Du Mont Lab.			7 ¹ / ₈	7 ⁷ / ₈
Stromberg-Carlson			15 ³ / ₄	16 ³ / ₄
WCAO (Baltimore)			23	
WJR (Detroit)			36	

Bob Hope Will Receive Advertising Club Award

(Continued from Page 1)

all over the world, it has been announced. The formality will take place at a Celebrity-Forum Luncheon of the club some time in January.

Other personalities whose efforts have been recognized by the club will be similarly awarded: Mayor La Guardia, Commander Gene Tunney, Major Alexander de Seversky, Quentin Reynolds, Robert Moses.

20 YEARS AGO TODAY

(December 21, 1924)

WEEI, first permanent network station in New England, is bringing its listeners such air favorites as Wendell Hall, "the red-headed music-maker," the Happiness Boys, Graham McNamee, Roxy and his gang, and Metropolitan Opera stars.

JAMES COWAN, head of Editorial Services, Ltd., Canadian representative of Television Motion Pictures Company, in New York to arrange releases and distribution for 1945.

LIONEL HAMPTON and the members of his orchestra arrived last week for their engagement at the Strand and for several radio guest appearances.

GEORGE D. COLEMAN spent a portion of last week in New York. He's commercial manager and sales director of WGBl Columbia's outlet in Scranton, Pa.

ALLAN MELTZER, of the Meltzer Associates organization, in Boston this week on business.

A. J. MOSBY, president and station manager of KGVO, Columbia network affiliate in Missoula, Mont., back at the station following a visit to New York.

EDWARD R. MURROW, chief of the CBS European staff, is now vacationing in Florida.

JOAN BROOKS, CBS vocalist, has left town for an extended trip through the South to entertain at Army camps, Navy bases and the Marine base at Quantico, Va.

WILLIAM C. BOCHMAN, general manager of WCOS, Columbia, S. C., looked in Tuesday at the station relations department of the Blue Network, with which the station is affiliated.

CHARLES FORRESTER, director of The Bruce Chapman Company, is now in Boston producing "The Answer Man" program for that company over the Yankee Network.

HAROLD R. KRELSTEIN, manager of WMPG, Memphis, here from Tennessee this week for a few days in Gotham.

Police Athletic League On WCBW Christmas

A Christmas day "open house" will be held Monday at the CBS tele-station WCBW-NY in co-operation with the Police Athletic League. In a special video program of one and a half hours duration, actor Ralph Bellamy and actress Frances Fuller will serve as hosts to the junior members of the PAL organization while they make merry before the cameras. Guest of honor will be Deputy Inspector James B. Nolan, PAL's president, and commanding officer of the New York Police Department's Juvenile Aid Bureau.

Post-Christmas Party For "Roy Rogers" Show

West Coast Bureau, RADIO DAILY Hollywood—The night after Christmas finds the entire cast still gay enough to give a musical party for Roy Rogers on Mutual's "The Roy Rogers Show," Tuesday, December 26 (8:30 to 9 p.m., EWT).

Roy contributes "Winter Wonderland," which he sings in his latest Republic film, "Lake Placid Serenade," and "Where the Mountains Meet the Sky," popular western favorite. The Sons of the Pioneers sing out with "Blue Prairie" while Pat Friday also offers a number.

Christmas Greetings and a Happy New Year to all our friends



KASPER-GORDON, INCORPORATED

140 BOYLSTON STREET

BOSTON 16, MASS.

May We

At This

Time Offer

Our

SEASON'S GREETINGS

To All

Our Friends

and May

the New Year

Bring

VICTORY and

PEACE



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



WE GIVE OUR THANKS
AT CHRISTMASTIDE

To those brave Americans everywhere, who daily
risk their lives upon the field of battle—that Peace
and Goodwill shall return upon this Earth.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Webs and Stations Set Xmas Shows For Entertainment of G. I. Joe's

Webs Plan Wartime Christmas Programs

(Continued from Page 1)

Shortly before midnight on Christmas Eve, Helen Traubel, Metropolitan opera soprano, will sing the traditional "Silent Night, Holy Night." Among the earlier programs will be a 30-minute feature from Hollywood and Honolulu with Bob Hope acting as emcee in the film city. A Navy Choir and Symphony Orchestra will be picked up from the Hawaiian capital during the latter part of the program.

On Sunday, Dec. 24, General Motors Symphony will feature musical selections associated through the ages with the holiday season. The "Army Hour" also on Sunday will exchange Yuletide messages with every major fighting front. NBC commercial and sustaining programs today and the rest of the week will all have at least one song or otherwise mark the holidays. These will include Amos 'n' Andy, "Duffy's Tavern," "Waltz Time," "Home Is What You Make It," "The Christmas Mail Went Through" (interviews with Army personnel abroad); Smilin' Ed McConnell; "Consumer Time," Rockefeller Center Choristers, Navy Xmas Message, "Christmas in Freedom," Westinghouse program and many others. "Finders Keepers" will uncover a bag full of gifts especially for servicemen in the audience. Featured will be the standbys, Julie Conway, Bob Sherry and Jerry Jerome and orchestra.

Full CBS Schedule

More than a score of CBS sustaining and nearly every commercial program on the network will devote all or part of one or more broadcasts to reflecting the time of season, but tempered by the hope that America's wartime Christmas heralds the approach of "peace on earth" literally.

Partial list of stars scheduled for one or more appearances during the holiday season includes: Kate Smith, Frank Sinatra, George Burns and Gracie Allen, Parks Johnson, and Warren Hull, Bing Crosby, Jessica Dragonette, Alec Templeton, James Melton, Jack Benny, Don Ameche, Patrice Munsel, Jack Carson, Johnny Morgan, Bob Hope, Garry Moore, Jimmy Durante, Carmen Miranda, Lionel Barrymore, Basil Rathbone, Eddie "Rochester" Anderson and many others.

Music and drama will be heard, the former including organ recitals and piano concertos to choral presentations and symphonic performances. Drama will include religious presentations, such as "The Light of the

World" broadcast based on the Book of Isaiah; the traditional Lionel Barrymore "Christmas Carol" production with his own orchestral score; a Kate Smith narration of "The Small One" and lighter vein productions such as "The Missing Santa Claus" and "Blondie Trims the Tree."

Typical diversity will be found in "Trans-Atlantic Call"; bringing greetings from Britain to America; the special two-hour show for servicemen and those at home sponsored by Elgin Watch Co. and "Vox Pop" which will be heard from a hospital in Philadelphia.

Through the current week and up to Christmas Night, numerous programs of every description have worked in or are planning to add the Christmas spirit to the scripts. "Christmas Overseas," on Monday Dec. 25 at 1.30-2 p.m., EWT will be a roundup of war front and European capitals. These will include famous chimes and choral organizations made up of servicemen.

WOR-Mutual's Plans

WOR-Mutual is placing added emphasis of the holiday on servicemen fighting on all fronts. Special programs with Army, Navy and Marine Corps personnel from the South Pacific, Honolulu, and England, and have been scheduled with more to come over the Christmas week-end.

Other holiday highlights include annual Christmas messages from King George; special Prayer for Children to be read by Archbishop Francis J. Spellman exclusively over WOR-Mutual; the Midnight Mass from St. Patrick's Cathedral, and a dramatic presentation of Dickens' "A Christmas Carol."

Traditional Christmas music is to be heard as presented by the Paulist Choristers, the Branscombe Choral, the St. Patrick's Cathedral Choir, the Columbus Boy Choir, and the "Music of Worship" orchestra and chorus. Besides the number of special holiday programs to be presented by WOR and Mutual as in the case of the other webs, majority of the sustaining and commercials have all prepared special Yuletide features. Among these shows are Bob Emery, the 100-Voice New Jersey Bell Telephone Co. choir, heard annually via WOR, Bessie Beatty, Paula Stone-Phil Brito, Martha Deane, "This Is Halloran," Uncle Don and many others.

Blue Web Goes All-Out

Blue Network will climax its observation of Christmas by presenting a two-hour show Christmas Day, 2-4 p.m., EWT. The broadcast will feature a lineup of the network's top entertainers and be highlighted by a series of three-way conversation between U. S. fighting men overseas and their families at home.

Network stars appearing on the

Cantor Proposes Veteran Care

The formation of a national movement to build wounded servicemen's morale on a year 'round basis was proposed by NBC comedian Eddie Cantor at a recent luncheon meeting with government and military officials in Chicago. Cantor, who, a year ago, began traveling the "Purple Heart Circuit," stated that these men should not be forgotten after the peace has been declared, as they will be without such a movement.

The plan formulated by the comedian calls for the formation of committees in every town to take an active interest in the men confined, some for life, in the local military hospitals. He said that attention once a year, such as at Christmas time, was not sufficient, but that year round interest and help was needed. This program is an outgrowth of Cantor's program to provide a Christmas present for every wounded serviceman. To date some half million gifts have been collected by the various department stores in the nation.

Blue's program will include: Paul Whiteman, Gracie Fields, Andy Russell, Alan Young, Walter Winchell, William Bendix, Joe E. Brown, Ed Wynn, Ethel Barrymore and others.

During the current week the Blue is presenting Christmas Carols from 4:15-4:30 p.m., EWT. Christmas Eve Paul Whiteman will present a full hour of music from Hollywood 11:30-12:30 a.m., EWT and noted Hollywood stars will be brought to the mike. In the succeeding half-hour there will be a broadcast from England featuring Bebe Daniels and Col. Ben Lyon. In addition to the Blue's two-hour show, there will be a special Christmas version of "The Land of the Lost," for children.

Two-Hour Video Show

CBS' video station, WCBW, will put on a special two-hour show Christmas afternoon from 5-7 p.m. An hour and a half of the program will be presented in cooperation with the Police Athletic League. Entitled "Christmas PAL Show," Ralph Bellamy and Frances Fuller will play hosts to junior members of the PAL during programs of games, entertainment and distribution of Christmas presents.

Guest on the video presentation will be Deputy Inspector James B. Nolan, President of the PAL.

Christmas Programs Featured Everywhere

(Continued from Page 1)

Broadcasters, rallying round the slogan—"Christmas Shows for G. I. Joe's"—have produced the greatest number of holiday shows in radio history for the special entertainment of men and women of the armed forces in hospitals, camps, and other points throughout the United States and Canada.

The movement to provide special shows for the armed forces originated with RADIO DAILY a month ago and won the approval of the entire industry. Harold Ryan, president of NBC, was the first to endorse the movement and network presidents joined in backing the plan.

Dedicates Show

At Mutual, Tom Slater, director of special events, volunteered to produce a special show on Christmas Day entitled, "Christmas Shows for G. I. Joe's." Similar programs have been produced by a number of independent stations.

Many Participate

Approximately 125 stations have produced special shows for Christmas Day and 100 more are planning some kind of entertainment for service units during the holiday season.

Officials of the British Broadcasting Company, wishing to co-operate in the movement, plan to service several stations throughout the nation with recorded programs introduced "home town Voices" and originated in England and on the battle front. WMCA, New York, wishing to get greater coverage this year is carrying a full 20 hours of overseas pictures.

WWNC, Asheville, will stage two Christmas parties—on at Moore General Hospital for the patients and personnel on the regular broadcast from the hospital, and another from the Army Ground and Service Forces Redistribution Station during and following the weekly quiz program from that point. In addition, Army personnel visiting WWNC Farm Hour on Christmas Day will enjoy a special holiday presentation.

This CBS affiliate in Hopkinsville, Ky., is dedicating musical programs to the boys of Outwood Hospital and special Christmas music will be played for Camp Campbell Hospital. In connection with special USO programs, a portion of the Christmas party will be aired, emceed by soldiers.

(Continued on Page 6)

CHRISTMAS IS MANY THINGS ...

The joy of homecoming...

The pungent odor of pine...

The magic of unwrapped gifts...

The taste of mince...

The splendor of a snow-filled night...

IT IS ALSO ...

The indescribable coldness of frozen fox-holes...

The discarded ration can...

The hurting blankness of exhaustion...

The noise of gunfire — the silence of stealth...

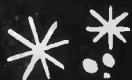
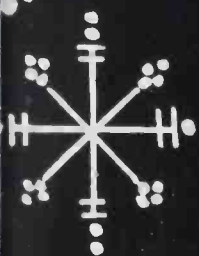
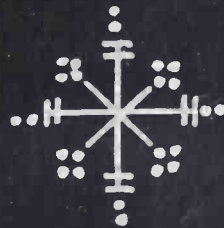
The killing of an enemy...

5000 WATTS

WPEN

950 ON THE DIAL

PHILADELPHIA, PENNA.






Christmas Shows for G. I. Joe's




(Continued from Page 4)

Invitations will be issued by this White Plains, N. Y. station to local USO clubs that do not have any recording equipment, for any servicemen that so desire to come to the station and record their voices which will be sent to their parents. A special program by soldiers stationed in the area is also on the agenda, and all members of the station's staff have been asked to make known any ideas for further participation along the Soldier's Christmas program theme. As yet no further plans have been decided upon.

Christmas choir music will constitute the bulk of the entertainment to be provided the servicemen by WSTV, Steubenville. At the same time the station will provide recording facilities for the men in the Zanesville military hospital so that they may send personalized holiday greetings home. The station again plans to present a series of recorded programs made by the boys in the front line in Europe and Asia, which was done last year and was very successful.

In Phoenix, on Christmas morning a group of women will serve breakfast to around 500 servicemen from 7 to 11 a. m. This is being done because local eating establishments are not open until noon, and servicemen have difficulty getting anything to eat on Christmas Day in that area. The station will air a special half-hour program somewhat on the order of "Breakfast at Sardi's" featuring ad lib entertainment and interviews with the visiting servicemen.

Even though many of the men in the armed forces will be away from home and loved ones, while on duty in this Bridgeport area, they will enjoy a traditional Christmas Eve and Day, largely through the efforts of WICC, which has issued calls to local residents to open their homes to these men. Other than this, the station plans to provide entertainment in the form of staff members at all the local USO Clubs, Army hospitals and other servicemen lounges. All Christmas programs aired by the station will be dedicated to these men.

A four-hour program to be titled "Christmas Party" will be aired by WTAG, Worcester, from 6 to 10 a. m., December 25. Greetings and well-wishes will be beamed at the men

*Come to them and blessing, Christmas Day,
Tell them once more the tale of Bethlehem;
The kneeling shepherds, and the Babe Divine:
And keep them men indeed, fair Christmas Day.*
Charles Kingsley

and women in the nearby camps and hospitals, followed by tales of heroism and valor performed by men from the local area. Portions of the program will be devoted to the families of these men, describing for them the Christmas customs of the foreign land where their men are stationed.

With the aid of portable recording equipment, WNEW will tour Greater New York on Christmas Day for a series of documentary programs entitled "Santa Claus in Khaki." The station's engineers, producers and announcers will visit various centers where the men congregate, and interview some of the GI's on the way they are spending their Christmas Day in New York. These recordings will be taken to the station where they will be edited and broadcast during the evening hours.

Deciding that perhaps enough emphasis was already being placed on Christmas entertainment for the servicemen, this Philadelphia station is going all-out to provide both entertainment and gifts for needy children in this area. The station has issued calls for articles of clothing and toys, and will distribute them among the youngsters, with the aid of the all-juvenile cast of the "WFIL's Junior Music Hall."

Continuing with their policy of long-standing, that of providing the folks at home with a platter of their man's voice, recorded some place overseas, WIP in Philadelphia, plans to devote the main part of their Christmas program to this practice. Arrangements and scripts are made up about a week before the broadcast, and, even though the soldier may have been shipped out, the record is made. After the broadcast, the station forwards the platter to the man's folks. Both newspapers in the Philly area, and the men's parents, are very enthusiastic about this practice.

Recognizing that many of the people in this metropolitan area are facing this Christmas with conflicting emotions, running the gamut from joy over a loved one being home

for the holidays, to deep sorrow over one who will never be home again, WQXR plans simply and appropriately to offer a program of the best in music—that and nothing more. This, the station hopes, will help express the feelings of all the varied members of their audience, and suit the occasion, whether it be joy or sorrow.

All commercial shows on this Toledo station have plugged a "Gifts for all servicemen who are hospitalized" campaign for the past several weeks, and to date the results are most gratifying. Many thousands of gifts have been received, with many more expected. A series of special programs has been aired featuring interviews with postal employees urging both early mailing of all cards and gifts and co-operation in the servicemen's campaign. Musical programs and newscasts during the holiday season will be slanted toward the servicemen in the area.

Over a dozen special shows have been planned for Christmas week by the New York Municipal station, each one to be highlighted by an interview with a recently returned serviceman or woman. "Music of the United Nations," a daily feature over the station, will stress Christmas music of the nations where our soldiers are now fighting, and there will be a "Victory Concert" broadcast from the New York Public Library, December 23, where admission will be limited to servicemen and their companions.

With four major Army camps in its Greensboro, N. C. area, WBIG will slant all holiday shows toward the desires of the personnel of these camps and their hospitals. The station has already contributed over one hundred Christmas Carol records to the Army hospitals, and will maintain their policy of devoting a substantial part of their broadcasting day to "camp" shows, co-operating with the authorities at all opportunities, with special news bulletins and personal appearances of station talent.

In co-operation with the State Camp and Hospital Council of the Red Cross, in Hartford, WTIC is building a series of programs specially designed for the entertainment of hos-

pitalized service personnel in Connecticut, the first of which is scheduled for release during Christmas week. The shows will feature entertainers and orchestras from almost all of the various stations in the state as well as prominent figures in the sports world.

In Portsmouth, a large party for the members of the "750 Club" will be staged by WHEB Monday, December 18. Each member attending the party has been requested to bring a gift for a serviceman now recuperating at the Portsmouth Naval Hospital. The station staff will provide the entertainment. Four days later, Lee Spencer, women's director accompanied by "Santa" will go to the hospital, make recordings to be sent home for the servicemen, and distribute the gifts.

Taking note of the current cigarette shortage, New York's WINS has aired several requests, via Dorothy Day, station home economist, for popular brands to be distributed in the hospitals in the New York area. Other than that, the station plans no special Christmas servicemen's shows beyond the currently scheduled ones, which will, however, have a definite holiday tinge.

The emphasis will be mainly paced on programs on both Christmas Eve, and day, by this Oklahoma City outlet. While several other armed forces programs are tentatively scheduled, nothing definite has been decided at the present time. At intervals throughout the day of the 25th, programs of cheer will be beamed to the several military hospitals in the vicinity. The station reports that the authorities have arranged for loud speakers to be installed in all the wards, so the programs may be heard by all.

With no hospitals in the vicinity, WFCI, Providence, R. I. plans to air interviews from the Journal Canteen at intervals during Christmas day. The shows will be recorded and sent home for the serviceman. In addition to these broadcasts, the first 25 men to enter the Canteen will each be given a two dollar bill by the station.

In co-operation with the Cleveland American Legion group this station is participating in a plan to provide gifts for every ser-

(Continued on Page 8)

Our Sincere Thanks

We, at KERMIT-RAYMOND wish to express our sincere thanks to all who have made 1944 our most successful year. At present our transcribed syndicated programs include:

- **"HOLLYWOOD OPEN HOUSE"**
The best and biggest syndicated radio program ever produced.
NOW ON 121 LEADING STATIONS
- **"THE WOMAN"**
Taken from the pages of "THE WOMAN MAGAZINE".
- **"RADIO THEATRE OF FAMOUS CLASSICS"**
- **"THE MEAL OF YOUR LIFE"**
- **"MEMORIES"**
- **"FAMOUS FATHERS"**

WATCH FOR OUR NEW 1945 STAR NAME SHOWS!



Our thanks to the many sponsors, radio stations and advertising agencies that we have had the pleasure of dealing with in 1944.

Our thanks to the many great stars of Hollywood and Broadway, and to the writers, performers, musicians and all the others who have played so important a part in our productions.

May we wish everyone a VERY MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR.

Kermit-Raymond Corp.

Ray Green,
General Manager.



Christmas Shows for G. I. Joe's



(Continued from Page 6)

viceman in the Cleveland area. This is done by calling the listener's attention to the plan at intervals throughout the broadcast day. Also, two of the currently scheduled "APO Cleveland" programs that fall in this period, have been built entirely around the idea of Christmas entertainment for the serviceman.

The services of every entertainer in Washington will be obtained for the special Christmas Eve program put on at the Walter Reed Hospital in cooperation with the Washington Rotary Club. The plan calls for the performance to go from ward to ward in a cycle so that each ward will witness a continuous two-hour performance. While the station plays a large part in this show, present plans do not call for it to be broadcast, but a change may be made before show-time.

Directed toward the men in all the many Army installations throughout the country, **KBS** stations will present a series of Christmas programs designed especially for GI entertainment. Care was taken in the selection of musical material so that the boys in the camps will get the type of musical entertainment they desire, and the people at home whose hearts lie over the seas will also derive some comfort from the programs.

A daily half-hour morning period regularly devoted to the musical requests of servicemen was adapted into a Christmas GI program by this Uniontown, Pa., station. With the insistence that listeners write greeting cards to all the men who have written to the station requesting tunes, the station also passes on any news regarding mailing restrictions, and gift suggestions for the men and women in the service. Otherwise the pre-Christmas format remains unchanged.

Many Christmas features have been added to the already scheduled GI programs now carried by this Savannah, Ga., outlet. Among the programs to undergo this holiday refurbishing are: "GI Jive," "Chatham Field Hour," and "Hunter's Field Chaplain's Hour." At the time of this writing the station reports that other plans are pending, but are not complete.

While the Yuletide plans of **WKY**, Oklahoma City, Okla., were not complete at the time we went to press, several features had been definitely decided upon. For the fourteenth consecutive year the station will

*The Shepherds had an Angel,
The Wise Men had a star,
But what have I, a little child
To guide me home from far,
Where glad stars sing together,
And singing Angels are?*

Christina G. Rossetti

broadcast the celebration of Mass on Christmas Eve. Gifts will be distributed to hospitalized children of servicemen, and the presentation will be made complete with a Santa and a chorus composed of WAVES that are stationed nearby. Complete programs will be put on at the military hospitals at various times through the day.

This Charlotte, N. C., station proved the way for a ten-hour Christmas Jamboree to be held in the Charlotte Armory. With the idea of entertaining the servicemen in the area, listeners were asked to provide food and transportation for the men to and from their camps. Staff members of the station provide the entertainment, and all the girls in the city have been asked to come and dance. Last year the station played host, with the people of the city, to over 7,000, and they expect to exceed that number this year.

Due to the fact that there are a large number of men at the nearby Pine Camp Army post who will be unable to get into Watertown, N. Y., on Christmas Eve to hear the Mass, this station will carry it as the main feature of their Christmas GI programming. Besides Mass, the program will consist of the singing of the choir and a commentary on the Mass itself. The remote pick-up will be made from the St. Patrick's Catholic Church in Watertown.

In Des Moines, **KRNT** will originate its "Korn Za Poppin'" show from the United States Veterans' Hospital on Christmas Day. This will include a warm up show as well as the actual air show, and will give wounded veterans the opportunity to express themselves and relay greetings home. All able-bodied military personnel will be invited to the special Christmas Eve midnight broadcast from an as yet unspecified church here in the city.

While there are no camps or hospitals in the area served by **WAZL**, Hazleton, Pa., the station has built some program features slanted at those home on Christmas furloughs. Daily programs have been arranged featuring news of returning soldiers and sailors, and wherever possible, they will be asked to make an appearance on the station's shows.

Several weeks before Christmas this Cleveland station staged a campaign among its listeners for packs of cigarettes to use as gifts for the servicemen in the surrounding area. These will be distributed on Christmas Day. In addition, the station's mobile unit will make visits to the hospitals so that the wounded can make recordings to be sent to the radio station nearest their home for a playback.

Designed for general consumption, but built around an all-GI cast, **WOW** in Omaha, Neb., is slating two special Christmas shows during the Yule week-end. On Saturday the show will originate from Schick General Hospital in Clinton, Iowa, while the program scheduled for Sunday will be broadcast from the United States Naval Ammunition Dump in Hastings, Neb.

A commercial sponsored show in High Point, N. C., has been adapted to the GI Christmas program by instituting a campaign among soldier's relatives to inform the men that the sponsor of the program will honor any requests for tunes they may care to submit. Their letters will be used as a basis for the show during the week of Christmas.

The entire "WIBC Jamboree" will make a Christmas Day appearance at the Indianapolis Servicemen's Center, to entertain some of the expected throngs of servicemen expected to spend the greater part of the day in the area. All canteens will be open until midnight, and staff members of the station will be on hand to make sure that no man in uniform is any more homesick than can be helped. Orchestras, victrolas, hostesses and all the other prerequisites have been provided the centers so that the varied tastes of the men and women will be satisfied.

This New Orleans station regrets to inform us that they are unable to schedule any special Christmas Show due to lack of station talent. They are, however, continuing with their current daily GI program which has proved to be a very popular feature in this area. Also, as a sequel to the holidays the station is promoting the annual football classic, the Sugar Bowl game, at which servicemen are admitted at greatly reduced rates.

Running through the month of December, **KMTR**, Holbrook, has scheduled "Strictly GI" show that is designed to aid the transient nearby stationed service man find his way around the town. The station supplies telephone numbers to all USO's and canteens in the vicinity. They also, through the cooperation of their listening audience, provide visiting soldiers with a "dinner with the family" or a room for the night.

In keeping with the spirit of the coming holiday season, the **WEIM**, Fitchburg, Mass., station has not only solicited gifts for the GI's who will spend the day confined to the wards of Lovell General Hospital in Fort Devens, but asked their listeners for, and given a number of radio sets for placement in the wards. Prior to the Christmas season, the station also collected about 2,000 sets of playing cards and distributed them in the hospital. Plans are under way for the personal appearance there of talent from the staff.

Cooperating with the local posts of the American Legion, this Brooklyn station daily appeals to the interest of servicemen confined to military hospitals. Added to these are the two regularly scheduled shows, "The Voice of the Army" and a quarter hour musical interlude in honor of the WAVES. Stars of radio stage and screen participate in these shows, and the station hopes that the programs will do much to boost pre-Christmas morale.

Christmas Day will have a special significance this year to many of the families in the Los Angeles area. Instead of the customary station breaks of December 25, the station will feature personal greetings from service men to their families. Recording these greetings was started some time ago and they were flown to the station. In some cases it will be necessary to short wave the message for rebroadcast. The station also plans some programs built around these greetings.

In Enid, Oklahoma, **KCRC** will temporarily revise their regularly scheduled "Especially for You" program to suit the holiday occasion. This show features Marjorie Hromas as singer-accompanist and airs the servicemen's favorite songs. Many of the numbers are requests from nearby Enid Army Air Field, and the rest are dedicated to some man from the area now away in the service, or to requests from a serviceman's family.

(Continued on Page 19)

*Are you buying as many
War Bonds as you can?*

*Are you making as many
visits to the Red Cross
Blood Bank as you can?*

*Are you doing as much as you
can for the War Effort?*

Harry Wismer

*P.S. Are you sending as much sports equipment and reading material
as possible to the Fighting Yanks all over the world?*

LOS ANGELES

RAY BIRCH, producer, has a new variety show over KMPC to be heard Mondays through Saturdays from 7:30-8:00 a.m.

Paul Sells, accompanist and arranger for the KNX "Sunrise Salute" and the Columbia Pacific Network "Hollywood Barn Dance" programs, takes over similar duties on the KNX "Sunny Side of the Street" show.

Larry Compton has been added to the sales staff of KECA. Compton was formerly domestic advertising manager for the Knox Company, a pharmaceutical house with headquarters in Hollywood. Prior to that he has had newspaper, national and regional advertising agency experience.

Dick Aurandt, Hedda Hopper's music conductor, will hereafter include original dramatic scores as a backdrop to special portions of the gossip columnist's CBS broadcast. Miss Hopper considers this type of background music to her stories a definite and necessary contribution to the program.

Mickey Gillette is musical conductor on Al Pearce's new show over CBS. Mickey did the music on Al's last series and on the new program has a 14 piece orchestra.

Hedda Hopper has adopted as the tagline on her CBS program one of the "naturals" of the year. It's the heart-warming "Put A Bond in the Bank for a Yank . . . for Christmas" and she'll plug it weekly until the holidays are over.

Participation sponsorship of Hal Styles' "Let's Face Facts" program on KFWB has been purchased by Frederick H. Speare, operator of one of the West's outstanding radio schools. The sponsorship is for Monday-through-Friday programs at 2:30 p.m. and will include appearances on "Let's Face Facts" by Mr. Speare and will also include some of his outstanding students.

A national sponsor is dickering with Announcer Jim Doyle for a possible Monday 15-minute spot of humorous newscasting. Doyle hasn't signed yet—he isn't sure there's that much humorous news.

Production Staff Named For "G.E. Houseparty"

Los Angeles—Production personnel for the "G.E. Houseparty" series sponsored by General Electric over CBS starting January 15 were announced past week-end by John Guedel Radio Productions and Young & Rubicam, Inc.

From the Guedel staff will come Walter Guedel as script editor; Jack Stanley as guest contact man and expeditor, Ralph Jones as accountant and John Guedel as writer-director. Stu Dawson of the Chicago staff of Young & Rubicam has been transferred to Hollywood as the agency producer and supervisor.



Sgt. Sid Weiss Reporting!

● ● ● The censors have relented a bit, boss. I'm now allowed to mention the towns I take in, which I should imagine, also includes the towns that take me in. Of all the towns I've yet seen here, Florence is my favorite.

Even prefer it to Rome, altho' a visit to the Eternal City is on anybody's 'must' list. I get the damndest feeling of unreality, somehow, as I stroll along the piazzas of Florence or along the banks of the River Arno. The town itself nestles in a cup-like valley between towering mountain ranges and many's the time I take out the old jeep and circle the mountain tops to look down on the toy village below. I kind of like to sit up there and meditate. Life could be so damned beautiful—if only we had the sense to realize it. Why must there be wars, boss? And why has the good Lord given us such exquisite beauty and not the sense to appreciate or enjoy it?

● ● ● Right now I'm sweating out a seven-day furlough to Cairo. I don't know why, but Cairo has always seemed to cast its own particular spell over me. Guys who've been over there claim it's a little Paradise. That's another reason why everything seems so unreal. Towns and places I formerly never heard of outside of a book are commonplace here. You'll run into a pilot pal and he'll ask you if you wanna take a little trip with him to Algiers or Gibraltar or Paris or Cairo. Guys who've probably never been out of their city limits prior to the war now rattle off the four corners of the earth with ridiculous familiarity. Not to try and impress you—but just to recall a gal they met in Melbourne or a dinner they had in Algiers or a pipe they bought in Cairo. That's what air power has done. Made the entire world a next-door hop.

● ● ● I see where the township of Brooklyn is up in arms again—this time at Noel Coward for his cruel and tactless remarks in his latest book, "Middle East Diary." Coward had written in his book that "some of the mournful little Brooklyn boys lying there in tears amidst the alien corn with nothing worse than a bullet wound in their leg or a fractured arm" failed to impress him. Now he should've known that's no way to talk about Brooklyn. They're one of our Allies too. And anyway, the only time I've ever seen a Brooklynite cry was when their Bums took a licking from the Giants.

