

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 1

NEW YORK, N. Y., MONDAY, JULY 2, 1945

TEN CENTS

## Porter Views Allocations

### Envision German Web With Allied Operation

Washington Bureau, RADIO DAILY  
Washington—A German-operated radio net for the second phase of the Allied occupation of that country is forecast in the operational plan drawn up by former CBS Head William S. Paley, now second in command of the Army's Psychological warfare division for Europe. Paley's plan, which is regarded in Washington as highly secret and of which no copies have been released to the press, calls flatly for broadcast operation on a profit basis—an unusual system for Europe.

Significant is Paley's specification that applicants to operate this system must both be Germans and must be  
(Continued on Page 6)

### CBS Announces Plans For G.I. Summer Series

Plans for a special 10-week summer series of "Assignment Home" over the CBS network starting Saturday, July 7, 10:15 to 10:45 p.m., was announced by Columbia the past weekend. Eight of the 10 programs will be "Assignment Home" dramas previously broadcast and are being repeated because of their special significance to both GIs and civilians.

### A. T. & T. Files Applications For New Communications

Prospects of two-way communications between automobile drivers are indicated in applications filed with the FCC by the American Telephone and Telegraph Company for the in-  
(Continued on Page 2)

### Tele Pioneers

Formation of the Pioneer Television Club of Washington, D. C., came as a sequel to the visit of Capital business men and radio leaders to New York and Philadelphia television stations the past week. Henry M. Fowler was elected president of the club. Objectives are to promote the progress of television in Washington.

### N. Y. Outlets Confer On War Dept. Co-Op

Conference between New York station executives or their representatives and Colonel Edward M. Kirby, Chief Radio Branch, Bureau of Public Relations, War Dept. relative to mutual problems, was held Friday afternoon in studios of WMCA with the result that a clearer understanding was reached as to handling the return of general officers. Meeting  
(Continued on Page 6)

### BMB Executives To Meet With Hugh Feltis Today

Executive committee of the Broadcast Measurement Bureau will meet in New York today with Hugh Feltis, president, to select a technical research committee to work with New York broadcasters in solving the problems of audience measurement in this area. The meeting will be attended by Fred Gamble, Roger Clipp, J. Harold Ryan and Paul West.

### Will Call Industry Confab This Month Relative To Proposals On Standards; Seeks To Preclude Inequities

### More Leaders Speak On Decision Of FCC

Walter J. Damm, as president of the Frequency Modulation Broadcasters, Inc., and Dr. Allen B. Du Mont, president of the Allen B. Du Mont Laboratories, Inc., Friday added their views to those of other industry leaders contacted by RADIO DAILY for expressions on the FM-Television allocations of the FCC.

As president of the FMBI, Damm, declared:  
"Now that the Commission has an-  
(Continued on Page 3)

### Barry To Washington Post With Am. Broadcasting Co.

Charles C. Barry, national director of program operations of the American Broadcasting Company, has been named Washington representative of  
(Continued on Page 6)

### Case Opens Law Offices With Frank Wozencraft

Washington Bureau, RADIO DAILY  
Washington—Governor Norman S. Case, who left the FCC Saturday after 11 years as a member, today an-  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—With the freeze of FM and tele applications still on, all possible speed to revise present regulations and standards of good engineering practice for the operation of FM, tele and facsimile broadcasting in the new allocations announced last week, was promised Friday by FCC Chairman Paul A. Porter. His statement was in preparation as the direc-  
(Continued on Page 5)

### Stations Set Up Sked Re Newspaper Strike

Strike of newspaper mailers and delivery men in New York City which appeared imminent on the week-end, found stations ready to bring additional news and news features to their listeners both yesterday and today, and until such time as the emergency is over. Strike concerns all of the large dailies.

Examples of additional coverage in-  
(Continued on Page 6)

### Frederic W. Ziv Company Announce Expansion Plans

In line with expansion policy, Frederic W. Ziv Company announces removal of Hollywood office to larger quarters in the Taft Building, Cor. of Hollywood and Vine. John L. Sinn, partner in Ziv firm, is on the coast  
(Continued on Page 6)

### Heavy Bond Sales

Two million dollars was the goal of Fred Waring and his Pennsylvanians when they put on a bond show in Norfolk, Va., recently. However, the final count showed sales amounting to \$3,179,000, of which more than \$300,000 was subscribed by service men at the Naval Air Base and patients at the Naval Hospital at Norfolk.

## ★ THE WEEK IN RADIO ★

### FCC's Decision On Allocations

By MILDRED O'NEILL

THE Federal Communications Commission last week announced the final decision on the allocations of television and FM. The post-war FM service was given the frequencies in the band from 88 to 106 megacycles, to the dismay of FMers, and tele was given the following six channels: Channel No. 1, 44-50 mc; channels No. 2, No. 3 and No. 4, 54-60, 60-66 and

66-72 mc; channels No. 5 and No. 6, 76-82 mc. The band between 50 and 54 mc was allocated to amateurs, and the 72-76 mc band was reserved for non-government fixed and mobile services, including aviation. The frequencies between 106 and 108 mc was given to facsimile.

Reactions: The foregoing provoked  
(Continued on Page 3)

For consumer recognition in Industrial New England sell thru WLAW. Advt.

1,902,591 residents of New England get good listening pleasure thru WLAW. Advt.

### Twenty Years

Ben Gross, radio editor of the New York Daily News, will celebrate his twentieth anniversary in that capacity on Monday, July 9. To honor him, NBC-WEAF and Mary Margaret McBride have invited the press to a special broadcast-luncheon to take place on the above date in the Sert Room of the Waldorf-Astoria Hotel. All are to meet there at 12:15 p.m.

# RADIO DAILY



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## FINANCIAL

(June 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174 3/8	173 3/4	174 3/8	- 1/2
CBS A	38 1/2	38 1/4	38 1/4	- 3/4
Crosley Corp.	37 1/4	36	37	- 1/2
Earlworth T. & R.	15 3/4	15	15 1/4	- 3/8
Gen. Electric	43	42 1/2	42 5/8	- 5/8
Philco	36	35 1/8	35 1/2	...
CA Common	12 5/8	12 1/8	12 1/4	- 3/8
Stewart-Warner	20 1/8	19 3/4	19 3/4	- 1/8
Vestinghouse	33 3/8	32 5/8	33	...
Zenith Radio	37 1/2	36 1/2	37 1/2	+ 1/2

### NEW YORK CURB EXCHANGE

Laetzel Corp.	32 3/4	32 3/4	32 3/4	- 1
Nat. Union Radio	5 5/8	5 5/8	5 5/8	...

### Band Ballyhoo

Carl Oswald, formerly with American, has joined the Mutual press department as field representative for the Spotlight Bands program, it has been announced by Jim O'Bryon publicity director. Oswald, before his association with American, was sales promotion and publicity director of WDAE, the CBS affiliate in Tampa, Fla.

### 20 YEARS AGO TODAY

(July 2, 1925)

Little girl who has already made a name for herself in radio is Irene Peckham, pianist, who came to New York two years ago from her home town, Little Rock, Arkansas and a year ago won the gold medal in competition with 1,500 aspirants in the New York Music Week contest.

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

**F F**

CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET

SPOT SALES, INC., Nat. Rep.

## Coming and Going

**HARRY MAIZLISH**, manager of KFVB, Los Angeles, arrives in Nev. York today from the Coast. Maizlish left after completing extensive coverage of the UNCIO in San Francisco for his outlet.

**DINAH SHORE** has arrived in New York from the West Coast for an appearance at the Lewisohn Stadium.

**PAULINE FREDERICK**, assistant to H. R. Bauhage, American commentator, and currently on special assignment overseas, was a guest recently of Lord Louis Mountbatten at Dwan Khas, Delhi, India.

**MORT GOTTLIEB**, account executive at the Allen Meltzer agency, is expected back at his desk following a several-day visit to Arkville, N. Y.

**G. W. "JOHNNY" JOHNSTONE**, who recently resigned as director of news and special events from the American Broadcasting Company, has arrived in Reno, Nevada, for a lengthy sojourn at the Riverside Hotel.

**CURT MASSEY**, star of the Nash-Kelvinator Summer series, has come East for the programs, which will originate from WJZ.

**JOHN HINES**, radio production supervisor of Kenyon & Eckhardt, takes a plane for Hollywood tomorrow to supervise the Borden Company's new program, "County Fair," which bows in over American July 10.

**LOWELL THOMAS**, NBC commentator, has returned to this country, following a round-the-world flight and tour of the Pacific bases.

### A. T. & T. Files Applications For New Communications

(Continued from Page 1)

Installation of radio-telephone stations in a number of cities. The cities included are Baltimore, Chicago, Cincinnati, Columbus, Denver, Houston, Milwaukee, New York, Philadelphia, Pittsburgh, St. Louis, Salt Lake City and Washington, D. C.

#### Proposed Plan

In the proposed plan telephone on automobiles, trucks or other mobile units such as boats and barges will be connected with the general telephone system, so that a subscriber to the general two-way mobile service can talk from an equipped vehicle to any one of the millions of telephones served direct by or connected with the Bell companies. Likewise, the occupant of an equipped vehicle can be called from any one of the millions of telephones.

In addition, surveys are being made to determine the need for and the feasibility of mobile radiotelephone service in many other cities of the country, including, Akron, Atlanta, Beaumont, Birmingham, Boston, Cleveland, Dallas, Dayton, Des Moines, Detroit, Fort Worth, Green Bay, Indianapolis, Kansas City, Little Rock, Los Angeles, Louisville, Memphis, Miami, Nashville, Newark, New Orleans, Oklahoma City, Portland, Ore., Providence, San Antonio, San Francisco, Seattle, Toledo, Tulsa and Wichita. The Bell System companies plan to make the new service available first in cities where public necessity is greatest.

### Case Opens Law Offices With Frank Wozencraft

(Continued from Page 1)

Announces the opening of a new law firm to be known as Case & Wozencraft, with offices on 15th St., N.W., Washington. Associated with Case, who was Federal District Attorney and Governor of Rhode Island before coming to Washington in 1934, will be Col. Frank Wozencraft, former mayor of Dallas, Texas, and former general counsel of RCAC.

The firm will handle general legal work, with emphasis upon communications work—both broadcast and common carrier.

### Lucille Wall Ill

Lucille Wall, star of "Portia Faces Life" is ill in Lenox Hill Hospital, New York. Alice Frost, is currently substituting as Portia.

**Exclusive!**

**Chicago's Only**

**NEWS-ON-THE-HOUR SERVICE**

**W-I-N-D**

560 Kc. 5000 WATTS

**WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS**

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



## Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar-spent than any other station in this five-station town.

If you want to imbed your sales story more deeply in this great Baltimore market... W-I-T-H is your anchor.



## W-I-T-H IN BALTIMORE

**TOM TINSLEY, President**  
REPRESENTED BY HEADLEY-REED

# More Leaders Speak On Decision Of FCC

(Continued from Page 1)

nounced final FM allocations we feel that Commission will immediately process the more than 400 applications now before it in order that applicants may be able to proceed with their post-war FM plans.



WALTER J. DAMM

As applicants must know under what rules and regulations FM will operate before they can complete their plans we hope the Commission will announce such rules and regulations at the earliest possible date, thus taking the final step in making it possible for FM to take up a large part of the post-war employment problem."

### Du Mont's Statement

Dr. Du Mont's comment on the allocations as they affect television follows:

"The recent allocation of television frequencies by the Federal Communications Commission should enable the television industry to provide an outstanding service to the American public in the way of a national television service. Many complex technical problems were involved in the deliberations of the FCC and with a definite decision in this regards, receiver transmitter manufacturers can proceed with their design work so that production can start immediately upon the release of restrictions by the WPB. This decision is a big step in assuring additional employment opportunities for returning veterans and displaced war workers."



ALLEN B. Du MONT

transmitter manufacturers can proceed with their design work so that production can start immediately upon the release of restrictions by the WPB. This decision is a big step in assuring additional employment opportunities for returning veterans and displaced war workers."

## ★ THE WEEK IN RADIO ★

### FCC's Decision On Allocation

(Continued from Page 1)

much comment: Ralph Austrian, executive vice-president of RKO Television, said, "We now can go ahead with our television production planning." John Ballantyne, prexy of Philco in Philadelphia, was very optimistic about the commercial future of the decisions FMers were not as happy about their situation: Commander E. F. McDonald, Jr., prexy of Zenith Radio Corp., issued the following re FM, "... unproven and undesirable ... area ... (decision) made against the overwhelming preponderance of technical testimony." Major Edwin H. Armstrong, FM inventor, caustically declared that the FM service will progress despite "its handicap."