● ● ● Did I thank you for the sardines and stuff you sent? I kept them under my bunk figuring to save them until the first bum meal came along. Well, I didn't have to wait long. As a matter of fact, it was the very next meal. The General's private chef is a pal of mine, so he fixes me up a salad a la Waldorf outa your stuff. Not only that, he hands me a hunk of apple pie the Gen. had no doubt overlooked in his inspection of the day. How he happened to overlook it, I haven't the slightest idea, unless it might have been because I had hid it the day before. But as somebody or other once pointed out, all's fair in love and war.

● ● ● Now I've Seen Everything Dep't: Today's "Stars & Stripes" pictured a comely lass rolling her own ciggies out of a sack of Bull Durham. Don't tell me that things back there have come to that, boss. Here I've been writin' you for cigars all along—when maybe I should be sending you a pack of butts now and then, hey? Well, that's all for now, boss. Don't do anything 'til you hear from me. I'll be back before you can say Vladivostok. With lotions of love, Sgt. Sid Weiss.

PROGRAM REVIEW!

"PORT PARADE"

Sustaining, Monday, Dec. 11.
Station WNEW

Outstanding among the various shows now traversing the airwaves is "Port Parade," aired Monday evenings from 9 to 9:30 over WNEW. By around a 45-piece orchestra, containing some of the finest symphonic orchestral talent in the country, the program features some of the men and women in the Transportation Corps now stationed at the many installations of the New York Port Embarkation. The show is written and produced by the Office of Technical Information under the supervision of Major Robert D. Levitt, and represents the combined talents of the GI musicians, arrangers, conductors, singers, writers, announcers, and directors who are stationed at the Port.

Each program presents a salute in the form of a short dramatization, some member of the Transportation Corps who has performed some of outstanding service, either here in an overseas theater of operations. Highlighting the dramatization with some artful background music, is Walter Gross, who has quite an extensive radio background in civilian life.

Made possible by Maj. Gen. Horace H. Groninger, commanding officer of the Port, the show also features vocalists Pvt. "Buddy" Moreno, a Cpl. Adele Clark of the WAC, and regular features. The weekly form is varied with other talent where available. All in all, "Port Parade" is one of the finest all-GI shows to come to our attention.

Staff Changes Made On Boston Symphony Hour

Gene Hamilton announcer for All Chalmers' Boston Symphony program heard on the Blue Network, Saturdays, 8:30-9:30 p.m., EWT, will do the narrational chores on all subsequent programs, it has been announced by Arthur Austen, supervisor of the program.

Hamilton replaces Staats Cotworth, who has been doing the narrational portion of the program. Al Oliver Danuel, former concert pianist, lecturer and teacher, is the program's new producer, replacing Adison Amor. The agency is Compton Advertising, Inc.

Mutual Renews Show

Mutual Benefit Health & Accident Assn. of Omaha has renewed "Freedom of Opportunity," on Mutual Fridays, 8:30-9 p.m., EWT for another 52 weeks, effective Jan. 12, and increased the number of stations from 214 to the entire web. Arthur Meyerhoff & Company of Chicago is the agency.

Season's
Greetings



THE HOUR OF CHARM

All Girl Orchestra

PHIL SPITALNY





Season's
Greetings

Evelyn



Season's
Greetings

Velma Rourke



Season's
Greetings

Ruth Winchell



Season's
Greetings

Viola Smith

The Hour of Charm



**Musically salutes the
men and women of
our armed forces and
sends melodic greet-
ings to our friends all
over the world!**





Christmas Shows for G. I. Joe's



(Continued from Page 8)

Arrangements have been made for a special Christmas broadcast from two nearby military hospitals by this Roanoke, Va., station. Contact was made with the authorities who announced themselves as very pleased with the idea. Therefore, the station is building a 30 or 45-minute show around the two establishments, and will cooperate with the hospitals in any way possible to ensure as pleasant a Christmas as possible for the patients.

Highlight of WLW, Cincinnati, Christmas plans will be a Christmas Eve program from 11:30 till midnight with the theme, "Christmas, Past, Present and Future." The emphasis on the future will be the return of the boys now away. Immediately following this program the station will carry the Midnight Mass from St. Peter and Paul Cathedral in nearby Norwood, Ohio, which will be dedicated to servicemen. Overseas facilities will be used to bring WLW listeners the sound of servicemen on the Continent singing.

Planning to arrange, if possible, pickups from the Army and Navy installations in the area, KUTA, Salt Lake City, will air several syn-

dedicated shows. The station is also toying with the idea of broadcasting the celebration of Mass on Christmas Eve, but to date their plans are incomplete, and nothing of the sort has been definitely scheduled.

Patients at the Air Forces Convalescent Center will be entertained by the NBC musical variety show "Mr. Smith Goes to Town" via WSM, Nashville, Tenn. Twenty-five minutes of the show will be carried by the full web, while an additional full hour will be presented by the station for the enjoyment of the servicemen. On the same night the station's "Fire-side Singers" will do a program for the men at Thayer General Hospital consisting mainly of Christmas carols.

A dramatization of Dickens' "Christmas Carol" will provide the bulk of the entertainment planned for the GI's by this Lexington, Ky. outlet. Special Christmas Eve and Day shows are also planned for the patients at both Darnell General Hospital and the U. S. Public Service Hospital, as well as a broadcast from

*"What Means This glory round my feet,
Thee Magi mused, "more bright than morn?"
And voices chanted clear and sweet,
"Today the Prince of Peace is born!"*

James Russell Lowell

the local servicemen's "Stop-Over Station." This last will feature interviews with the men and other entertainment.

With the backing of the Mayor of Florence, S. C., the station is planning to erect a large Christmas Tree right on the Army air field located in the city. In addition, listeners are being asked to provide gifts for the men, said gifts to be placed under the tree Christmas eve, and then distributed. Residents are also being asked to invite a serviceman from the area to their home for Christmas dinner.

With nine military hospitals in their area, KROW in Oakland, Cal., co-operated with the local chapters of the Red Cross and produced a daily program expressly designed to aid the rehabilitation program as set up by the Red Cross. The show is carried by the station on a sustaining basis, and features recorded music, narratives of fact, fiction and sports, and guest stars of national recogni-

tion. With the Yule season approaching, the program has been adapted to the times with Christmas features for the men.

Chief among the holiday GI programs planned by the Westinghouse stations WBZ and WBZA is a shortwave broadcast featuring interviews with Massachusetts servicemen in one of the main theaters of the war. Several other programming features are scheduled, all aimed at the comfort, entertainment and morale of the men in the armed forces.

The entire musical staff, including all types of entertainers, from this Portland, Ore. station will give a performance for the benefit of those confined in Barnes Hospital in Vancouver, Washington. Supplementing this will be two half-hour programs broadcast by the station from the George White Servicemen's Center in Portland. These will be regular programs adapted to the Yule theme.

"Buy a Christmas Gift for a Wounded Soldier" is the theme that KGER in Long Beach, Calif. has adopted, in co-operation with the American Legion campaign. This is

(Continued on Page 20)

★ VICTORY ★

IS A COMMAND PERFORMANCE FOR
THOSE IN THE ARMED FORCES. WE ON
THE HOME FRONT HAVE A COMMAND
PERFORMANCE, TOO--WE MUST BACK
OUR FIGHTING MEN TO THE FULLEST

National Concert and Artists Corporation

711 FIFTH AVENUE • NEW YORK, N. Y.




Christmas Shows for G. I. Joe's




(Continued from Page 19)

by way of supplementing the live talent shows the station has constructed to play all the veterans hospitals in the vicinity. They also have a musical request program, whereby the soldier requests a tune dedicated to someone at home. The station notifies the person in advance so that he or she will be sure to be tuned in when the number is played.

KXO A Christmas party, with gifts for at least 1000 men is on the agenda of this El Centro, Cal. station. The party will be held at Mitchell Convalescent Hospital located at nearby Camp Lockett, and will be under the direction of Colonel Chamberlain. Music will be provided by the Girl's Choral Club, and the local Boy Scout organization will send a full color guard. The gifts, collected from the townspeople, will be distributed by State Senator Downey.

WSYR Dedicated to the servicemen in the Syracuse, N. Y. area, a one hour program will take to the airwaves Christmas Eve from WSYR. Appropriate music supplied by a greatly enlarged station orchestra will be augmented by several outstanding vocalists. In addition there will be a commentary on the war delivered by both H. R. Ekins and Vadeboncoeur, and two transcriptions shortwaved from the Pacific theater and from Europe, featuring interviews with servicemen from Syracuse.

KTBS With an elaborate PA system already set up and in regular use at nearby Barksdale Hospital, this Shreveport, La. station plans to feed several of their currently scheduled shows to the men in the wards. Plans are also under way for members of the station's staff to originate one or two programs directly from the hospital's wards.

KLX With several hospitals and servicemen's centers in the immediate vicinity of Oakland, Cal. this outlet has elected to send their girl trio, "The Enchanters" to as many of them as possible to make personal appearances singing popular request tunes and the better known of the Christmas Carols. The station also plans to stage a remote from one of the department stores, of the employees choir, which will be slanted towards the servicemen.

KMOX Greetings to the folks back home will provide the bulk of the material used on the GI Yuletide programs planned by KMOX in St. Louis. Originating at Fort Leonard Wood, the programs will feature an all-GI cast made up of talent found right there at the post. In addition, for the eighth consecutive year the

*From far away we come to you,
The snow in the street, and wind on the door,
To tell the great tidings, strange and True,
Minstrels and maids, stand forth on the floor.
From far away we come to you,
To tell of great tidings, strange and true....
Nowell, Nowell, Nowell, we sing.
Minstrels and maids, stand forth on the floor.
Old English Carol*

station will broadcast the traditional 18th century Christmas Novena, which will be explained by a member of the choir.

WMBO A regularly scheduled program that has been on the air for some time, and is dedicated to the men at Sampson Naval Training Hospital, will be adapted to the times during the Christmas Week by this Auburn, N. Y., station. Titled "Aboard at Sampson," the show features news and music six days per week. The station also plans to carry any Mutual programs that are scheduled.

KPAC A Christmas broadcast direct from the local servicemen's center will be staged by KPAC in Port Arthur, Texas. Complete with food, song, the distribution of gifts and other features befitting the season and the occasion, the station feels that this will be about the biggest Yuletide effort to be found here. Several other programs have been urging the people of the city to cooperate in making this a real Christmas for the men stationed there.

WDLP A GI Santa Claus will entertain the children of both officers and enlisted men at the Christmas party that this Panama City, Fla. station has planned. The event will be aired, and will feature interviews with the children guests. All of the entertainment and the interviews will be heard by the men in the hospital wards during the holiday season.

KDB Both Marines and Army personnel will be entertained by the programs staged by KDB, Santa Barbara, Cal. The broadcast of the coast to coast mystery program "Sherlock Holmes" will take place direct from an Army hospital, and the U. S. Marine Band will devote its regular half-hour to the presentation of a special Christmas message. In the evening dance music will be broadcast by an orchestra composed of former musicians now in the Army.

KTBC Tentatively scheduled for broadcast from Camp Swift, a special Christmas program will be presented for the entertainment of the GIs in this area by this Austin, Texas outlet. Of two hours' duration, one of which will be broadcast, the show will

consist of hillbilly and dance music, coupled with dramatic sketches. All talent will be provided by the station's staff members.

KFPY Two regular programs carried for some time by this Spokane, Washington station for the benefit of the boys at Baxter General Hospital and Fort Wright Convalescent Center, "Clyde & Slim" and "The Serenaders" will be adapted for the holiday season, and will present the Christmas theme during their many regularly scheduled appearances in the wards of these two hospitals. They also plan several appearances at the U.S.O. Clubs in town.

WBAP The object of "Melodic Moments," an organ musical interlude carried by WBAP, Fort Worth, Texas, is to solicit gifts for servicemen stationed in the state of Texas. The station reports that the response was almost immediate, and far beyond their expectations, with a very high mail average. This program seems to be doing a fine job for the boys in the camps and hospitals.

KWFC A civic boys' choir, sponsored by the station, with no church affiliation, will sing carols in the rooms and corridors of the hospitals in Hot Springs, Ark. Composed of over 100 boys all under the age of 12, this choir also plans to carol in the city square. An all-Negro group of similar composition will also be used, as the hospitals are at present overflowing with war-wounded and several choir groups are needed.

KCKN Under the direction of "Private Smiles," in reality Marie Louise Schroeder, KCKN in Kansas City will broadcast special Christmas "jive" programs for the entertainment of the men in the armed forces in Kansas City. "Private Smiles" has been making her radio appearance for the benefit of servicemen in this area since 1942, and from the start the show has been written, arranged and broadcasted by Miss Schroeder.

WWDC Photographs will be taken of many of the soldiers in the District of Columbia while they are in the process of making recordings of their Christmas greetings to be sent home. Then both the recordings and the photos will be sent by the station

to the boy's parents, wherever they happen to be. For the benefit of parents here in Washington recordings of sons serving overseas will be short-waved to the station and then broadcast so they can hear them.

KTSM Anticipating a request upon the part of the authorities for an entertainment unit of some sort to appear in the two large Government hospitals located in El Paso, Texas, the station planned a 30-minute review consisting of an m.c. and six girls, five beauties and one "Vera Vague" type. This has proved a popular feature with the GI wherever it has been presented, and to date it is booked solidly for the entire holiday season.

KIRO The Coast Guard will present a Christmas program over KIRO, in Seattle, as part of their regular C. G. series. This feature has been carried by the station for some time, and has proved of great interest to the station's listening audience. Other programs and shows for the express purpose of boosting the serviceman's morale during this time of year will be presented by the station, but as yet their plans are not definitely decided upon.

WBAX A careful check of the hospitals, USO Clubs and other servicemen's centers in Wilkes-Barre, Pa., and surrounding countryside revealed that there were no soldiers hospitalized, and that very few were expected to be around town during the holiday season. Therefore, the station, while most anxious to do something along the lines of Christmas entertainment for GIs, regretfully announces that they won't. They will, however, stage shows for regular civilian consumption.

WCSC Interviews with the patients of Stark General Hospital will be broadcast on Christmas Day by this Charleston, S. C., network outlet. Music and carols will be provided by the WAC band, and more interviews will be aired from a nearby Naval hospital. Other plans of the station remain tentative, hinging on the plans of the network.—CBS.

KGVO For the past three years KGVO in Missoula, Montana, has slanted their holiday shows towards the servicemen, and this year will be no exception. A two-hour broadcast, from midnight till 2 a.m. has been cleared with the Office of Censorship, and will feature the "home folks" of Montana servicemen sending season's greetings to the men wherever they happen to be. This broadcast is heard in Alaska and at many of the camps where Montana men are serving their country. (Continued on Page 22)

WOMEN IN RADIO

By MILDRED O'NEILL

Make Believe!

WITH the Christmas season upon us it seems fitting to write of children, so we want to tell you about the Children's Theater of Syracuse which, for the duration of its existence, has been broadcast over WFBL as "Let's Make Believe."

☆☆☆

Our story goes back twelve years when upon graduation from Syracuse University in 1928 Dorothy Kelley Carr and a classmate organized the Children's Theater of Syracuse University. Probably one of the greatest obstacles the girls encountered was finding and holding on to those who understood their dream. When Marydee Richards arrived on the scene as an assistant in 1932 some of Dorothy's problems disappeared, for from then on "Dee" and she became a permanent team.

☆☆☆

In 1940, the girls reorganized as the Children's Theatre of Syracuse and moved over to the Museum of Fine Arts. Firm was the conviction that their theater belonged to the community and, as such, should work in co-ordination with the Board of Education and PTA and this plan has been faithfully followed. At the present time 250 local children are being trained in hourly sessions Saturday afternoons at the Museum.

☆☆☆

From the Saturday classes comes the radio group which make up the half-hour show, "Let's Make Believe." The format tells of little Maggie O'Toole who used to live in the tenements and who was visited every evening in the "Misty Magic Hour" by a peddler of dreams. Through the enchantment of his song he brought Maggie and her pals a magic tale (fairy tale dramatization). This year Maggie has moved out to grandma's in the country. Beside finding new wonders in the green fields, she has also met Miss Kitty who brings thrilling adventure to gramp's hayloft.

☆☆☆

Both Marydee's and Dorothy's interest in dramatics and community productions goes back to college days and both have an interesting background, closely united, in radio work. Their children's theater started as a part time hobby which has developed into a full-time job, spiritually satisfying, but a bit trying at times on the physical make-up. Of one thing they are sure. They have proven the need for developing the child's mind toward radio, providing an opportunity for young thespians, as well as bringing to children the realization of childhood dreams.

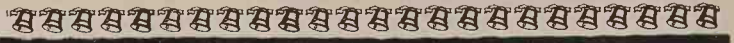
☆☆☆

This department not being the only place in Radio Daily to read of our gals, a recent issue told elsewhere of Jean Picus Wright being appointed picture editor at NBC, New York, "the first woman to hold a comparable position with any national network." Jack Ryan, manager of NBC's Central Division, writes a correction. It seems Frances Clark has been picture editor out there since July 1943 and does a "terrific" job. Awfully glad to know you, Frances, and best wishes for a swell Christmas.

— Merry Christmas, All! —

Baker ETs For Servicemen
West Coast Bureau, RADIO DAILY
Hollywood—At the request of many servicemen stationed overseas and so stated that they listen to his Saturday night "Blue Ribbon Town" on CBS by direct shortwave, Kenny Baker, singing star, has made a series of special recordings of tunes he has featured on the show. Among the numbers selected by the tenor are "It Ain't Necessarily So," "The Lost Lord" and "I Had a Little Talk With Lord."

Bond Renewal On WCAE
Pittsburgh—Bond Clothes have renewed for a year their sponsorship of the 7:45-8 a.m. section of the "Morning Express" program which is broadcast Monday through Saturday over WCAE, of this city.
Londonderry has arranged to present "Laugh With Lou Holtz" over the same station. This program will be heard Monday through Friday from 6.55-7 p.m. Holtz is considered here, as elsewhere, a leader among American raconteurs.



WAKR

Sells!

THAT'S WHY

WAKR
EXTENDS THEIR
XMAS GREETINGS
TO THE RADIO
INDUSTRY

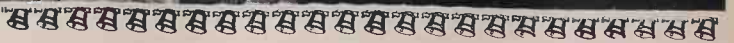
WAKR TOWERS OVER AKRON



Basic Blue Network
5000 WATTS
DAY AND NIGHT



Weed & Co.
National Representatives





Christmas Shows for G. I. Joe's



(Continued from Page 20)

With no camps or other military installations in this territory, **KXEL**, Waterloo, Iowa, has decided to broadcast the local high school sports events for the benefit of Waterloo men in the service. Before each broadcast the station sends out programs of the event to as many of these men as they can reach. Already mail received indicates that interest is high among the servicemen contacted.

Over 250 wounded veterans of World War 2 will be entertained as guests of the **WNAC** Advertising Club of Boston, by the entire cast of the Yankee Network variety show, "Thanks to America" heard regularly over **WNAC**, Boston. Topping off the variety show will be the playing

of a great many of the popular Christmas carols by Francis J. Cronin, **WNAC** staff organist. Music will be piped to the Statler from the Yankee studios.

Dedicated to the patients at a nearby sanatorium, **KROC** of Rochester, Minn., will carry a half-hour Christmas Day program consisting almost entirely of seasonal music and

God bless the master of this house,
The mistress also,
And all the little children,
That round the table go,
And all your kin and kinsmen,
That dwell both far and near,
I wish you a merry Christmas
And a happy New Year.

Unknown

carols. The station has conducted a complete poll of the desires of the patients, and will play the requests as far as possible. They estimate that the requests of about 100 patients will be played.

Working very closely with the numerous Army and Navy hospitals in the territory, and with the Army and Navy Public Relations Offices here in Kansas City, this station plans several GI shows. Also scheduled is the annual Christmas party for the children of the many servicemen in this area. This feature was worked out in collaboration with Mayor Gage of this city.

Many of the leading CBS airshows that originate at this Los Angeles, Cal., station will be opened to audiences consisting mainly of servicemen during this holiday season. Leading the lineup is the two-hour Elgin Christmas Day show, which will be fed to the network, and also short-waved to the men overseas. The ticket department estimates that over 2,700 servicemen and women will be in attendance at these shows.

A "Christmas Edition" of the regular weekly "Boots and Wings" show will be presented by this La Grange, Ga., station. With talent drawn from the paratroopers stationed at Fort Benning, the program will be musically highlighted by one of several Fort Benning bands. A special Christmas Day salute program will also be aired by the station.

The subject of **KODY's** Christmas Day GI broadcast will be the festivities at the well-known North Platte Canteen located at the Union Pacific Depot in that town. On the 25th, every serviceman and woman will receive a gift appropriately wrapped. In addition there will be a special Christmas Dinner, music and a tree. The station plans as many broadcasts from the canteen that day as possible in an attempt to instill the Yule spirit into the men.

Special studio shows as scheduled by this Longview, Texas, station for the men at **KFRO** Harmon General Hospital in this city. The programs will

include mothers, sweethearts and others, in as many cases as possible. The Santa Claus, and tree ceremony at the hospital will also be aired and the station will stand by to do anything possible to boost the morale of these men on Christmas Day.

As in the past, **WLEU** in Erie, Pa. will relay greetings the folks at home from the men in service, via both recordings and live interview. The only military installation in the immediate area is a Coast Guard station, and at present the station completing plans for an effort help make their Christmas enjoyable.

Dispensing as much Christmas cheer as possible, **WBML** Macon, Ga., has two regular shows lined up for the GI Christmas entertainment. One, titled "Our Boys, Over Here and Over There" under the direction of Peggy Halliburton will describe the holiday plans of many of the families in the city. She will also attempt to foretell the manner in which many of the men overseas in different parts of the world will spend the day.

Request lists for the Christmas shows to be given by **WVOV** in New York City were started way back in November, and will be followed by Alan Courtney, emcee, when he presents the programs to the boys in the Army and Navy hospitals in this area. The special show will be broadcast by **WVOV** Saturday, Dec. 23, at 7:30 in the evening, and will stay on the air until 10.

At the instigation of, and under the sponsorship of, the local merchants in Kalamazoo, Mich., the station plans to use its mobile equipment to play Christmas carols from the downtown area of the city each noon. They are also planning a special program for the men in Perc Jones Hospital at Battle Creek. Just what type of show will be put on hasn't been decided as yet.

Transcriptions of many of the broadcasts carried by **WINN** Louisville, Ky., are sent to the Bowman Field rehabilitation center as part of the station's efforts on behalf of the servicemen. In addition a live talent show aimed especially at the men at the field is aired every Sunday. Keeping with the season, of course these shows will be given many holiday features.

"Cross Rhoads" is the name of the program **WIBX** in Utica stages for the entertainment of the GIs at Rhoads Hospital. This show is both
(Continued on Page 23)

Seasons

Greetings

to

All

Our

Friends

WGAR

CLEVELAND'S FRIENDLY STATION

1220 KC

BASIC C.B.S. STATION



FREE SPEECH "MIKE"

Christmas Shows for G. I. Joe's

Yours be the genial holly wreaths,
The stockings and the tree;
An aged world to you bequeaths
Its own forgotten glee.

A Carol for Children

(Continued from Page 22)

found by G.I.'s. After the program is written, arranged, etc., it is recorded and played back so the men participated in it may have the opportunity to hear themselves play.

Old-fashioned Christmas Party, with a Santa Claus and all the other customary frills attached will be staged by the staff of WWSW, in Pittsburgh, at Deshon Hospital.

the cooperation of Loew's Theaters in Richmond, and Thalheimer's Department Store, WRVA will throw a three-hour Christmas party to about 2,200 ambulatory patients.

The WPAT War Bond Campaign "The Paterson, N. J., station's GI program went on the air series some time before the holidays, and tied in with the Sixth War Loan by pushing the idea that a war bond was the best present of all.

Labeling all regularly scheduled commercial programs for a three-hour period during the middle of Christmas Day WAPO in Chattanooga plans to devote the time to broadcasting a special all-request musical program for the military personnel camped thereabouts.

A drive to furnish Christmas boxes, one for each bed at the Fletcher General Hospital, has been carried out by WHBC in Canton, Ohio, in cooperation with the Ohio Jewish Welfare Board.

A message by Brigadier General William R. Arnold, a prayer for children by Archbishop Francis J. Spellman, the Paulist Boy Choristers, midnight mass from St. Patrick's Cathedral, and Christmas greetings to the folks at home from the First Division Marines in the South Pacific are among the special features to be broadcast by WOR, New York, during the Christmas week-end.

The special Christmas program of KSAL, Salina, will center on the regularly featured half-hour show for soldiers at Smoky Hill Army Air Field. Christmas carols by vocalists and choir will furnish the musical setting for a dramatic skit.

For the benefit of service men at home, WGY's, Schenectady, holiday program will include "Quartermaster Quarter Hour," a program of greetings; "March on Marines," program of music and stories about local heroes; and a special presentation of orchestral selections and dramatic skit by a group from Rome Army Airfield.

Staff of KFAB, Lincoln, will make several appearances at service centers during the holiday season which will include the Lincoln USO, Lincoln Army Air Field Service Club, Air Base Hospital, Veterans Hospital. A special program will originate from O'Reilly General Hospital in Springfield, Mo.

Christmas Greetings!



Transcription Division

MUZAK CORP.
NEW YORK, N. Y.

A large advertisement for WHN radio station. It features a large triangle with the station's call letters 'WHN' inside. Text includes 'AMERICA'S MOST POWERFUL INDEPENDENT STATION', '50,000 WATTS', 'SEASON'S GREETINGS from WHN', '1050 KILOCYCLES NEW YORK', and 'SPORTS * MUSIC * NEWS'. The background of the triangle is filled with the station's slogan repeated.

AGENCIES

GROVE LABORATORIES thru Donahue & Coe, purchased "Old Coral," transcribed Western musical featuring Pappy Cheshire, Sally Foster, and large instrumental cast for broadcast over WISH, Indianapolis, Ind. The program is produced by Frederic W. Ziv Company.

DUANE JONES COMPANY employees' pension fund celebrated its first anniversary last week, it has been announced by the fund's board of trustees. Last year the agency's head, Duane Jones, presented the project to the employees as a Christmas gift.

MAXWELL DANE has been named president of the newly formed advertising agency, Maxwell Dane, Inc. Offices are located at 113 West 57th Street, New York. Dane has been in the advertising field for the past 20 years. His most recent post was with WMCA, New York, independent station.

Cecil Secrest Resigns WHN Production Post

Cecil W. Secrest, production manager at WHN for the past year, has resigned to join Bruce Chapman Co., Inc., effective January 1, 1945. Secrest was formerly with Ted Bates, later served as Radio Director of Bundles for Britain and as Writer-Producer for the Treasury Department "Bond Wagon" radio show.

Nelson Eddy In New Slot On CBS From Hollywood

"The Electric Hour" has moved to 1:30 p.m., PWT via CBS from Hollywood, instead of being heard Wednesday nights. On the recent initial Sunday program, Nelson Eddy again had Gloria Scott as his duet companion.

Continuing with the program on the new airtime is Robert Armbruster and the "Electric Hour Orchestra," and Frank Graham as announcer.

Television in Sports

By DON McCLOURE

(Director of Television, N. W. Ayer & Son)

It's a natural! You can't put it on film! You can't rehearse it! And you don't know how it's going to end until the last shot is being taken! A short left to the jaw—a photofinish—a home run or fifty yard pass can upset every living room dopest in the country. America's love of athletic competition is her number one sport.

Little wonder Atlantic Refining Company began its commercial sponsorship of sports broadcasting way back in 1936. Its coverage of both football and baseball has been developed without a break since that season. In 1940, with four years of an ever growing radio network of sports, Atlantic, Philco Corporation and N. W. Ayer & Son decided Television was the most logical step to take in this sport coverage campaign.

This Fall, with 167 gridiron games scheduled for a radio network of 73 stations and 12 televised games from Franklin Field and Shibe Park, the Company gave the broadest football coverage of any commercial sponsor in the country.

This nine-year sports program, selected by the Company as the best advertising medium for appealing to potential customers, has been handled from the outset by N. W. Ayer & Son, Inc., under the direction of W. Wallace Orr, Account Executive, Les Quailey, Sports Promotion Specialist of the Radio Department, and the Agency's Radio and Television staffs.

From the first it was the goal of the Company and the Agency constantly to improve this continuing program of sports and to make it one of the leaders in its field.

Thus, prior to each baseball and football season, a "School" for Atlantic announcers is held in the Ayer Building in Philadelphia. Rules and technical points in play are thoroughly explained by leading officials; suggestions for improvements in play-by-play coverage are made and experiences of the past season are exchanged; policies governing the nature and presentation of commercials are established.

From these "Training Periods" Atlantic has developed more than a score of first-flight, popular announcers to add to its staff, and has insured a uniformly high standard of coverage by its widely scattered commentators.

Another activity by Atlantic which did much to increase public interest in baseball was its establishment of a number of baseball schools for boys in various cities in the country. Famous Big League stars were employed by the Company to instruct the youngsters and coach their teams, which played elimination games with each other, and intense rivalry was created culminating in the championship contest between the two finalists, played at the end of the Atlantic baseball school season.

With this background and study of sports, it is with some satisfaction to note that almost every television station now in operation on the air rates sports programs at the top of the list of most popular telecasts viewed by their audiences. Although football has been Atlantic's forte in the past, the same thorough planning is now underway for other types of sporting events.

In a spirit of "Peace on Earth, Good Will toward Men"... let us pray for an early Victory in the New Year for the Allies.... Peace on Earth forever after.

WBYN
BROOKLYN

1944-1945

Seasons Greetings

AND

A
Merry
Christmas
TO
All Our
Friends



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

PROMOTION

Pictorial Souvenir

The series of full page illustrations published in RADIO DAILY the past year by the Universal Microphone Co., Inglewood, Cal., will be reprinted pictorial portfolio form with more than a dozen pictures depicting various stages in the advancement of communications through the ages. The portfolio is being distributed without charge from the Inglewood plant of the company.

The pictures, by Los Angeles artist Keith Thomas, start with the early days of the Phoenician and Greek mariners and end with a modern drawing from World War II. The series is attracting wide and favorable attention and has been in demand by schools and colleges for classroom study. Several army posts have also requested permission to use them for search work, and at least one engraving has reproduced the Thomas illustrations in mural form for study hall decorations.

CKAC Booklet

In handy pocket-size form, the latest promotional piece issued by CKAC Montreal, provides a complete listing of all their available programs. The page is devoted to the pertinent data of each show, giving such information as title, time, type, and brief descriptive write-up of the program. In order to make the booklet as accurate as possible, several of the programs that were sold after the booklet went to press have been stamped. This is an excellent practice in a listing of this sort, as it obviously saves agencies and other interested parties unnecessary effort and waste of time. On the back is a complete list of the station's sponsors and dates. The most striking thing about this promotion is the pocket-size format used, which should be of interest to agencies and stations contemplating releasing listings in the near future.

Store Promotion Studied

Department stores, it is generally admitted, will make smart use of television's extraordinary mass-sales power. The manner in which television can be used for in-store sales promotion, and the potentialities and costs of store-station operation, are explored in "Linking Department Store Merchandising with Local Television Operation," a large booklet brought out recently for department store executives by Allen B. Du Mont Laboratories, Inc.

GAPSALS

A "certificate of merit" issued by the "GAPSALS" was recently received by this department. Further examination disclosed that GAPSALS stood for the "Give a Pint—Save a Life Society" sponsored by Arthur Godfrey and station WABC. Every member of the listening audience who responds to Godfrey's appeal to act as a blood donor receives a copy of

WFIL Airs Launching Of New Liberty Ship

Philadelphia—Standing by through two postponements, WFIL recently broadcast (by air-flown transcription) the ceremonies of the launching of the Liberty ship "William L. McLean," named in honor of the late publisher and founder of the Philadelphia "Evening Bulletin." The ship, built by the Southeastern Shipbuilding Corp. of Savannah, Ga., was scheduled for launching on Monday last but because of weather conditions had to be postponed twice until Wednesday. The ceremonies were broadcast locally in Savannah and recorded by WTOG to be flown immediately to Philadelphia by Howard W. Stodghill, business manager of the "Bulletin." The "William L. McLean" was christened by Mrs. Hazel Palmer, mother of a "Bulletin" carrier boy who sold \$102,000 in war stamps in a recent campaign. William L. McLean, Jr., younger son of the late publisher, represented his family at the launching. Another son, Robert McLean, president of the "Bulletin" company and of the Associated Press, was unable to attend because of the time changes.

Roger Coelos, Gothamite, WABD Technical Director

As technical director at the Du Mont Television studios in New York City, Roger M. Coelos, born here in 1915, has one of the most responsible positions among the men "behind the mike" there. The former University of Pennsylvania business student supervises the setting up of sets in a way that will utilize more advantageously the limited studio space at WABD. Roger entered television via radio one and one half years ago, when he worked as lightman for Du Mont Television. Through promotions, this quiet, modest young man became mike man, cameraman and studio manager.

this certificate, properly inscribed. Once a member, they are urged to give a pint every three months as well as to bring their friends. Godfrey hopes that the membership will grow to the point where the word GAPSALS will be common in every household in the country. A very clever bit of station promotion for a very worthy cause.

New Tele Station Booklet

A series of booklets sharing the research and experience of Allen B. Du Mont Laboratories, Inc., in television station design, operation and programming, is being prepared for the use of prospective station owners. The first of the series, "Planning Your Television Station," is now available for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation . . . and suggests plans for expediting post-war delivery of equipment and training of personnel.



*Sincere
Greetings
of the
Season
from*

JOSEPHINE ANTOINE

Metropolitan Opera Association

THE CARNATION "CONTENTED HOUR"

National Broadcasting Co.

Mgt. AUSTIN WILDER, 745 Fifth Avenue

Season's Greetings

and

A Happy New Year

ROSS FEDERAL RESEARCH CORP.

18 East 48th St.

New York, N. Y.

Christmas, 1944

To our men and women in service go our hopes and dreams of "Christmas at home". There is no greater gift than they are giving.

To those at home, we will try to create a little of that Christmas we used to know—with family and friends, fire-side and turkey.

We can't bring your serviceman home this day; but for some, we will carry his voice and his thoughts to you—and through other programs, the spirit and hope for the coming years.

Christmas Eve

4:00 TO 4:30 P. M.

"Bluejacket Christmas"—Christmas carols sung by the thirty-voice chorus of the U. S. Coast Guard.

7:00 TO 7:30 P. M.

"Victory Playhouse"—A repeat performance of "A Christmas Carol" by Charles Dickens.

8:35 TO 9:00 P. M.

"Christmas Carols Around the World"—Sung by the sixteen-voice choir of the Little Red Schoolhouse.

12:00 MIDNIGHT

"The Story of Silent Night"—Narrated by Art Ford, featuring the traditional Christmas Eve recording of Mme. Ernestine Schumann-Heink.

Christmas Day

1:00 TO 1:15 P. M.

"Christmas in the Philippines"—Yuletide wishes from your boys in the service 9,000 miles away.

4:00 TO 4:30 P. M.

"Christmas in France"—Christmas services direct from Marshal Sir Bernard Montgomery's headquarters.

7:45 TO 8:00 P. M.

"Christmas at the Front"—Personal Christmas greetings direct from the boys in the front lines.

9:00 TO 9:30 P. M.

"Christmas in New York"—New York plays Santa Claus to its men and women in Khaki.

WNEW will have many other Christmas programs. As you listen to voices from overseas, from the men who hope to spend next Christmas at home, remember—

WNEW

501 MADISON AVE., NEW YORK 22, N. Y.

*The colors of Christmas
are red and green. This
year let the red be your
blood to the Red Cross,
the green your dollars
for War Bonds.*

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 29, No. 57

NEW YORK, N. Y., FRIDAY, DECEMBER 22, 1944

TEN CENTS

FCC Pre-Xmas Decisions

Porter Takes Post As FCC Commissioner

Washington Bureau, RADIO DAILY
Washington Paul Porter, former national publicity director for the Democratic National committee, took

the oath of office as member of the Federal Communications Commission yesterday and will serve as temporary chairman pending confirmation of his appointment to the position.

Porter, who directed the Democratic national publicity campaign during the Presidential election, was

(Continued on Page 2)

Erikson Leaves CBS; Will Join BBD&O

Sales manager Leonard F. Erikson of the Columbia Broadcasting System will resign that post to assume executive duties in the radio department of Batten, Barton, Durstine & Corn, Inc., effective Jan. 15, it has been announced.

Erikson has been with CBS since 1940, when he was made western sales manager at Chicago. Before that, he was engaged in sales and advertising on newspapers and magazines in the mid-West. He is also credited with bringing to CBS its first automotive accounts.

Hospitable

Chicago—Believing that a broadcasting studio is no place to spend Christmas Eve, quizmaster Joe Kelly has invited the Quiz Kids and their parents to come out to his home for a party, and, incidentally, the regular Quiz Kid broadcast which will go out over the Blue as per usual, originating from the Kelly's living room come this Sunday evening.

No Paper Monday

In celebration of Christmas Day, December 25, which falls on Monday, RADIO DAILY will not be published.

WOR's Vice-President Taking 6-Month Leave

Julius F. Seebach, vice-president in charge of programs for WOR, will take a six-month leave of absence from the station beginning January 1. Urgent business reasons require Mr. Seebach's presence at his farm near Louisville, Georgia.

Norman Livingston, retaining the title of assistant director of program operations, will be in charge of the program department in Seebach's absence. "Tiny" Ruffner, with the title of assistant program director, will

(Continued on Page 2)

REC Raises Fund For War Veterans

Radio Executives Club of New York Christmas Party to raise funds for packages for hospitalized veterans was a complete success Wednesday afternoon at the Hotel Roosevelt's Hendrik Hudson Room. Approximately \$250 was realized for the project. More than 150 radio folk and their friends gathered at 5:30 p.m. and were entertained by the Princess Matchabelli Stradivarius Orchestra conducted by Paul Lavalle.

At 6 p.m. activities got under way

(Continued on Page 2)

Fine Spirit Of Cooperation Ups Certified Poll Sky High

With more than 500 certified ballots already passed through the hopper as of late yesterday afternoon, the interest shown in the selection of the "All American Radio Program" being conducted by RADIO DAILY, is exceeding all expectation and reveals an unprecedented spirit of co-operation by newspapermen and women in

every corner of the country. Ballots by the score continue to pour in from every part of the United States.

While it is indicated that not every editor or lesser newsman is an enthusiastic radio fan, the effort to bring out their likes and dislikes is resulting in information of a con-

(Continued on Page 5)

Sales results show that WLAW delivers to a large audience at all times of the day. Send for coverage map.

Judge for yourself! Try WLAW and see how it brings Northern New England response. Coverage map upon request.

Commission's Approval Of Applications Includes AM, FM And Television; Other Activity Also Reported

Washington Bureau, RADIO DAILY

Washington—In an unprecedented amount of pre-holiday activity, the FCC granted new AM, FM and television licenses yesterday and gave approval to several station deals.

Construction permits for three new experimental tele stations have been granted by the FCC, including locations in Fort Wayne, Ind., Chicago and Salt Lake City. Farnsworth Radio and Television is the Indiana applicant, planning operation with four kilowatts (peak) visual, four to six kilowatts, aural, unlimited time with the frequency not yet assigned.

Chicago applicant is Zenith Radio, with plans for operation with 250 watts visual (one kilowatt peak) one kilowatt aural, unlimited time and frequency still to be assigned. The Utah applicant was the Intermountain Broadcasting Corp., which plans 400 watts peak visual, 200 watts aural,

(Continued on Page 3)

Shirer Back From ETO; Guest Of Honor At Lunch

William L. Shirer, CBS news analyst was guest of honor yesterday at the luncheon for him at the Ambassador Hotel. Shirer covered Paris and the Western Front for the network and his sponsor the J. B. Williams Co.;

(Continued on Page 5)

Don Francisco Reported Joining J. Walter Thompson

Don Francisco, more recently associated with the Co-ordinator of Inter-American Affairs, and former president of Lord & Thomas Advertising Agency, is expected to occupy an executive position with J. Walter Thompson.

(Continued on Page 3)

Deadline On Peabody Awards Set For Jan. 10

The deadline for entries in this year's George Foster Peabody Awards competition is Wednesday, January 10, John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, announces. Each year these awards are issued in co-operation with the NAB, on the basis of a tabulation of the votes re-

(Continued on Page 6)

New Tele Series

The first telecast of an RCA Victor sponsored series will be presented today over the NBC television station WNBT, at 8 p.m. Titled "The World in Your Home," the program will be a regular Friday evening feature and both films and live talent will be utilized. Opening the first program will be a live piano recital followed by a Disney Cartoon "Winged Scourge."

Today—535 Certified Votes—"All American Radio Program of 1944"



Vol. 29, No. 57 Fri., Dec. 22, 1944 Price 10 Cts.

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

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

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

FINANCIAL (Thursday, Dec. 21)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Includes rows for Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Nat. Union Radio, Du Mont Lab., Stromberg-Carlson.

Cooper On Ames Program
Anthony Kemble Cooper, the first victim to die in the Agatha Christie murder drama, "Ten Little Indians," will tell his story to Adrienne Ames this Saturday at 12:30 p.m. over WHN.

20 YEARS AGO TODAY

(December 22, 1924)
Someone must have sent word to Alf McCann that he talked too fast for the comfort of his listeners. The first thing he said the other morning over the WJZ mike was that he would "try to go a little slower." McCann is the answer to many housewives' prayers.

PHILIP E. ANOLICK
1697 Broadway New York, N. Y.
Tel.: Circle 6-0615-0616
ACCOUNTANT & TAX EXPERT
for the Theatre & Theatre Folk.
If you want your books or records kept straight or if you have any tax problems, I am sure I can help you.

Porter Takes Post As FCC Commissioner

(Continued from Page 1)

nominated by President Roosevelt to the FCC succeeding Chairman James Lawrence Fly, on November 16. Following his nomination Porter left for Florida for a three weeks vacation.

Forty years old and a native of Joplin, Mo., Porter is a graduate of Kentucky Wesleyan College and the University of Kentucky Law School, and has been active both in law and in newspaper work. In 1933, while he was employed as counsel for General Newspapers, Inc., the Department of Agriculture asked Porter to come to Washington as a special assistant and publicity director in the Agricultural Adjustment Administration. Planning to stay in Washington only three months, Porter remained four years as a special counsel to Chester Davis, AAA administrator.

From 1937 until 1942 he was Washington counsel for CBS. He was appointed Deputy Administrator of the OPA in charge of organizing the nation-wide rent control program in March, 1942. He left that post in June, 1943, to become associate administrator of the War Food Administration and in July, 1943, was named associate director of the Office of Economic Stabilization.

Since 1941, Porter has been a lecturer on administrative law at Catholic University. This March he became director of publicity for the Democratic National Committee and remained with the committee through November.

"Children's Xmas Story" On FM Outlet Of WNYC

For broadcast on FM exclusively, WNYC on Sunday will air over its frequency modulation outlet the one-hour program, "Children's Christmas Story" under the direction of Leopold Stokowski direct from the City Center. To be heard from 11 p.m. to midnight, the special Christmas Eve broadcast will also feature the singing of the Collegiate Chorale and music of the City Symphony.

The entire production will be fed to the OWI for overseas broadcast.

Special Xmas Show

Lido Belli, director of the Italian language program over WBNX, New York, tonight will present a special Christmas program from 9:00 to 11:00 p.m. omitting all commercial announcements. The program will consist of a symphonic orchestra, a mixed chorus of 45 voices, five soloists and a special Christmas carol recited by the author and poet Armando Romano. The program will be under the direction of Reverend Leonardo Pavone.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO
L.S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

REC Raises Fund For War Veterans

(Continued from Page 1)

with the first order of business being the presentation to past president Murray Grabhorn of a sterling silver life-membership card in the REC, a customary procedure to such former officials. In addition, Grabhorn was cited by President Warren Jennings for his unselfish devotion to the cause of REC and for bearing in mind its original purposes; his fine work in carrying on the television seminar and similar activities all regarded as "over and beyond the call of duty." As a token of appreciation, Jennings on behalf of the REC, presented Grabhorn with a fine pigskin brief case.

In course of raising additional funds for the Christmas packages, various items contributed by members were auctioned off, and these included a set of D-Day records from the NBC Radio Recording Division; case of liquor from Sherman D. Gregory of Schenley Affiliates; case of champagne from Marvin Kirsch, RADIO DAILY; cartons of cigarettes from Stewart MacHarrie of WJZ; albums of recorded music from station WBYN; assorted wines from C. H. Cottingham of Erwin, Wasey; cigarettes from Ralph Dennis of Blue spot sales.

Telegram was read from Eddie Cantor, congratulating the REC on its effort in behalf of the Christmas package movement, for hospitalized veterans.

WOR's Vice-President Taking 6-Month Leave

(Continued from Page 1)

handle, under Livingston's supervision, the activities of WOR's artist service and will perform the functions of commercial program manager. Eugene King will handle the duties of daytime program director, and Daniel Ehrenreich will become production manager.

All the appointments are temporary.

New CBS Series Jan 1st

Scheduled to start the first of the year, a new series titled "Feature Story" will make its debut over the CBS web. With color and human interest stories drawn direct from CBS war correspondents in every part of the world, the program will air five times weekly, 5:15-5:30.

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



ABOVE THE FOG

That's the snow blanketed volcano on Gareloi Island in The Aleutians. Almost unknown and unseen before Pearl Harbor... it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots and groundsmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in Baltimore. And the station is W-I-T-H, the independent.

In this 5 station town the facts show that W-I-T-H delivers the greatest results at the lowest cost.

Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.

W-I-T-H IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FCC's Pre-Xmas Approvals Include AM, FM, Television

(Continued from Page 1)

limited time and frequency still be assigned.

The Commission also granted Evansville On The Air, Inc., of Glensville, Ind., permission to construct a developmental FM station with 10 kilowatt power unlimited frequency yet to be assigned. At the same time, application was received from Georgia Tech for an FM station with one kilowatt power in Atlanta, Ga.

Three Virginia Permits

The FCC yesterday announced that it has permitted three new local stations for the State of Virginia—in Staunton, Richmond and Petersburg. Staunton applicant was Charles P. Mackley, who will be on the 1,400 band with 250 watts unlimited; Thomas G. Tinsley, Jr., will operate in Richmond on the 1,450 band with 100 watts. Sharing time with WBBL, Richmond, which is on the same frequency from 8 to 9 p.m., and on Sundays only from 11 a.m. to 12:15 p.m.; Petersburg, the applicant was the South Side Virginia Broadcasting Co., which will operate on the 1,240 band with 250 watts unlimited.

Applicant for a new 250-watt, on the 1,450 band is the Standard Life Broadcasting Co. of Meridian, Miss. WNOE, New Orleans, has petitioned the Commission for reinstatement of older applications to shift its frequency from 1,450 to 1,060 kilocycles and increase its power from 250 watts to 50 kilowatts.

The FCC yesterday approved several station sales, including that of KROW, Oakland, Calif., for \$250,000. Transfer was from the Educational Broadcasting Corp., headed by Wesley Dumm, to a new company known as KROW, Inc., sale of the one kilowatt station, which operates on the 1,450 band, was forced by the duopoly rule, as Dumm is head of KSFO, San Francisco.

Approval was also given for the sale of WILM, Wilmington, Del., from Hale Steinman and John F. Steinman to Alfred G. Hill, at a price of \$25,000 for two-thirds of the stock. The station is an MBS affiliate operating with 250 watts on 1,450 kilocycles. Commissioners Walker and Durr were expected for a hearing in this sale, feel-

ing some question about the price being paid.

Consent was voted also to the acquisition of control of WGGG, Gainesville, Ga., by Charles Smithgall. Smithgall owned 40 per cent of the stock and bought an additional 11.43 per cent from Austin F. Dean for \$5,375. Okay was given also for the sale of KGCU, Mandan, N. D. from

ABC Okay

The FCC this week granted its consent to the transfer of WJZ, New York, WENR, Chicago, KGO, San Francisco, KECA, Los Angeles,—and their four associated relay stations from Blue Network, Inc., to American Broadcasting Co. No money was involved. ABC is a network designation the Blue hopes to use soon.

J. K. Kennelly, T. G. C. Kennelly and the Palace Theater Co. to H. S. and W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster, the price being \$3,667 for two thirds of the stock.

The Commission voted to set for hearing the application of Fred Weber, E. A. Stephens and William H. Talbot for a new station in Houston, Tex. to operate on 1,580 kilocycles with one kilowatt day and 500 watts night. At the same time, a consolidated hearing was ordered for the applications of H. C. Cockburn for a new one kilowatt station on 1,470 kilocycles at Houston, the application of KRBC, Abilene, Tex., to shift from 1,450 to 1,470 kilocycles and increase its power from 250 watts to one kilowatt, and the application of KPLC, Lake Charles, La. to shift its frequency from 1,490 to 1,470 kilocycles and raise its power from 250 watts to one kilowatt.

Don Francisco Reported Joining J. Walter Thompson

(Continued from Page 1)

utive post in the radio department of J. Walter Thompson Company, it has been learned.

Francisco has been an executive in the radio division of the Co-ordinator of Inter-American Affairs. A spokesman for J. Walter Thompson Company was unable to confirm the above when this went to press.

Deems Taylor On "Digest"

Deems Taylor will be at the mike in the capacity of guest editor on the Christmas Eve broadcast of the "Radio Reader's Digest" program, over CBS at 9:15 p.m. Taylor is the last of a series of guest editors who have taken over the program during the absence of Quentin Reynolds, away on an assignment in the South Pacific. Reynolds is expected to take over New Year's Eve.



Fulton Lewis, jr.

is heard on more stations, by more people, with more sponsors than any other News Reporter

Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM



KLLZ
Delivers the
DENVER
MARKET
TOURIST INDUSTRY
A FIXED ASSET OF THE
DENVER REGION

CHICAGO

By BILL IRVIN

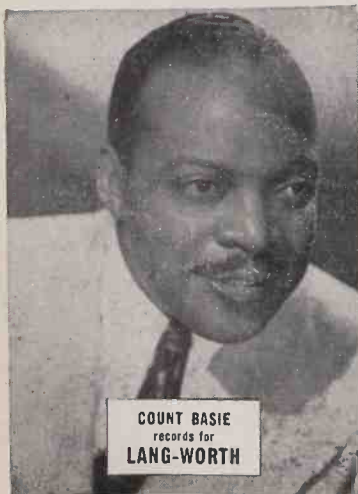
THE Purina "Grand Ole Opry," sponsored by Purina Mills has been renewed on NBC for 52 weeks effective January 6, it has been announced by Paul McCluer, sales manager of the NBC central division. Originating in Nashville, Tenn., and aired over 27 stations on Saturdays from 6:30 to 7:00 p.m., CWT, with a repeat from 8:00 to 8:30 p.m., CWT, the program is recognized as one of radio's most authentic and oldest folk music shows. Gardner Advertising Company, St. Louis, is the agency.

WLS has announced that there will be no commercial announcements on the station on Christmas Day, other than courtesy or Christmas greeting announcements from advertisers. This applies to spot announcements as well as regular programs.

Lt. John Hayes "Jack Stilwell," WLS announcer on leave with the U. S. Navy, has returned from the South Pacific, where as gunnery officer on an aircraft carrier he saw action in many major naval engagements. The most recent of these was the invasion of the Philippines. WLS News Editor Julian Bentley, a close friend of Stilwell, interviewed the officer over WLS on Dec. 15. It was Stilwell, and Al Boyd, WLS production manager, who originated the "Meet Your Navy" program in January, 1942, with Jack as emcee of the show until he entered the Navy himself.

Johnson New Tele Engineer

Los Angeles—The appointment of Seymour F. Johnson to the post of FM and Television Facilities Engineer of Earle C. Anthony, Inc. was announced by William B. Ryan, general manager of the radio division of that firm. Johnson, who has been with the Anthony firm for 18 years, was loaned to the government for research work at the outbreak of hostilities, and returned to Los Angeles last week.



COUNT BASIE
records for
LANG-WORTH



Capital Comment!

● ● ● As many radio people as can are getting out of this town for the holidays—and praying that the allocations aren't released by the FCC while they're gone. Best bet for the big announcement is the first week of January. . . . When this paper speculated a couple

Washington

of weeks ago on what had been decided for the FM service—that it be moved up in the band—Charley Denny got very worried about leaks from the Commission. Circulated a strong memo to his law department warning against talking to the press about allocations. . . . Charlie: Your boys aren't guilty. . . .

● It was another fine cocktail party which CBS tossed for Ed Murrow couple weeks ago at the Carlton. And Congressman Joe O'Hara added to the occasion with a couple of nifties in the French Canadian dialect. In Minnesota, he says, a successful politician has got to be able to tell stories in French-Canadian, Swedish and Indian dialect, as well as with a good hard mid-west farm twang. He does all right in politics. . . . ● Down from CBS-NY were Joe Ream, Herb White, Art Perles—and we'll bet we missed one or two. . . . Incidentally, they're talking about WOL taking Blue down here which would, we suppose, mean Mutual for WMAL. We haven't found anything very definite on it.



● ● ● Karl Smith says Paramount applied for its tele relay licenses simply as an experimental move—is not really interested in operating a tele net. In fact, one would have gathered, Paramount would be willing to move out if anyone else wants to take over the job. . . . The way those Nazis are operating these days, it's liable to be a long, hard winter for civilians whose receiving tubes go dead on them. As well as a silent spring and summer. . . . ● One of the reasons we'd like to hear some Congressional sessions broadcast is the beautiful parliamentary tangles they get into every few weeks. A beaut occurred last week when Happy Chandler got the floor to bring a vote on the Surplus Property Board nominations, while most of his colleagues wanted to vote on the State Department nominees.



● ● ● Inside of a quarter-hour, Happy was interrupted 24 times—eight times by Warren Austin alone—with parliamentary inquiries, points of orders, questions and just plain dirty cracks. He stood fast, however, and when Vandenberg accused him of a filibuster Chandler—who'd hardly had a chance to open his mouth, remarked that he had heard there might be a lot of talk on the State Department jobs. "If there's going to be a filibuster, I'm ahead of it now, and I don't want to get behind it," he cracked. . . . ● We know of several radio networks that would give a lot for a recording of the conversation Paul Porter and Senator Bert Wheeler had last Saturday. Not so much for Wheeler's remarks—his attitude toward the nets is well known—but for Porter's replies. . . . Even though he worked for CBS, Paul has never given any reason to believe he is "sold out to the networks." In fact, we've never heard that point argued. . . . But neither has he yet given any clear idea of his philosophy regarding broadcasting—not that he's had reason to thus far. . . . ● One of the happiest days of their lives will be the day members of the Lea Committee hand in to the House their report on the FCC. That goes for the Republicans as well as the Democrats—for there's not a single member of the body who would want to subject himself to any more of the investigation. . . . And, privately, we doubt that a single member feels he's really accomplished anything in the two years of trying. . . . We end up with holiday bestests.



— Remember Pearl Harbor —

THERE MUST BE
Something Special
ABOUT OREGON

THESE FAMOUS FIRSTS
CAN'T ALL BE ACCIDENTS

TWICE THE NATIONAL
AVERAGE PER-
CAPITA INCOME

HIGHEST DONATION
OF QUININE FROM
OREGON DRUGGISTS

LED NATION
IN SALES OF
5th WAR LOAN
SERIES 'E' BONDS

WAC RECRUITING
LED NATION
IN OCTOBER-
153% OF QUOTA

KEX is proud of these records
. . . and proud to serve a market
whose citizens are alert to
every patriotic appeal

"VOICE OF THE OREGON COUNTRY"

KEX

THE BLUE NETWORK
PORTLAND, OREGON
Represented Nationally by
The Paul H. Raymer Co.

Line Spirit Of Co-Op Deluges Poll Tellers

(Continued from Page 1)

...uctive nature to the broadcasting industry. Voters, in the trade or business-er field will probably reach one-urth of the grand total and the rest-ly well distributed between the-wspapers, magazines and syndicates

Charged with the absolute accur- and effici- of the er-all cov-ge in the otting, B. Jolley, di-ctor of mar-ting and erchandis- of Ross deral Res-arch Corp. ted yester-ay that no ecutive act- in editi- al cap-ty among e leading blications



B. E. JOLLEY

...the country found himself too busy devote time to his interviewer; by e same token, Jolley said that his ionwide staff did not stop in get-ting the opinions of the lower brack- ed newsmen and women.

...Actual date of announcement of the ults of the balloting now depends when the volume of votes comes a halt.

Shirer Back From ETO; Guest Of Honor At Lunch

(Continued from Page 1)

...ts was his second trip to Europe ce the U. S. entered the war. Pre-viously Shirer was stationed in Berlin ed covered many historical news ents.

...Shirer was introduced yesterday by ul White, director of news broad-ting for CBS and the dais included or George Fielding Eliot, Norman rwin, Everett Hollis, Doug Ed-ards, George Crandall, Wick Crider J. Walter Thompson and others. Shirer spoke briefly on the events sur-ounding the German break-through, e possible aims and expectations of American General Staff.

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

NBC's Radio-Recording Div. Planning New Series Of ETs

(Continued from Page 1)

Thesaurus transcriptions, he pointed out.

The first transcribed program to be produced by the Thesaurus department will be called "Music Of Manhattan," under the musical direction of Norman Cloutier. Among the newly arranged selections played for the trade press audition were "By Heck," "Play Fiddle Play," "Good Night Sweetheart," "My Gal Sal," directed by Cloutier. Other selections include the Goldman Band's version of "Stars & Stripes Forever," Allen Roth and Orchestra's version of "Johnny Comes Swingin' Home," and Allen Roth Orchestra and Chorus' performance of "Beat Out That Rhythm On the Drum." As the varied foregoing selections may indicate, Egner pointed out that the program will stress "everything from hot jazz to the Paul Whiteman concert jazz." The title of the program is taken from Cloutier's theme song of the same name, "Music of Manhattan."

Result of Survey

Egner said the new steps are being taken as the result of the comprehensive survey conducted over a period of months among the hundreds of NBC Thesaurus subscribers' program and sales executives.

The subscribers unanimously urged for (a) a service that is especially designed for radio broadcasting; for one thing, they want plenty of short musical selections. While they want a certain number of vocals, they also want a lot of straight instrumental numbers which can be faded for production purposes without interference by the vocals. (b) material which is exclusive to their station in their community, so they can assure a sponsor that his broadcasts will not be duplicated on other stations. (c) material that is not available on phonograph records. They can buy all the records they want; they expect NBC to furnish them special radio mate-

rial not otherwise available. (d) they want lots of each type of program material so that they can program it frequently without repetition. (e) they want arrangements and musicianship equalling that of big commercial network programs.

Top arrangers, musicians and selections will make up the "Music Of Manhattan" series: Charles Margulis, Max Hollander, Julie Schachter, Murray Keilner, Irving Prager, Sylvan Kirsner, Samuel Rand, Harry Urbont, Jacques Gasselin, Leon Frengut, Ernst Meyen, Chauncey Morehouse, Anthony Mottola, Mack Shopnick, Sammy Prager, Edward Vito, Pat Circicillo, Manny Weinstock, Will Bradley, Arthur Foster, Freddy Pfaff, Phil Palmer, Emmett Callen, Lawrence Binyon, Hank Ross, Murray Cohen, Roland DuPont, Chauncey Morehouse, Arthur Manners, Buddy Williams, Sammy Grossman, Paul Weirich, Leo Kempinski, are a few of the notables of the aggregation which consists of more than 40 people, Egner said. This automatically gives the subscribers what they want, namely: big commercial night-time show radio programming of a caliber not generally obtainable except at great cost, and only available in the big talent centers, he said.

To date this program has catalogued 60 selections, it was disclosed, all of which have been recorded ever since the ban was raised by Petrillo. For potential subscribers, it was pointed out that they are not restricted to NBC affiliates—to date there are 260 Thesaurus subscribers.

Merge Station's Depts.

A merger of WLW's continuity and copyright departments with Bernie Matteson, former head of the copyright department in charge, has been announced by Robert E. Dunville, general manager of the station.

VOCALLY YOURS . . .

Jerry Cooper

SUNDAY EVENING • WOR—MUTUAL NETWORK • 9:45-10:00
"THE JERRY COOPER SHOW"

Sponsored by

MISS SWANK SLIPS

Guesting: WEEK OF DECEMBER 18

COCA-COLA PROGRAM

BLUE NETWORK

3:00-3:15 P.M. DAILY

MUSIC CORP. OF AMERICA

745 FIFTH AVE.

WI. 2-8900

Personal Management "TAPS" AGENCY 1619 Broadway • CO. 5-1566

Sell WITH



WILMINGTON DELAWARE

NBC Basic Station

5000 WATTS day and night

Represented by

RAYMER

The Mailbag

Sorry, Mr. Close!

Appreciate your usual fairness but must call you on the passage column called Main Street in RADIO DAILY of December 8 "Close's reference to FDR's Chicago listeners as fresh from the warm baths of immigration stations made Close more enemies than any other quote." Sorry this is not a quote from me and it differs in words and decidedly in spirit and intent from what I said on my broadcast of October 29 over Mutual. You can procure printer's copy of that broadcast from Lumbermen's Mutual Casualty Company at 342 Madison Ave., New York City. I wish you to note that I stated that *there is nothing wrong with a foreign born American who goes back to Europe to get inspiration for things that are anti-American*, you will appreciate the gravity of this fake quotation. I leave it to your fairness and honor to make the correction in properly displayed style and I thank your publication for its generally conservative and reliable presentation of news and opinions.—UPTON CLOSE.