**Returning Generals:** The War Dept.'s Public Relations division finally granted permission to the New York independent stations to transcribe electrically interviews with returning generals. Pooled interviews were permitted with Generals Devers, McNarnay and Simpson, just back from the European theater. During the latter part of the week, Col. Kirby arrived in New York to iron out some of the creases.

**OWI Appropriations:** The Senate voted to grant the OWI a budget of \$39,670,215, which is twice the amount voted by the House two weeks earlier. The House voted \$18,000,000. The Senate vote was a little below the \$42,000,000 recommended for the OWI by the Budget Bureau, but considerably more than the \$35,000,000 voted by the House Appropriations Committee. The bill, part of the National War Agencies bill, now awaits conference between the two Houses.

**Spotshots:** WPB has informed the Radio Manufacturers Industry Advisory Committee that they may start production for civilian consumption this week, under a special "spot authorization" plan ... G. E. demonstrated its new large screen tele receiver with a picture 16 x 22 inches. ... Florida stations were commended for a remarkable job of broadcasting during the hurricane. ... The Quiz Kids celebrated their fifth year on the air yesterday. ... The U. S. Treasury has approved an employees' retirement plan inaugurated by the McClatchy Broadcasting Company and the McClatchy newspapers. ... President Truman hit a Hooper of 27.3 on his UNCIO broadcast ... Old Gold and Federal Trade Commission are fighting over the former's use of copy based on Readers Digest article.

... The noted conductor, Erno Rapee, 55, died at his home last week. ... AFRA voted against an annual convention, thus continuing in office for another year national officials ... NBC's tele dept. is expanding. ... John K. Churchill has been appointed director of research, and Paul F. Peter, as executive secretary of the BMB. ... G. W. Johnstone, director of news and special events for the American, has resigned; Thomas Velotta, was appointed director of special events, and Richard Tobin, director of news. ... Mutual's new rate card was issued last week. ... A subcommittee will study proposed revisions of the NAB Code. ... Meanwhile, the FCC has ruled that no time is to be sold for the discussion of controversial public issues, thus opposing the NAB Code. ... WABD has shut down its Tuesday night shows because American and WOR won't foot the bill for their programs.

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

# FMBI Agenda Set For Aug. Meetin'

Board of directors of FMBI voted not to hold a general meeting or convention this year and to meet in Milwaukee, August 1, in order to comply with the law of the State of Delaware, has set its agenda for the meet. Members will be able to vote by proxy on certain changes in the by-laws and elect directors.

### Preliminary Plans

Preliminary plans for the meeting call for the following program: 12 noon, lunch; 2-2:30 p.m. Business meeting; 2:30-5 p.m. Informal meeting with panel discussions on current matters including: A review and report of a survey of plans of receiver manufacturers, by Dr. Ray H. Marston, of Stromberg-Carlson. A review and report of a survey of plans of transmitters manufacturers, by R. W. Davis, of General Electric. Review and report of engineering problems by C. M. Jansky, Jr. of Jansky Bailey.

Paul A. Porter, chairman of the FCC has been invited to attend the meeting, also Commissioner E. K. Jet and chief engineer, George Adair

## The Tobacco Network, Inc.

Eastern North Carolina's Six Popular Mutual Stations

WFNC Fayetteville    WGBR Goldsboro    WGTC Greenville    WHIT New Bern    WRAL Raleigh    WGTM Wilson

### C. E. Hooper Says ...

From 8:00 a.m. to 6:00 p.m. the overall average percentage of the audience of these six stations in the above markets is

# 66%

Only one other station has more than 6.8 per cent of the audience in any of the six Tobacco Network cities.

PRIMARY RADIO HOMES	102,910
SECONDARY RADIO HOMES	35,920
TOTAL RADIO HOMES	138,830
TOTAL POPULATION IN	
PRIMARY AND SECONDARY	958,300
TOTAL RETAIL SALES	\$250,813,000

\*Midsummer survey 1944 (new survey being made this summer).

Sources  
Sales Management 1944  
1944 County Radio Ownership CBS

"A Package With a Punch"

— PLUS —

Merchandising and Promotion

## The Tobacco Network, Inc.

806 Odd Fellows Building

Raleigh, North Carolina

"In Unity There Is Strength ... Six in One"

REPRESENTED BY THE WALKER COMPANY

New York — Chicago — Kansas City — Los Angeles

### Red Barber's Father Dies

After a long illness, the father of Walter L. (Red) Barber, WHN sportscaster, died at his home in Lisleville, N. C. early Thursday morning.

Mr. and Mrs. Barber flew from New York to be at his bedside. They will return to New York early this week.

During Barber's absence, Connie Desmond, Red's collaborator on the WHN broadcasts of the Dodgers' games, will air descriptions of the games.

Every 24 Hours

# 51

SPONSORED  
NEWSCASTS  
UP-AP-INS

# W-I-N-D CHICAGO

560 Kc. 5000 WATTS

LOS ANGELES

By RALPH WILK

FRANCIE ALLEN, who has always been known as one of Hollywood and Vine's best-dressed women, has been selected by Look Magazine to "star" in a forthcoming picture layout on what the well-dressed radio star wears.

In addition to serving as music director and clarinet soloist on NBC's brand new Sunday airer, "Meet Me At Parky's," Arkansas-born Opie Cates emerges as a full-fledged radio comedian, sharing laugh honors with the master Greek dialectician, Parkyakarkus.

Gordon Jenkins, composer-conductor who will headup NBC's "Everything for the Boys" while Dick Haymes and Helen Forrest are on an eight-week hospital tour, has just completed 12 original orchestral compositions to be published by the Famous Company, New York.

Betty Jane Rhodes, lovely featured singer on "Meet Me At Parky's," new Sunday show starring Parkyakarkus, has been "in radio" almost all her life. Her first microphone experience was at the age of eight!

Wilbur Hatch, one of Hollywood's outstanding musicians, will sub as musical director on "The Electric Hour" for four weeks, starting July 29, when Robert Armbruster takes a well-earned holiday. The summertime "Electric Hour" will feature song star, Francia White and tenor, Felix Knight, with Frank Graham continuing as announcer.

Luerene Tuttle, feminine lead on the Columbia Pacific Network "This Is My Story," designs clothes for herself and daughter, Barbara Jean, in her spare time. That is, when the popular actress has any spare time! Lurene has designed two mother-and-daughter outfits . . . and they're definitely a hit in the family fashion parade.

Rita Hurwick To WOV

Rita Hurwick, formerly with WHP, Harrisburg, Pa., has been appointed publicity director of WOV, it was recently announced by Ralph N. Weil, manager of the station.



"WFDI Flint says you might have War Bonds?"



Notes From An Aisle Seat . . . !

• • • Memos of a Midniter: What's the answer to NBC losing so many commercial news periods—A & P, Merkin Paint, Mennen and S. B. Thomas, to mention a few? As a result, morale among NBC announcing staff was never lower. . . . Sigmund Romberg's music certainly needs no apology—but we think the producers of his air show would do well to let that music speak for him. In short, we wish they wouldn't hand him lines to read on the show, because at best he sounds like a dialect comedian. . . . What goes with "Topper" anyhow? In four airings they've used up four directors! . . . Fred Allen's description of an agency man (via Earl Wilson) is merely wonderful. An agency man, according to Fred, is a guy with a crew haircut who lives in Conn. He arrives at his office every ayem at 9:00 and on his desk is a molehill. He has until 5:00 p.m. to make a mountain out of it! . . . They're now starting to call Toots Shor's—Glamour Manor. . . . With Joe Mansfield's versatility running from drama to variety, he now emerges as NBC's top director, taking over the favored spot vacated by Tony Leader. One of Mansfield's new ideas, incidentally, is "Congressional Medal of Honor," which replaces "Cavalcade" shortly. Show will dramatize feats of the medal winners, with pick-up of the hero around the country. Idea behind show is to give the medal winner permanent stature—to enable him to carry the initials CMH (Congressional Medal of Honor) the way a man wears any honorary degree. Instead of having a man pass into oblivion after having served his country so well, he will be recognized as a CMH and earn the nation's respect and gratitude as long as he lives.



• • • Frank Gallop, announcer of "Stella Dallas," among other shows, received a 'phone call not so long ago at the studio. "Are you Mr. Gallop?" inquired a male voice. Frank assured him that he was. "Well, I don't know you," continued the voice, "and you don't know me and for that reason I've hesitated to call you before. But today I couldn't resist the temptation. I listen to 'Stella Dallas' every day, purely for sports sake, of course, and there's one thing I'd like to know. (Pause). How the h— do you stand it!"



• • • Small talk: Benton & Bowles looking for a gal capable of playing a lead on an afternooner—yet they want a gal who hasn't played leads yet. That sounds confusing to us, too, but at least they wanna give a newcomer a break. . . . "Chick Carter" fading July 6th. . . . Perry Como due in Hollywood July 24th, leaving the Supper Club for seven weeks. . . . Dorothy & Dick's breakfast chatter on WOR has rolled up the amazing Crossley of 6.7 already. . . . Is the Danny Kaye musical on or off? We've been offered bets both ways. . . . A well-known musician will sue his wife for divorce—claiming she beat him! . . . Are the Murray Kormans dividing? . . . Keep your eye on announcer Gene Kirby, who did a real personality campaign on Kay's Canteen and the Radie Harris show. . . . A movie star's studio has warned her to stay away from a married crooner. . . . Vicki Raff, local glamour gal who has such a terrific sense of humor that nobody ever noticed her gams, did something about it. She joined the Copacabana show. Vicki has turned down a dozen offers to be a radio gag writer because she firmly believes that someday there will be a court set up to judge radio gag writers and punish them for all their crimes—retroactive to the crystal set. . . . Lew Parker, the comic, sends in this want ad from a West Coast paper: "War vet who missed death by a miracle, still believes in miracles. He thinks someone will rent him an apartment!" . . . Maestro Art Moonoy and Iris Flynn, the pretty NBC receptionist, are adding ton degrees to the heat wave. . . . Overheard: Joey Adams asking Jerry Colonna: "Are you a man or a moustacho!"



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

EFFECTIVE July 6, Gil Faust, member of the WBBM production staff, will succeed George Case as assistant program director in charge of production. Case will join KABC, San Antonio, as program director.

The Kraft Cheese Company, division of National Dairy Products Corporation, through J. Walter Thompson, has renewed the Kraft Music Hall program on NBC for 52 weeks, aired on the full NBC network and the Trans-Canada network of CBS, the program originates in Hollywood and is broadcast on Thursdays from 8:00 to 8:30 p.m., CWT. Contract renewal is effective July 26 with J. D. Galbraith, account executive.

Robert R. Hansen, has resigned as WGN sales promotion manager to free lance in public relations, promotion and radio-television consultant work. He will represent American Stationery Products in the capacity of public relations and promotion director, it was announced by J. H. Barnett and J. Rankin, owners of the firm and will maintain offices at their business location in Chicago. Hansen also will serve as consultant for radio shows. Two national programs, now up for consideration by agencies for live and transcription network airing, have also retained his services.



Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

WCBM

Baltimore's Listening Habit

John Elmer President George H. Reed General Manager  
 WCBM, Inc., Baltimore, Md.

# Paul Porter Interprets Allocations; Advises On Various Procedures

## New "Navy Hour" Set For NBC Premiere

(Continued from Page 1)

As soon as these revised rules and standards are adopted by the commission, the industry will have all the information it needs from a regulatory standpoint to proceed with the planning and design of new receiving sets and transmitters, Porter pointed out.

The FCC will contact applicants for that new information it needs, and no immediate amendment of applications is needed. "The commission expects to convene at an early date with representatives of industry groups with the view of scheduling a meeting sometime this month of all interested parties to formulate the industry's proposals for rules and standards," Chairman Porter said.

"It has been the consistent aim of the commission from the very beginning of this proceeding to reach a decision in time to permit the industry to prepare to move ahead the moment that manpower and materials become available."

Porter said he is pleased by the gratifying expressions of satisfaction with this allocation, and that it is already apparent that the soundness of the allocation is coming to be generally recognized.

### Pending Applications

"We have had a number of inquiries as to the status of the 420 FM applications and the 119 television applications now in our pending files. For the time being, these applications must remain in the pending files as there has been no modification of the freeze policy (restricting the use of critical materials) which is still in force. We shall, however, keep in daily contact with the War Production Board so that we will be in a position to give immediate notice as to when the freeze policy will be modified or cancelled.

"Of course, no standards, FM, television or facsimile applications will be finally acted upon for a period of 60 days from the date when the freeze policy is changed." Provision for this was made in the public notice of January 25, 1945: "Provision will

also be made for the bringing up-to-date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force."

### Standard Practice

Porter said also that "while the foregoing is quoted from the standard broadcast freeze policy, the procedure there set forth is equally applicable to the other broadcast services since it is obvious that the same opportunities with respect to providing broadcast service must apply to all. In fact, the 60 day period is applicable to applications for new, or changes in facilities in all, broadcast services. The only type of broad-

### Advice

*Porter advised FM receiver manufacturers: "Companies which will manufacture FM receivers should build the sets to cover the entire band from 88 to 108 megacycles. This will make possible the expansion of FM in the event facsimile is ultimately located in the 400 MC region and vacates the band 106-108. Also, if the public is to enjoy the full capabilities of FM, manufacturers must build receivers which reject undesired signals and noise up to one-half the strength of the desired program."*

cast construction it does not apply to are cases where the commission has already specified that certain construction must be done as soon as manpower and materials become available.

"While, except as noted above, no construction permits will be granted until 60 days after a change in the freeze policy, the commission's staff will, in the meantime, get to work on the applications which are in the pending files. In this connection it will not be necessary for persons with pending FM and television applications, who have supplied full engineering data with reference to the old band, to amend them to conform to

the new allocations except with respect to any changes in equipment that are proposed.

"The commission's staff will go through these applications as soon as possible and call for whatever further information may be required. Everything possible will be done to eliminate unnecessary procedural steps so that when WPB gives the green light these now industries may go forward without delay.

### Important Suggestions

"Prior to the adoption of revised rules and standards for the FM and television services, the following suggestions are offered as an aid in the preparation of applications for these services. FM applications having complete engineering studies need not be recomputed to determine the coverage in the new FM band, since, in the majority of cases there will be no material difference in the distances to the 50 microvolt per meter contour in either band.

"Changes in equipment causing a change in the service area will, of course, require a new engineering study by the applicant. Any changes in areas resulting from the change in frequency will be taken care of in the commission's processing of such applications. FM applications now in preparation and using the 42-50 MC coverage chart in the present standards will be accepted by the commission until August 1, 1945. A chart showing coverage in the new FM band is now being prepared and is expected to be available within the next few weeks; prior to the availability of this chart, however, coverage in the new FM band may be computed by using the 105 MC coverage chart now available in the television standards. Applicants using this chart should so indicate. Incomplete FM applications now on file must, of course, be completed with complete coverage computed on the basis of the 105 MC chart or new FM coverage chart.

"In the event complete FM applications have been filed for the 42-50 MC band which are found to include major errors, the applicant will likely be requested to complete a full engineering study for the new band. At this time FM applications need not specify a particular channel in the new FM band. Frequencies in the new band will be selected by the chief engineer but applicants will be given an opportunity to state whether they agree to such frequencies in lieu of the ones applied for.

### Tele Applications

"Television applications for particular channels should be prepared in accordance with the method now prescribed in the television standards, providing for interpolation by using the several charts incorporated therein. A chart for 300 MC is now available from the commission upon

Plans to inaugurate a new series titled, "The Navy Hour" was announced by Niles Trammell, president of NBC, the past week-end. The new Navy program will originate from the Lisner Auditorium, George Washington University in Washington and will be heard every Tuesday at 9 p.m., starting Tuesday, July 10.

"The Navy Hour" has been jointly created by the NBC program department and the radio program section of the Office of Information, Navy Department. Rear Adm. H. B. Miller, USN, director of public information, and Lt. Cmdr. Charles E. Dillon, USNR officer in charge, radio program section, will supervise the show for the Navy. Clarence L. Menser, vice-president in charge of programs for NBC, and Carleton D. Smith, WRC general, will head the NBC staff.

Other members of the "Navy Hour" staff will be George Maynard, producer, Lt. Everard Meade, USNR; Lt. Hazel Kenyon Markel, WR, assistant producer in charge of promotion; Lt. Armand Deutsch, USNR, assistant producer in charge of talent; Specialist 2/C Raymond Katz, USNR, assistant director, and Lt. Philo Higley, USNR, continuity writer.

request. Applications now pending for commercial television stations may be modified for particular channels in accordance with this method. While television applications should specify particular channels and coverage, the commission in passing on applications may not be able to assign the channel requested.

"No changes are contemplated at this time in the 50 and 500 microvolt per meter contours specified as the limit of service areas for FM and television stations, respectively. This matter will, of course, be reviewed in the standards now under preparation, together with any possible changes in the methods of allocating and assigning facilities."

*means*  
enthusiastic woman dialers at 2:30 each day JOYCE O'NEILL time. Participation available.

PHILADELPHIA  
5000 WATTS  
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingsbery Co.

IN EASTERN, NORTH CAROLINA

**WRRF**

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

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

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

## Stations Set Up Sked Re Newspaper Strike

(Continued from Page 1)

clude such cases as WNEW which prepared on Friday to double its news coverage and bring the comics on the air also by having them read to the audience. Station has a tieup with the "Daily News" and gives five minutes of news on the half hour, plus additional news features.

WOR in addition to more news planned to bring to listeners the highlights of the important columns in all newspapers as it did in the past on a similar occasion. This however, is done with the co-operation and permission of the newspapers involved.

Various other outlets are supplementing their news coverage and if the strike develops at length, it is expected that department stores especially will rush to radio in force to bring their bargain sales to the attention of the radio audience. In the past local stations have sought to make up to the audience the lack of their daily newspaper, without however showing any partiality as to the strike developments itself.

## Frederic W. Ziv Company Announce Expansion Plans

(Continued from Page 1)

to supervise expansion of offices as well as production of new Ziv transcribed feature titled "Sincerely Kenny Baker" starring Kenny Baker with Donna Dae, Jimmy Wallington and the music of Buddy Cole. V. Delbridge of Ziv's Cincinnati office has also been moved to Hollywood office. N. L. Rogers continues as manager of Ziv's Hollywood office.

Other expansion moves include the appointment of Ralph McFeeley, formerly promotion manager of the Columbus Dispatch, in charge of Ziv sales activities in Detroit; Tom Privette, formerly zone manager Buick division of Gen'l Motors, in charge of activities in Atlanta, Georgia; M. M. (Bud) Rifkin, formerly sales manager of the Schwebel Baking Company in Youngstown, Ohio, now in charge of Ziv activities in New England; Frank Margeson, formerly of the Chicago Times, now directing Ziv sales activities in Baltimore, Md.

*Chicago's*

**ONLY  
24 HOUR  
STATION**

**W-I-N-D**

**560 Kc. 5000 WATTS**

## Kirby-N. Y. Outlets Confer; Full Co-Operation Assured

(Continued from Page 1)

was not necessarily called for the purpose of ironing out this particular detail, but it eventually resolved itself into this matter at length. Also in attendance was Lt. Col. Edward Allen who explained various ramifications of what happens when general officers return to the shores of the U. S. Allen is stationed in New York.

Allen, previous to the arrival of Col. Kirby explained that the average Public Relations Officer did not always know when a certain general was to arrive, or, when they did know the actual date of arrival, it was not always possible to communicate in advance with the officer in question, to learn his plans. Both Kirby and Allen readily agreed it was also up to the returning general as to whether he wished to speak over the air, or merely hold a press conference. Also the vagaries of coverage included such items as the officer's own PRO and whether the returning was a project put forth by the War Dept. officially or whether it was a local proposition.

### Equal Footing

Kirby explained at length that radio had made great strides in obtaining equal footing with the press or newsreels and described the gradual advances made. He said that his organization's objective and that of the station news man were pretty much alike. While it was agreed that recent developments such as the coverage in New York by radio of the arrival of General Courtney T. Hodges was more or less a misunderstanding, Col. Kirby stated that in the future provisions would be made for radio talks by returning general officers, all according to whether the officer in question desired to talk. The question of home-town coverage was also brought up and here again it resolved itself into whether it was a War Dept. "project," the general was on his own and also the fact that generals could not stop off everywhere to make speeches before he got home or he may become very tired.

### Example Cited

The recent example of three returning generals who spoke from New York Sunday before last was cited as an example where both New York radio and the War Dept. as well were well satisfied with the result. The three generals were on the air, either recorded or straight origination. Questions and answers were part of the general discussion in which Dave Driscoll of WOR and others took part. Morris Novik of WNYC, Municipal station and coordinator of the local group also took a leading role in ironing out the status of such coverage as had been discussed. Driscoll however, believed that where the press and newsreels had full sway, then a separate coverage after or before should be arranged for radio. Col. Allen explained that at times

the news reels were permitted only to pick up the general officers as they passed by and whatever conversation was going on at that time. That there was no special posing or scripts.

After stating that there couldn't possibly be any discrimination against radio, Col. Kirby revealed that "home-towners" from the Pacific would be increased and that returning units from the ETO which had a preponderance from or were all from one locality, were now allowed to have a radio representative meet them at the boat or point of debarkation and travel with the unit to the home destination and give continuous coverage.

### Radio Given Opportunity

Col. Kirby also said that radio, had been given ample opportunity as to individual outlets to send representatives abroad, but at no time were there ever more than six applications extant from independent or affiliated stations and that the 12 allotted were never used up at any one time. Since only four were extant at a time when SHAEF was overboard in seeking accommodations for all correspondents, the number was frozen at four, for the time being at least. Kirby said he had fought to get the 12 allotments but that number apparently was more than required by indie radio, as to accredited men.

Among other items brought out was that frequently the local PRO was subject to the whims of the PRO traveling with a general for instance and where the arrival was not a "project," the officer's own PRO could control the situation.

Stations represented at the meeting included: Elliot M. Sanger, executive vice-president of WQXR; Joe Ransom of WNEW; Claude Barrere of WEAJ; Henry Greenfield of WEVD; Leonard Carlton of WLIB; Leon Goldstein of WMCA; Willard Schroeder, of WINS; Tom Velotta of WJZ; Dave Driscoll of WOR and others including representatives of WOV and WHN.

## Barry To Washington Post With Am. Broadcasting Co.

(Continued from Page 1)

the network. He succeeds Kenneth Berkeley, head of WMAL, who continues to supervise American web program operations emanating from WMAL.

### Award Of 4th "E"

An "accomplishment audit" to employees of the Bendix radio division of Bendix Aviation Corporation has announced the award to the corporation of a fourth Army-Navy "E" for production achievement. This is one of the first radio and radar manufacturers in the nation to be so honored.

## Envision German We With Allied Operatio

(Continued from Page 1)

financially solvent. Some of the people here who know about the plan are worried because they cannot see how a German be both solvent and dependable. Solvency means, they say, that even though the individual might not have been spiritually a Nazi, he would certainly have had to be, at the least, a "fellow-traveler" of the Nazis.

It could not be confirmed here that the Paley Plan has definitely been accepted for Germany, although it is believed on good authority that it will be put into practice with only minor changes. Excerpts from Paley's memo on the plan, written January 30 of this year are given below:

It is believed that the primary radio function of this division (PW) is to provide a service in Germany which will discharge our responsibility to military government. The service now being organized takes care of the responsibility. But any enlargement of this essential service should be undertaken and carried out by Germans. They should do all the work entailed in it and should be the onus of its success or failure. This is recognized, however that all must exercise certain controls over the Germans who are given such an opportunity.

An expanded service run by Germans would serve allied occupation needs just as well as such a service run by the allies. Under our supervision the German broadcasting system would be directed to carry all announcements and instructions which military government requires.

Allied control would be effected as follows: directives: The Allied Radio Control Commission could ban political broadcasts or stipulate conditions under which political broadcasting be done. The basic directives would be supplemented by current directives.

### Outlines Procedure

The following procedure is suggested in order to implement the recommendations:

At some stage after the arrival of information control authority in Berlin, during the austere phase and full concert with the Russians, the allies let it be known that they will entertain applications of persons or groups to organize a German broadcasting system.

Detailed questionnaires will be readied for applicants to fill out.

Ask HEADLEY-REED about

**WROK** ROCKFORD, ILL.

AFFILIATE OF THE  
AMERICAN BROADCASTING CO.