Thanks, Dr. Levy

"RADIO DAILY set the right keynote for this Christmas in suggesting to our industry "Christmas Shows for G.I. Joes."

"It is a commendable lead for all of us in radio to follow and RADIO DAILY has done broadcasting a real service in proposing it."

Sincerely,

LEON LEVY,
President, WCAU,
Philadelphia.

Seventy CBS Stations Set For Kirkwood Show

Seventy Columbia network stations will be used for the Jack Kirkwood program, beginning January 1, it has been announced by Virginia Travers, information manager of Compton Advertising, Inc., agency handling the program for Procter & Gamble (Oxydol & Ivory).

The Kirkwood program is currently heard on CBS' Pacific Coast network Mondays through Fridays, 8-8:15 p.m., PWT; new time will add a five-times a week daytime broadcast at 4-4:15 p.m., PWT; New York broadcast will replace the current "I Love A Mystery" series, 7-7:15 p.m., EWT. And as soon as the remainder of the CBS web is open, the Kirkwood show will occupy the entire network, which may take place in approximately two months.

Canadian Stations Plan Many Christmas Programs

Montreal—The bells of the peace tower Carillon will ring out from Parliament Hill and over the National network of the CBC as a prelude to Christmas broadcasting, Monday, December 25, at 8:30 a.m., EDT, 9:30 a.m., ADT. Following peal of bells, Howard B. Chase, chairman of the CBC board of governors, will extend a Christmas greeting to all Canadian listeners, from Ottawa. A quarter-hour broadcast of the national news will be heard at the conclusion of the Carillon greeting, at 8:45 a.m., EDT.

"The Journey Home"—a long Christmas journey from home to home, from Britain to Europe, from Europe to Asia to America, and then to the Dominions and Colonies, will begin in the Empire capital, London, at 9:00 a.m., EDT, 10:00 a.m., ADT, coming into Canadian homes over the national network of the CBC (Trans-Canada and Dominion).

Greetings will be sent to and received from Norway, Holland, Belgium, Poland, Denmark, France, the United States, Russia, China, and from all parts of the empire—Canada, Australia, New Zealand, South Africa, Newfoundland and India. Each country will have time for a brief message of greeting to the empire

and to the King and the Royal Family.

Canada's contribution to the Empire program will originate in Montreal. The participants will be Captain Duncan McLeod, M. B. E.; Captain of S.S. "Cornwallis" and Madame J. Croteau, whose son was recently wounded in Holland. Capt. McLeod was decorated in the King's 1943 honor list for effecting repairs and navigating his ship into port after it was torpedoed. He will speak from an outdoor vantage point overlooking Montreal harbor, while Madame Croteau will be interviewed at the entrance of her parish church.

At the conclusion of the greetings, at 10:00 a.m., EDT, his Majesty the King will reciprocate the expressions of goodwill sent to him, to the Queen and the two princesses.

Gaety aplenty will be wrapped up in the "Christmas Box" that Montreal is presenting to CBC's Trans-Canada network listeners on the evening of Monday Dec. 25, at 9:00 p.m., EDT, 10:00 p.m., ADT. The "box," is one hour long and directing the fun is producer Morris Davis. The music and 35-piece orchestra will be directed by Alan McIver. Anna Malenfant and Jules Jacob, two of the most popular French artists in radio, are the song soloists. They will emphasize the music of Victor Herbert.

For the fifth time this year, Andrew Allan, CBC supervisor of drama, will stage a Christmas play which he himself first arranged in 1941 and produced from CBC's Vancouver studios. It will be heard Monday, Dec. 25 at 5:00 p.m., EWT, 6:00 p.m., ADT, over the CBC national network (Trans-Canada and Dominion).

Phoenix Station Plans Special "G.I. Joe" Shows

Phoenix—KOY, is planning a number of outstanding activities for the servicemen and women this Christmas. An open house party in the KOY studios is being held on Christmas afternoon with the station staff acting as hosts and providing entertainment, refreshments and prizes. Christmas carols transcribed by high school and college glee clubs over the valley will be piped direct to the union depot and released over the public address system and in the Red Cross canteen for the men and women passing through the city. The carols will be augmented with the cream of the KOY and CBS special Christmas programs. Telephone calls home on Christmas will be given the three servicemen or women living farthest from Phoenix in the continental United States and who have mailed their registrations to KOY.

WCEMA Elects Officers

Los Angeles—The annual meeting of the West Coast Electronic Manufacturers' Association was held this week with the following elected for 1945: Howard Thomas, president; Lew Howard, vice-president and James L. Fouch, treasurer.

SALES PROMOTION CORRESPONDENT

Successful record in mail campaigns. Outstanding secretary, stenographer. Now available. Write RADIO DAILY, Box 920, 1501 Broadway, New York 18, N. Y.

Deadline On Peabody Awards Set For Jan. 10

(Continued from Page 1)

ceived by him at his office at the University.

The classifications in which the awards will be made this year are: 1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves. 2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves. 3. Outstanding reporting and interpretation of the news. 4. Outstanding entertainment in drama. 5. Outstanding entertainment in music. 6. Outstanding educational program. 7. Outstanding children's program.

Entries may be submitted by stations, networks, radio editors of newspapers and magazines, listener groups or any person or organization wishing to direct the attention of the Peabody Board to a special program

Sandrich "T. Or C." Guest
"Truth or Consequences" tomorrow will have Mark Sandrich as guest.

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.

The Nativity
on
Ave Maria Hour
WMCA, SUNDAY, 6:30

Wilhelmina Fox wrote the script. The cast includes: Charles Webster, Joseph Curtain, Florida Friebus, James Monks, Gordon Heath, Bertram Tanswell and Jack Curtis. George Raseley is the soloist and George Shackley directs the music.

It's a Donald Peterson Production
(504th week)

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

NEED A NEWSMAN

If you are looking for a competent man for either local or wire news, this discharged veteran has 2 years in Army public relations—daily presentation of world news, lectures to troops and clubs, also reporting. Available now. Write Box 938, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

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

560 Kc. 5000 WATTS



THE 1945
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION

RADIO'S INDISPENSABLE REFERENCE VOLUME



Vol. 29, No. 58 Tues., Dec. 26, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, has left for a vacation of two weeks in Miami. He will also spend some time at his citrus grove, near the vacation spot.

JOE SEIFERTH and his WJZ Victory Troupe have returned from Port Chester, where they gave their 334th show at Edward J. Noble's Life Saver Christmas Party.

ELWOOD HOFFMAN, script editor at CBS, is back at his desk following several months absence from the network due to illness.

J. TED BRANSON, publicity director and promotion manager of KFEQ, St. Joseph, Mo., arrived back home in time for Christmas. He had been in New York for confabs with the station reps.

CHARLES B. HAMMOND, NBC director of advertising and promotion, and WILLAN C. ROUX, assistant manager of NBC spot sales, are back from Cleveland, where they visited WTAM, affiliate of NBC.

HARRY SOSNIK, musical director of the Hildegarde program, will leave for the West Coast with the chanteuse when the forthcoming programs emanate from Hollywood.

LENOX F. WYLIE, publicity director of WFBL, Columbia network affiliate in Syracuse, spent last week in Gotham conferring with the national representatives of the station.

MORT WATTERS, vice-president and general manager of Scripps Howard Radio, in town last week to confer with Mutual executives.

HARRY LE BRUN, manager of WNOX, Knoxville, has arrived from Tennessee for a brief stay on station business.

H. V. KALTENBORN, commentator on NBC, is back in New York following a five-weeks tour of the European battle fronts and war capitals.

CURT MASSEY, NBC baritone who has been in town this week recording for Columbia, returned to Chicago last Friday.

GEORGE SZELL, conductor of the Philharmonic Symphony Orchestra, is back from Camp Kilmor, where the organization gave a volunteer concert under the auspices of the USO-Camp Shows.

BARRY SULLIVAN, Paramount actor who plays the romantic lead in the picturization of "Duffy's Tavern," is in the East.



Continental Oil Sets Large Spot Campaign

(Continued from Page 1)

program, it has been announced by Geyer, Cornell & Newell, Inc., agency for the oil company.

Spot schedule, ranging from 26 to 52 week contracts, provides for 20 live station-break announcements weekly over the key stations in each of the major cities in all the company's markets, and will publicize its Conoco Mileage Merchant. Other media to be utilized in the promotion campaign include: daily and weekly newspapers, outdoor posters, farm publications, etc.

G.I.'s Dislike Shows, Congressman Declares

(Continued from Page 1)

the House Military Affairs Committee, said on his return. "They want news and more news from home," Shafer declared; "They're getting Bing Crosby and other singers and comedians.

"Some of those are all right, but those boys are plenty definite about it that they're not dancing through this war. They want serious news, they want to know what's going on in the land they're fighting for."

Shafer said the OWI is falling down on the job of telling the story of American participation to the French and Belgians.

Boulware Leaving WPB; Will Join General Electric

(Continued from Page 1)

Mr. Wilson. Simultaneously with this announcement came word of the retirement on December 31, of N. R. Birge, a vice-president of the company, who for many years has been in charge of the operations of G-E affiliated companies. As of the first of the year these responsibilities will be assumed by Boulware.

KSTP Wins Round In AFM Strike Case

(Continued from Page 1)

ly wage scale to \$52.50 for a guaranteed work-week of 22 hours. It adopted the following scale recommended by the panel: \$34.56 for a 13-hour work week, \$40.42 for a 16-hour week and \$46.40 for a 20-hour week.

The panel was upheld on all issues between the American Federation of Musicians, Local 73, of the AFL, and the station, according to Edgar L. Warren, regional WLB chairman.

Ordinarily the board refuses to process a case while a strike is in progress on the ground that calm consideration cannot be given in an atmosphere of tension. In this case the employer pressed for a decision, stating that no economic loss would be suffered since the workers, while on strike, were employed in another station of the same corporation in St. Paul.

Labor members of the board objected to the change in policy and refused to vote or discuss the issues.

Dr. Jordan Honored

Dr. Max Jordan, NBC's Director of Religious Broadcasts, has been elected a member of the Executive Board of the Catholic Institute of the Press.

"DUMB AS A FOX"

As little time as two years ago... it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost-per-sale" figures were figured. In Baltimore those time buyers who are known to be "dumb as a fox" earned the title to shrewdness when they stuck to the independent W-I-T-H!

W-I-T-H'S record for years shows biggest results for lowest costs in this, the country's 6th largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

20 YEARS AGO TODAY

(December 26, 1924)

Arrangements are already under way for a recurrence of the popular Stadium concerts next summer. These concerts were brought to the radio audience three times weekly over WJZ through negotiations with the New York Philharmonic Society.

Exclusive!

BEARS FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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

ANOTHER FIRST-FLIGHT FEATURE...ANOTHER U. P. FIRST!

“UNDER THE CAPITOL DOME”

Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—“Under the Capitol Dome”—a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

The writer is George J. Marder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. “Under the Capitol Dome” is a new case in point.



UNITED PRESS RADIO NEWS

LOS ANGELES

JIMMY McHUGH, the famous song writer, is writing a special theme for the new program "Everybody's Favorite" heard on KFI, Saturday at 5:30 p.m. The tune will be named after the program "Everybody's Favorite."

Two Networks!
Three City Market!!

CBS **WENT** • MUTUAL •
Gloversville • Johnstown • Amsterdam
• THOMAS CLARK, Nat. Rep. •

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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

THE SAN FRANCISCO RADIO
PICTURE **HAS** CHANGED!

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

Your **SALES DOLLARS TRAVEL FAR** • •
Ben Ludy, GEN'L. MGR. .. when you 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



Michigan Ave. Memorandum!

• • • Eddie Cantor found himself a new gag writer when he was in town last week. Leonard Soll, manager of the Chicago "Times" amusement advertising department, who has been whipping up radio gags for some time, more or less for his own amusement, showed Cantor some of his stuff. Most of it was material with a Chicago angle and just what Eddie was looking for to use on his broadcast from Navy Pier. He not only snapped up the material at a substantial price but made Soll a handsome offer to join his staff of writers in Hollywood. So the still amazed ex-advertising man leaves this week for the coast as a full-fledged gag writer for a top-flight comedian. . . .

• Betty Reeve of Compton Advertising Agency in town for a look-see, lunching with "Pete" Petersen, writer on the Bernardine Flynn news show on CBS, and Producer Walter Wicker. . . • So large was the turnout for the Taylor-Howe-Snowden Radio Sales cocktail party at the Drake that they had to move it to the Grand Ballroom of the Drake. Among those glimpsed at the chili-tortilla-hot tamale table were NBCites Jules Herbueaux, Paul McCluer and Bill Drips. . . . Radio publicist Leonard Dubkin has written a book about birds called "The Murmur of Wings," which has received some flattering reviews. . . • Songstress Nancy Martin, singing star of the Blue's Breakfast Club and Hello Sweetheart shows, recently returned from a highly successful war bond tour through her old home territory of West Virginia.

★ ★ ★

• • • NBC commentator Alex Dreier is fast building himself a reputation for calling the shots on the course of the war. Last January, when asked to make a series of predictions, Alex allowed as how the European war would not be over in 1944 but would sputter to its conclusion in the early part of 1945. He also predicted that destructive attacks against the Jap perimeter of defense and air attacks against the Jap mainland would be carried out during the year. Subsequent events have proved him right in both Europe and the Pacific, but Alex is confidently waiting for the final prediction in his series of prognostications to materialize—Russia joining the Allies in the Pacific war once the Nazis have been crushed. . . .

• We hear that when Harry James signed to provide the music on the Saturday night Pabst beer show on CBS come Jan. 6, when Danny Kaye takes over, he made two stipulations: (1) that mentions of his wife, Betty Grable, would be taboo, and (2) he would not be used as a comedy stooge. . . • At a recent Breakfast Club session, Cruising Crooner Jack Owens stumped Sam (Almanac) Cowling by asking why a broken-down old chair is like a traffic cop. The answer: they both pinch unless you park right. The gag turned sour immediately after the broadcast when Jack received a ticket for a parking traffic violation. . . • George Harvey, WGN time salesman, has been named president of the Barrington (Illinois) Countryside Fire Protection District.

★ ★ ★

— Remember Pearl Harbor —

Walsh Replaces Steel As WMCA Commentator

(Continued from Page 1)
economics at Williams College, replaces Johannes Steel, as a daily WMCA commentator, beginning Wed., Jan. 3, 7:30-7:45 p.m., EWT, Mondays through Fridays.

General Electric Official Address Television Class

(Continued from Page 1)
the smaller communities with the use of satellite stations, low power relay station drawing their programs direct from the networks, and lacking the usual studio facilities.

AGENCIES

LEONARD A. VERSLUIS, president, L Associated Broadcasting Corporation, with its main office in Grand Rapids, Michigan announces the appointment of the legal firm of Overton, Selig and Wilson, Los Angeles, as its counsel for the Pacific Coast. Earl Waring Dunn, Grand Rapids, Michigan remains as general counsel for the ABC Network.

ADAM J. YOUNG, JR., INC., have just opened new offices in Chicago, located at 55 East Washington St., Chicago 2, Ill. The firm also has offices in New York.

HORSE RADISH

has nothing to do with horses . . . but WBYN (1430 on dial) is the only station bringing you exclusive reports on what the horses are doing . . . every few minutes . . . 12 to 8:30 P.M.

WBYN

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

WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

**DON'T FORGET TO COVER
THE OTHER HALF**
on the Pacific Coast, too!

Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking *half* your coverage of this \$16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

No other network but Don Lee *can* cover both halves completely. Here's why: Most markets in the *outside half* are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won't work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee's method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific



Coast). This survey revealed 60 to 100% of listeners in many of these "outside" markets were tuned to Don Lee stations.

As to Don Lee's record on covering the "inside half" of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don't forget to cover BOTH HALVES. *Buy Don Lee!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Petitions Of Cowles Broadcasting And NBC Denied By The FCC

(Continued from Page 1)

FCC said the request was based on a misunderstanding of the present Section 3.103 which reads as follows:

"Sec. 3.103. Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period."

Part of the Commission letter follows:

"The Commission today denied the petition, submitted by Iowa Broadcasting Company, requesting an amendment to Section 3.103 of the regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

Affiliation Treated

"The petition alleges that a station which is affiliated with one network may not enter into an affiliation contract with a second network until its contract with the first network has expired. This is not the case. A station affiliated with one network but desiring to change its affiliation to another network may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract. Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.101 governing exclusivity of affiliation, and Regulation 3.104, governing option time and prohibiting exclusive options, were designed in part to make sure that affiliation with a second network would be possible. Various stations have in fact met the problem of transferring from network A to network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 ap-

pears necessary in this connection.

"The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which he receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of such period. The contract can provide for examples the two-year period which it covers shall begin six months from the date upon which it is entered into, but that actual broadcasting of network programs shall begin when the station is first authorized to go on the air.

Sees Regulation Sufficient

"It is therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations."

At the same time the Commission denied NBC permission to option more than three hours of the evening period from a single station though option for less than three hours in the morning period is given by the station. Specifically NBC sought FCC permission to option on week days the period from 7 to 7:30 p.m., EWT, in addition to the three evening hours it now options. In return for this extra half-hour in the evenings, NBC proposed to continue its present practice of optioning only two hours—in the time period from 8 a.m. to 1 p.m. weekdays. NBC options no time in the morning period on Sunday and sought FCC permission to option four hours—rather than the three now provided for between 6 and 11 p.m., Sundays.

Commission letter to NBC fol-

lows in part: "The Commission today denied your request to amend Regulation 3.104 by adding thereto the following sentence:

"In the event a station does not option the full three hours permissible under this regulation in the 8 a.m. to 1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6 p.m. to 11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment. However, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed three and one half hours on any week-day nor four hours on a Sunday.

"Recognized Needs"

"In the light of the opinion expressed in your petition that these local programs serve a recognized local need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulations."

Commission Will Hear 4 Wilkes-Barre Pleas

(Continued from Page 1)

mine the fitness of Robert J. Doran one of the officers of one of the four corporations applying for the Stenge facilities.

In the fall of 1942 the Commission decided to retire Stenger from the radio business because of irregularities in financial reports under the Communications Act, and announced its decision to license Northeastern Pennsylvania Broadcasters, Inc., whom Doran was a major stockholder. This brought a storm of protest from Wilkes-Barre labor and ministerial groups who objected to Doran's alleged "fascist" leanings.

Result was a lengthy hearing in Washington and Wilkes-Barre, with FCC Attorney Marcus Cohn bringing out connections between Doran and more than one of the group under indictment for the ill-fated sedition trial which lasted most of this year.

Other applicants included the Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., and Key Broadcasters, Inc.

Ordering of this consolidated hearing appears to signify that the Commission does not intend to declare itself on Doran's qualifications, and that it does intend to restore Stenge to the status of a permanent licensee.

Exclusive!
CUBS '45
BASEBALL
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

WCBM
 A QUALITY STATION
 with MASS APPEAL
 in a
RICH MARKET
WCBM
BALTIMORE
 THE BLUE NETWORK STATION
 JOHN ELMER President
 GEORGE ROEDER Gen. Mgr.
FREE & PETERS
 EXCLUSIVE NATIONAL REP.

WHKC
COLUMBUS
 GOES FULL TIME
 DAY AND NIGHT!

★ Double Power With News Every Hour On The Hour!
 ★ New Wave Length, 610 KC.
 ★ Central Ohio's Only Mutual Station
 ★ NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
 521 5th Ave., New York City
 333 N. Michigan Ave., Chicago, Ill.

T-3-8

CBS Annual Statement Re-States Policies

(Continued from Page 1)

in war and realized that hope for a peaceful conclusion in Europe for our third year of war had vanished. The course of the 1944 statement was made it plan that the network having given herious thought to post-war operations in the past, will continue along the same lines in 1945. "We have in this past year," he said, "turned to the industry and to the FCC specific proposals concerning the major divisions of post-war broadcasting—television, international shortwave, and FM. It is our sincere conviction that the proposal we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance."

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed out the source of twice-as-good television, on wide bands in the high frequencies. . . . We have a larger television budget than is to be found in the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures are in our opinion simply not good enough to attract—and hold—the audience that is essential.

SEND BIRTHDAY GREETINGS TO...

December 26

Charles Allicote Hibbard Ayer
Bernard Dudley

THE WEEK IN RADIO

"All-American Program" Pool Topical

(Continued from Page 1)

was made by the broadcasters throughout the country. For the benefit and enjoyment of the servicemen, many programs originated at servicemen's hospitals, recreational centers, etc. . . . Due to scarcity of paper, we were only able to list a small portion of the participants in the Christmas issue.

Growth: CBS and the Blue Network have added new affiliates: the former adding KOTA, Rapid City, S. D.; KGKY, Scottsbluff, Nebr.; KTYW, Yakima, Wash.; WJEF, Grand Rapids; KERN, Bakersfield, Calif.; the latter adding WNAX, Sioux City; KRNT, Des Moines; WCOP, Boston; WFTL, Miami; WLAW, Lawrence, Mass.; WPDQ, Jacksonville, Fla. CBS will add more in the future.

Horrors: All the Canadian Broadcasting Corporation has the legal right to ban "horror programs" from the airwaves, but it would rather "use persuasion" than force to achieve its purpose. Reason for this move is that CBC considers this type program, in addition to soap operas and medicine shows, in bad taste.

Spotshots: C. Lloyd Egner, vice-president of NBC Recording, disclosed that their newly revised

transcription policy will make for commercial and network-professional type productions. . . . CBS' Charles Collingwood interviewed Rene Barthelmy, French tele expert, informing the teleworld that there is a successful 1,000 line screen, declaring it an improvement over the 450 line screen. . . . Fibber McGee & Molly topped the first 15 in the Hooper of Dec. 15. . . . Attorneys of Donald Flamm sent telegrams of protest concerning the WMCA hearing.

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



Exclusive!
BLACKHAWKS HOCKEY
W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

sell

Durham*

county's

100,000

people

with

WDNC



COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.

WALTER COMPTON

presents

"BACKGROUND FOR NEWS"

Up-to-the-minute, news of the day, interwoven with authoritative information on the personal, historical or geographical background of today's important people and prominent places.

Available for cooperative sponsorship on MUTUAL

Call, wire or write WM. B. DOLPH, Barr Bldg., Wash. 6, D. C.

IN
METROPOLITAN
CINCINNATI

WCKY

DELIVERS A STRONGER SIGNAL

TO

MORE PEOPLE

THAN ANY OTHER STATION

L. B. Wilson

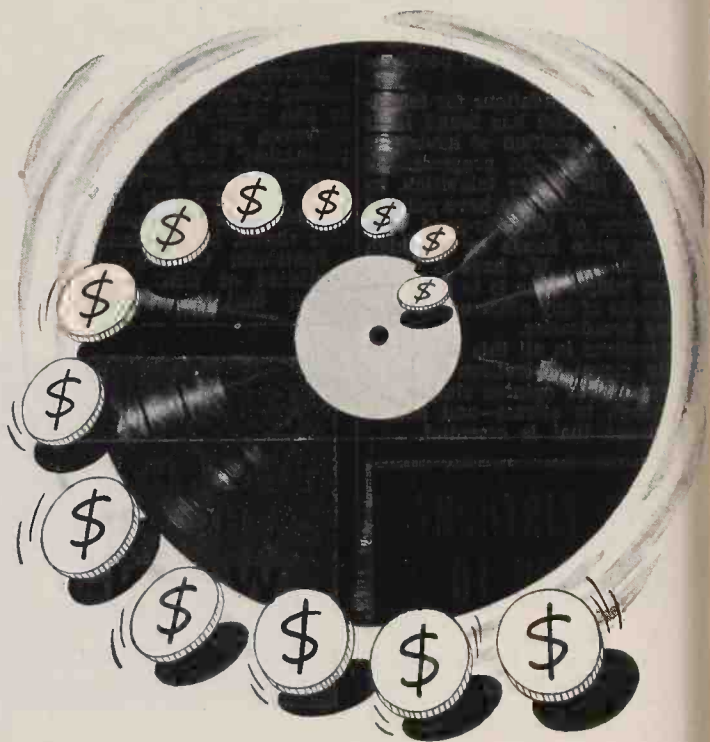
CBS

FIFTY GRAND IN POWER



Just playing hours—

or Paying hours?



ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line*. That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations...more and bigger *proven attractions*, on ASSOCIATED's incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

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

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 29, NO. 59 NEW YORK, N. Y., WEDNESDAY, DECEMBER 27, 1944 TEN CENTS

Webbs Review 1944 Radio

CBS's Progress Recorded By Report

CBS' 1944 Review is highlighted by the fact that the network devoted approximately 35 per cent of the year's total operating time to programs directly related to some phase of the war. Both in personnel and programs, notes the review, CBS "has eagerly accepted an important share in radio's war-time obligations and activities." Meanwhile, the report notes that William S. Paley, CBS president, has completed a full-year of service as Chief of Radio, Psychological Warfare Division, Supreme Headquarters Allied Expeditionary Forces. Year-end estimates reveal that the network devoted 3,169 hours—an average of nine hours daily—to war programs including war messages, war

(Continued on Page 6)

Bob Hope Named To Post For 'March Of Dimes' Drive

Bob Hope has been re-appointed chairman of the Servicemen's division for the 1945 "March of Dimes" campaign, Howard J. London, radio director of the National Foundation for Infantile Paralysis, announced yesterday. Frances Langford will again serve as vice-chairman.

General Sarnoff To Speak On Radio's Anniversary

Brigadier General David Sarnoff, military leave as president of RCA and chairman of the board of NBC, will fire the opening gun in the celebration of the 25th anniversary of radio broadcasting when he appears in the "Army Hour," Sunday, at 3:30

(Continued on Page 5)

Press Punctuality

Sid Elges, acting director of press at NBC, sent out invitations to a press luncheon at the Waldorf-Astoria on next Thursday. In the invitation, Elges, wrote "at the risk of losing my neck I guarantee the proceedings will not last longer than 2:30." An intriguing note to many invitees who know full well that such luncheons usually break up about 3:30 p.m.

Blue Tele Deal Pending

Rumors of negotiations between WABD, Allen B. Du Mont television station in New York, and the Blue Network were current in New York yesterday with indications that the Blue web will become a factor in the television field shortly after January 1st. Deal is reported to involve the Blue acquiring program time and studio facilities from WABD on a cooperative basis with the network plugging the Du Mont video outlet via their stations. Details are expected to be worked out at a meeting next week.

La Roche Outlines Blue's News Policy

Stressing liberalism in the network's policy regarding the handling of war news and wartime problems, Chester J. La Roche, chairman of the Blue Network, spoke during the broadcast of "Christmas on the Blue" program yesterday afternoon.

"The Blue Network will cooperate with our war leaders in making clear what we are up against and what is needed," La Roche said. "We will present fearlessly all sides of a problem."

"Our commentators are allowed to express their own opinions—they

(Continued on Page 6)

Army Pays Tribute To Maj. Glenn Miller

Tribute was paid yesterday to Major Glenn Miller, reported lost through enemy action while flying en route to France from England recently. Tribute came in the form of comment authorized by the War Department and made by Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Department. Col. Kirby is former Chief of Radio, Supreme Headquarters, Allied Expeditionary Forces and was responsible for Major Miller going overseas.

Said Col. Kirby: "Glenn Miller, volunteered in the service of his

(Continued on Page 5)

Favorites Are Listed In Cuban Radio Poll

Havana—The annual poll taken among the radio editors, critics, and columnists in Cuba, to ascertain the favorites in 29 classifications resulted in "Rincon Criollo" being voted the most Cuban program for the third straight year. This show is carried by

(Continued on Page 6)

Atlas Corp. Will Enter Foreign Radio & Tele Field

Atlas Corp., investment trust headed by Floyd B. Odum, board chairman of RKO, is entering the radio and television field in the French Empire through the acquisition of an interest in the Societe de Gerance de Radio Imperial of Tan-

(Continued on Page 2)

Capital Editors-Newsman Vote For "All American Program"

Washington Bureau, RADIO DAILY
Washington — Capital correspondents, editors and newsmen in general took time out to take their radio programs seriously and to make known their choice in RADIO DAILY's Certified Poll to select the "All American Programs." Despite the hectic life of coverage of Capitol Hill, broadcasting and filing their news, represen-

tatives of Ross-Federal taking the poll, found the majority of the "journalists" willing to call on their radio lore.

With the ballots having reached the total yesterday of 687, it appears likely now that the grand total will bring on an all-time high in this type of poll, a critical one partici-

(Continued on Page 6)

Mighty good prospect for sales in WLAW's concentrated audience—third largest in New England.

National advertisers agree that WLAW brings results! Send for coverage map! Adv.

NBC Chronicles Wartime Year Successes

Emphasizing the role radio has played in wartime and giving an insight into post-war program planning, Niles Trammell, president of the National Broadcasting Company, yesterday released the network's annual "Year End Report."

The report, chronicle of departmental activities, during the past year places emphasis on programming, public service innovations, wartime coverage here and abroad and gives a comprehensive picture of the network's achievements and plans in the fields of FM and television.

Under the heading of "Programs,"

(Continued on Page 7)

Canadian Short Wave Station On The Air

Montreal—Following 18 months preparation, the international service of the Canadian Broadcasting Corporation has begun experimental short-wave transmissions to Europe. For the test period, one 50-kilowatt transmitter will be used and part of the complicated European array of antennas, located at Sackville, N. B. Regular broadcasts will be heard in English, French, German, Flemish and Dutch.

CBS Sets CIO Series For Web In January

As the result of extensive discussions between CBS officials and Philip Murray, president of the CIO, a new series titled "Job For Tomorrow" will make its debut over CBS January 6, at 3:45 p.m. Scheduled for an initial period of 13 weeks, the pro-

(Continued on Page 2)

Meet The Missus

Miami—Ted Husing, sportscaster de luxe has arrived here to do the Orange Bowl game on New Year's Day and has brought with him an official surprise in Mrs. Ted Husing. Husing says it has been more or less a secret since last April and that the bride is the former Iris Lemerise, one time employe at CBS headquarters in New York.

o-Day—687 Certified Votes—"All American Radio Program of 1944"



Vol. 29, No. 59 Wed. Dec. 27, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irwin, 4802 Dorchester Ave., Phone Oakland 4345. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Dec. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/2	164 1/8	164 1/2	+ 3/8
CBS A	35 1/2	35	35	— 3/8
Crosley Corp.	28 1/2	28 1/4	28 1/4	— 3/4
Farnsworth T. & R.	13	12 3/4	12 3/4	— 1/4
Gen. Electric	38 3/8	38	38	— 3/8
Phico	34	33 1/4	34	+ 1/2
RCA Common	103 1/2	101 1/8	101 1/4	— 1/4
RCA First Pfd.	80 1/2	80 1/2	80 1/2	+ 1/4
Stewart-Warner	15 3/4	15 1/2	15 3/4	— 1/4
Westinghouse	112 3/4	111	112	— 3/4
Zenith Radio	37 1/2	37 1/4	37 1/2	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 7/8	7 1/2
WCAO (Baltimore)	23	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(December 27, 1924)

KFUO, the new St. Louis station, in Concordia Seminary on South Jefferson Avenue, cost \$14,000, it has been announced. Fund was supplied by members of the Lutheran Laymen's League, students of the Seminary, the Walther League and individuals.