The Sixth Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

will be published

Friday, July Twenty-Seventh



SHOWS OF TO-MORROW ISSUE WILL INCLUDE COMPLETE  
DATA ON EVERY TYPE OF RADIO PROGRAM INCLUDING

- |                |                          |                       |                   |
|----------------|--------------------------|-----------------------|-------------------|
| <b>F.M.</b>    | <b>Dramatic Series</b>   | <b>Agricultural</b>   | <b>Musical</b>    |
| <b>Quiz</b>    | <b>Musical Comedy</b>    | <b>Educational</b>    | <b>War Show</b>   |
| <b>News</b>    | <b>Hollywood News</b>    | <b>Global News</b>    | <b>Comedy</b>     |
| <b>Drama</b>   | <b>Recorded Shows</b>    | <b>Camp Shows</b>     | <b>Television</b> |
| <b>Sports</b>  | <b>Home Economics</b>    | <b>Miscellaneous</b>  | <b>Adventure</b>  |
| <b>Forums</b>  | <b>Foreign Language</b>  | <b>Dramatic Strip</b> | <b>Juvenile</b>   |
| <b>Variety</b> | <b>Post War Programs</b> | <b>Feminine Angle</b> | <b>Mystery</b>    |

## AGENCIES

**A. DOUGLAS FOLGER**, formerly with E. R. Squibb & Son, General Motors Acceptance Corp., and Zonite Products Company, has joined Pedlar & Ryan, Inc., as director of marketing research.

**SHERMAN & MARQUETTE, INC.**, Chicago, has been appointed to handle the advertising of W. F. McLaughlin & Company, packers of Manor House Coffee and Manor House Tea. Radio and publication campaign plans will be under way for Sept. 1st release.

**ROBERT D. SPAHN**, formerly with the M. H. Hackett Company, has been appointed vice-president of Roy S. Durstine, Inc. Spahn was also formerly with the Critter Advertising Co.

**RAYMOND SPECTOR COMPANY, INC.**, has been appointed advertising agency for Lord Davenport Pipes Ltd. Radio participations and newspapers are contemplated.

**CLINTON P. ANDERSON**, Secretary of Agriculture, will make his principal address at the luncheon session of the 41st annual meeting of the Advertising Federation of America, at the Hotel Commodore, Wed., July 11.

**LEW KASHUK ADVERTISING COMPANY** has moved to its new quarters at 79th floor of the Empire State Building. **JAY E. KASHUK**, son of Lew, joins the agency as an account executive.

## Using Spot Campaign

Pierce's Special Vitamin Formula, through its agency Duane Jones Company, has begun a radio campaign, using one-minute spot announcements six times a week following shows with high audience ratings. On WLW, Cincinnati, a 15-minute newscast will be sponsored six days a week, 7-7:15 a.m. WGN, Chicago, will carry a 15-minute "Texas Rangers" musical program three days a week, Mon., Wed., Fri. Other stations include: WDAF, Kansas City; WOW, Omaha; WSYR, Syracuse; WHAM, Rochester; WCAE, Pittsburgh, and WGAR, Cleveland.

*Exclusive!*

**CUBS '45  
BASEBALL**

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

**560 Kc. 5000 WATTS**

## COAST-TO-COAST

## — ILLINOIS —

**CHICAGO**—WBBM News: Murray Forbes who plays the role of "Willy Fitz" in "Ma Perkins" show, becomes a benedict on his birthday, July 20. Bride-to-be is Peggy Westfield of Los Angeles. . . . While producer Phil Bowman is vacationing, Roy Winsor has taken over the directorial reins of "Ma Perkins" . . . Connie Crowder is thinking of buying a sheep to take the place of a lawn mower out at her summer home.

## — INDIANA —

**KOKOMO**—WKMO reports some twenty new shows scheduled to begin during the summer from CBS, with Adventures of the Thin Man, Aldrich Family, American Melody Hour and some other already in. . . **FORT WAYNE**—WOWO has transcribed 25 station breaks by soldiers from Baer Field and Bunker Hill Naval Air Station. Each man identifies himself, tells briefly his combat experience, decorations, and then urges the purchase of war bonds.

## — IOWA —

**CEDAR RAPIDS**—When the Iowa Manufacturing Company appealed for emergency help through WMT spot announcements, 80 members of the Young Men's Bureau responded and worked 10 four-hour shifts to relieve the most serious labor shortage in the city since war began. . . . WMT salesman Robert Gardiner has a new baby daughter, Janet Lynn.

## — MASSACHUSETTS —

**BOSTON**—Russell E. Offhaus, formerly program director for WHDH, has joined the regional OPA as radio officer. . . . Betty Berry, disc jockey at WNAC, became Mrs. Bill Hahn, Jr. last week in Rockford, Illinois. Bill is the "Answer Man" announcer. . . . New musical director at WCOP is Mario Mantini, well known in local radio circles. . . . For the 7th time in as many War Loan drives, Boston Common celebrated WEEL-Day. It was June 29. Large cast was presented by three emcees—Ray Girardin, Fred Garrigus and Hal Newell.

## — MISSISSIPPI —

**CLARKSDALE**—WROX has begun a new series of summer broadcasts from the Municipal swimming pool. . . . Formal opening of the new radio center will be held sometime during July, according to David M. Segal, station manager of WROX. . . . **TUPELO**—Bob Evans, commercial manager of WELO, has been named president of the Tupelo Travelers Club. . . . **COLUMBUS**—Bob McRaney, Mid South Network chief, has been named president of the Columbus Travelers Club.

*Send Birthday  
Greetings To—*

July 2

Allan Grant Barry Gray  
George C. Castleman

## — MISSOURI —

**ST. LOUIS**—Harold Grams, KSD program director and Sterling Harkins handled the broadcast of General Eisenhower, June 24, when the General made a one-hour stopover in Union Station en route to Washington. Program was transcribed and later re-aired.

## — CANADA —

**MONTREAL**—Corey Thomson, CFCF newscaster for more than 10 years under sponsorship of the Elmhurst Dairy has one ever-faithful listener. Corey's English setter "Girl" regularly sits near the loudspeaker in the control room with eyes fixed on her master throughout the newscast. "Girl" only leaves this position when she hears the closing theme music.

## — CANADA —

**TORONTO**—CKEY new business report includes: Hunt's Limited, Vick Chemical, L. J. Applegath & Son, Blondex, Canadian Canners Limited, Don Juan Canada Limited, F. C. Green Limited, Nonsuch Limited, Toronto Youth for Christ, and United DeForest Cleaners.

## — NEW YORK —

**NEW YORK**—"Youth Speaks," round-table discussion by metropolitan high school seniors will premiere over WMCA July 6 at 9:30 p.m. with J. Raymond Walsh as moderator. . . . WOV has announced the appointment of Rita Hurwick as publicity director to replace Lola Woursell. Miss Hurwick comes from FHP, Harrisburg. . . . When Belle Baker appeared on WLIB's "On Stage" recently, an ad libbed comment by her about buying bonds, brought in \$8,500 in purchases in 10 minutes.

## — NEW JERSEY —

**PATERSON**—Helen Taylor will give up her WPAT noon-day spot and begin an exclusively political commentary July 3 at 6:35 p.m. entitled "Let's Talk It Over." Replacing Helen Taylor, Monday through Friday at 12:35 p.m. will be Adele Hunt in a featured program called "Hunt For Happiness" slanted to the feminine audience. Miss Hunt is returning to radio after a brief absence.

## — CALIFORNIA —

**SANTA BARBARA**—Charles A. Storke, secretary-treasurer of KTMS, was elected president of the Pacific Advertising Association, at its annual meeting held in San Jose. . . . Fred Reid, Jr., new to radio, has joined KTMS in the capacity of salesman. Ex-Navy man Lewis S. Smith has joined the KTMS transmitter staff. . . . **OAKLAND**—Formerly of Joseph Hershey McGillvra in Chicago, Jack Kamsler has come to KROW as commercial manager. . . . Radio Advertising Company has been appointed KROW national sales reps

## Lombardo In Toledo

Guy Lombardo's "Musical Autographs" program of Tuesday, July 3, 9 p.m., EWT, on the Blue, will emanate from the stage of the Palace Theater in Cleveland, Ohio, where the Royal Canadians will be playing a date. Songstress Jean Tighe will travel to Cleveland with the band for the broadcast.

## Washington Front

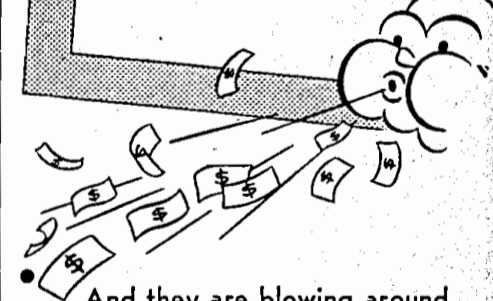
By **ANDREW H. OLDER**

**G**OVERNOR WILLS apparently cannot assume his FCC post until August, so that Senate Interstate Commerce Committee has not been pressed to approve his nomination. Action on the appointment will probably come soon, however. . . . We know one member of Congress who is checking up now to find out which station in North or South Carolina was that cut him off in the middle of a network speech last week because it didn't like the things he was saying about the poll tax. As soon as he pins it down—which may be by the time this is read—the FCC might have a net case on its hands.

☆

**O**WI is apparently planning to buy radio time on the Spanish national network—which ought to raise plenty of howl from people who don't like the idea of helping to support friend Franco. Thurman Barnard of the Overseas Branch told the House Appropriations Committee this month the scheme was being considered—and that funds for the purpose were included in the appropriation bill. Then last week OWI discontinued its Spanish language schedule over the Rabat station, in French Morocco, which had carried several hours daily into Spain. Putting two and two together, Washington insiders are convinced it means that OWI has finally decided to purchase the time from Franco.

**TRADE WINDS  
IN THE SOUTH**



• And they are blowing around a whole hurricane of dollars in the area of "The Magic Circle". Now's the time to catch these dollars with Branch Offices.

• For further particulars write Edney Ridge, Director

• • • **WBIG**

GREENSBORO, N. C.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 2

NEW YORK, N. Y., TUESDAY, JULY 3, 1945

TEN CENTS

## Radio Serves N. Y. Press

### OWI Fund Threatened By Committee Dispute

Washington Bureau, RADIO DAILY

Washington—The National War Agencies bill, including the OWI budget, seemed yesterday to be dead as a result of the controversy over funds for the Fair Employment Practices Committee. The Senate version of the bill, containing \$250,000 for the agency, was turned down by the House Appropriations Committee, after the House Rules Committee refused to grant a rule to bring a report on the Senate version to the House floor.

Unless the rules of the House are (Continued on Page 5)

### Alma Kitchell Heads Women Directors Group

Alma Kitchell, WJZ, New York, is the new president of the Association of Women Directors of NAB, it is announced by Dorothy Lewis. Other officers include four vice-presidents: Mildred Bailey, WCOP, Boston; Elizabeth Hart, WMAQ, Chicago; Gwendolyn Peacher, KNX, Hollywood, and Dorothy Lewis, NAB, New York. Secretary: Jane Dalton, WSPA, Spartanburg, South Carolina, and Treasurer: Barbara Bates, WOW, Omaha.

### Washington Post Buying W3XO, Capital FM Outlet

Washington Bureau, RADIO DAILY

Washington—Purchase of W3XO, Washington FM station formerly owned by Jansky & Bailey, consulting radio engineers, by the Washington Post, was announced Sunday by the

(Continued on Page 2)

### Pioneer's Challenge

Madison, Wis.—Laying claim to being the oldest radio station in existence, WHA, University of Wisconsin station, has sent out a "Challenge Sheet" covering the first quarter-century of American Broadcasting. WHA states that it originated its first "clear" and scheduled telephonic broadcast in February, 1919, which is 26 years and five months ago.

### No Paper Tomorrow

Tomorrow being The Fourth of July, celebrated as Independence Day throughout the nation, RADIO DAILY will not be published.

### Radio Libel Laws Passed In Illinois

Chicago—A radio libel bill for Illinois has been passed by the State Legislature and completed by a House vote of 100 to 27. Principal supporter of the bill, which was strenuously opposed by most Chicago broadcasters, was station WGN, owned by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune. Briefly, the bill provides that in order to sustain a libel charge malice must be proved on the part of the individual speaker, and that to prove libel against a broadcasting station, it must be proved that those through whose

(Continued on Page 2)

### Holden Charges Plagiarism In New Fitch Co. Program

Hollywood—Edmund J. Holden who was "Watanabe" on the Archie and Watanabe program, has filed a plagiarism suit in U. S. district court against F. W. Fitch Co., L. W. Ramsey agency, Music Corporation of America, NBC and Maurie Lipsey for \$200,000 damages in connection with "Rogues Gallery," which Fitch Co. is sponsoring, with Dick Powell as star. Complaint states plaintiff owns copyright to title script and format and that his protests against use of format and title were ignored.

### Benny Entertains G. I. Joe's Over AFN From Paris Station

Paris Bureau, RADIO DAILY

Paris—Twenty-four hours after he arrived in Paris for a tour of army installations on the continent, Jack Benny was on the air over the 50-station American Forces Network with, in his own words, "as good a show as

WLAW offers time buyers 181 cities and towns of Industrial New England. Advt.

### Increase News Coverage During Strike; Spot Business Hypoed By Theater Advertising

### WPB Conservative About Mfg. Prospects

Washington Bureau, RADIO DAILY

Washington—Because military requirements are still high and manpower shortages acute in some areas, it will be two or three months before there is any large scale production of civilian radio or tele receivers, WPB announces. The permission to manufacturers to work with spot authoriza-

(Continued on Page 8)

### 2 Mackinac Broadcasts Over American Network

Covering the 37th Annual Governors Conference at Mackinac Island, Mich., the American Broadcasting network will air tonight from 9-9:30 a roundup of comments by representative newspapermen covering the meeting.

Tonight's broadcast is the second of a series, following as it does, the pro-

(Continued on Page 2)

### BMB Discusses Research At Meeting In New York

Broadcast Measurement Bureau's executive committee, including Hugh Feltis, president; Fred Gamble, J. Harold Ryan, president of NAB, and Paul West, met in New York yesterday.

(Continued on Page 3)

After augmenting news broadcasts to serve metropolitan New York area deprived of newspapers by the strike of delivery men, New York broadcasters yesterday tried to handle a deluge of spot advertising business which poured in from theaters, department stores and publishers of daily papers;

(Continued on Page 5)

### CIO Charges WCKY Censors Labor Talks

Detroit—Charging censorship of a radio broadcast about the UAW-CIO's reconversion programs by WCKY, Cincinnati, and that the station cancelled a talk on the new Wagner-Murray-Dingell Social Security bill, George F. Addes, secretary treasurer of UAW-CIO, announced that a protest letter has been filed with Paul Porter, chairman of the FCC. Addes

(Continued on Page 2)

### New York School Children To Be Jury For BBC Series

In co-operation with the New York City's Board of Education, 700 students selected from the Junior High Schools and High Schools, heard how BBC is presenting the war

(Continued on Page 3)

### Fair Enough

Bill Darnell, WEF and WJZ singer, wearing his favorite porkpie hat, had just finished a song and swung into a war-bond pitch aboard the N. Y. "Sun's" Victory Van one noon recently. Someone in the crowd yelled "I don't like porkpie hats; let me knock it off and I'll buy a \$100 bond." Bill agreed; a rolled-up magazine bashed the chapeau, and the sale was made.

I've done anywhere, anytime, on any network."

Working around the clock on a task usually requiring a week's combined efforts by four writers, Cpl. Al Lewin, Hollywood, Calif., now with AFN-

(Continued on Page 8)

You cannot effectively cover Industrial New England without using WLAW. Advt.



Vol. 32, No. 2 Tues., July 3, 1945 Price 10 Cts.

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

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

FINANCIAL

(Mon. July 2)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(July 3, 1925)

Harold McCracken, known to radio fans as the "Alaska Man" came back to the microphone via WJY, New York. McCracken will be remembered for his fascinating tales of adventure and big game hunting in some of the little known sections of Alaska and the Far North.

Chicago's ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

Coming and Going

BILL IRVIN, Chicago representative of RADIO DAILY and radio editor of the Chicago "Times," is vacationing in New York. He's stopping at the Ambassador.

W. W. CHAPLIN, NBC foreign correspondent, arrived from Europe yesterday after having reported the final phases of the war against the Nazis and the occupation of Germany.

JOHN MAYO has returned from a tour of New England in the interest of the Lang-Worth library.

CHARLES L. HARRIS, station manager of WCRC, Louisville, Ky., has left the home offices on a trip to Washington and New York.

MITZI KORNETZ, publicity director of WTAG, Worcester, has forsaken the station for a vacation of two weeks.

KEN WEBB, producer of "Armstrong Theater" for BBD&O, is back at the agency following several weeks on the West Coast.

LOREN "BUD" WATSON, who recently resigned as radio sports director of United Press, left Saturday for Detroit to take up his new duties with Maxon, Inc., as writer for the Gillette radio sports show.

EDWARD L. SOUDER, JR., American Broadcasting Co. correspondent in the China-Burma-India area, has returned to Chungking after having accompanied General Wedemeyer on a 2,100-mile inspection tour of northwestern China.

PHILLIPS CARLIN, Mutual network vice-president in charge of programs, has left to spend his vacation at his summer home in Guilford, Conn.

HARRY WIGHTMAN, music librarian for the American Broadcasting Company, is enjoying a well-earned vacation.

JANE WILSON, featured vocalist for the Fred Waring Pennsylvanians, leaves after today's NBC program for Montgomery, Ala., where she will appear in an Independence Day bond show in Cramton Bowl.

HELEN LEE, assistant publicity and special events director of WMCA, is back at the station, having completed the first instalment of her summer vacation.

PHIL MILES, account executive of the Allan Meltzer office, has been bedded at his home for the past several days with a strep throat.

WENDY BARRIE, CBS star, has left for Lake George for a several-day rest.

Washington Post Buying W3XO, Capital FM Outlet

(Continued from Page 1)

newspaper. Purchasing corporation is the WINX Broadcasting Corp., which is headed by the Post, and the publisher Eugene Meyer. WINX was bought last year by the Post for \$500,000—highest price on record for an unaffiliated 250-watt station.

W3XO has been on the air since 1938, with much experimental work done over its facilities. This work will be continued under the new ownership with Jansky & Bailey retained as consulting engineers. Regular evening service is provided from 7 to 11 p.m.

The sale price is reported to be \$75,000.

The FCC, which received the application for approval of this sale Saturday, yesterday received an FM application from the AM station, KSEI, Pocatello, Idaho.

2 Mackinac Broadcasts Over American Network

(Continued from Page 1)

gram of last night, which featured addresses by Governors Warren of California, Kelly of Michigan, Arnall of Georgia and Mahr of Utah. The latter executive is chairman of the conference.

CIO Charges WCKY Censors Labor Talks

(Continued from Page 1)

pointed out that the UAW-CIO had brought similar charges of censorship last year against another Ohio station, WHKC, and that as the result of a hearing before the FCC, WHKC had corrected its policies in a manner pleasing to the union.

Radio Libel Laws Passed In Illinois

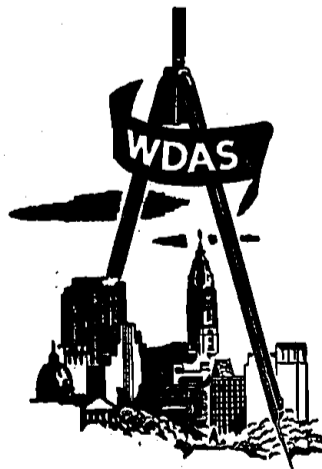
(Continued from Page 1)

hands the script passed had prior knowledge of the passages deemed offensive previous to the broadcast. The bill provides a penalty of one year in jail, or a \$500 fine, or both.

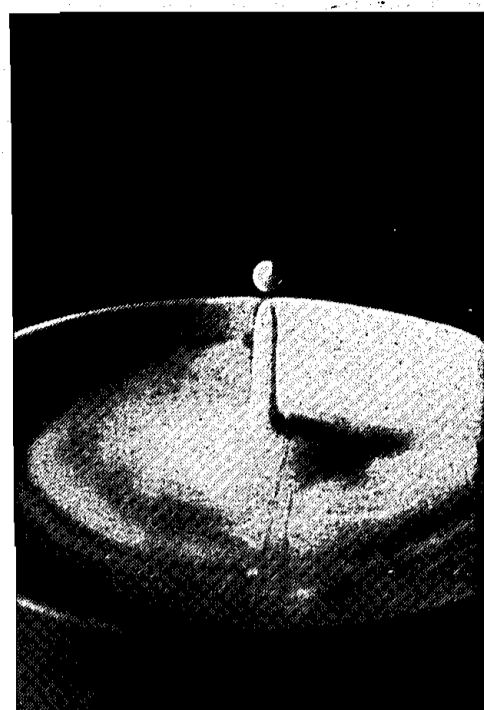
Lt. Danzig In New York

Lt. Jerry Danzig, USNR, formerly WOR publicity director, is in town on a 30-day leave following 26 months overseas as radio officer handling Navy radio in Britain and on the continent.

Coverage ...in Philadelphia



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



Picture of a splash

It's just a tiny splash. And if that's not the kind you want to make when the fight on advertised brands gets under way ... we'd like to point out some radio facts about one of the country's biggest markets.

The town is Baltimore. It's the sixth largest city. It has five radio stations. One of those stations is the successful independent station, W-I-T-H.

Facts assembled by outside sources, prove that W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's important to remember ... when American markets open up again.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# AGENCIES

**RUSSELL G. WINNIE**, manager of WTMJ and WMFM, Milwaukee, has been elected president of the Milwaukee Advertising Club. At the same time, announcement was made that the club had won the award of the National American Federation of Advertising Clubs for outstanding contribution to the war effort in cities over 300,000 population. This is the second consecutive year the Milwaukee club has won this award.

**RAYMOND SPECTOR COMPANY**, N.C. New York advertising agency, announces the appointment of Helen Egert as its research director and president of its new affiliate, Egert Research Associates, Inc. During the past five years Miss Egert has served many of America's leading advertisers as head of the Egert Research Corporation, whose entire facilities including over 8,000 specially selected field workers, have been taken over by Egert Research Associates, Inc.

**RAYMOND H. RHODES** has been added to the promotion department of the McClatchy Broadcasting Company of California, Eleanor McClatchy, president, announced. Evert S. Peterson and Bradley Riter, both veterans of the McClatchy Newspapers, were the initial appointees in the new promotion department.

**CAPTAIN HOWARD IRVING MILLER** of New York City, who served for four years in the operations department of CBS, has been discharged on points from the Army Air Force and is returning to civilian life. He served as pilot aboard a B-24 Liberator bomber in North Africa and Italy with 50 combat missions to his credit. For the past six months he has been supply officer of the Office of Radio Production, Headquarters, Army Air Force, Washington.

**ALICIA ANN FOGARTY**, formerly with Young & Rubicam in the research department, has joined a similar department with the Ralph H. Jones Company, it was announced yesterday by Wm. Frietsch, research and media director.

**RALPH WHITAKER** has joined Kenyon & Eckhardt, Inc. in an executive capacity. He was formerly with the Curtis Publishing Co.

NATIONALLY RECOGNIZED FOR PROGRAM EXCELLENCE  
By Variety, CCNY, Ohio State

# KLZ

DENVER

REPRESENTED BY THE KATZ AGENCY

CBS 560 KC.

## BMB Discusses Research At Meeting In New York

(Continued from Page 1)

day, thus holding the first monthly meeting of the BMB. While discussions were held re the technical research committee, Feltis refused to divulge the new members of this committee. However, he did say that they would be released at a special luncheon to which the trade press would be invited within a week.

Other matters taken under consideration by the executive committee concerned the financial status of the organization and the preliminary plans for the test surveys which will get under way shortly, Feltis said.

## Writer Starts Action To Recover Damages

Montreal—An action in which Alice Zlata, radio artist, is suing Lever Brothers, Limited, et al., for \$10,000 damages for alleged breach of her registered rights to exclusive publication from the Album of Becassine, was brought before Justice Pierre Casgrain in the Practice court.

On behalf of defendants, Bernard Del. Bourgeois asked that plaintiff be ordered to furnish more particulars of her claim than were given.

Plaintiff alleged that in March, 1940, she acquired, on payment of \$5,000, rights to adapt for radio broadcasts episodes from the album of Becassine, as published in some 22 books. This contract, she said, was for a period of 10 years and the rights she had acquired were duly registered at the copyright office in Ottawa. She complained that defendants had infringed her right. They had adapted some of the episodes of Becassine and used these as the feature of a weekly broadcast, sponsored by Lever Bros.

Plaintiff named as co-defendants the J. Walter Thompson Company Limited, publicity agents, Paul Langlais, director, and Aliette Brisset, and asked that they be jointly and severally condemned with Lever Brothers, Ltd., to pay \$10,000 damages.

## New York School Children To Be Jury For BBC Series

(Continued from Page 1)

against Japan, at CBS Playhouse, No. 2, last night at 12:30 p.m.

At the playback of the series, "The War in the Pacific," produced by BBC's New York studios, the children received a questionnaire asking them: 1. "Did this program present fairly to British listeners America's role in the Pacific war?" 2. "Did you learn anything new about the Pacific war from this program?" 3. "Do you like news dramatized as you just heard it, or do you prefer it presented as straight talks?"

For the Third Naval District, Chaplain Carl B. Justus recently returned from 20 months Pacific combat welcomed the children and introduced several naval heroes of major engagements in the Pacific dramatized in the BBC programs.

## Getting Screen Test

Millicent Brower's program of interview, heard weekly over FM-WABF goes off the air for the summer July 13, when Miss Brower leaves to screen test for 20th Century Fox and to appear with the summer company producing a series of plays at Ogunquit, Maine.