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

Coming and Going

EDWARD REEVE, chief statistician in the research department of CBS, and HARPER CARRAINE, also a member of the department, left yesterday for Washington, D. C. where they will attend the annual conference of the American Statistical Assn.

TED HUSING, CBS sportscaster, is in Miami, where he will broadcast the Orange Bowl football game on New Year's Day. He'll do preview broadcasts on Thursday and Saturday of this week.

TOM SLATER, Mutual's director of special features and sports, has left for San Francisco, where next Monday he will cover the East-West football game.

THERESA WATSON, secretary to Lennox Wylie, publicity director of WFBL, Syracuse, is spending the holidays in Houston, Tex.

DICK BROWN, singer, is in Washington, D. C., where he will remain until the latter part of this week.

CBS Sets CIO Series For Web In January

(Continued from Page 1)
gram will deal with a different basic industry every week, according to an announcement by Douglas Coulter, CBS vice-president in charge of programs, and will cover their place in the industrial picture both now and in the post-war era.

Opportunities that the returning veterans will find in these industries will also be stressed, along with the roles that the various concerns and the people that work in them will play in the future. The automotive industry will be the subject of the first, Jan. 6, program, with Steel, Maritime, Electrical, Textile, and Shipbuilding industries scheduled for the following programs. Others will be announced as the series continues.

Atlas Corp. Will Enter Foreign Radio & Tele Field

(Continued from Page 1)
giers, it was announced yesterday by Odium. The French corporation which already owns a radio station in the Tangiers International Zone will have the assistance of Atlas in the construction and operation of stations at the following points: Martinique, French Guiana and Guadeloupe, French territories in India, Madagascar and La Reunion, New Caledonia and Oceanic Settlements, Clipperton Island, also St. Pierre and Miquelon. In addition to radio and tele, the operation will cover facsimile and wireless communications. The French company is headed by Charles Michelson of Paris.



SEA WALL

A safety zone beyond the storm . . . a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time . . . safe against the howl of sales chatter . . . safe against the deluge of high pressure.

That safety zone is W-I-T-H . . . the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.

WHAT ARE YOU FISHING FOR . . .



The largest amount of productive time for the least amount of money? Then pull in your line. . . you've caught a real, live whale with fly-bait! Yes, indeed . . . a large and varied listening audience keeps tuned to 930 all day long, and they like what they hear. The stacks of letters in our mail room prove that. And one look at our rate card will show you the kind of low-cost radio story you've been angling for.



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT { PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

BILL CUNNINGHAM

Boston Herald
Feature Columnist



SUNDAY
2:30-2:45 P.M. E.W.T.
Coast-to-Coast over
MUTUAL
and
YANKEE NETWORK
(Originating at WNAC)

Markets Now Sold

WNAC	Boston, Mass.	WGN	Chicago, Ill.
WEAN	Providence, R. I.	CKLW	Detroit-Windsor, Mich.
WAAB	Worcester, Mass.	WEBR	Buffalo, N. Y.
WTHT	Hartford, Conn.	WHK	Cleveland, Ohio
WFEA	Manchester, N. H.	WKRC	Cincinnati, Ohio
WHYN	Holyoke- Springfield, Mass.	WFBR	Baltimore, Md.
		WJBY	Gadsden, Ala.

BILL CUNNINGHAM is radio's newest columnist—a news and feature reporter and commentator who goes where the news is—gets his stuff first hand—writes and broadcasts in his own hard-hitting, Bill Cunningham style. Fast, colorful feature story treatment of world news and its consequence. There's nothing else like it on the air.

Now available for local sponsorship outside New England

Consult your local Mutual Station, or

THE YANKEE NETWORK 21 BROOKLINE AVENUE
BOSTON 15, MASS.

BOSTON SYMPHONY REVIEWS

DECEMBER 23rd CONCERT

Mozart's Overture to "The Magic Flute"
 Krenek's Variations on a North Carolina Folk Song,
 "I Wonder as I Wander"
 Schubert's Symphony No. 2 in B-flat Major

CHARLES MANN Radio Daily, N. Y.

Dimitri Mitropoulos conducted a well balanced Christmas program, consisting of some things old and something new. Mr. Mitropoulos and the Boston Symphony Orchestra brought out all the delicacy and lilting charm of the intricate fugue portions of the lacy Overture to "The Magic Flute" by Mozart. The second item, the highly stylized Variations on a North Carolina Folk Song, "I Wonder As I Wander" by the recently naturalized American Ernst Krenek, proved very interesting. In its paraphrastic form, the too infrequently broadcast Krenek piece conveys eloquently the tragic overtones inspired by the folk song. This work was a happy choice, not only because of its Yuletide significance, but because radio is particularly generous to soloing instruments, which were prominent throughout. The final portion of the program was devoted to the Mozartean flavored 2nd Symphony by Schubert. Originally scored for a very small orchestra, this reviewer always felt that the performance was trying too hard to overcome this handicap; it has never completely succeeded in being reconciled to a larger symphonic treatment. What seems substantially opaque and impressive, manages to become superficial in performance. This, however, is no fault of the ever meticulous Boston Symphony Orchestra. Once again they have proved that they can be counted upon to enrich any given score.

DECEMBER 30th PROGRAM

Moussorgsky's
 "Night on Bald Mountain" and
 Bartok's "Concerto for Orchestra"
 8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
 Furthers American Good Living."

Advt.



Notes From A Ringside Seat . . . !

● ● ● Benton & Bowles is listening to three bands for the "Glamour Manor" program which will originate from the Blue's Gotham studios starting January 17 . . . orchestra leaders auditioning are Jon Gart, Arnold Johnson and Merle Kendrick. . . ● It couldn't happen to a nicer fellow . . . the fact that Sid Desfors has been named NBChief of Eastern Press Photography. . . ● Danny Webb, who, while a Sergeant with the Armed Forces in Italy, wrote and produced numerous 'shows for G.I. Joes', is writing a new radio quiz series in collaboration with Ted Green . . . show is titled "Mind Your Own Business". . . ● Little eight-year-old Margaret O'Brien, chickie Clickee of the "M-G-Meet Me In St. Louis" will guestar Sunday, Jan. 7 on the Kate CBSmith Hour. . . ● One of the reasons for the high national rating for Jerry Devine's NBCCommercial "Mr. District Attorney," is Jerry's ability to present fast-moving dramas based on patriotic and timely topics . . . for instance last week's "The Case of the Peddlers of Prejudice" . . . Add Look-alikes: Jack Keasler of Taylor, Howe & Snowden and Ted Collins. . . Allan Roberts and Irving Caesar. . . Lionel Barrymore is the composer of a symphonic work, "Preludium and Fugue" which will be NBCast Saturday at 3:00 p.m., EWT by the Indianapolis Symphony Orchestra conducted by Fabien Sevitsky . . . the 66-year-old screen star was recently honored with membership in ASCAP.

☆ ☆ ☆

● ● ● Young & Rubicam will use 'top names' for the lead roles in the new CBSeries of "Inner Sanctum" mysteries which will be heard Tuesdays at 9 p.m. starting next week . . . seems to us this is the first time that two 'whodunits' will be heard on the same time slot . . . other is "Molle Mystery Theatre," via NBC. . . ● Kay Lorraine's thrushing via ET's for Tivoli Beer is big time. . . ● Here's a twist! because her current sponsor is a member of her own family, Radiator Shirley Eder had to turn down offers from two would-be sponsors. . . ● While on Hollenbeck vacations, his 6-6:16 p.m. NBCasts of the news is being announced by Arthur Gary who, incidentally is turning in a neat job. . . ● Jack Benny and his Lucky Strike NBCiggle show will originate from Radio City in Gotham for the January 14, 21, 28 and Feb. 4 broadcasts . . . the comedian will emcee special shows in New York, Philadelphia and Boston for the National Foundation for Infantile Paralysis Fund's "March of Dimes" Campaign. . . ● Ransom Sherman, emcee and star of the five-mornings-a-week NBCComedy, "Mirth & Madness," is starting his 22nd year in Radio. . . ● Radiolite Gilbert Mack (he of the numerous voices) doing a nice job in the Broadway Production, "Bell for Adano." . . ● A Low Bow to Jerry Lawrence and those guestars who appeared on the FMCAce disc jockey's special War Bond Program, December 15 and helped sell \$10,000,000.00 worth of WAR BONDS.

☆ ☆ ☆

● ● ● As itemed here last week, the new "Danny Kaye Show" which will be heard CBSaturdays, starting January 6, will feature name guests each week . . . first visitor will be Eddie Cantor with Jack Benny appearing on the second program. . . ● Bourjois' "Here's To Romance," weekly Thursday nite CBSongfestival will deviate from the musical format for the Feb. 1 program only . . . that show will be a dramatic performance starring Kay Francis and Jim Ameche. . . Add Mike Mannerisms—Jay (Mr. D. A.) Jostyn works with his collar open. . . Baritone Dick Brown can't see a thing when he sings (keeps his eyes closed) . . . ● Marion Loveridge plants a kiss on the mike after every program. . . ● Sammy Kaye fidgets with his necktie while speaking.

☆ ☆ ☆

—Remember Pearl Harbor—

WHY PORTLAND, OREGON PEOPLE PREFER KGW



Students in Mrs. Rogers' class listen to special broadcast produced by KGW. Mrs. Rogers in inset.

MRS. HARRY GEORGE . . . PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS

SAYS.. "We are proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. In-school listening programs written and produced by station KGW, released every day throughourschool station KBPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is public service of the highest type."



MRS. GEORGE



REPRESENTED NATIONALLY
 BY EDWARD PRETY & CO. INC.

Army Pays Tribute to Maj. Glenn Miller

(Continued from Page 1)

country even though he was beyond
range for military duty.

He did this because he felt that
American music had a military mis-
sion to perform in this war. His
deed speaks for itself, his loss will
be felt not only by all Americans at
home, but by all Allied soldiers on
the battlefields and in the hospitals
of Europe whom he served so faith-
fully and generously. We have lost
a great gentleman and a great Amer-
ican. With Mrs. Miller, we hope and
pray for his return from the un-
known.

Meanwhile, his music lives forever
in his great organization carries on
in his tradition as good soldiers al-
ways do when a beloved leader has
departed."

Speaking in Washington yesterday,
Col. Kirby said that he had spoken to
Mrs. Miller and that he stoutly be-
lieved that her husband was alive and
would be heard from. Col. Kirby also
said he contacted all families and near-
est of kin of all other members of
the orchestra and informed them that
Major Miller was the only one of the
band on the plane that was lost.

The band, Col. Kirby said, would
continue its good work abroad, work-
ing out of SHEAF under the baton
of Sgt. Ray McKinley. Paul Dudley
acting as producer and Lt. Don
James, former Glenn Miller band
business manager also on tap. The
other men in the band will thus continue
their work abroad, both on the air
and at army camps.

It was also revealed that the band
will make a series of six-weeks recording
in advance, before leaving the U. S.,
to home consumption.

General Sarnoff To Speak On Radio's Anniversary

(Continued from Page 1)

General Sarnoff, on NBC. He will discuss the
progress of radio since its inception
and its service to the public, laying par-
ticular stress on its wartime mili-
tary role.

Brooke Rejoins Blue

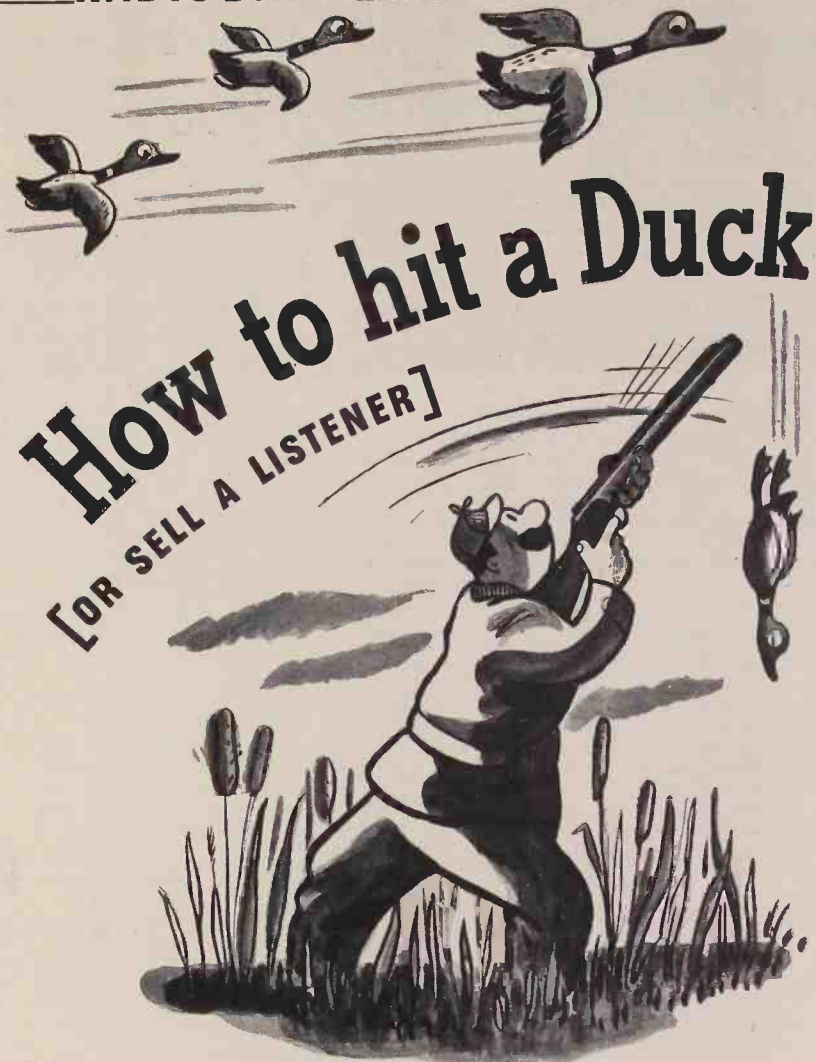
Effective January 1, John W. Brooke
will rejoin the Blue Network in his
senior position as Eastern sales man-
ager of Spot Sales. Brooke served
with the Coast Guard for the past
year.

Stork News

Hollywood—Hal Halley became
proud father of a baby girl, Sun-
day (17). The baby weighing seven
pounds, will be named Christiana.
Halley is the producer of "Swingtime
—Name It And Claim It" heard on
WCTR.

"Norma" From Metropolitan

"Norma," masterpiece of Vincenzo
Bini, will be broadcast from the
stage of the Metropolitan over the
Blue Network Saturday.



To hunt duck successfully, first
find your duck. And when you
shoot, aim—like our expert above
—not where the duck was but
where he's going to be.

In radio advertising, too, find your
listener first—and when you shoot,
aim where that listener is going
to be.

There's a big flock of radio listen-
ers waiting for you in the Middle
West—and you can shoot where
they're going to be by aiming
your selling message over WENR.

For this clear-channel station's
powerful 50,000-watt voice reaches
more listeners than any other ma-
jor Chicago station—3,524,000
families — 13,000,000 individuals
—One Tenth of a Nation!

We've got slews of facts and fig-
ures, graphs and charts, case his-
tories and sales records to show
you how other advertisers are
using WENR to build sales eco-
nomically in the Middle West.
Any Blue Spot salesman will be
happy to demonstrate how you
can do the same.

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • WASHINGTON • PITTSBURGH • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Capital Writers Vote 'All Amer. Program'

(Continued from Page 1)

pated in by leading editors and writers throughout the country.

As a cross section of those who have voted in the Washington, D. C. territory, there are such names and publications as: LeRoy Whitman, "Army and Navy Journal"; Windsor Peyton Booth, Washington correspondent for the Philadelphia "Record"; Burnet Niven, columnist, Washington "Post"; Alan Barth, editorial writer, Washington "Post"; Anna Youngman, also editorial writer, Washington "Post"; John W. Colton, correspondent in the Capital for the Hartford "Times"; Robert D. Byrnes, correspondent for the Hartford "Courant," and many other well known columnists, correspondents and editors.

Lomax To Be Sponsored By Chewing Gum Makers

Gum Products Inc., for Coughlin's Chewing Gum Cough Drops, will sponsor Stan Lomax and his sports broadcasts on Mondays, Wednesdays and Fridays from 6:45 to 7 p.m. beginning January 3. The contract is for 52 weeks and was handled through Bennett, Walter & Menadier, Inc. of Boston.

Sidney Walton Honored By GIs In Philippines

Sidney Walton, moderator of WHN's "Commentators' Round Table," has been chosen Honorary Morale Officer of an Army Air Force Base somewhere in the Philippines. The GIs there send him queries, and use his replies as authoritative basis for their discussions, intellectual bullsessions.

Burns & Allen On New Time

When the Burns and Allen show changes over from their Tuesday night spot to the time vacated by Frank Sinatra, on January 1, the length of the show will be cut to 25 minutes to allow for a newscast from 8:55 to 9. As of Jan. 1 the show will be heard over the CBS network from 8:30 to 8:55 p.m. Mondays.

War-Effort Shows On CBS Comprised 35% During 1944

(Continued from Page 1)

news and other war-gear'd matter. This total represents 17,116, separate broadcasts, of which 10,404 were heard on commercial time. Many CBS sustaining shows are listed which encouraged international understanding and "inspired co-operative war effort." Apart from this major war themes and allocations from various government agencies received major time allotments. Job done in sales of war bonds by the network and its stars is also noted.

Other angles mentioned in the Review is the job done by the network in covering the news not only at home but on all battle fronts and the home front as well. Staff of 21 foreign correspondents and a score of special reporters and analysts are required to bring the news to the listener.

D-Day activities are fully noted and the job done in covering the invasion of France, also the climactic invasion of Southern France and the work done by Paul W. White, network director of news broadcasts and his staff in co-ordinating and setting up the news for the homefolk.

CBS Men in Service

At the close of the year, CBS finds that 804 stars are on the CBS service flag. Three of them are gold stars. The total of 804 compares with 715 a year ago and covers men and women in all branches of the service.

CBS shortwave listening station with a staff of 10 attentive listeners at all times did its share in the war on the propaganda front and CBS monitors recorded nearly 25,000 separate news and propaganda broadcasts during the year.

Network presented during 1944 some 350 speakers in 220 talks and programs on national, international and public affairs. Most of these were scheduled through Helen J. Sioussat,

Favorites Are Listed In Cuban Radio Poll

(Continued from Page 1)

CMQ, which also obtained 15 other firsts. Nine firsts were taken by RHC and the other four went to actors that work in both networks for private sponsors.

Among the various winners in the classifications were: Dramatic, "The Price of Life," CMQ; Comical, "The Tremendous Court," RHC; Educational, Spanish edition of "Information Please," RHC; Comedienne, Alicia Rico, of the Colgate-Palmolive programs over both webs; Comedian, Adolfo Otero, of the Colgate-Palmolive programs over both webs; Female Vocalist (classical) Iris Burguett, RHC; Male Vocalist, (classical) Panchito Naya, RHC; Female Vocalist, (popular) Olga Rivero, CMQ; Male Vocalist, (popular) Rene Cabell, CMQ; Dance Band, Orquesta Julio Cueva, CMQ; Sports Announcer, Rene Canizares, CMQ.

director of talks. President Roosevelt was carried for 10 non-political talks during the year, and a long list of officials, government and others are listed as having used the web's facilities.

Election coverage, before and during the campaigns and the Election Day returns were handled by a large staff, both television and radio. Armed forces were also kept informed of the returns, as well as 11 affiliates of its Inter-American network.

Sports received its full share of coverage in all parts of the country, particularly with Ted Husing and Jimmy Dolan making many trips out of town to handle the mike.

CBS carried the New York Philharmonic Symphony for the 15th consecutive year, with several leading guest conductors as well as the permanent baton wielder Artur Rodzinski. Serious music on the network totaled 761 hours of its broadcasting time.

Other programming included "tears and laughter" for millions via drama, comedy and light entertainment and a special Norman Corwin series was heard. The mystery and detective stories were also a goodly portion of the entertainment.

"School of the Air"

"American School of the Air," also in its 15th year on the network, presented approximately 150 programs in 1944, including a special pre-view series. The five-a-week series is now heard in 177,000 classrooms in the U. S. and Canada under its several titles. "Church of the Air" broadcast each Sunday held many originations from Army and Navy bases. Religious leaders heard during the year apart from other religious programs, covered all sects and denominations.

Post-War Tele

In "behalf of post-war television," CBS announced a policy in April and this has been subject to a lively controversy. What it advocated in April, Columbia continued to back up on every occasion possible. Which resolves itself into a policy of waiting for military and other new developments to be incorporated into post-war tele, as against proceeding with what is now available and the latter has also had strong support.

La Roche Outlines Blue's News Policy

(Continued from Page 1)

need not conform to ours. We are not afraid of the result if the extreme liberal or the extreme conservative viewpoints are heard as long as both are heard.

"Basis of Democracy"

"Our faith is such that we believe given all sides of a question, our people will act soundly and with judgment," he continued. "That the basis of democracy. To help make democracy grow and assume its rightful place in world leadership we pledge ourselves to find new way to use the full power of radio—liberally and progressively and unafraid."

Tide Water Oil Company To Broadcast Basketball

The play by play broadcasting of leading college basketball games from New York, Philadelphia and Boston has been started by the Tide Water Associated Oil Company, following its first season as sponsors of the football broadcasts. The basketball contest will be aired over WINS in New York, WIBG in Philadelphia, and WCOL in Boston. The programs will start at 9:45 and continue until the end of the game, with Don Dunphy, Frank Murray and Jack Malloy handling the mike. The series is scheduled to run until the end of the season on March 29, and will conclude with the college play-off matches.

Detroit Symph. Goes Full Hour

The regularly scheduled Saturday night broadcasts of the Detroit Symphony Orchestra over WOR-Mutual will be expanded from its current half-hour to a full hour as of the January 6 broadcast. At that time the program will be heard from 8:30 to 9:30 p.m. Karl Kreuger will continue to conduct.

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

"A Bit of Paris in New York"

Henri
 Est. 1906
FRENCH RESTAURANT
 REAL FRENCH CUISINE

LUNCHEON From \$1.50
 DINNER From \$2.00

Famous French Candies
 15 EAST 52d ST.

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

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

Represented Nationally by Spot Sales
 50,000 WATTS 850 K.C.

FIRST IN DENVER **KOA**

LOS ANGELES

...ING cowboy Stuart Hamblen, who has been on the air 16 years for the same sponsor, has never had a prepared script. What's more, he has never been cut off the air for any reason whatsoever! Would seem to be a sort of a record.

...h De Salle and Dick Brill who are the Friday "Glamour Manor" for Benton & Bowles have also been set to write the Wednesday

...m Lurene Tuttle recently went up to San Francisco to visit her husband, former CBS announcer Mel Ruick, it was to rest. However when the leading lady of the Columbia Pacific Network "This is My Story" arrived, five hours late, she was introduced to numerous officers—and for her "rest" she had to put on an act that lasted a hour!

...mond Lepere is now filling the staff organist for KMPC. He was discharged recently from the U.S. Army Corps after serving two years in the Army. Before that he was an organist for nine years for the church at Dallas, Texas.

...k Bull of Smith and Bull Advertising Agency has returned from New York City after huddling with the city officials on an Inter-American post-war sports program now under consideration.

...of Hollywood's busiest musical writers is Edgar "Cookie" Fairchild, who yields the baton and does all the underscoring on the Philip Morris radio show. Since signing a contract at the end of the year, Fairchild has turned out 100 ace scores in addition to his work, latest being seven songs for the Abbott and Costello comedy "Come the Co-Eds." Lyrics for the show were penned by Jack Brooks, and the songs are "I Don't Care If I Never See You Again," "Some Day We Will Meet Again," "A New Day," "The Day of the Class," "Let's Play 'Jumpin' On Saturday Night'" and "Hurray For Our Side."

...Hargis, who recently resigned as production supervisor in Hollywood, has received offers to join Mutual and two top agencies in New York as an account executive. He has nixed these, and is re-considering here.

Exclusive!
Chicago's Only
NEWS-ON-THE-
OUR SERVICE
W-I-N-D
 1000 Kc. 5000 WATTS

Wartime, Post-War Planning Stressed In NBC '44 Report

(Continued from Page 1)

The report details the planning of Vice-President Clarence L. Menses in launching the "Welcome Home Auditions" to aid in solving the post-war problem—re-employment of ex-servicemen. Series which offers free auditions and counsel to members and former members of the armed services will be expanded to several stations during the coming months.

Another section of the report details NBC's role in the Fourth, Fifth and Sixth War loans and the launching of the "Words At War" series of programs. Among the new programs developed by the web during the past year are "Arthur Hopkins Presents," "Finders Keepers," "Mirth and Madness" and the NBC-BBC series, "Atlantic Spotlight," the report continues.

Public Service Field

In the field of public service, Dr. James Rowland Angell, NBC public service counselor, reports in detail on the network's accomplishments in the educational field. The report covers "University Courses in Radio," "Educational Programs" and "War Programs."

Accomplishments in the field of religious programs are recounted by Dr. Max Jordan while Samuel Chotzinoff, head of the music department, relates the achievements of music in a world at war.

News Staff Large

Disclosing that the network maintains a staff of 57 reporters and commentators, William F. Brooks, director of news and special events, gives a dramatic review of the news events of the past year with emphasis on "D-Day," June 6. The news lists

many "scoops" and includes among other highlights the web's coverage of the Republican and Democratic national conventions.

Royal Reports on Tele

John F. Royal, vice-president in charge of the Television department, reports at length on the strides made by video during the past year and the post-war prospects of the new art. Royal reports on television's coverage of political conventions, opera programs, election returns and reviews the establishment of the first regional network linking New York, Schenectady and Philadelphia. In the first 11 months of the past year, WNBC, NBC's New York tele station, was on the air a total of 479 hours, 57 minutes.

Hammond's Department Busy

Through the co-ordinating of the promotional activities of network and spot sales, radio recording research, institutional and public service departments, the NBC Advertising and Promotion department, under Charles P. Hammond, director, used heavy magazine and newspaper lineage the past year. One phase of the campaign was the placing of a series of fourteen 600-line advertisements which ran daily for two weeks in 58 newspapers in metropolitan centers heralding the web's "Parade of Stars." Surveys, direct mail, brochures, trade paper advertising, movie trailers, and use of poster advertising was included in the campaign.

Sports, station relations, engineering, international radio, network sales and the activities of NBC owned stations are also included in the annual report.

WJZ Forecast For '45 On Jan. 1 Schedule

Important government officials, labor leaders, business executives, and other outstanding personages in American life will take the air January 1st at 1 p.m., over WJZ in an effort to forecast some of the events that may happen in 1945. Titled "Forecast-'45," the show will be introduced by Edward J. Noble, chairman of the Blue Network, and will feature such men as Wm. Green, president of A F of L; Philip Murray, president of the CIO, speaking for labor; an official from the state department, as yet unnamed, Dr. Paul DeKruif and Dr. Karl Compton speaking for science and medicine.

New Bendix Dist. Mgr.

The appointment of Jack T. Dalton as eastern district manager of the New York territory for the Bendix Radio division of Bendix Aviation Corp. was announced recently by Leonard C. Truesdell, general sales manager of the corporation. Dalton comes to the firm after being associated with RCA Victor on special assignments.

CHICAGO

By BILL IRVIN

DON KELLEY, who is taking Shep Chartoc's place as WBBM-CBS director of publicity, was formally introduced to radio editors and representatives of the trade press at a luncheon recently in the Continental Hotel at which Chartoc and Florence Warner also were guest. Miss Warner is leaving her position as educational director of WBBM-CBS on Jan. 1 to become public service director for the Cowles Broadcasting Company with headquarters in New York.

Mort Jacobson, Chicago attorney and legal advisor for Johnnie Neblett, has gone to New York City to open a New York office for Neblett Radio Productions. Formal opening is scheduled for Jan. 1.

During the month of November a complete series of 156, 15-minute "Louise Massey and the Westerners" programs was recorded by the radio recording division of the NBC central division for Neblett Radio Productions, it was announced by Frank Chizzini, manager of the division. Featuring Louise, Curt and Allen Massey, Larry Wellington and Milt Mabie, the platters will be available to advertisers, agencies and stations for sponsorship.

A new women's program with Jo Wetzler as commentator is heard over WLS. She was heard over WMBD in Peoria for six years before joining the WLS continuity staff in August, 1943.

Cecil Wright, for the past five years a member of the WGN engineering staff, has resigned to become supervisor of engineers at WMBD, Peoria, Ill. Wright formerly was an engineer for the University Broadcasting Council and also for the University of Chicago.

Women's Press Club Will Hear Paul White

Paul White, CBS director of news broadcasts, will address the Women's Press Club of New York City on "Radio and the News of Tomorrow" at the club's meeting which will be held this Saturday, Dec. 30, at the Hotel Pennsylvania.

CBS Navy Show Starts 4th Year

The December 28th broadcast of the CBS feature "The First Line" will mark the beginning of the program's fourth year on the air. In the three years the show has been broadcast it has paid tribute to the men and ships in the Navy, as well as dramatically depict the problems and achievements of that branch of the service.

... but you always get the NEWS hot! Just off the wires... AP... INS ... every few minutes. Only WBYN has minute news service... dial 1430 for news, sports, racing between music.

WBYN

MAKE A RESOLUTION TO CALL

JACK F. CURTIS

ANNOUNCER-ACTOR

Boulevard 8-8064 110-12 70 ROAD FOREST HILLS, NEW YORK

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

PROGRAM REVIEWS

Longines Symphonette

This transcribed half-hour series is heard locally via WOR Monday through Friday 10:30-11 p.m., EWT and also on some 200 stations across the country at times held to be most suitable for the best possible audience. Slogan "The World's Most Honored Music" ties in with the Longines-Wittnauer Watch Co. phrase or trade-mark, "The World's Most Honored Watch." Idea of the presentation is to bring the music to the listener in the purest form possible and that nearest or exactly as the composer intended. Toward this end Longines has selected outstanding soloists and other musicians from the leading symphony organizations of the country to aid in interpreting the original themes.

Musicians comprising the orchestra may range as high as 45 or more in number, under the baton of Mishel Piastro and like the conductor himself, they are first-chair men of the Philharmonic-Symphony or similar organizations of high standing. Thus the average program is not only capably handled and well diversified, but programmed for entertainment de luxe without dragging in compositions of unique length or those not pleasing to the discerning or even average music lover. The idea is a worthy one and carried out with distinction, each recording evidently being of the highest quality.

Longines credits are heard at each end of the program and once midway through the show. They are short and in good taste, in keeping with the quality of the music. Expert research is also evident and spirituals, folksongs, opera, etc. are pleasingly rendered, but there is no sacrifice of the composer for fancy arrangements. On occasion, the soloists comprising the group heard at the time, are billed.

SEND BIRTHDAY GREETINGS TO...