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

# 1 CHOICE IN CHATTANOOGA IS

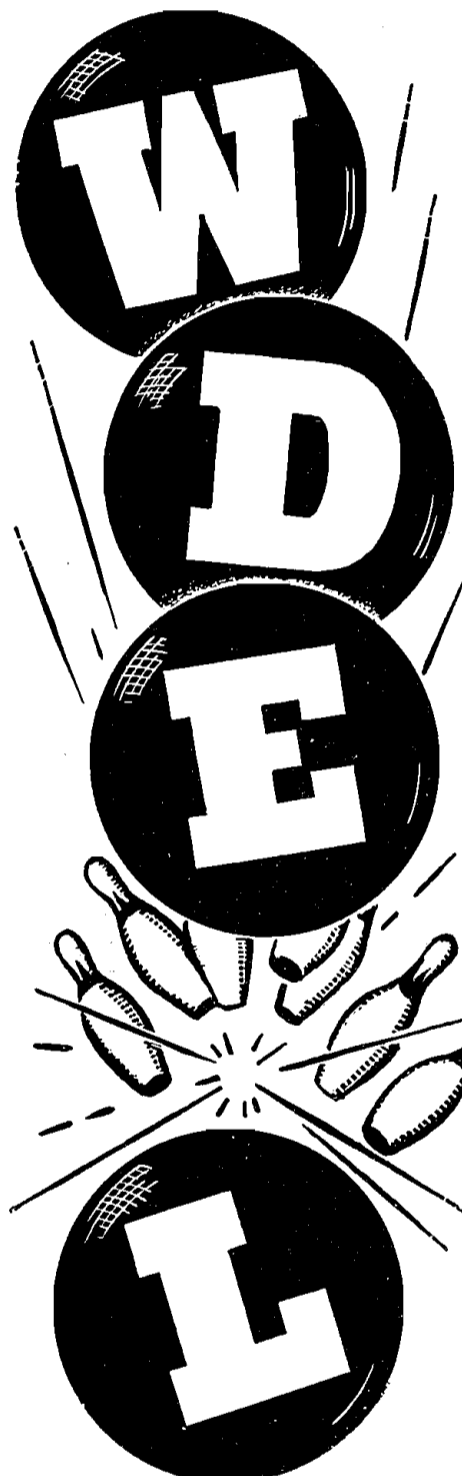
# WDDO

20th YEAR  
CBS  
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

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

# Sell WITH



## WILMINGTON DELAWARE

### NBC Basic Station

### 5000 WATTS day and night

Represented by

# RAYMER

# LOS ANGELES

By RALPH WILK



## Radio Is My Beat . . . !

● ● ● Lou Costello, who remembers only too well the lean coffee-and-cake days, is not a guy to forget now that Lady Luck has taken a long-term option on him. Sitting in his suite at the St. Moritz the other afternoon, Lou outlined an idea that's been on his mind a long time—an idea concerning underprivileged kids and a way to help them. Every dollar Lou takes in on his current eastern tour—and it should add up to around \$100,000—is going to the Lou Costello Junior Youth Foundation—an institution Lou hopes will be in every town in the country someday. First to go up will be in Lou's adopted town of Los Angeles. Second on the list is Lou's home town of Paterson, N. J. Foundation will include everything a kid could want or need—playground, movie theater, snack bar, swimming pool, clinic, etc. It'll be run on the order of a miniature Boy's Town, with the kids having their own governing body, mayor, chief of police, etc. A lot of people who can't give away a dime without looking for an angle are looking for the gimmick in Lou's activities. They can't believe a guy could toss that kind of dough around without an angle. In this case, they tagged it 'publicity.' This is ridiculous when you consider that none of Lou's many charities have ever reached print—on his own orders. He's got an angle, yes. His angle is that he's got a heart as big as his body and a memory that recalls some mighty lean days as a youngster. He remembers, for instance, a crippled kid in his gang. There was a multi-millionaire in that same town, too, and Lou used to wonder, as kids do in their unassailable logic, why the guy with the bucks never offered to shell out and help the kid get an operation. While jerking sodas, Lou used to dream of the day he'd make his pile and he swore if that day ever came he'd sure help kids who couldn't afford it. Well, that day has arrived. For years he's been taking care of isolated cases—but with this Youth Foundation, he hopes to put his ideas over in a wholesale manner. That's Lou Costello's 'angle.' No kid has to fear illness as long as there are guys like Lou Costello around.



● ● ● Faces and Places: Oscar Levant and Oscar Serlin talking about the Gershwin film which should win the movie Oscar. . . . Dorothy Kilgallen on Madison Ave. wearing a hat that would leave Maggi McNellis breathless . . . Dinah Shore being hugged and kissed by practically everybody at Toots Shor's. . . . J. Edgar Hoover confiding to Jerry Devine that he anticipates an increase in crime after the war.



● ● ● Small Talk: The Goody Ace-Danny Kaye deal has reached the signature stage. Reported figure is \$3,500. . . . Eddie Cantor touting Monica Lewis as his 'new discovery' and it's 6-2-and even that she'll be on with him in the fall. . . . First four releases of Cosmopolitan Records (Joan Edwards, Jerry Wayne, Henry Busse and 4 Chicks and Chuck) due out July 6th. . . . Eddie Garr USO troupe now out in New Guinea running into a series of jinxes. First Dorothy Knox (Mrs. Frank Luther) is bedded with pneumonia and now Eddie got himself banged up in a jeep crash. . . . Credit for Parkyakarkus' brilliant comeback must go, in part, at any rate, to Norman Millen, colorful Hollywood publicist. . . . Patricia Bell selected for the replacement of Virginia Vass on "Glamour Manor" . . . Gordon Fraser, American net's ace war correspondent, just back from 18 months in European theater, vacationing in Maine. . . . CAP looking for a radio p.a. If interested, contact Lester Wolff, radio director of Winer Advertising Co. . . . Michael Chlimes' "Times for Chlimes" on WNEW switched to noontime spot. . . . Jack Elgen reports that Tommy Manville won't marry again until the newspaper strike is settled. . . . Speaking about the strike, Mayor La Guardia went on his regular program Sunday reading the comics for the kids—claiming they shouldn't be deprived of anything just because of the strike.

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

WBKB, Balaban & Katz television station, in the State-Lake Building, will close down from July 1 to 10 for repair of station equipment, according to Elmer C. Upton, general manager. The station's pattern, however, will be kept on the air during regular broadcasting hours for the convenience of manufacturers who depend on WBKB for testing.

The final rounds of play of the \$60,000 All-American Golf tournament at Chicago's Tam O'Shanter Country Club on July 29 will be aired through a direct on-the-scene exclusive broadcast by NBC. The George S. May Company, business engineering firm, which underwrites the tournaments will sponsor the broadcast with Bill Stern, NBC sports director at the mike. The broadcast, from 5:30 to 8 p.m., CWT, will be presented over the full NBC network. Jim Duffy Company is the agency.

Johnny Dunham has rejoined the WBBM announcing staff after three years service with the Army Air Forces.

The placement of new orders for 75 station breaks and a renewal order for 260 station breaks were included in the new business schedule announced last week for WMAQ.

## Nikki Kaye Pinch-Hitting

Nikki Kaye, one of Chicago's most versatile radio writers, producers and broadcasters, will add to her busy schedule for the next three weeks by pinch-hitting for vacationing Bill Irvin as Chicago correspondent for RADIO DAILY.

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG

ATLANTIC CITY, N. J.

WBTV—Steubenville, Ohio

WFPG—Atlantic City, N. J.

WJPA—Washington, Pa.

WKNY—Kingston, N. Y.



34th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

# Newspaper Delivery Strike Hypothesizes Radio Bulletin And Spot Advertising

## OWI Fund Threatened By Committee Dispute

(Continued from Page 1)

In many instances news coverage was doubled. WJZ, beginning at 10 p.m., Saturday, scheduled special news programs on the half hour throughout the night and at 8 a.m. Sunday, a special 15-minute program, gave the highlights of the Sunday papers, New York Times, Herald-Tribune, Daily News and Mirror. WNEW, which normally schedules 24

### Show Section Missed

While radio aided the press in getting the news to New Yorkers, radio fans missed one feature of the Sunday newspapers. It was the week's advance radio program schedule as tabulated in the Sunday N. Y. Times.

newscasts a day, increased its coverage to 48 because of their client, New York Daily News.

### Spot Biz Rushing

The demand for spot time on New York stations really hit the sales departments with a bang on Tuesday morning. Theater circuits such as Paramount, RKO, Loews, Skouras, bought all available time for their New York, Brooklyn and suburban theaters. By nightfall yesterday practically all available spot time on New York stations as well as adjacent Jersey stations had been sold.

Sporting events over the week-end were given more detailed coverage and announcers sandwiched in the latest news events between innings at ball games. Baseball, horse races, tennis matches and the AAU track meet at Randall's Island was fully covered.

### Paper Buys Time

World Telegram, New York evening paper, purchased 15 minutes on WMCA for presentation of the news

from 3:30 to 3:45 p.m., for the duration of the strike. The World-Telly presents a summary of the paper as well as feature stories and comic strips. The New York Times, which usually takes three minutes for news, on the hour on WMCA has increased the news spots to five minutes.

### Post on the Air

Three special news programs are being presented on WLIB by the New York Post, owners of the station.

### WLN Sells Movies

WLN is presenting regular newscasts and practically all of their advertising spots have been sold to motion picture advertisers.

WINS is presenting five minutes of news every hour on the hour and every half hour headline news and bulletins.

### Times Uses Time

WQXR has news periods at 7:30, 8:30, 9:30 a.m. and evenings at 8:30, 9:30 and 10:30.

WNYC has additional news summaries as well as two comic strip readings one at 8:05 a.m. from the morning papers and the other at 6:15 p.m. from the evening papers. Harry Hershfield read the comic strips last evening. Nat Hale, read Journal-

and yesterday all the newscasts over WEAJ devoted more news of local significance, and will continue to do so for the duration of the trucking strike. Should the strike continue longer than anticipated, there is a possibility that WEAJ will broadcast additional news programs, the spokesman said.

WOR is not scheduling an extra news broadcasts, according to Dave

### Station Supplies News

Promotion department of WHOM, Cowles independent station in New York, pulled a clever public service gag as a sequel to the strike. The station had mimeographed copies of the latest press association national and international news distributed to luncheon and dinner guests in leading restaurants of mid-Manhattan. The news was presented with the compliments of WHOM.

Driscoll, news and special events director. On the "Brunch With Dorothy (Kilgallen) and Dick (Kollmar)" program, practically all portions of the program, except commercials, were devoted to newspaper coverage. The program was heard at 11:30 to 12 noon, Sun., July 1st. Driscoll also announced that the John Gambling 4 p.m. program, and subsequent afternoon Gambling programs will be largely devoted to the readings of excerpts from the columns and other special features of the 11 metropolitan newspapers. The "Dorothy & Dick" morning programs will be devoted to newscasts until the strike is over, Driscoll said. The Journal American purchased the 12:15-12:30 p.m. and the 6:25-6:30 p.m. newsspots for the projection exclusively of Journal American news features, a service to continue for the duration of the strike.

WNYC has added seven news broadcasts to its normal schedule, and will sustain this new schedule for the duration of the strike, it was announced yesterday by M. S. Novik, manager of the station. In addition to the above, two special programs, one at 8:05-8:15 a.m., and the other at 6:15-6:30 p.m., are being devoted ex-

(Continued from Page 1)

suspended today to permit a House vote on the Senate version of the bill—and Speaker Rayburn has already said he will not recognize a member to move for such suspension—it is not likely that the House will get a chance to vote on the bill. Result will be presentation of the new bill voted yesterday by the House Appropriations Committee, which calls for only \$18,000,000 for OWI, compared with the better than \$39,600,000 provided in the Senate bill.

The committee had originally proposed \$35,000,000 for OWI, which went to the House, where the figure was cut to \$18,000,000.

clusively to the comic strips. The morning sessions are being taken over by Inez Karma and the evening sessions will be taken over by Joe Laurie, Jr., Senator Ford, Peter Donald. Last night's comic strip program was handled by Harry Hershfield.

WQXR has also added seven extra news spots to its regular schedule, according to Pat Hurley, publicity director. Three of these spots have been taken over by the New York Times, with broadcast schedule to continue for the duration of the strike. The extra New York Times broadcasts will be heard at 7:30-7:45 a.m., 8:30-8:45 a.m., 9:00-9:15 a.m., daily until the strike is over. In addition to the above, seven metropolitan New York theaters, including legitimate and movie houses, have augmented their spot schedules with spot and participating announcements.