December 27

- Charlotte Chain Charles Holland
Sam Coslow Abner Silver
Merril Fugit Roy Amos Thomas
Oscar Levant Jack Latham
Archie Sichel Mary Hutter
Ralph Smith Joseph E. Crenshaw

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KGO is THE Bay Area Buy!

COAST-TO-COAST

LOUISIANA

NEW ORLEANS—WWL is currently boasting what they believe to be the only boom mike around that wears a snood. A heavy colored padded cap was placed on the lead end after several announcers almost knocked themselves out after walking into it.

MISSOURI

ST. LOUIS—Recent additions to the staff of KWK include Misses Pat Hunt and Betty Kimmons, who are now members of the station's continuity department. The Star Times Publishing Company, owners and operators of KXOK, have filed an application with the FCC for a telestation in Channel 2. The transmitter site has not yet been determined, but it is planned to have a forty mile radius. The publishing company also has an application for a 10,000 watt FM station on file.

NEW YORK

NEW YORK—The complete schedule of the Eastern League Amateur Hockey Games will be broadcast over WHN from Madison Square Garden, with Jay Wesley handling the mike. Eleanore N. Sanger, WQXR program director, recently made two recordings for the OWI. One was in German and the other in English, urging the Germans to surrender. Starting January 3, J. Raymond Walsh, director of research and information for the CIO, will be heard in a series of daily commentaries over WMCA. He will occupy the time formerly held by Johannes Steel who will resign at the conclusion of his present contract with the station.

TEXAS

SAN ANTONIO—Welson Roberts, former announcer for KABC, has shifted to the KTSA announcing staff. FORT WORTH—Boyce House, author and humorist, has been given a renewal of his program "I Give You Texas and the Great Southwest" aired from the studios of KGKO to the Lone Star chain every Sunday for a quarter-hour. HOUSTON—"The Range Riders" are now being heard over KTRH Mondays, Wednesdays and Fridays, at noon for Vick Chemical Company. Tom Jacobs is being aired as a newscaster over KTRH on behalf of Peter Paul, Inc. in a new series. DALLAS—Jane Austin is airing a new series for Sears Roebuck over KRLD.

PENNSYLVANIA

PHILADELPHIA—The addition of J. Jeff Radley to the production staff of WFIL has been announced by Edward C. Obrist, program director. Radley comes to the station after serving in production capacities with WCAU, WIP and WCAM. Irvin N. Eney has been appointed chief engineer of KYW, succeeding Ernest H. Gager who died last month. Latest addition to the announcing staff of WCAU is Jim Reeves, formerly with WSMB in New Orleans.

EASTON—During a war bond selling program over WEST last week, a woman phoned the station offering a live duck as a prize. In quick succession the station was offered an eight pound rooster, a 25 lb. turkey, a pair of Pekin ducks, an eight week old pig, a nine pound rabbit, and a "Nanny goat." Johnny Smith, emcee of the show reports that sales were upped considerably.

CANADA

MONTREAL—A recent general election of the Radio Guild gave the following results: President, Paul L'Anglais, of Radio Program Producers; Vice-President, Omer Renaud, of the CBC; Secretary, Marcel Provost, editor of Radiomonde; Treasurer, Walter P. Downs, of Recordings Registered.

UTAH

SALT LAKE CITY—Louise Winschell, former traffic manager of KUTA, has been named head of the accounting and secretarial departments for that station. A newcomer to the field of radio, Helen Pingree has joined the station's traffic department.

CONNECTICUT

HARTFORD—Milt Berkowitz, news editor of WHDT for the past nine and a half years, has been appointed director of news and special events, according to an announcement by Ralph D. Kanna, manager. STAMFORD—Latest addition to the staff of WSRN is Del Franklin, formerly with WALL in Middletown. N. Y. Franklin is now a member of the continuity department.

CHATTANOOGA

High In Scenic Grandeur

WDOD

HIGH IN FAVOR WITH TIME BUYERS CBS 5,000 WATTS DAY AND NIGHT PAUL H. RAYMER CO.

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

AGENCIES

DONALD NELSON, J. Edgar Hoover, Admiral Yarnell, Elmer Johnston, Nelson Rockefeller, Vice President-Elect Harry S. Truman, Brig. Gen. Frank T. Hines, Senator Vandenberg, Ambassador Jos. Davies, Herbert H. Lehman—are presented, interviewed and analyzed in the famous Washington correspondence program titled Washington Views and Interviews.

EDWARD BENEDICT has joined the New York office of Grant Advertising Inc. as media director. He previously was connected with Frank & Peters, radio station representatives and the Chicago office of McCann-Erickson.

ALBERT MARX has been elected vice-president and director of Musicraft Corp., it has been announced by Paul Puner president. Marx was head of the popular record department for the past several years, he has been an executive officer of United Factors organization, and was formerly connected with the American Record Company.



... but what happened first

Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a man was there first.

WEED AND COMPANY

RADIO STATION REPRESENTATIVE NEW YORK BOSTON CHICAGO DETROIT SAN FRANCISCO HOLLYWOOD

Canadians Form RTPB

Mutual's Business Over \$20,000,000

Mutual goes into its 11th year, for the 52 weeks of 1944 will total \$20,000,000, a gain of over 50 per cent in comparison to the previous year of operation, it was revealed in the network's annual year-end report released yesterday.

Twenty new affiliates were added to the network during the past year bringing the total up to 245 stations. With the addition of these stations Mutual claims to the title of "the largest network in the world."

During the past year Mutual has provided program service to 245 member affiliate stations with a total of

(Continued on Page 6)

'March Of Time' Favorites Revealed In Press Poll

Survey conducted by March of Time to ascertain personalities most liked by radio editors for future broadcasts indicated that military and aviation figures head the list. The top figures are General Douglas MacArthur with 27.3 per cent of the number of votes; Eric Johnson 20 per cent and General Eisenhower, Admiral Halsey and Admiral Nimitz with 18.2 per cent each.

Eddie Bracken Show Set On NBC For Standard Brands

"The Eddie Bracken Show," starring the young film comedian, has been purchased by Standard Brands through Kenyon & Eckhardt, Inc., and will make its debut on NBC, Sunday, January 4, 8:30 to 9 p.m., EWT. "One

(Continued on Page 2)

Canadian Series

Hollywood—A series of 13 radio plays, written and produced by Arch Oboler for American networks, will be presented over the Canadian Broadcasting System under the sponsorship of RCA-Victor. Included in the group is "Alter Ego" which Oboler has adapted for the screen and is now directing at the Hollywood studios of Metro-Goldwyn-Mayer.

A Prayer

Alice Menaker, invalid artist-turned poet, wrote a prayer for Gen. Eisenhower and his men, for which he thanked her personally. "A Prayer For General Eisenhower and His Men" has been set to music by Lawrence Stock and will be aired over the Blue, 10:30 p.m., EWT, tonight. Music is published by Mutual Music Society, Inc., of which Major Glenn Miller, now missing, is a partner.

RMA Conducts Survey On Post-war Industry

A post-war employment survey conducted by the Radio Manufacturers Association reveals that at least 145,266 persons will be employed by the radio industry after the war, an increase of 68.6 per cent over 1940, RMA headquarters disclosed yesterday.

Obtaining figures from 202 firms, employing an estimated 80 per cent of all workers in the industry, RMA learned that during the July-September

(Continued on Page 5)

G. E. Buys Ken-Rad Plants; To Broaden Radio Interests

Schenectady—With the announcement that the General Electric Company has purchased the radio tube manufacturing and plant facilities of the Ken-Rad Tube and Lamp Corp.

(Continued on Page 2)

Trade Leaders Establish Organization Patterned After American RTPB For Wartime Service

Electronic Course Planned At M.I.T.

Cambridge, Mass.—Plans for a professional course in electronics, emphasizing applications to television were announced yesterday by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology. M.I.T. will have the co-operation of the Philco Company in presenting the course. The new course is established as an option in the department of electrical engineering.

N. Y. Department Store Buys Television Time

First series of regularly scheduled commercial television shows for a New York department store will be inaugurated on WABD, Du Mont station, on January 3, when Macy's presents a series of film shorts produced

(Continued on Page 5)

Toscanini To Give Concert For 'March Of Dimes' Fund

Arturo Toscanini will conduct the NBC Symphony orchestra in a benefit concert for the National Foundation for Infantile Paralysis Monday, Feb.

(Continued on Page 2)

Montreal — Formation of a Canadian Radio Technical Planning Board patterned after the American RTPB was announced yesterday by R. W. Brophy of Montreal, president of the board. Offices have been opened in Toronto.

The new organization Brophy said, "has been approved by Hon. C. D. Howe, Minister of Trans-

(Continued on Page 6)

"1944 In Review" Staged On WOR-MBS

Probably one of the most ambitious undertakings of its kind ever attempted by WOR-Mutual, the network's Tuesday night one-hour program "1944 in Review," utilized highlights of recordings of pooled broadcasts along with those which were exclusive with the web, thus work-

(Continued on Page 5)

WISH Seeks License For Commercial Tele

Washington Bureau, RADIO DAILY Washington—Capitol Broadcasting Corp., of Indianapolis, has applied to the FCC for a commercial television license. The company now operates

(Continued on Page 7)

Agencies See Certified Poll A Key To Wartime Reaction

Since wartime radio programming has undergone a decided change in many respects, the editorial reaction to these changes are of great interest to the industry, particularly to advertising agency officials who are anxiously looking forward to the results of RADIO DAILY's "Certified Poll."

The poll, nationwide and on propor-

tions never before attained in the industry, was made possible by hundreds of editors and writers who took part by making known their respective choice for "The All American Program." Up to yesterday afternoon some 710 ballots have been tabulated as obtained by the Ross Fed-

(Continued on Page 6)

WLAW is on active duty day and night with an audience covering 152 cities and towns. Advt.

WLAW can introduce you to the friendly Northern New England market. Send for coverage map. Advt.

Of Millions

The Gershwins, Porters, Berlins and others aren't the only composers responsible for "million dollar" songs. Carlos Ramirez holds the honor of being the only person to "sell" a song for even more than a million. The Latin-American singer, currently on Frank Morgan's "Coffee Time," sang a song at the request of War Bond purchases to the tune of \$1,300,000.



Vol. 29, No. 60 Thurs., Dec. 28, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone W1sc0nsln 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Dec. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/2	163 1/2	163 1/2	- 1
Crosley Corp.	28	27 1/2	28	- 1/4
Farnsworth T. & R.	123 3/4	123 3/4	123 3/4	...
Gen. Electric	38	37 3/8	37 3/4	- 1/8
Philco	34	33 3/8	33 3/4	- 1/8
RCA Common	10 1/4	10	10	- 1/4
RCA First Pfd.	80 1/2	80 1/2	80 1/2	...
Stewart-Warner	15 1/2	15 1/2	15 1/2	- 1/4
Westinghouse	112	110	112	...
Zenith Radio	37 1/4	36 1/2	36 7/8	- 5/8

NEW YORK CURB EXCHANGE

Hazeltite Corp.	30 1/2	30 1/2	30 1/2	- 2
Nat. Union Radio	5 1/2	5 1/4	5 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 7/8	7 5/8
Stromberg-Carlson	15 3/8	16 3/8
WCAO (Baltimore)	23	...
WJR (Detroit)	37	...

Kilgallen Show Thursdays

Dorothy Kilgallen's "Voice of Broadway," formerly heard over WOR on Sundays switches today to Thursdays, 6:15-6:30 p.m.

20 YEARS AGO TODAY

(December 28, 1924)

Station WGY of the General Electric Company in Schenectady is experimenting very successfully with shortwave broadcasting—exchanging messages with shortwave stations in England and other distant points. WGY is duplicating the record of pioneer KDKA.

PHILIP E. ANOLICK
1697 Broadway New York, N. Y.
Tel.: Circle 6-0615-0616

ACCOUNTANT & TAX EXPERT
for the Theatre & Theatre Folk.

If you want your books or records kept straight or if you have any tax problems, I am sure I can help you.

Coming and Going

CHARLES P. HAMMOND, director of advertising and promotion for NBC, leaves today on a business trip to Washington, D. C., where he plans to confer with executives of WRC and will return Jan. 2.

CHESTER MacCRACKEN, director of radio production for Doherty, Clifford & Shenfield, has left for Hollywood, where he will work on the Gracie Fields program. He'll be gone a little more than a month.

MORT JACOBSON, Chicago attorney and legal adviser for Johnnie Neblett, to New York to open an office here for Neblett Radio Productions. Formal opening is scheduled for Jan. 1.

MORT GOTTLIEB, of Allan Meltzer Associates, has returned from Washington, D. C., where he visited briefly on program business.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, and a member of the Mutual network board of directors, is in Chicago this week to study the methods of WGN. This is in keeping with Mutual's policy of conferring with key stations for new ideas.

WALTER CRAIG, radio director of Benton & Bowles, is expected back at the agency's offices today, following a week's vacation in St. Louis, his home town.

EVA GARZA, CBS singer, has arrived from Rio de Janeiro via Pan-American World Airways. She and her husband usually shortwave their material over CBS in New York.

EDWARD EVERETT HORTON, who is in Washington, D. C., is expected back in New York on Friday.

G. E. Buys Ken-Rad Plants; To Broaden Radio Interests

(Continued from Page 1)

ration of Owensboro, Ky., it was disclosed that G. E. will enter the radio business in all branches post-war. Deal calls for G. E. taking over Ken-Rad plants at Huntington and Rock Port, Ind., and the operations of government-owned plants at Tell City, Ind. and Bowling Green, Ky., where Ken-Rad has been making tubes for the government. Carl J. Hollatz, formerly executive vice-president of the tube company, will manage the new G. E. operation.

Eddie Bracken Show Set On NBC For Standard Brands

(Continued from Page 1)

Man's Family," currently occupying the same period, is remaining under Standard Brands sponsorship but will shift to a new hour. Mann Holliner will direct the new Bracken series.

Take Over KEX

Portland, Ore.—Lee Wailes, general manager of Westinghouse Stations, Inc. and other company officials have assumed management and control of radio station KEX, the purchase of which from the Oregonian Publishing Company was approved by FCC. The new ownership of the station will involve physical separation of the KGW-KEX transmitting plant and studios. The name of the new manager has not been announced.

Toscanini To Give Concert For 'March Of Dimes' Fund

(Continued from Page 1)

February 19, at New York's Carnegie Hall. Toscanini has two additional benefits on his calendar. On Saturday, January 13, he conducts the New York Philharmonic-Symphony Orchestra at Carnegie Hall and on Friday, March 2, he directs the Los Angeles Philharmonic in its home city. Both concerts are being conducted for the orchestras' respective pension funds.

Cotton Bowl "Pre-Vue" To Go Coast-To-Coast

Dallas—As a part of the annual Variety Club of Texas New Year's Eve Party to be held at the Adolphus Hotel, Sunday evening, a special coast-to-coast pre-game broadcast of the Cotton Bowl-Variety Club will be aired from 10:15 to 10:30 p.m., CWT, at which time Bill Slater, sports announcer from Mutual network, and Charles Jordan of WRR, Dallas, will preside.

The following are also to be heard during the broadcast: R. J. O'Donnell, national chief barker of the Variety Clubs of America; J. R. Parten, president, and Dan Rodgers, chairman of the Cotton Bowl Association; Buck Meyer, coach of the Texas Christian University "Horned Frogs," and Jim Lookabaugh, coach of Oklahoma A and M, opponents in the Cotton Bowl New Year's Day. Hyman Charnisky and his orchestra also will be heard.



HEAVY WEATHER

That's not such a good picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going . . . they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore . . . W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm . . . NOW!



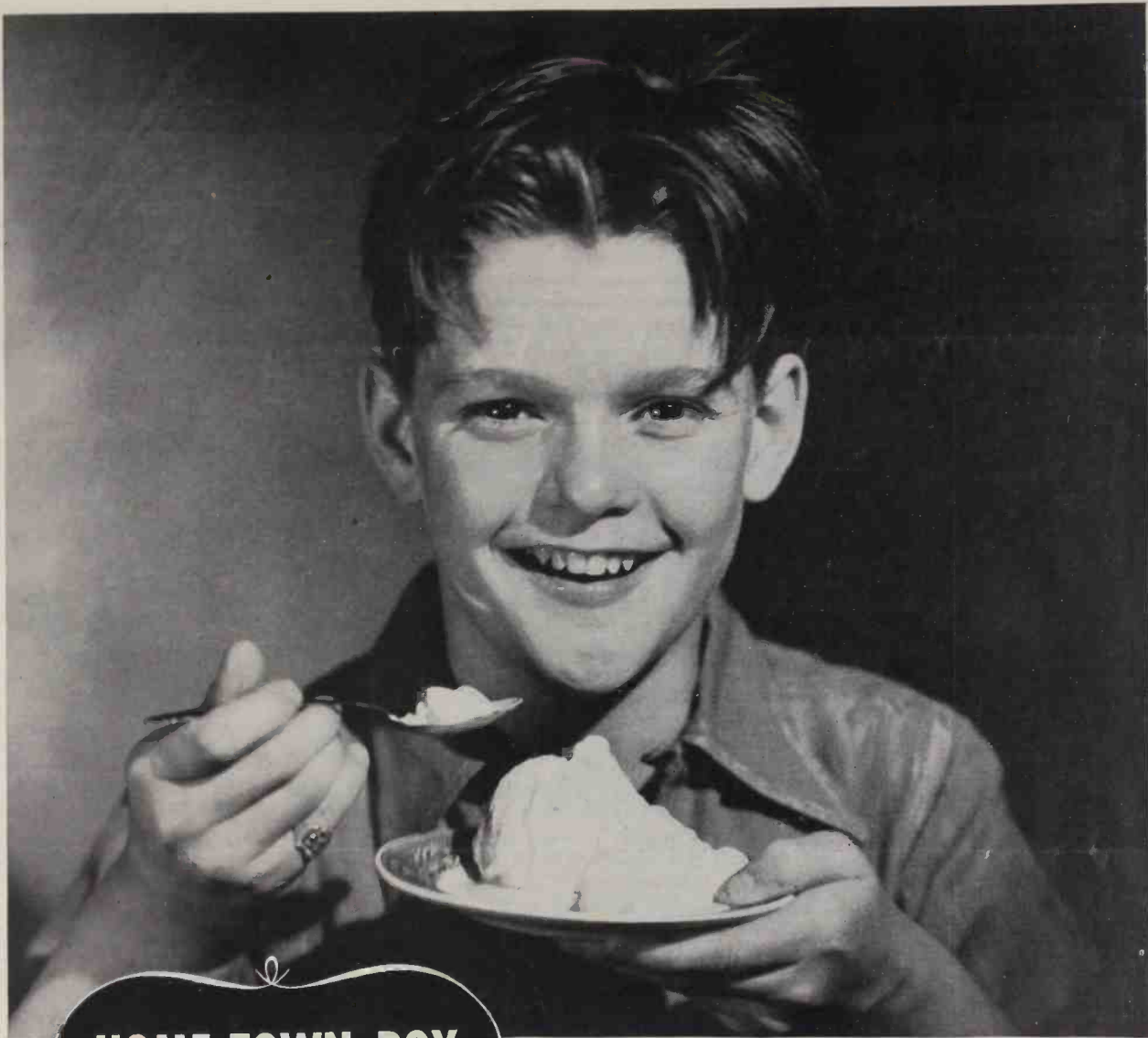
W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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



**HOME TOWN BOY
MAKES GOOD
and how?**



**...or how to win the
Baltimore market!**

And how long is six years going on seven? Long enough to prove to another hometown Baltimore success, Arundel Ice Cream,* that Baltimore's own big hometown station WFBR is the one to get results.

For five years on WFBR, Arundel, Baltimore's top-notch ice cream and baking chain used programs built by WFBR. They've profited by the hometown touch only WFBR knows how to give, and the home-

town audience WFBR has built. (Arundel has the fifteen minutes preceding our "Quiz of Two Cities").

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* hometown boys have *always* bought . . . **W . . . F . . . B . . . R . . .**

*Agency: Applestein-Wagner Advertising Agency

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

WFBR

CHICAGO

By BILL IRVIN

LOCAL sponsorship orders for Morgan Beatty's web news program and the renewal of the "Your Neighbor" program headed new business last week at WMAQ, it was announced by Oliver Morton, manager of the NBC central division local and spot sales department. "Eight-in-One" tablets, through H. W. Kastor and Sons Advertising Co., is sponsoring Beatty Monday, Wednesday and Friday, effective Dec. 25 for nine weeks, and Gassman's Department Store, through Newby & Peron, Inc., is sponsoring the commentator Tuesday and Thursday, beginning Dec. 26 for 13 weeks. Broadcasting over NBC on a local sponsorship basis, the program is aired Mondays through Fridays from 12:45 to 1 p.m., CWT. The renewal order came from Weiboldt Stores, Inc., through Needham, Louis & Brorby, Inc., for the "Your Neighbor" program. Featuring June Marlowe with transcribed music and shopping news tips, the program is heard Mondays through Saturdays from 8:00 to 8:30 a.m., CWT. Renewal is for 52 weeks, effective Dec. 18. Announcement business was paced by renewal order from the American Chiclé Company (Beeman's Pepsin Gum, and Chiclets), through Badger, Browning & Hershey and Grant Advertising, Inc., for 416 time signals at the rate of 32 weekly for the 13-week period beginning Jan. 1.

On Jan. 4, the "Carnation Contented Program," veteran NBC Chicago-originated broadcast, will celebrate the beginning of its 14th year on the air.

Roy Winsor, who has directed the "Ma Perkins" and "Star Playhouse" programs for Dancer-Fitzgerald-Sample, has been appointed radio director of the agency.

George Maher, NBC Chicago studio engineer, has resigned to join the Schwimmer and Scott's production department.

New Sinatra Series Debuts On CBS, Jan. 3

CBS' Frank Sinatra Show will be sponsored by Sales Builders, Inc., for Max Factor Cosmetics, beginning Jan. 3, 9-9:30 p.m., EWT, over the entire web. This show was originally heard on Mondays, since Nov. 20. To be featured with Sinatra will be Eileen Barton and Axel Stordahl's orchestra. And first guesting will be booked by Rudy Vallee. Smith & Drum, Inc., of Los Angeles, is the agency for the account.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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



California Commentary!

● ● ● KFI made a big hit Christmas Day with relatives, friends and sweethearts of Southern California servicemen serving in practically every theater of war when it broadcast greetings from more than 200 former Southland boys and girls serving their country.

Los Angeles Fifty-six messages came from Australia and 5L from Hawaii. KFI cancelled all commercial spots,

so that its could carry the greetings. Gil Paltridge, KFI's director of promotion and public service, originated the idea. . . ● Nadine Amos, who has been with NBC and the Blue for 15 years and more recently the Pacific Blue's general office service manager, has resigned. She was secretary for several years to Don E. Gilman, who was the Pacific Blue's top man, until he resigned to take an important spot in the petroleum industry. . .

● Jimmy Wakely, regular member of the CBS Hollywood Barn Dance show, leaves Jan. 5 for a six-weeks theater tour of Texas. . . ● Ben Carter and Manton Moreland, colored comedians, are keeping busy on the air. Following release of Universal's "Bowery To Broadway," which showcased their zany antics, they appeared on three consecutive Rudy Vallee shows and more recently guested on the Bob Burns program.

★ ★ ★

● ● ● Ann Thomas, Bob Burns' screwball secretary on his Thursday show, has just finished a role in "Duffy's Tavern" at Paramount, and draws a new assignment on the same lot late this month. . . ● Because "Cavalcade Of America" has attained the highest audience rating in its history since moving from New York to Hollywood a few months ago and inaugurating a big-name guest star policy, it has been decided to keep the program in the film city instead of returning it to the East after the first of the year. . .

● Virginia Madden, who was with KPRO, Riverside, Calif., has succeeded Corrine Miller as secretary to Paul Forrest, Columbia Pacific merchandising manager. Miss Miller resigned to join the Pacific Blue's forces. . . ● Cass Daley was describing an actor she knew. Said Cass: "He was a talented second-story man, too. If his wife didn't believe the first yarn, he always had a second one ready." . . ● Cary Grant was so pleased with his role in the anniversary broadcast of "Suspense" that he has asked to do another program soon—and he'll be booked for a return trip in January.

★ ★ ★

● ● ● Fletcher Wiley again proved himself a genial host when he tossed his annual Christmas party at Brittingham's. . . ● Bill Goodwin had to laugh at his five-year-old daughter, Jill, who seems to be becoming radio conscious at an early age. He took her to Sunday school and when she came out, asked how she had enjoyed her class. "The music was nice," she said, "But the commercial wasn't nearly so good as yours, daddy." . . ● Speaking of offspring, Jennings Pierce, NBC Western division's station relations manager, is proud of his son, who raised a hog, which won first honors at the annual livestock show that was staged in Los Angeles. . . ● Colman Wilson, Blue announcer, will not soon forget his initial Philco "Hall Of Fame" show. While making his way to the center of the Earl Carrol restaurant stage, from where the show emanated, he saw George Murphy, the movie star, who emceed the show, look up at him and then glance quickly back on the script, to find out where this guy came in. But there was nothing on the script, of course. Wilson approached the mike, took his cue, and said, "This is the Blue Network," and began the long walk back. After the great parade of stars, the audience broke out laughing at Wilson, and the light man followed him across the stage with a blue spot. The applause was so great he turned to take a bow. Now his fellow announcers are ribbing him for not taking a coupla curtain calls. . .

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

TAYLOR STOAKES CASTELL, general manager of Kenyon Research Corporation has been appointed vice-president of that organization. It has been announced by Mr. Otis A. Kenyon, president. Castell has been connected with Kenyon Research Corporation since it was founded 10 years ago.

HAROLD E. HENDRICK, formerly with Compton Advertising, Inc., has joined McCann-Erickson, Inc., as space buyer. Previously he was with Tracy, Locke and Dawson for 19 years.

CAMPBELL-MITHUN AGENCY for their client, Occident Feeds, have purchased The Korn Koblbers, transcribed novelty band program, in the following markets: Shenandoah, Cedar Rapids, Des Moines and Yankton.

GRANT ADVERTISING, S. A., the Mexico subsidiary of Grant Advertising, Inc., has been appointed to handle the advertising of the following accounts: Max Factor & Company, manufacturers of cosmetics; Elias Pando y Cia., distributors of "Mision de Santo Tomas" wines; The Baldwin Locomotive Works, manufacturers of locomotives and machinery; Laboratories Men, S. de R. L., manufacturers of beauty products; Impulsora Industrial S. de R. L., manufacturers of hosiery and General Electric, S. A., manufacturers of General Electric products.

ANN BRAE, Kenyon & Eckhardt commercial writer, has been informed that her song—"It's Taps for the Japs"—is being sent by her publisher to all U. S. radio stations for use in promoting bond sales during the Sixth War Loan.

BRONSON WEST, Advertising, St. Paul, Minnesota, has been elected to membership in the American Association of Advertising Agencies.



TOMMY DORSEY
records for
LANG-WORTH

"1944 In Review" Staged On WOR-MBS

(Continued from Page 1)

in the correspondents and commentators from the three other major networks. Documentary disks ran from buzz of a V-1 to chattering teeth in a fox hole.

Dramatized summary of the year's news and events brought forth via recordings the voices of Generals Eisenhower and MacArthur, President Roosevelt, King George of England, Thomas E. Dewey, even Hitler's last broadcast recorded here and many others. Among the 38 different recordings used, (all heard on the network or WOR during the year) were the pooled broadcast of such foreign correspondents as Edward R. Morrow of CBS; Richard Hottelet of NBC; George Hicks of the Blue; Stanley Maxted of the BBC; Larry Mier, of MBS; Charles Collingwood, CBS; also others taken from WOR's files. These recordings brought all of the drama of war first hand.

Presentation was made by WOR's War Services and News Division with Mutual; Dave Driscoll, head of the department did the narration, which was more than half the show's running time. Under Driscoll's supervision the staff on the program was with Meserand and Paul Kilian; script was by Howard Merrill and music by Bob Stanley. Roger Bower did the producing.

Railroad Makes Plans For Radio Operations

Chicago—Plans to use radio communications to direct switching operations in its Chicago and other large yard terminals, was announced yesterday by Ralph Budd, president of the Chicago, Burlington and Quincy Railroad. Railroad is awaiting FCC authority and assignment of wave lengths.

Kreisler To Appear

Violinist Fritz Kreisler will make another appearance on the "Telephone Hour," Monday, Jan. 1, 9-9:30 p.m., EWT, over NBC, with rebroadcast on West Coast at 12 midnight, EWT.

"WORCESTER and the WORLD" is making HISTORY

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

WTAG
WORCESTER

N. Y. Department Store Buys Television Time

(Continued from Page 1)

by the RKO Television Corporation. "We are inaugurating a new idea in television programming based on the belief that the public will welcome a short, five-minute program devoted exclusively to shopping information," Ralph B. Austrian, executive vice-president of the RKO Television Corporation, said yesterday. "We propose to present, via television, Martha Manning, Macy shopping advisor, who will show and demonstrate articles typical of Macy's wide assortment of merchandise."

For the present the program will appear only on Wednesdays, 9 p.m.

Ascap Extends Licensing To Classical Music Field

Ascap will begin licensing the symphonic and concert field starting January 1 with Fred C. Erdman in charge of this operation for the Society, it was announced yesterday. In recent years Erdman was Ascap's Eastern supervisor. Prior to then he was active in the Artists and Repertoire department of the Victor Talking Machine Company.

'Club' Invites Donald

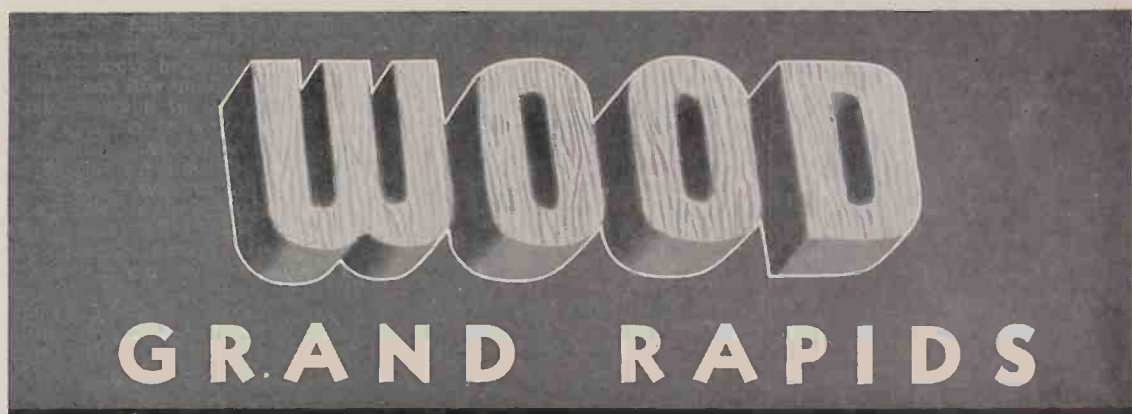
Comedian Peter Donald will be hosted by the "Chesterfield Club" over NBC, Mon., Jan. 1, 7-7:30 p.m., EWT.

RMA Conducts Survey On Post-war Industry

(Continued from Page 1)

Over period of 1944 a total of 241,286 persons are now employed in war work and that their estimated post-war needs will be 145,266 persons.

Of the present workers, the survey disclosed, 63,638 intend to leave the industry voluntarily for various reasons during the first full peacetime year. Women represented 51.9 per cent of the 1940 employes, 64.6 per cent of the 1944 employes and 59.1 per cent of the anticipated post-war employes.



THE
No. 1 station
(5000 WATTS)
WITH THE
No. 1 network
(NBC)
IN THE
No. 1 market
in **Outstate Michigan**
(GRAND RAPIDS)

NBC FOR WESTERN MICHIGAN

See Certified Poll War-time Reaction Key

(Continued from Page 1)

eral Research Corp. whose corps of interviewers covered every part of the country, editorially speaking.

As an indication of the interest evinced by radio officials of leading advertising agencies, WALTER CRAIG, radio director of Benton & Bowles, Inc. stated yesterday:

"Like everybody else in radio, I will be interested to see the results of RADIO DAILY's comprehensive poll of newspapers, magazines and trade editors. There were many changes in the radio picture in 1944, and it is always valuable to get editorial reaction."

HAROLD HACKETT, radio director of Music Corporation of America, said: "I am looking forward to the results of RADIO DAILY's eighth Annual Radio Poll with great interest. For the past several years, it has been looked forward to by this organization and myself, and again this year interest is high, particularly because we feel the war has been instrumental in revising radio programming. And we await the critical reaction to these programs."

JACK WYATT, director of radio of Buchanan & Company, Inc., stated: "Congratulations! You are making an invaluable contribution to the showmanship of radio. All of us here at Buchanan & Company are eagerly awaiting the results of RADIO DAILY's poll to determine the 'All-American Radio Program.' I only hope that you find it within your power to continue this poll at least once each year."

LLOYD O. COULTER, vice-president in charge of radio of McCann-Erickson, Inc. stated: "The results of the All-American Radio Program Poll should be eagerly awaited by the radio industry. The fact that 28 questions were asked shows the comprehensiveness and thoroughness of the undertaking."

May Arbitrate Status Of Bill Goodwin On Coast

Los Angeles—Young & Rubicam on Friday indicated its willingness to submit to arbitration the dispute between Bill Goodwin and Lever Bros. in connection with the Burns and Allen program. The attitude was made known in response to a protest made by AFRA against the sponsor taking the matter into the law courts as threatened, instead of proceeding under its code of fair practices.

Goodwin had formally notified both Lever Bros. and Young & Rubicam that he is joining the New Frank Sinatra show, which goes on the air Jan. 3, as his exclusive contract with the Burns and Allen program has been breached. Goodwin asserts that he has not been given first featured billing, greater actor participation in the program, prominence in advertising and publicity as provided under an oral agreement.

Canadian Technicians Group Forms RTPB On U. S. Plan

(Continued from Page 1)

port, who sees in it a very constructive step toward further development of electronics. The board itself actually was formed at a meeting convened by Walter Rush, controller of radio in the Department of Transport." This is an all-for-one proposition. Nobody on the board represents a specific company. Organizations requiring radio frequencies have become partners in a non-profit venture. Engineers, scientists in the industry will give up their time without charge for the benefit of organizations, serving the Canadian people.

"The board may appear highly technical but actually it means a lot to every Canadian interested in good radio and it will be important in increasing new jobs and more in wages in the post-war era," Mr. Brophy continued.

Six Special Panels

"The board has six special committees or panels, each with its specific engineering objective. Both board and panels comprise the best brains in electronic science and engineering in Canada. The studies of those panels, and the recommendations which the board will make to the Canadian government, will have much to do with Canada obtaining a

fitting place on the air waves of the future.

"One panel, for example, will study 'standard broadcasting and international shortwave broadcasting'; that covers the long and shortwave radio familiar to every home. Another panel will deal with radio frequencies for FM broadcasting and for television. There will be attention to the problems of electronics in industry and in transport; and even study of technical questions regarding electronics and medicine.

"We of the board, will do our utmost to make sure that, remembering all the advances in electronics which have emerged from wartime research, Canadians will continue to get the best out of home receivers with a minimum of dislocation in equipment. At the same time, new types of home receivers will be required for FM broadcast and television. Unless Canada is assured of adequate frequencies for these new developments, manufacturers can scarcely be expected to make the new receivers because, obviously, they could not give satisfaction to the public. This last consideration indicates how jobs and wages are tied to the board's planning."

NAB Radio News Group To Meet In Chicago

NAB Radio News committee will meet in Chicago on January 24 to form a Council on Radio Journalism composed of broadcasters and educators for installing and directing courses in radio journalism in the schools and colleges of America. Karl Koerper, KMBC, Kansas City, will preside at the meeting.

Present personnel of the Council is as follows: Floyd Baskette, Emory University, Atlanta; Mitchell Charnley, University of Minnesota, Minneapolis; Wilbur Schramm, State University of Iowa, Iowa City; F. S. Siebert, University of Illinois, Urbana, president, American Association of Schools and Departments of Journalism; I. Keith Tyler, Ohio State University, Columbus; Karl Koerper, William Brooks, NBC, New York; E. R. Vadeboncoeur, WSYR, Syracuse and Paul White, CBS, New York.

New Year Eve On CBS

A three and a half hour parade of dance music by 12 of the nation's leading dance orchestras will usher in the new year over CBS, Sunday Dec. 31 from 11:30 p.m. until 3 a.m. Hal McIntyre will hold forth from the Hotel Commodore in New York until midnight, at which time the others will be heard in the following order: Les Brown, Count Basie, Hal McIntyre, Freddie Slack, Tommy Tucker, Cab Calloway, George Olson, Louis Prima, Happy Logan, Jerry Wald, Gene Krupa and Ted Fio Rito.

New NBC S. A. Show Makes Debut Tomorrow

A new program featuring Spanish and American ballads will make its debut on NBC's Inter-American beam Friday, December 29. Titled "Carnaval Tropical," the new show will feature Fernando Rosas, Mexican tenor, and Elsa Miranda, Puerto Rican songstress.

Mitchell To Join Blue

John Ward Mitchell, in charge of the Playreading Committee of NBC for the past three years, has resigned effective immediately to join the Blue Network. Mitchell's new post will be as script editor, assistant to Stuart Buchanan, head of script division.

Mutual's Business Over \$20,000,000

(Continued from Page 1)

5,824 hours of broadcast time. The report points to the network's progress in the serious music field through the acquisition of programs by the Detroit Symphony Orchestra and continuation of the series by the Cleveland Symphony Orchestra; "Let's Face The Issue," a half hour exchange of opinions, by experts, is also listed in the year's programming accomplishments.

Establishment of a centralized news operation under John Whitmore, Mutual news chief, is heralded as one of the 1944 accomplishments. Signing of Former Under-Secretary of State Sumner Welles to the staff of news analysts and commentators was another of the network accomplishments of the past year.

Another section of the report deals with the network's handling of programs and spot announcements in the interest of the War Loan drives and allied governmental agencies.


In the sports field, Mutual broadcast a total of 74 leading events the past year. Exclusive broadcast of the World Series featured Mutual's 1944 sports coverage which included football, basketball, track and boxing.

New Dramatic Series

"The Saint," popularized by Leslie Charteris, has been made into a dramatic series and will have its initial broadcast starting Sat., Jan. 6, 7:30-8 p.m., EWT, over NBC. Edgar Barrier will play the title role. Others include: John Brown, Ken Christy, Bill Rousseau, producer of McCann-Erickson, Inc., is on the Coast lining the program up for the bow-in. The series will be sponsored by Emerson Drug Company in the interest of Bromo-Seltzer.

Detrola Dividend

Directors of the International Detrola Corporation have declared a quarterly dividend of 25 cents per share payable Feb. 1 to stockholders on record as of January 15. C. Russell Feldmann, president, and chairman of the board, announced.



KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

JFG Coffee... WROL	Ballentine Packing... WFBC
Alberly Coffee... WIZE	Page Dairy... WFIN
Southland Coffee... WGST	Merchant's Biscuit... KLZ

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

EQUIPMENT

New Bendix Distributors

The first announcement of the distributors who will handle Bendix Radio's post-war line of AM, FM, and radio-phonos-combines has been made here by Leonard Truesdell, general sales manager for home radio of the Bendix Aviation Corporation. The Simpson Electric Co. was appointed for Chicago and all surrounding territory, while the Miller-Jackson Co. of Oklahoma City received the entire state of Oklahoma and the Texas Panhandle region. Eastern Massachusetts, New Hampshire and Maine has been assigned to the Youngstown Equipment Co. in Boston. E. B. Latham & Co. will service Northern New Jersey from its headquarters in Newark, while the Graybar Electric Co. will handle California, Arizona, Utah, Southern Idaho, Eastern Nevada, and Western Wyoming, from a central point located in Salt Lake City.

RCA Appoints Indiana Distrib.

Announcement has just been made of the appointment of the Associated Distributing Company of Indianapolis as wholesale distributors of RCA Victor products in Indianapolis and central Indiana. David J. Finn, Chicago regional manager of RCA Victor made the announcement. The products to be handled by the firm include radios, phonographs, records, electron tubes, parts, test equipment, and package and products.

Emerson Cincinnati Outlet

Appointment of the Herrlinger Distributing Company of Cincinnati as distributor in that territory, has just been announced by Charles Robins, vice-president in charge of sales of the Emerson Radio and Phonograph Corporation of New York City. The Herrlinger outfit will begin activities on the Emerson "P.D.Q." plan, under which they will franchise other dealers.

★ PROMOTION ★

Transcription Publicity

Frederic W. Ziv Company knows no reins. For that reason their productions do not suffer from a lack of proper promotion. Parents' Magazine On the Air receives its merited attention in a red and blue affair. Inside pages disclose facts and figures, in addition to informative illustrations, for prospective purchasers. . . . Ziv's "Manhunt" brochure is also attractively produced in red and black, with a red plastic spine to hold the pages intact. The ingredients have a lot of flavor and variety, in illustrating various stories obtained from national publications for the series. Actors and actresses play roles in it, too. . . . Its "Calling All Girls" brochure is produced in similar fashion, and dedicated to the "bobby-sock brigade" . . . "Songs Of Good Cheer" also gets a fully orchestrated promotion piece put out in its favor. Talent and songs are effectively highlighted. . . . "Korn Kobbler" is projected in a maizy fashion, too. Chartreuse, black and white are predominant throughout, with the sub-title pointing out that the program contains "the band of 1,000 gadgets and 1,000,000 laughs."

High Lights

WKY of Oklahoma City, has produced a new brochure along statistical lines. Colored in yellow, red, black and white, it is called "High Lights From 'the Oklahoma Radio Audience of 1944,'" a companion piece to the elaborate brochure compiled for the station recently by Dr. F. L. Whan of the University of Wichita. It is a comprehensive, three-way folded affair. The Katz Agency represents the station.

Film

Exploitation of its "The National Barn Dance," recently made into a movie by Paramount, is being conducted on a co-operative basis. The film was recently premiered by WLS, Chicago. Paramount's brochure is in red, black and white, and plays up the talent, of course, who can be seen in the film. Stories are also included in the brochure, and are written in Hollywood's press-agency style. Other stories attribute a portion of the picture's expected success to the 10-year-old radio program. The promotion piece also mentions other exploitation media.

Druggist Tie-In

A contract has been made between WJZ and the Fair Trade Merchandising Association to promote the station's drug programs with the use of window displays, store advertising and a special 15-minute program, John H. McNeil, station manager, has announced. Window displays will be placed in 1,100 independent drug stores in the Metropolitan area, and changed once a month. In addition the Merchandising Association will issue

a house organ to the druggists advertising the station's programs, which will be distributed to the druggist's customers.

KNX Brochure

Done in striking color, a promotional piece just issued by KNX in Los Angeles dramatizes the way the station depicts the news of the war from both an audio and a visual standpoint. They have constructed a large bas-relief map that is animated with small boats, planes and flags, that are shifted as the war news indicates. The station claims that an observer of the map is informed of happenings before the smoke of the battle has cleared away, as well as ship and troop movements that can be released. The booklet also displays pictures of their various correspondents, with a brief case history of each, and an explanation of the workings of their newsroom. This represents a spectacular, interest-holding bit of station promotion, with the station angle presented effectually, but unobtrusively.

WISH Seeks License For Commercial Tele

(Continued from Page 1)

the AM station, WISH, in that city. An FM application has been received from the Pittsfield, Mass., "Eagle."

Nevada Firm Applies

The Sierra Broadcasting Company of Reno, Nevada, and the Greater Huntington Radio Corporation of Huntington, W. Va., both applied for 250-wattors on the 1,340 and the 1,450 bands, respectively.

Mike Benton of Atlanta has applied for a new station to operate on the 640 band with one kilowatt daytime and directional antenna between Sunset, Atlanta and Sunset, Los Angeles.

Broadcasters Incorporate

Albany—Myron J. Kallet, up-state circuit operator with headquarters in Oneida, in association with his brother, Joseph S. Kallet, and W. T. MacNeilly, has just incorporated Copper City Broadcasting Corp., also with an Oneida home office. Name of the new company, however, would indicate that it is designed to enter the broadcasting field in the adjacent city of Rome.

1938
1940
1941
1942
1943
1944

IN ALL OUR YEARS

1944

WAS THE GREATEST...

5000 Watts • 610 KC • NBC

WIOD
M I A M I

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

Again we say thanks!
JAMES M. LeGATE
General Manager

FACTS
For Radio People,
Time Buyers

The OKLAHOMA
RADIO
AUDIENCE
OF 1944

A Study by
DR. F. L. WHAN

WKY—Oklahoma City

copy sent
on request.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— SOUTH DAKOTA —

YANKTON—A special Christmas Day broadcast from overseas was arranged by WNAX for the benefit of the families in the station's coverage area. About fifteen soldiers serving with the Seventh Army division were interviewed and the broadcast was relayed to New York by the RCA shortwave facilities. The contact from New York to Yankton was made with a land line.

— DISTRICT OF COLUMBIA —

WASHINGTON—The Army Medical Corps is using one of WMAL's programs with the hope that it may help the digestion of the patients at Walter Reed General Hospital. "Hour of Dreams," all music, is carried by the station late in the evening, and transcribed and played back over the hospital PA system for the patients during their midday meal.

— COLORADO —

COLORADO SPRINGS—For the fifth consecutive time KVOR staged a special radio war bond auction and rolled up an impressive one day total of \$30,000 in war bonds sold. In addition the station plans a "Drive Duration" special program designed to salute every man and woman from the territory. During this program every one from the county is urged to buy a bond from the station and dedicate it to someone they know in the armed forces.

— MASSACHUSETTS —

BOSTON—Katina Paxinou, star of the new show "Sophie" now playing at the Plymouth Theater in this city, made a guest appearance over WCOP Sunday. The actress spoke on the "Orphans of Greece" and the broadcast was carried by the station as one of the series of special programs they have planned for the holiday season.

— WEST VIRGINIA —

CHARLESTON—Announcer Dave Fulton of WCHS was filling out a questionnaire card from the United Press Bureau recently, when he came upon the question: "Any specific complaint?" He wrote that he was suffering from an acute lack of cigarettes. P.S. United Press sent him some!

— SOUTH CAROLINA —

COLUMBIA—WCOS, Blue affiliate, announces that the Howard H. Wilson Company has been appointed as the station's national representatives as of the first of the year. The station is owned and operated by the Carolina Broadcasting Corporation.

— OHIO —

CLEVELAND— Prizes totalling \$6,600 are being offered their listening audience by WJW in a rather novel "Christmas Bonus" contest. Participants are asked to write a letter to the station stating why they like or do not like the station, and winners are awarded prizes in war bonds.

— WASHINGTON —

SEATTLE—"Radio's Sixth War Loan Jamboree," a special show designed to sell war bonds, was created with three days notice by the seven stations in Seattle working as a single unit. The show was presented to a capacity house to those who had purchased war bonds at the city's department stores, and featured artists and entertainers from all of the stations, who auctioned off such articles as electric irons, "Scotch" and cigarettes, for bonds.

— NORTH CAROLINA —

RALEIGH—Charles Keaton, for the past seven years program and music director of WAIR, Winston-Salem, has joined the WPTF staff as director of music, replacing Leo de Sola, resigned. **GOLDSBORO**—Fred Fletcher, general manager of WRAL in Raleigh, has been elected president of the Tobacco Network, succeeding Paul Moyle, WFNC, Fayetteville, who resigned. Lewis Howard, president of WHIT, New Bern, was elected vice-president to succeed Fletcher.

— KENTUCKY —

LOUISVILLE—"Our Boys Abroad" is a new program now being heard twice weekly over WINN, and features a news story, an interview transcribed overseas, and a citation, all involving local servicemen.

— NEW YORK —

NEW YORK—Two special programs entitled "All Hands on Deck" will be broadcast by WLIB in an effort to recruit civilian workers for the Brooklyn Navy Yard. The shows will be carried Fridays, Dec. 29, and Jan. 5, at 3:15 in the afternoon. . . . Dick Gilbert, WHN disc jockey, is among those chosen to co-emcee the spectacle "Salute to the Wounded" to be held at Madison Square Garden on January 9. . . . Also serving in the same capacity will be Ed Sullivan, Jimmy Walker, Elsa Maxwell, Milton Berle, Henny Youngman, Bert Lytell and Fred Waring. . . . As of the first of the year, WQXR will change their news periods to "on the hour" for listener convenience.

— FLORIDA —

MIAMI—A series of special broadcasts is being aired by WIOD for the benefit of families of men serving in the Italian Theater of Operations. Miami men there are interviewed by WIOD was correspondent Leslie Balogh Bain, and the transcribed statements are rebroadcast over the Florida station.

— NEW YORK —

SYRACUSE—WFBL's piano-accompanist specialist, Ted Dickinson, has been "imported" to New York City to entertain at a Dairyman's League meeting. . . . **MIDDLETON**—Martin R. Karig, president of the Community Broadcasting Corporation and manager of WALL, was married last week to Dorothy Kortright, a student nurse.

RADIO KEEPS UP FIRE NEWS FLOW

WGAR First on Scene With Mobile Transmitter

Radio here yesterday was doing its share in keeping the public informed of the fire and explosions at the East Ohio Gas Co. liquid gas storage tanks at the foot of E. 61st Street. WGAR was the first station with a mobile transmitter at the scene. Manny Eisner of WGAR reported members of the staff saw the fire from the station's studios on Hotel Statler.

Eisner, Sutherland Dewitt, Clyde Vortman and John Saunders hurried to the scene by automobile. Reporting back to the station they were informed the mobile truck was already on the way.

Sid Andorn and Engineer Clare Taylor got the mobile unit on the air around 3:45 p. m., yesterday. Eisner reported. The unit was also put into service as an emergency communication center getting messages through for the police, coast guard and Red Cross. The public address system on top of the truck was used to summon various police officers, physicians and officials at the scene of the fire.

WGAR supplied its sister station, WJR, Detroit, with a direct broadcast of the tragedy with Andorn at the microphone.

At approximately 9:15 last night, John F. Patt, manager of WGAR, called to report that Announcer John Saunders was in a radio equipped plane over the burning area. WGAR was able to pick up and rebroadcast Saunders' word description of the scene. WGAR was also supplying the Columbia Broadcasting System with bulletins on the fire.

Tragedy descended on Cleveland when giant liquid gas storage tanks exploded, set fires, took a toll of 130 dead and 32 missing. Staff members of Radio Station WGAR volunteered, entered the stricken area to help save lives and property . . . another example of the station's philosophy — "in service of home and nation."



Excerpts, Cleveland Plain Dealer

1430

DON'T MOVE

Keep the dial right there on 1430. . . for everything that counts. . . every news flash. . . every race report. . . every sports result. . . every new & old tune. . . every favorite band!

WBYN

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

SEND BIRTHDAY GREETINGS TO...

December 28

Cliff Arquette	Diane Rosen
Noel McMahon Burr	Dick Joy
Blanchard McKee	Stanley Weiser
William Bohack	



The National Daily Newspaper of Commercial Radio and Television

VOL. 29, NO. 61

NEW YORK, N. Y., FRIDAY, DECEMBER 29, 1944

TEN CENTS

Allocation Decisions Near

Blue Allocates Time to A. F. Of L. And CIO

Allocation of the 6:45 to 7 p.m. period on Saturdays to the A.F.L. and the CIO was announced yesterday by Chester J. La Roche, vice-chairman of the Blue Network. First six months of the year starting January 6 will be allotted to the CIO and the remainder of the year to the A.F. of L.

Arrangements for the series were made when La Roche and Mark Woods, president of the Blue Network, met with William Green and (Continued on Page 7)

Sarnoff Sees New Era In Communications

Disclosing that RCA has built, since beginning of the war, more than 200 new electronic tubes and 350 different types of apparatus never previously manufactured, Brigadier General David Sarnoff, president of Radio Corporation of America, in a statement yesterday characterized his company's wartime achievements (Continued on Page 6)

NBC Correspondents Feted At Luncheon

NBC foreign correspondents recently arrived back in the United States pending new assignments or return to their former beats, were honored yesterday at a luncheon sponsored by the network at the Waldorf-Astoria Hotel. All made (Continued on Page 6)

Sounds Big

Paul Lavalle, orchestra leader, has been cited by the Co-Ordinator of Inter-American Affairs for his work in the advancement of Latin-American music. He has received the original score of "Acabou-Se Quebra Douce," a South American Show-Samba, and will play the selection on his "Highways of Melody" program at 8 p.m. tonight over NBC.

Trends and Events in Radio And Television, 1944

D-Day In Europe. Outstanding coverage of the Invasion of France, and subsequently Southern France and the Philippines.

James Lawrence Fly resigns as Chairman of the FCC to go into private law practice. Senate confirms President Roosevelt's nomination of Paul A. Porter to succeed Fly.

FM convention in New York draws some 700 broadcasters and others in allied fields.

Edgar Kobak resigns executive post with the Blue Network and becomes president of Mutual Broadcasting System, succeeding Miller McClintock who resigned.

War Department through its advertising agency allots part of WAC budget for spot radio campaign following major portion being set for expenditures in publications.

RCA-CRC-NBC signs with the AFM on the musician's union terms after failure to receive action from the WLB, in the dispute involving special fees for making recordings.

Re-election of Franklin D. Roosevelt resulted in strong measure of credit to radio in the face of a press favorable to his opponent.

NAB adopts Station Coverage Yardstick plan of audi- (Continued on Page 6)

FCC Finishing Job, Guarding Details Till Next Week

Washington Bureau, RADIO DAILY
Washington—Announcement of its frequency allocation decisions is still expected from the FCC next week, as the entire staff and Commission is kept working overtime preparing the final schedule. Details on the deliberations have been closely guarded, with few reliable indications as to what is being done and even those which appear reliable impossible to confirm authoritatively. That the FM band will be moved (Continued on Page 5)

Reynolds Praises G.I. Joes' Radio Shows

Credited with being the only American war correspondent to cover all the fighting fronts, Quentin Reynolds told a press gathering yesterday that he hoped to remain in this country indefinitely. Reynolds returned last Friday from the South Pacific, where he was on a special assignment for the Navy.

Radio, as a medium of entertainment for the servicemen, cannot be (Continued on Page 7)

Retirement Plan Adopted For Personnel Of WOR

A retirement plan for the entire personnel of WOR was adopted at a special meeting of the Board of Directors of Bamberger Broadcasting Service, Inc., held yesterday. All (Continued on Page 2)

Middle-West Interest Strong In All American Radio Poll

With the total number of ballots now tallied nearing the 800 mark, strong interest is revealed throughout the middle west in RADIO DAILY's All American Radio Program. Certified Poll carried out by the Ross Federal Research Corp. is mounting in strength daily with Chicago, for instance, being represented by one or more voters from every publication. Cross-section of publications in Chicago represented in the Certified Poll follows: Chicago "Herald-Examiner"; "Radio News"; Chicago "Tribune"; "Daily News"; Chicago "Daily Times"; "Successful Farming"; "The Economist"; Chicago "Sun," and many others.

The quickest way to get acquainted with Northern New England? Thru WLAW! Coverage map upon request. Response will be quick when the Voice of Northern New England—WLAW—introduces your product! Advt. Advt.

Kate Smith Honored

Kate Smith, CBS singing star, has been named "woman of the year in radio" in a list of women who made news this year released by the Associated Press. Kate received the distinction because of her efforts in Uncle Sam's war bond drives during 1944. Lauran Bacall received the honor in the "movies" field and Celeste Holm for the stage.

D-Day—790 Certified Votes—"All American Radio Program of 1944"



Vol. 29, No. 61 Fri., Dec. 29, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Thursday, Dec. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	162 7/8	163 1/4	- 1/4
Crosley Corp.	28 1/4	28	28 1/4	+ 1/4
Farnsworth T. G. R.	13 1/8	12 3/4	13	+ 1/4
Gen. Electric	39 1/8	37 7/8	39	+ 1 1/4
Philco	34	33 1/2	34	+ 5/8
RCA Common	10 3/8	10 1/8	10 1/8	+ 1/8
RCA First Pfd.	79 1/2	79 1/2	79 1/2	- 1
Stewart-Warner	15 3/4	15 5/8	15 3/4	+ 1/4
Westinghouse	122	112 3/4	122	+ 10
Zenith Radio	37 3/4	37 3/4	37 3/4	+ 7/8

NEW YORK CURB EXCHANGE

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

	Bid	Asked
Du Mont Lab.	67 1/8	75 1/8
Stromberg-Carlson	15 1/4	16 1/4
WCAO (Baltimore)	23	
WJR (Detroit)	37	

Coming and Going

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, CBS-owned station in Boston, visited briefly in New York yesterday. He returned to Boston last night.

ART LINKLETTER, arrives on January 2 from the West Coast. He will confer in this city and Bridgeport regarding the new General Electric show which he will emcee and which will debut on CBS Jan. 15.

JIMMY DOLAN, CBS sports reporter, has left for Miami, where he will assist Ted Husing in broadcasting the Orange Bowl football game over CBS on New Year's Day. He and Husing will do a preview broadcast over the network tomorrow afternoon.

W. B. PRITCHARD, radio time buyer for Lin-Fieldhouse, advertising agency of Wilkes-Barre, Pa., is in Gotham on a short business trip.

MARION CONNOLLY, administrative assistant to Walter Craig of Benton & Bowles, Inc., leaves town today for a short stay in the Pocono Mountains.

RICHARD W. DAVIS, manager of WELI, New Haven, is in New York on station and network business.

PAUL JONAS, assistant director of special features and sports for the Mutual network, is in Dallas, Tex., making preparations for the broadcasting of the Cotton Bowl game Jan. 1.

Retirement Plan Adopted For Personnel Of WOR

(Continued from Page 1)

members between the ages of 30 and 65, who have been with WOR at least three years are eligible immediately, and retirement benefits are provided after the age of 65. The entire cost of the plan is to be paid by WOR.

V. P. Wallace With Steel At Analyst's WHN Debut

WHN yesterday announced that Vice-President Henry A. Wallace will appear as guest commentator with Johannes Steel when the latter, on

Von Zell Taking Over On Burns & Allen Show

Young & Rubicam agency announced yesterday that it had rescinded its contract with announcer Bill Goodwin, the action being by mutual consent. Beginning Monday when the Burns and Allen Swan soap program moves to its new 8:30 p.m., EWT time on CBS, Harry Von Zell will hold forth as guest announcer.

January 1, broadcasts the first program in his new series to be heard on the station.

On this occasion, the voice of the Vice-President will be piped in from Washington, D. C.



HELP WANTED?

We don't know anything about booms or depressions in the offing . . . we do know there's going to be a sweetheart of a scrap for sales. And a lot of smart advertisers interested in re-establishing brand names and sales at low costs are mending their fences now.

We're interested in their radio picture. We're looking forward to sane time buying. When advertiser and time buyer alike again ask, "How much did I get and at what cost?"

Knowing W-I-T-H's ability to produce sales year in and year out at the lowest cost . . . we offer facts to prove that the time to look at Baltimore, the 6th largest market, is now . . . and the station to look at is W-I-T-H.



We resolve to make 1945 another banner year for our sponsors by continuing to maintain our high standards of programming and by giving the greatest possible return for every dollar spent on WPAT.

Happy New Year

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

CKLW

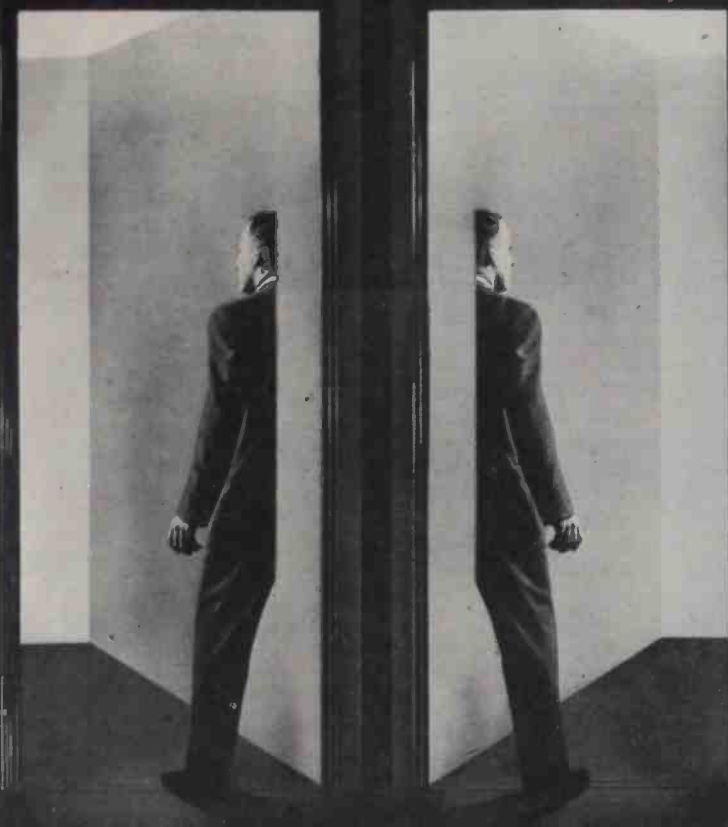
BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY and NIGHT
800 Kc.
MUTUAL SYSTEM



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



Neatest trick of the week?

Ever walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it's done by walls . . . not mirrors.

For every studio *is* two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls . . . each studio fortified with double ceilings, double walls, double floors . . . the inner one being completely suspended and isolated from the outer one so that there's no metal to metal, no masonry to masonry.

That's why you could say of each of

NBC's Radio City studios—"It floats—and it's 99⁴⁴/₁₀₀ per cent pure quiet."

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn't a chance of intruding upon a drama in the one next door.