WABC hasn't added any extra news programs to its regular schedule; however, most of the CBS network news broadcasts, are disassociated from the WABC newscasts in order to permit the localizing of newscasts for metropolitan New York.

### Mayor's Latest Role

Mayor La Guardia showed his radio versatility again on Sunday. Bemoaning the fact that New York kiddies as well as many grown-ups were being deprived their comics by the newspaper delivery strike, the Little Flower took occasion to read the funnies over his WNYC broadcast. He chuckled, shuddered, acted amazed and produced other sound effects to entertain the radio audience as he read the latest comics. After he finished he instructed Morris Novik, station manager, to see that the latest comic strips are read over the air as long as the strike is in progress.

American comics over WOV yesterday.

Seven theaters in metropolitan New York have augmented their promotional activity on WOR with an additional one-week contract calling for increased spot and participating announcements. The theaters are operated by M-G-M, Loew's, Paramount, Warners, 20th Century, United Artists and RKO.

A spokesman for WEAJ said that since Sunday no additional news programs had been added. However, he pointed out that throughout Sunday

### KNOW YOUR ABC's about KOA

Ad agency and sponsor executives voting in Billboard's 8th Annual Radio Station Promotion Survey placed KOA 2nd in overall promotion—clear channel, network affiliates, division.

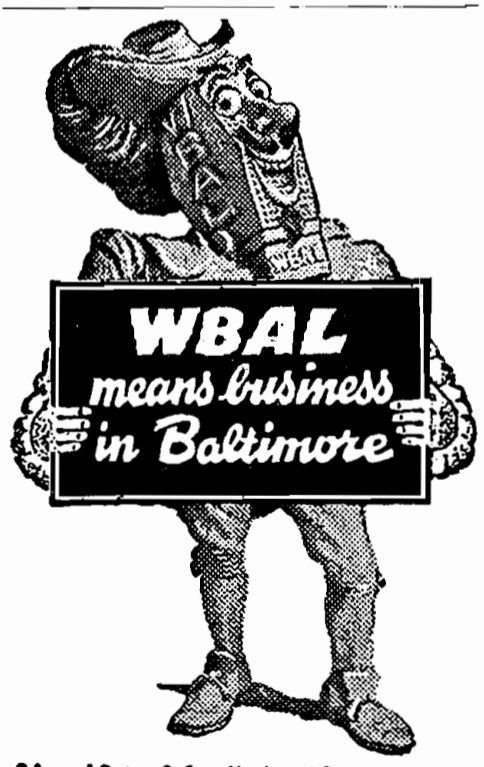
No wonder KOA's FIRST!

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

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

444587

**Exclusive!**  
**CUBS '45**  
**BASEBALL**  
**W-I-N-D**  
**CHICAGO**  
 560 Kc. 5000 WATTS



Edward Petry & Co., National Representative

# Program Parade . . .

**CURLY BRADLEY—AMERICAN.** Saturday, 9 a.m., EWT. Bradley substituting for Don McNeill on the "Breakfast Club" from Chicago proved an able ad libber and radiated a "homey" personality in his presentation of the artists and during audience interviews. He lacked, however, the McNeill spontaneity and flare for pacing.



**GI LAFFS—CBS.** Thurs., 8:30-9 p.m., EWT. Sustaining. This show is supposed to touch off the many gags and laughter-provoking jokes growing out of the war. Since the files of "Yank" and "Stars and Stripes" are available, eventually this should prove a funny show. Premiere, however, failed to evoke much comedy and it is regrettable that some of the better gags weren't used instead of the shop-worn made over stuff. Selection was poor. William Gargan of the movies is emcee and guests are at hand. Subsequent shows can't help being better.



**MAGGIE McNELLIS—WEAF.** Monday Friday, 12:15-12:30 p.m. Participating sponsors. Miss McNellis talks about Hollywood stars and what have you. Her material is fair, but often dull. She could learn a great deal about mike technique from her announcer Herb Sheldon.



**ED EAST AND POLLY—WJZ.** 7 a.m., Monday through Friday, co-op. . . . Early morning twosome of radio veterans who consistently present good variety entertainment mixing recordings with piano-logues, and chatter about the weather, time and news. Program designed to catch early risers and commuters.

## Gets Coast Guard Citation

George T. Case, who takes up duties as program director of KABC, San Antonio, Texas, July 9th, has just received a citation from the United States Coast Guard for service with the Temporary Reserve. Citation was accompanied by an engraved wrist tag, and was awarded for voluntary service with the reserves for the past three years. Awards were made on the basis of over 600 hours of duty. Case, a Radioman 3/C in the Coast Guard Reserve, has accumulated more than 690 hours.

## Adv. Agency Awards Announced in Washington

Washington Bureau, RADIO DAILY  
Washington—Awards in the 12th annual National Advertising agency network were announced recently by Henry J. Kaufman and associates, hosts at the judging of 200 campaigns entered under 22 classifications.

Classifications and the winners are: Best Integrated Advertising and Merchandising Campaign, The Roland G. E. Ullman Organization, Philadelphia, for Manhattan Rubber Mfg. Div. of Raybestos Manhattan, Inc.; General Magazine Campaign, Hoffman & York, Milwaukee for Delta Manufacturing Co.; National Car Card Campaign, Henry J. Kaufman & Associates, Washington, for The Lansdowne Distillery, Baltimore, Md., Business Paper Campaign, Carr Liggett Advertising Agency, Cleveland, Ohio, for Pioneer Rubber Co., Cleveland.

Direct Mail Campaign, Henry J. Kaufman & Associates, Washington, D. C., for Capitol Radio Engineering Institute, Washington; Local Radio Program, Henry J. Kaufman & Associates, Washington, D. C., for S. Kann Sons Co., Washington; National Radio Program, Garfield & Guild, Advertising, San Francisco, Calif., for Rosefield Packing Co.; National Newspaper Campaign, Garfield & Guild Advertising, San Francisco, for Hunt Bros. Packing Co.; National Outdoor Campaign, Henry J. Kaufman & Associates, Washington, D. C., for The Lansdowne Distillery, Inc.; Farm Paper Campaign, Henry J. Kaufman & Associates, Washington, D. C., for International Association of Ice Cream Manufacturers; National Spot Announcements, Garfield & Guild Advertising, San Francisco, for Hunt Bros. Tomato Sauce; Community Advertising, Ambro Advertising Agency, Cedar Rapids, Iowa, for Iowa Industrial & Defense Co.; Employee Relations Program, The Roland G. E. Ullman Organization, Philadelphia, Pa., for Manhattan Rubber Mfg. Div. of Raybestos Manhattan, Inc.; Local Newspaper Campaign, Merrill Kremer, Inc., Memphis, Tennessee, for E. H. Crump & Co.; Local Car Card Campaign, Hoffman & York, Milwaukee, Wis., for Fox Head Waukesha Corp.

Display Material, Flack Advertising Agency, Syracuse, N. Y., for Keepsake Diamond Rings; House Organs (External), The Purse Company, Chattanooga, Tennessee, for

## Benrus Watch Co. Sponsors World News On Coast

Los Angeles—The Benrus Watch Company is now sponsoring the CBS "World News" program through the facilities of the Columbia Pacific Network. The broadcast is heard on 8:55-9 p.m. spot Tuesday, Wednesday, and Thursday, and reaches an estimated 2,400,000 radio homes. The following stations are being utilized: KNX, Los Angeles; KQW, San Francisco; KOIN, Portland, KROY, Sacramento; KIRO, Seattle, KFPY, Spokane; KGDM, Stockton, and KARM, Fresno. This program is a departure in the use of radio on the part of Benrus, since spot announcements and time signals exclusively were previously used.

Corley Manufacturing; War Bond Promotion, Henry J. Kaufman & Associates, for Retail Men's Stores of Washington; Post War Campaign, The Purse Company, Chattanooga, Tennessee, for Chattanooga Box & Lumber Co.; Local Spot Announcements Campaign, Garfield & Guild Advertising, San Francisco, for John Hansen & Son; Local Outdoor Campaign, Witte & Burden, Detroit, Mich., for Detroit Brewing Co.; Campaign to sell Client's Part in War Effort, Hoffman & York, Milwaukee, Wis., for Wesley Steel Treating Co.; Agency's Own Promotion, Garfield & Guild Advertising, San Francisco.

Winners in the Merrill Kremer Copy Award Contest are: First place, John Gilbert Craig, John Gilbert Craig Agency, Wilmington, Delaware, for Everglaze. Honorable Mention: Howard Peck, Hoffman & York, Milwaukee, Wis., for Delta Manufacturing Co.; Polly Cooper, Merrill Kremer, Inc., Memphis, Tenn., for Benswanger & Co.; Harold Keen, The Purse Company, Chattanooga, Tenn., for Dixie Mercerizing.

# PROMOTION

## KRNT Winds Up Campaign

The wind-up of the two-week long promotion which KRNT, Des Moines, launched to celebrate its switch from the Columbia Broadcasting System to the American network, will be climaxed with a party given the first of the week for the five Des Moines "Quiz Kids." KRNT originated five coast-to-coast network programs during the week of June 15. They were: The Breakfast Club, with Don McNeill; Meet Your Navy, The Quiz Kids, America's Town Meeting, and a local KRNT coast-to-coast broadcast dramatizing the use of corn. More than 20,000 attended the five shows.

## "Soldier's Return"

Canadian Broadcasting Corporation's publication branch in Toronto has published a digest of talks heard on the CBC Trans-Canada network during the Winter of 1944-1945. Titled "The Soldier's Return," contents are prefaced by a reprint of the summary broadcast of J. D. Ketchum, director of Reports, Wartime Information Board. Twenty-one excerpts are quoted, each by a different person, on the question of re-establishment of returning servicemen and women.

## Don Lee Publication

Publication of a 16-page handbook containing pertinent material for use of time buyers interested in the Pacific Coast market has been announced by Sydney Gaynor, general sales manager of Don Lee Broadcasting System. Book is designed to serve as a ready reference for radio and market facts, and includes complete data on the four major networks serving the territory.

AN UNUSUAL

# OPPORTUNITY

FOR AN UNUSUAL MAN

A medium size New York agency with national billing is looking for an executive controlling a good radio account who is concerned about his post-war future.

Upon joining this organization, this man will immediately improve his present position and earnings, and will have every opportunity to grow with the agency.

A confidential interview may be arranged by calling Mr. Joseph Hayden at ASHland 4-4600.

"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.

Chicago's

BEST NEWS SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS



# WAR BOND MAN

— CLASS OF '63

**Someday you'll want** to see that boy, or girl, of yours off to college . . . and *right now* is not too early to start making plans.

Maybe your youngster, like so many other American boys, will work his way through school . . . but even in that case you'll want to be in a position to give him a little help if he needs it.

**By what you put aside** in War Bonds *today* you can help *make sure* he gets the same chance as other boys, *tomorrow*.

Chances are you're already on the Payroll Savings Plan. Saving as you've never been able to save before. This is fine not only for you, but for your country—*provided you keep on saving*.

But take your dollars out of the fight—and you will be hurting yourself, your boy's future, and your country.

Buy all the bonds you possibly can. Try to get even more than you ever have before. And remember this . . .

**For every three dollars** you invest today, you get *four dollars back* when *your Bonds come due*. You, and your boy, can use those extra dollars.

*Make sure you get those Bonds! Hold on to them till they come due!*

This Space Donated by **RADIO DAILY**

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

COAST-TO-COAST

CALIFORNIA

LOS ANGELES—William N. Robson, CBS producer, who recently returned from a research tour of Europe, has taken over as producer director of the dramatic detective program, "The Saint"—Forest Lawn Memorial Park Association has renewed sponsorship of "Tapestries of Life" on KNX for 52 weeks. . . Columbia's "Hollywood Barn Dance" raised \$2,035,600 in War Bond sales through a tour of half a dozen Southern California cities.

NEW YORK

NEW YORK—"How Britain Votes" will be described in dramatic form on WNEW, today, from 10:15 to 10:30 p.m., Rene McCall, director of press and radio for the British Information Service, will appear as guest speaker.

PENNSYLVANIA

PHILADELPHIA—Elizabeth Lamb, daughter of Hal Lamb, KYW, sales staff, has just returned from two years service with the Red Cross in India. Sophie MacNair has succeeded Irene Naglee as night operator at the KYW telephone switchboard.

OHIO

TOLEDO—WTOL yesterday broadcast a preview of "Toledo Tomorrow," a quarter-million dollar model design of the city of the future constructed by Norman Bel Geddes. Last week Charles A. Weartz, secretary of the Toledo Tomorrow committee, was interviewed by WTOL's Francis McNerney and another origination on the same subject was carried by the American network.

CONNECTICUT

HARTFORD—Rep. Clare Boothe Luce will be the guest speaker on the "Report to Connecticut" program over WDRG, Hartford, on July 15. Rep. Luce will speak direct from Washington.

of these certificates is limited to the receiving of repair parts or parts which are required to fill production schedules that have already been authorized under PR-25. They cannot, however, be used to obtain inventories for future production not yet authorized, WPB said.

Send Birthday Greetings To

July 3

Dorothy Kilgallen John Lake  
John E. McMillen Jerry Vogel  
Jo Lyons

PUBLIC NOTICE

Walter Winchell says: "Love and Kixxxx 'Mousie Powell's song CRAZY THINGS' Hear HILDEGARDE featuring CRAZY THINGS on the KRAFT SHOW . . . July 5th . . . NBC . . . Get it at your music store. Radio clear through SESAC.

NEW YORK

SYRACUSE—On July 1, WFBL broadcast a short wave program featuring the opening of unique fishermen's paradise for disabled veterans only near Utica. . . NEW YORK CITY—Albert A. Grobe, WQXR, chief announcer, vacationing with his family at Crystal Beach, Ontario, Canada. . . Hugh Kendall Bolce, vice-president in charge of sales at WQXR, also vacationing. . . Dorothy C. Nill, secretary to Charles F. Phillips, vice-president and commercial manager of WFBL, Syracuse, is vacationing at the Thousand Islands.

NORTH CAROLINA

GREENSBORO—North Carolina Broadcasting Company staging a Fourth of July celebration at the Fair Grounds. . . WBIG has revived the man on the street program with Wally Williams, program director, as emcee, assisted by Saralou Allred. Bob Jones is a new addition to the WBIG announcing staff.

WASHINGTON

SEATTLE—Bill Moyer is back on the announcing staff of KIRO after a year's absence, during which time he recorded programs for the AFRS, OWI and Coordinator of Inter-American Affairs. . . KIRO has a new choral director. He's Tom Turbiville, former school musical director. . . PORTLAND—Wallace Kadderly has returned home after eight years in Washington, D. C. as chief of radio for the Department of Agriculture, to become farm director at KGW.

MASSACHUSETTS

WORCESTER—Two Worcesterite veterans of the Okinawa campaign, who have just returned from overseas were interviewed over a special events WTAG broadcast last week. Program originated from Lovell General Hospital, Fort Devens. WTAG staffers who handled the program chores were Phil Brook, chief announcer, and Al Banx.

COLORADO

DENVER—KOA, NBC's 50,000 watt, has scheduled a one-time quarter-hour program to be broadcast locally under the sponsorship of the Colorado Congress of Parents and Teachers. The featured guest is Miss Frances Brew Strain, who is currently lecturing at the U of Denver on Social Hygiene. Mrs. Arthur A. Wearner of PTA, and Dean Arthur C. Nelson of the University of Denver will form the panel with Miss Strain.

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 40th Street, New York, N. Y.

Benny On Army Web On 2nd Day In Europe

(Continued from Page 1)

Paris, whipped together a script that delighted the G.I. audience as well as the Benny troupe. In civilian life, Lewin wrote for Edgar Bergen, Tommy Riggs, Eddie Cantor and Victor Borge.

Also featured on the army network show originating in the packed Olympia Theater in Paris were two other mainstays of Jack Benny's USO tours, Martha Tilton and Larry Adler. The program was announced by Pfc. Harold Terkel, formerly of CBS and produced by Staff Sergeant Syl Binkin, chief of AFN-Paris and former general manager for station WEW in St. Louis. Music was furnished by the 15-piece Air Transport Command orchestra under the director of Sgt. Jack Platt. Alluding several times to the excellence of the G.I. aggregation, Benny at one point cracked, "You don't know what a relief it is—after Phil Harris."

The Benny show will be repeated for the National Broadcasting System when Jack returns to the French capital in about a month. "Several of the gags will have to be eliminated or altered because they wouldn't be understood by civilians in their present form," according to Cpl. Lewin. Expressing astonishment that a show of this calibre could be written by one man on such short notice, Benny wanted to take Lewin with him on his trip. But Cpl. Lewin will remain with AFN-Paris to script shows for Bob Hope, Ed Gardner and other comedians who will take part in the 2nd anniversary celebration of AFN on July 4. Fresh from the 63rd Infantry Division, where he was awarded the Bronze Star for meritorious service in the campaigns in France and Germany, Lewin is one of the many former big-time radio writers and producers working with AFN.

WHO SAID INFLATION?  
W-I-N-D delivers  
**79%**  
MORE  
daytime audience  
PER DOLLAR  
IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**  
5000 WATTS Chicago 560 KC.

WPB Conservative About Mfg. Prospects

(Continued from Page 1)

tion does not aid them in procuring components for the sets.

WPB has issued an amendment to direction 1 to L-265 and has amended interpretations 3 and 4 also to bring these directions into conformity with the PR-25 procedure for "Special authorization" for manufacture of electronic and equipment and component parts for civilian use.

The amended interpretation 4 to L-265 clarifies some questions that have arisen with respect to the effect of priorities regulation 27 (the small business regulation) on restrictions on the manufacture of electronic equipment as controlled by the L-265 order.

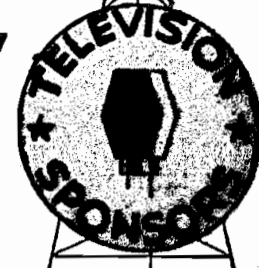
PR-27, which provided priorities assistance to manufacturers who need small amounts of production materials and establishes conditions for the use of ratings assigned by that regulation, does not relax in any way restrictions on the manufacture of electronic equipment except (1) to fill preferred orders, (2) to fill an authorized production schedule as defined in controlled materials plan Regulation 1, or (3) production specifically authorized by WPB under PR-25.

PR-27 does not establish any authorized production schedule for electronic equipment, nor may the AA-4 rating assigned by that regulation be used to purchase complete equipment such as radios or phonographs since these end items are not production materials. Furthermore, PR-27 does not permit a person to purchase materials for inventory contrary to the inventory restrictions of PR-1, CMP Reg. 2 or other applicable WPB orders or regulations. Under PR-1 this means priorities assistance granted by PR-27 may not be used to build up an inventory of component parts on anticipation of starting or resuming civilian production. While PR-1 allows the acceptance of a 30-day inventory in anticipation of civilian production, such an inventory is permitted only if it can be obtained without priorities assistance, WPB pointed out. Under L-265, the only electronic components that can be purchased without priorities assistance are those which are supported by a supplies, a consumer repair of a PR-25 certificate. It was emphasized that the use



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 3

NEW YORK, N. Y., THURSDAY, JULY 5, 1945

TEN CENTS

## Berlin 'Coming Through'

### ET-Identification Rule Amended By The FCC

The FCC has amended its rules to eliminate the requirement that each record on a transcribed show in which the records are interspersed with live announcements—commercials—must be identified as a transcription. This will permit announcement at 30-minute intervals saying that the music on the program is transcribed, with no further announcement required.

Below is the text of Rule 3.407, as amended:

"3.407 Mechanical Records.—Each program broadcast which consists in all or in part of one or more mechanical reproductions shall be an-

(Continued on Page 7)

### Additional Time Given To News-Hungry Audience

WABC, key station of CBS, has cancelled two of its regular daily programs for the duration of the current deliverers' union strike in order to bring to metropolitan New York listeners a roundup of news and features from the New York newspapers. The morning periods to be affected by the new cancellations include "This Life Is Mine," at 9:45-10 a.m., EWT;

(Continued on Page 5)

### "Ten From Tokyo" Series Set For CBS Production

"Ten From Tokyo," a new 10-week series of programs designed to give listeners a broader conception of our enemy in the Pacific, will begin on CBS starting Saturday, July 14, 3:45 to 4 p.m., Douglas Coulter, CBS vice-

(Continued on Page 2)

### BMB Luncheon

Hugh Feltis, president of Broadcast Measurement Bureau, is tossing a press luncheon at 270 Park Avenue today to outline progress of station measurement bureau. Feltis expected to announce personnel of research committee of nine to study problems of broadcasters in New York area in acquiring accurate survey data to be used by the bureau.

### South American Sale

Consummation of a deal with a group of South American business men for the construction of a television transmitter at Buenos Aires was announced Tuesday by Leonard F. Cramer, executive vice president of Allen B. DuMont Laboratories, Inc. Syndicate, headed by Martin Tow, hold the only franchise for television transmitters so far granted in Argentina, it was stated.

### Wills Appointment Before Senate ICC

Washington Bureau, RADIO DAILY  
Washington—The Senate Interstate Commerce Committee will meet this morning to consider the nomination of former Vermont Governor William L. Wills to become a member of the FCC. Wills was named last month by President Truman to serve in the place of former Governor Norman S. Case of Rhode Island, veteran of 11 years on the FCC. Since he cannot take over his new post before August, there has been no hurry about rushing his Senate confirmation. No opposition is seen in the committee.

### 'Lum 'n' Abner' Renewed On KBS By Miles Lab.

Renewal of the "Lum 'n Abner" transcribed series on the Keystone Broadcasting System for the fifth consecutive year was announced Tuesday by the Miles Laboratories, Elk-

(Continued on Page 2)

## "Don't Fence Me In" Leads Song Hits Of 1944-45 Season

"Don't Fence Me In," was the top song-hit of the 1944-1945 season, according to the annual survey by the Office of Research-Radio Division through its Audience Coverage Index which lists the song as heading the 25 tunes which received the most plugs over the air and were heard by the largest audiences. This song, from

WLaw covers New England's 3rd largest concentrated audience—a first thought for sales. Advt.

## Network Correspondents Heard Here In First Pickups Since Late 1941; Warming Up For "Big Three"

### Many Top Radio Stars Observe AFN Birthday

Paris Bureau, RADIO DAILY

Paris—A great array of stars recruited from the ranks of "big-name" personalities now touring the ETO under the aegis of USO-Camp Shows, were featured in a special Fourth of July 90-minute program emanating from the Olympia Theater in Paris and broadcast over the American Forces Network to millions of Amer-

(Continued on Page 8)

### Perrin Leaves WAC Post To Form New Partnership

Edwin O. Perrin has resigned as staff manager of the War Advertising Council in charge of U. S. Army campaigns to become a partner of a new advertising agency with Henry A. Loudon, head of the Boston agency

(Continued on Page 6)

### BBM Organization Reports Progress In Can. Past Year

Toronto—Reviewing the past year's activities of the Bureau of Broadcast Measurement in Canada, L. E. Phenner, president, reported that the present enrollment is 54 stations (60 per

(Continued on Page 5)

With broadcasts by American radio correspondents now coming out of Berlin, radio is virtually in full rehearsal for the coverage of the forthcoming conference of The Big Three. Indications are that facilities of ample nature will be available later this month and currently there are at least three means of sending out messages where none existed Monday. These include Mackay setup and Press Wireless. Army also has its shortwave transmitters which are readily picked

(Continued on Page 7)

## Won't Probe Patents Under Foreign Control

Washington Bureau, RADIO DAILY

Washington—Forecasting announcement this week of a new agreement between the Philips Incandescent Company and RCA-Victor for the licensing for use by American manufacturers of several hundred basic radio patents, Sen. Frank Briggs, of Missouri, has called off indefinitely

(Continued on Page 8)

## Len. Carlton On Leave; To Represent Paris Post

Leonard Carlton, program director of WLIB, New York, takes a six-months leave of absence effective yesterday, with Dorothea Beckman, becoming acting program director in the interim. Carlton, who was form-

(Continued on Page 2)

### Accolade

WNEW was the recipient early this week of a special plaque "as a token of appreciation for outstanding assistance to the Army in the various phases of its recruiting activities." Accolade came from the Southern New York Recruiting and Induction District. The following three programs were cited: "GI Campus," "Girl Behind the Gun" and "Young Men With Wings."

Get top coverage in Industrial New England by speaking thru WLaw. Advt.



Vol. 32, No. 3 Thurs., July 5, 1945 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser...

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

Coming and Going

JOHN J. KAROL, CBS network sales manager, has returned from Kansas City, where he addressed the Advertising Club of that city and the Radio Institute of KMBC.

P. K. EWING, general manager of WJBW, New Orleans, is back at the station following a trip to New York during which he contacted the station reps and the music-library organizations.

MILDRED O'NEILL, conductor of the "Women in Radio" column of RADIO DAILY, is vacationing. She is expected back at her desk next Monday.

E. B. LYFORD, of the NBC station relations department, is on a tour of the Midwest that will take him to Chicago, Sioux Falls, Duluth, St. Paul