* * *

Of course, it might be possible to get by with less . . . but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things . . . large and small . . . done well which helps to make NBC "*The Network Most People Listen to Most.*"

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

LOS ANGELES

THE top radio stars who have entertained overseas have organized their own bond show in Los Angeles, set for today, and at which they will attempt to sell \$10,000,000 of bonds to buy a hospital ship. Heading the entertainers will be Dinah Shore, Bob Hope, Frances Langford, Jack Benny and Bing Crosby.

"The Life of Riley," starring William Bendix, has been renewed by the sponsor for another six months. It's aired on the Blue Sunday nights.

Al Jarvis, originator of radio's "Make - Believe Ballroom," has launched his third annual popularity contest to determine the most popular male and female singers and the best liked orchestra. His listeners must pay ten cents to vote, the proceeds going to the Hollywood Children's Hospital.

Arthur Godfrey and G. Richard Swift, recently returned from the Pacific theater, are scheduled to leave for New York in the near future.

"Fibber McGee and Molly" and the "Gildersleeve" shows back after Navy war bond shots in Chicago.

Jimmy Wakely, heard every Saturday on CBS's "Hollywood Barn Dance," has been cited by Lockheed Aircraft Corp. for the work he has done to assist in the raising of their four and a half million dollar Sixth War Loan quota. Wakely is singing during the recreation hours at every one of the company's eight plants in the Los Angeles area.

Wendell Niles is the announcer on the new Al Pearce program. Both radio veterans, Niles and Pearce have been, associated on air shows dating back to the crystal set era.

Maurice Duke has set Foy Willing and his Riders of the Purple Sage (instrumental and singing group) for the new Andrews Sisters show, starting Dec. 31, on the Blue.

Carter & Moreland, sensational comedy duo from "Bowery to Broadway," have been added to the cast of "Wander Inn," all-colored, half-hour variety show which will hit the airlines January 15th. Since release of "Bowery to Broadway," Carter & Moreland have guested on the Rudy Vallee show four times and have appeared with Bob Burns once. Tom Hargis is reported to have "inside track" on producer's post.



Reporter At Large . . . !

● ● ● Radiolites, congregated on the third floor of the NBC Gotham studios yesterday afternoon, were treated to an unexpected preview of Baritone Earl Wrightson's budding red van dyke. . . . Earl, who will pinch-hit for Morton Downey on his Coca-Cola show via the Blue during the week of Jan. 8th, is cultivating the hirsute addition for his role of "Cellini" in Max Gordon's forthcoming production, 'The Firebrand,' which opens on Broadway in March. . . ● Joy Hathaway's anguish portrayed in a current sequence of the CBSopera "Amanda," because her 'child is ill,' wasn't merely play-acting . . . her own ten-month-old child is currently ailing at a local hospital. . . ● When her show bowed in over the Blue some time ago, we predicted the program, "Mary Small Show" directed by Jack Rubin, would click . . . current rating shows it occupying the top position in daytime programs. . . ● The William (Radio Reader's Digest) Robson's received THE Christmas present, Dec. 25. . . an eight ounce boy. . . ● First guest to appear on Milton Berle's "Let Yourself Go" program, Wednesday, when it moves to CBS, will be Fred Allen . . . two of the ether's fastest-thinking ad-libbers, this program is a MUST in our book.

★ ★ ★

● ● ● His many friends will be happy to learn that after five months on the ailing list, Producer of the "Wheeling Steelmakers," and Advertising Director of Wheeling Steel, J. L. Grimes, returns to his desk Tuesday. . . ● Arlene Francis has selected three USO Campshow gals, Peggy Alexander, Virginia Robinson and Helen Young, all of whom have recently returned from overseas entertainment tours, to be 'dated' by G.I.'s on "Blind Date" Monday. . . ● Next month's "Magazine Digest" will carry an interesting profile on Bradley Barker and his 'sound-effects menagerie'. . . ● Mimic Arthur Boran will go to Washington to emcee WTOP's "Battle of the Bureaus" quizz, Sunday at 1:30 p.m. . . ● Kasper-Gordon, Inc. of Boston has come up with a really new idea for musical spot announcements . . . each one of the 26 spots in the series has lyrics based on well-known proverbs. . . ● Sidney Reznick, one of the Ed Wynn scribes, has been renewed for an additional 13 weeks. . .

● Frank Cooper, manager of Alan Young, leaves for the coast next month to close a picture deal involving six figures, for the youthful comic . . . (and the figures aren't of the bathing suit variety) . . .

● Ted Campeau, executive of CKLW, Detroit got around the ban on 'congratulatory messages' . . . tunneled across to Windsor, Ont. Canada and presto, our new year's greeting wire.

★ ★ ★

● ● ● It's a stupendous undertaking, trying to entertain as often and at as many camps, bases and hospitals as possible, but RADIO is doing a great job . . . however we'll quote a few lines from an unnamed G.I. which we hope will help . . . quote:—there are a number of posts in Florida that have been step-children as far as touring radio programs are concerned . . . for instance, start at Pensacola, then Jacksonville, then Orlando, then Fort Pierce, then Morrison Field, West Palm Beach, then Boca Raton, then Ft. Lauderdale, then Miami Beach and Miami with its eight big installations. Cut back up the West Coast to Tampa and St. Petersburg area . . . yes, someone can really do the soldiers and sailors in this neck of the woods a great turn if they only have a little foresight . . . there are loads of recuperating returnees here who would go wild over such programs as Coca-Cola, Ginny Simms, Bob Hope, etc. . . . unquote:—there you have it . . . how about it, producers . . . do these Yanks get a visit? . . . we'll bet they do! . . . ● While in L. A. to NBCast the Rose Bowl game Monday, Bill Stern will guest on the CBSshow, "Which Is Which," Wednesday. . . ● Sonia Cortis, Greek refugee vocalively, rates air time.

★ ★ ★

— Remember Pearl Harbor —

PROGRAM REVIEWS

"TOM BRENEMAN HIGHLIGHTS"

Kenyon & Eckhardt, Inc.
Blue-Pacific Network, Fri., 9-9:30 PWT.
Writers: John Masterson, Peggy Holt
Director-Producer: John Masterson
Music: Manny Strand

If the powers that be are still wondering whether to broadcast the "Tom Breneman Highlights" over the complete Blue, they ought to have their cerebral hemispheres examined. At the present time only 16 Blue Pacific stations are carrying the program. While we're not familiar with, or interested in, the coastal rating of this program, we're confident that a full-network reception will be as generously welcomed as that accorded Breneman's breakfast program, a program that dispenses with inadequate comedy writers and depends properly so on the merits and talents of the program's participants and regulator. Our vindications are based purely on our reaction to the transcriptions aired for us here in the East. The program has all the freshness and charm which are currently enjoyed by only PC and morning listeners. With proper scheduling, it can become an evening web-wide must.

The p.m. proceedings are similar to the gyratory sessions Breneman has with his a.m. feminine visitors. The oldest woman present is given an orchid and possibly a kiss—both from Mr. B. The consequences are usually amusing. Then there's the wishing ring another participant slips on her finger for the purpose, of course, of making a wish, with either mirth-quaking or ludicrous results.

Manny Strand and his Highlight Orchestra do the musical chores, and Jimmy Nolan is on hand with a rather pleasant tenor quality. However, Nolan's particular talents are best used when restricted to daytime programming for obvious reasons.

There's little else to be said, except that Frank Hemingway does his announcer duties well, and the com-7-7:30 p.m., EWT.

New Hires Report

Hires Root Beer's new program, to replace the Horace Heidt show, will bow in over the Blue Network, Wed., Jan. 24, 10-10:30 p.m., EWT. Time on the former show was Monday nights, 7-7:30 p.m., EWT. Don Prindle and

Exclusive!

CUBS '45
BASEBALL

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

WHO OPENED
A SAFE BY
MENTAL
TELEPATHY?

SEE PAGE 8

PROMOTION

KFVO Anniversary Booklet
 Commemorating the completion of 40 years on the air, KFVO has prepared a small booklet reviewing the history and growth of the station since its inception in the attic of the Concordia Seminary, in 1924. A statement of the broadcasting policy and aims of the station is followed by a double-page spread of photographs of the station's personnel, including several "action" shots. This booklet is apparently aimed at the listener, and from that standpoint, is of considerable interest. Being of a non-commercial nature, naturally most of the data and material usually found in a station promotion effort is conspicuous by its absence, which is not an unwelcome change. The back cover of the pamphlet is devoted to a war bond message, and to the outlining of a "memorial" plan for contributions to the station to further its work.

Bulletin

NYC, the Municipal Broadcasting System in New York, has issued its most recent radio program bulletin, in the form of a booklet and consisting of 2 pages. The comprehensive brochure says on the cover that it's designed for pupils, parents and teachers. The cover also shows a photograph of two students doing the promotion on one of its programs. Inside pages are devoted to a "message to listeners," listing of the board of education of N. Y., with the major section filled with information concerning broadcasts for the station's business, school and home. Another section discusses rebroadcasts via FM, WNYE.

Radio Production Increased 20% In 1944

The war production of the radio industry during 1944 increased, in terms of dollars, by 20 per cent to approximately \$2,700,000,000, as compared with the preceding year, according to a statement by John Beantyne, president of the Philco Corporation. Measured in physical terms, the increase was even greater due to lowered per-unit costs as greater manufacturing efficiency was developed. Citing the development and manufacture of radar equipment as the greatest single war achievement of the radio industry, Beantyne goes on to state that the increased demand for civilian sets would give the industry several years of profitable activity, to be followed by the introduction to the public of television and FM sets. He estimates that consumer demand at 20 to 25 million sets.

Ave Maria Hour
 WJMC — Sunday — 6:30
 For 10 years the number one religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

FCC Guarding Details Regarding Allocations

(Continued from Page 1)

up, however, to 88 megacycles, is believed already decided. This was reported several weeks ago in RADIO DAILY, along with the information that the amateur band will be moved from 52-56 megacycles to 84-88 megacycles, later to revert to its present position as soon as telecasting in the lower frequencies falls off. The FCC apparently believes that medium band tele will eventually give way to broad-channel color tele in the higher frequencies.

It is believed that the strong opposition of the commercial broadcasting industry will mean no allocation for the subscription radio service, an FM operation described during the recent allocation hearings by Joseph L. Weiner. Despite the possible beneficial effect this service might have on radio programming, the Commission is believed to be unwilling to authorize it, at this time especially, because of the connection with the enterprise of former Chairman James Lawrence Fly. The Commission is unwilling to expose itself to attack on the grounds that it "favored" its former chairman.

Another controversy to be settled is that regarding international short-wave stations. IRAC recommended against granting frequencies for this service, but it is believed that the strong industry pleas and the support of OWI and CIAA were enough to convince the FCC that international broadcasting should not be squeezed out. Bands probably will be provided for this service.

Hymes Joins WNEW

The resignation of John D. Hymes, associate chief of the domestic radio bureau of the OWI, enabling him to accept a position as an account executive with WNEW was announced yesterday. Prior to his service with the OWI, Hymes was with CBS, and for nine years was chief time buyer at Lord & Thomas.

Emerson Bonus

A year-end bonus to employees of the Emerson Radio and Phonograph Corporation, amounting to approximately \$149,000 was announced yesterday by Benjamin Abrams, President.

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



Meet WHB's Dick Smith—

Director, Special Events . . . War Programs . . . Newscasts

Coming from a long line of Smiths, this one took to radio back in 1928. Since then he has announced, written or produced more than 30,000 programs—special events, newscasts and musical shows. That's figuring six-a-day for 16 years, not counting Sundays! We call him our "Miraculous Mister Smith"—and his "know how" is part of the many skills you employ when you advertise on WHB. This Smith, after serving as a "shave-tail" in World War I, graduated from the University of Iowa; then did

a bit of banking, school teaching and accounting before he landed in front of a mike. He has two sons: one, a promising south-paw on a high-school freshman football team . . . the other, co-pilot on a Flying Fortress. Dick's pride in them is equalled only by his pride in WHB—"the station-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium!



For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — Harrison 1161
 NEW YORK CITY — 507 Fifth Avenue — Vanderbilt 6-2550
 CHICAGO — 333 North Michigan Blvd. — Central 7980
 HOLLYWOOD — 5855 Hollywood Blvd. — Hollywood 6211

KEY STATION FOR THE KANSAS STATE NETWORK

Kansas City • Wichita • Salina • Great Bend • Emporia
 Missouri Kansas Kansas Kansas Kansas

HOOPER MORNING INDEX SEPT. — OCT. MON. THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	10.6	9.6	31.9	18.9	20.3	7.0
HOOPER AFTERNOON INDEX SEPT. — OCT. MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	14.4	6.2	21.1	30.2	22.5	4.1

NBC Correspondents Feted At Luncheon

(Continued from Page 1)

brief comment on their experiences or on their outlook of the war from their respective fronts and the political aspects as well from a general point of view.

The six correspondents just returned are: H. V. Kaltenborn; Stanley Richardson, heading the European bureau; Ralph Howard, John Cooper, Roy Porter and Max Hill. Although each was limited to a proposed three minutes, Kaltenborn, the last speaker ran a little over and paid strong tribute to the men assigned to cover the front for radio and press. The risks they take, said Kaltenborn, and the hardships they endure constantly, is on a par with that of the combatant GI. Also, it was pointed out that the casualty rate among correspondents is comparatively higher than that of the soldiers at the front.

High Officials Attend

Many NBC and RCA officials were in attendance as well as other NBC correspondents and commentators, plus the invited press. Brigadier General David Sarnoff was on hand, also Frank Mullen, executive vice-president of NBC; James Rowland Angell, educational counselor; John Royal, A. L. Ashby, O. B. Hanson, William S. Hedges, Roy C. Witmer, and other NBC vice-presidents helped round out the official representation, not to mention Clay Morgan, Sid Eiges and William S. Brooks, director of NBC news, who introduced the speakers. All spoke from their respective tables, there being no dais in evidence.

NBC commentators and newsmen in town were among the guests and these included John W. Vandercook and Robert St. John. Several of them had prepared short items as to their opinions when the war will take a definite turn or end in Europe. Consensus was that by mid-summer the German fighting would end, with possibly some guerrilla warfare continuing awhile.

Similar statements were received from NBC correspondents in various parts of the world.

Berle's Newest

Milton Berle, aided and abetted by Erwin Drake and Paul Hetram, has brought forth a new song entitled "I Wuv a Wabbit." It will be published, says Berle, by Paull Pioneer Music.

WHO SAW
THROUGH A
BLOCK OF
CONCRETE?

SEE PAGE 8

Trends and Events in Radio And Television, 1944

(Continued from Page 1)

ence coverage at its annual convention in Chicago. Plan approved by the AAAA and the ANA.

Hearings were held before the FCC on matters of allocation in allotting channels to television and FM.

Television Broadcasting Association holds two-day convention in New York, attracting more than 1,000 attendees.

Greatly increased discussion and activity in the fields of television and FM.

Greatest number of station sales and transfers in recent years, with several newspapers significantly entering the field.

New legislation discussed but no action.

House investigating committee held hearings throughout the year, providing many stormy sessions relating to former Chairman Fly, the WMCA case etc.

Outstanding Broadcasts

"The Land Is Bright," Fifth War Loan Program on CBS.

NBC's kick-off show on the Sixth War Loan scripted by Robert Sherwood.

"Return to the Philippines"—half hour documentary program on General MacArthur's return to the Islands.

"1944 in Review," presented by WOR over Mutual network and dramatizing leading events of the year as narrated by Dave Driscoll plus documentation by reproduced recordings including pooled broadcasts and voices of international figures.

Wright Bryan, (NBC) attached to a glider command on D-Day, broadcast upon his return to England, first such report.

George Hicks' (Blue) pool broadcast from Naval craft in English channel during Invasion of France.

"Assignment Home" series on soldier rehabilitation, on CBS, particularly the first one, "No Confetti."

Western Hemisphere premiere of Dimitri Shostakovich's Eighth Symphony by the New York Philharmonic-Symphony. (April 2).

George Folster's (NBC) story from the Philippines in which he told how the Signal Corps men fooled the Japs at the start of the invasion by recorded broadcasts from New Guinea, etc.

Sarnoff Sees New Era In Communications

(Continued from Page 1)

in electronic communications as "history making."

General Sarnoff, in reviewing the past year's activities in the industry said that "radio, in meeting the challenges of a war, performed service in 1944 believed impossible in 1940." He said that science has given radio electronic fingers with a sense of touch, thereby opening a new era in communications—the era of control at a distance.

"Dreams Come True"

"Television enables us to see action at a distance," General Sarnoff explained. "After the war by use of television techniques we shall be able to reach out and operate many of these actions that we see. Just as human fingers press buttons and triggers, snap switches, and release energy to make wheels turn or control machines and vehicles, now radio-electronic fingers touch off new magic.

"Man has long dreamed of using radio to start, steer, control and operate aircraft, tanks, torpedoes, automobiles, boats and other objects. With uncanny manipulation of electronics, wartime research has made some of these dreams come true. Man has achieved radio control over wheels, rudders, wings and guns. Rockets no longer move only as phantoms of imagination."

Blue Revises Rates In New Schedule

The discount schedule, both day and evening, of the Blue Network has been reduced two and one half percent, and the rebate has been standardized so that both day and night rebate is the same, according to the latest rate card issued by the network and dated January 1st, C. P. Jaeger general sales manager, has announced. According to this card, numbered 32 the mountain stations have been grouped with the Pacific coast stations to form one discount group. New business placed before Jan. 1 will be billed as per the old card, and current advertisers will be granted the usual one year's protection on rates and discount.

Exclusive!

BEARS
FOOTBALL

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Spokesman For FM Reveals Planning

Accused of organizing an FM web for the purpose of spreading communism in this country, Eugene Konecky, public relations manager of the People's Radio Foundation, Inc., asserted that his organization's principles are designed to project religious, political, civic, labor and other progressive matters to the people of this country, who have heretofore been deprived of this vital information, the result of commercial AM broadcasting.

Stock Company Formed

Currently, it is the Foundation's hope to establish a powerful, progressive FM station in New York City capable of servicing the metropolitan New York area with a population of 10,000,000 persons, while blue prints are being drawn for similar foundations throughout strategic points of the country, Konecky said. This community-type sponsored organization will solve its economical problem via a group of progressive labor and fraternal leaders in New York headed by Brockwell Kent, John T. McManus, president of the N. Y. Newspaper Guild, and others, who have initiated an FM committee to form a stock corporation, People's Radio Foundation, Inc., capitalized at \$100,000, and authorized by the State of N. Y. to issue 1,000 shares of preferred stock at \$100 per share; and 1,000 shares of common stock with no par value, \$5 per share.

Other Sponsors

Other sponsors include: Leon Barnum of WQXR, Charles Chaplin, Charles H. Colvin, Howard Fast, Frederick V. Field, Mrs. Ida E. Guggenheimer, Leverett Gleason, Corliss Belmont, Ray Lev, Samuel Novick, Carl Robinson, Arthur Szyk, Margaret Webster, Martin Wolfson, Dr. Max Yergan.

Control and management of the foundation's stations will lie in "the hands of responsible progressive leaders and representatives of the most devoted, patriotic and tested organizations of civic, cultural, religious, fraternal societies, labor and other groups," Konecky pointed out, adding that this democratic management will be assured by the careful distribution of common (voting) stock. The ultimate purpose of the organization will be to serve as a basis for solving "our national economic problems by bringing them to the ears of

Reynolds Lauds GI Programs In South Pacific War Theater

(Continued from Page 1)

over-emphasized, Reynolds pointed out. From the moment the boys rise at 6:30 a.m., when not actively engaged in warfare with the enemy, their radios are turned on and can be heard all over the camp, he said. Most of the programs are locally produced and improvised by the servicemen, and include news, songs composed by GI's, and a half-hour comedy show written and produced by a former Bob Hope gag-writer, Cpl. Cantor, he said. "This Cantor fellow impressed me as being the funniest man I have ever seen," he said.

Another type programming very popular with the GI's is their own version of "Information, Please," which is a generous sample of the adult thinking "our boys" are doing over there, he declared, adding that they are not "kids any longer. The sooner the people here realize it, the better."

Another popular type radio programming is that consisting largely of classical music, he pointed out. However, of the personalities most enjoyed by the men, there are Dinah Shore, Bing Crosby and Bob Hope, Reynolds said.

Efficacy of our propaganda in the South Pacific cannot be determined, Reynolds pointed out, because of the

type warfare conducted, which is completely different from the European theater technique, adding that the S.P. war is really a "Naval affair."

Reynolds also praised the work of the Red Cross, and said, "Enough cannot be said for them."

The noted war correspondent has been signed as editor (commentator-master of ceremonies) of "Radio Reader's Digest," heard currently over the Columbia network, Sun., 9-9:30 p.m., EWT. His contract becomes effective Dec. 31. His contract with his sponsor contains the usual 13-week cycle provisions, for a period of two years, he disclosed. His modesty caused him to demand of his sponsors that they include a clause that empowers them to terminate all ties within 24 hours notice, he said, adding that the sponsors were very reluctant about inserting the clause. The program is currently heard opposite the Walter Winchell program, who is Reynolds' close friend.

William N. Robson, winner of last year's Peabody Award, directs and produces the program. Van Cleave conducts and composes the musical portion of the program. In addition to his radio work, Reynolds will continue his association with Collier's Magazine.

Poor Richard Club Cites Bob Hope, Ralph Edwards

The Poor Richard Club of Philadelphia, pioneer fraternal organization in the advertising field, will honor at its annual dinner on Jan. 17 Bob Hope and Ralph Edwards. The former will receive the Honor Medal for outstanding achievement during the past year, while the later, master of ceremonies on the "Truth or Consequences" program, will receive a citation for having sold the greatest number of Series E war bonds of any individual in the nation.

American listeners," he said. This will mean a new audience for this country's eventual fifth network, he asserted. AM radio exchanges audiences among their competitive programs, while none of the broadcasters have done anything to search among the unmined areas, he said.

There are two programs on the air today which are heading in the public's general altruistic direction—Mutual's "Let's Face the Issue," and "New York Newspaper Guild Forum" over WMCA, Konecky said. These programs are the result of AM's realization that it had closed the door after the horse ran away, he added.

Re the FCC decisions on AM, FM and television allocations, Konecky said that he had it from one of the country's foremost radio engineers that FCC will not expand the FM band from 88 to 108 megacycles, as this would mean "moving from the known into the unknown."

Blue Allocates Time To A. F. Of L. And CIO

(Continued from Page 1)

Philip Murray, A. F. of L. and CIO leaders, respectively, in Washington. Later Philip Pearl of the A. F. of L. and Len De Caux, CIO press chief, conferred with the network executives and agreed on details for the weekly broadcasts. Pete Lyon of the Radio Writers Guild will supervise the continuity of the CIO programs.

In announcing that the Blue will make available to labor one of its most desirable night quarter hours, La Roche said: "In completing arrangements for these broadcasts we are accomplishing what has been a paramount aim of the Blue Network for some time—to provide adequate time for the great labor organizations to state their views and discuss their problems with the radio audience. Organizations such as the CIO and A. F. of L., whose activities are of vital interest to more than 12,000,000 American workers, should be able to depend upon a regular broadcast time on a major network, rather than be forced to request broadcast time when important occasions arise. This year-round series provides, we believe, the answer to organized labor's problem of regularly contacting the American radio listener from coast to coast."

Expressing satisfaction with the Blue's action, William Green, president of the A. F. of L. said: "By means of these radio programs the American Federation of Labor will be able to present its news and views directly to the American people and to its 7,000,000 members."

Similarly Philip Murray, CIO leader, commented: "The CIO appreciates the opportunity accorded to it by the Blue Network to make labor's voice heard in regular weekly broadcasts during the coming year. We hope to attract and hold listeners by a lively and entertaining program which will give the public the true story of labor's hopes, plans and activities."

John J. Karol Appointed CBS Sales Manager

John J. Karol, CBS assistant sales manager for the past year and market research counsel since 1939, has been named network sales manager effective January 2, William C. Gittinger, Columbia vice-president in charge of sales, announced yesterday. Karol joined Columbia in 1930 as a member of the sales promotion staff. Prior to that he was with Crossley, Inc., research firm, as manager and research director.

WHOSE MIND WAS ABLE TO LOCATE ONE MAN IN 7,000,000?

SEE PAGE 8

WJLS BECKLEY, WEST VIRGINIA

Expands its market.....*

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

now at **560** on the dial

CBS NETWORK • Represented by Burn-Smith

AGENCIES

DUANE JONES has presented a silver cup to Alan Mendleson, executive vice-president of B. T. Babbitt, Inc., manufacturer of household cleaners, marking the tenth anniversary of Jones' continued service in handling the Babbitt advertising account. The presentation was made at a luncheon given by Jones at the Metropolitan Club, New York, which was attended by top-ranking Babbitt executives and members of the agency associated with the account. When the Duane Jones Company was organized in 1942, Babbitt, 100-year-old company, was one of the four basic accounts.

PHILOSOPHICAL LIBRARY will soon publish "The Dictionary of the Arts" which contains an article on "Radio Drama" by John Matthews, Kenyon & Eckhardt commercial writer.

Frank Faye Signed For Television Show

Frank Faye, star of the Broadway play "Harvey" was signed yesterday for a half-hour tele-show over the Du Mont station WABD, on January 7. This will be the actor's first tele appearance, and the program will be under the sponsorship of the Shutter Candy Co., makers of "Old Nick" candy bars. The present schedule calls for the show to be aired from 8:30 to 9:00 p.m.

SEND BIRTHDAY GREETINGS TO...

December 29

George Field Clyde McCoy
Wendell Niles Pat Padgett
Larry Stevens

December 30

Owen Crump Stanley High
Lucille Linwood Bob Hanson
Arthur Kass Vincent Lopez

December 31

Bradford Brown Lester Gottlieb
Zeke Canova John Kirby
Ted Meyers

January 1

Hughie Barrett Ted Cott
Edwin F. Goldman Frank Kettering
Boris Morros A. E. Mickel
Julio Occhiboi Rae Elbroch

OFF-THE-AIR RECORDINGS any day any time
MIRACOUS RECORDINGS by CARL FISCHER, Inc. CI-7 2965
119 WEST 57th STREET, N. Y., N. Y.

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—The first in a series of three programs sponsored by "Alcoholics Anonymous" was presented over WTIC last week. Featuring a well-known doctor and several members of the organization referred to by fictitious names, the programs are designed to aid those who are unaware of the organization's existence. Inaugural ceremonies of Governor Raymond E. Baldwin will be broadcast during the afternoon of Jan. 3 by WHTD. As in the past, Milt Berkowitz will handle the remote.

—LOUISIANA—

NEW ORLEANS—WWL has instituted a new war effort public service program presented under the auspices of the Civil Air Patrol, every Thursday afternoon. Conducted by James J. A. Fortier, the program features a guest interviewee from the WAC, as well as personnel from the CAP.

—IDAHO—

BOISE—Boyd Braithwaite, commercial manager of KIDO, became a proud pappy December 15, for the first time, when his wife, Lucille, gave birth to a daughter.

—PENNSYLVANIA—

PHILADELPHIA—Eliot Jeffords, of the KYW sales promotion staff, has resigned in order to join the Red Cross. She has been replaced by Mary Whitaker. . . . A newcomer to radio, Geraldine R. Weil has joined the staff of WFIL. . . . On one across the board 15-minute program WDAS sold \$1,280,000 worth of war bonds. Of this amount, over a million was actual cash brought into the station, and not pledges. . . . **PITTSBURGH**—Ten years of broadcasting, twice daily, same sponsor, same program, same time, same station, is the record of Beckley Smith, WJAS newscaster. The station claims that his initial broadcast on Jan. 1st, 1935 was the first commercial news summary in the country.

—NEBRASKA—

LINCOLN—The new offices and studios of KFOR will be opened January 1. The station was recently purchased by Charles and Capt. James Stuart, at which time it was decided to enlarge its facilities. Gordon Gray is now general manager of the Cornbelt Broadcasting Co., owners of the station, and Melvin Drake is manager.

Exclusive!

BLACKHAWKS HOCKEY

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

—NEW JERSEY—

PATERSON—Sidney J. Flamm, vice-president and general manager of WPAT recently gave a talk on "The Romance of Radio" before the Paterson Rotarians that was so well received that he is now booked for the same talk by many other Rotary Clubs located in The Garden State.

—TEXAS—

SAN ANTONIO—Every day at 11:00 a.m. KONO goes off the air for one minute of silence in honor of the men and women now in the armed forces. . . . The idea is being taken up by many of the local business concerns, who are also pausing at that time. . . . Ken McClure, news chief of WOAI, will address a forthcoming meeting of Charter 27, Hotel Greeters and its auxiliary here at a meeting, on current affairs. . . . **DALLAS**—All the entertainers of the WFAA "Early Birds" program recently paid a visit to the Scottish Rite hospital for crippled children, where they put on a special show.

—UTAH—

SALT LAKE CITY—Keith Clarke, announcer at KUTA, was recently married to Geraldine Farrer in the famous Salt Lake City LDS temple. Before joining the announcing staff at KUTA, Clarke was an LDS missionary.

—MISSOURI—

ST. LOUIS—All broadcasts of "The Shady Valley Folks" are now being handled by Billy Knight, recently discharged from the Navy. This includes the daily feeds to Mutual and the "Saturday Night Jamboree," also carried by the net.

—MICHIGAN—

DETROIT—The representation of CKLW will be taken over by Adam J. Young, Jr. Inc. as of January 1, according to an announcement by J. E. Campeau, general manager of the station. Campeau is also a vice-president of the Mutual Broadcasting System.

EQUIPMENT

Ohio Area Assigned

The distributorship of the post-war Bendix line of radios in Cleveland and northern Ohio has been assigned to the Cleveland Distributor Co. according to an announcement of Leonard C. Truesdell, general sales manager of Bendix' home radio division. Among the first key distributors appointed, the Cleveland outfit is division of the Cleveland Co-operative Stove Company, a major distributor of appliances in that territory.

Leach, Jr. Joins Bendix

Announcement was made today of the appointment of Claude Leach, Jr. as sales promotion manager for Bendix, forthcoming line of radio and radio-phonograph combinations. Leonard C. Truesdell, general sales manager of the home radio division of the Bendix Aviation Corporation. Prior to joining Bendix, Leach served as sales promotion manager for McGreevey, Wearing & Howell, New York buyers for large department stores.

Women's Press Club To Meet

An estimated audience of over 700 is expected to be in attendance at the meeting of the Women's Press Club to be held December 30, at the Hotel Pennsylvania, to hear the subject of post-war news discussed. Paul W. White, CBS director of newscasts, will talk on "Radio News of Tomorrow," while Samuel H. Cuff, general manager of television station WABD, will talk on "Television as a News Medium." Claude A. Jagger, assistant general manager of the Associated Press, will discuss the vital problem of "International Freedom of Information." A program of musical interludes featuring Earl Ashcroft, bass-baritone, has also been arranged for the meeting.

TODAY'S MOST
OUTSTANDING
RADIO
PERSONALITY



DUNNINGER
WAS THE SUBJECT
OF 16,000 NEWS
STORIES IN 1944!

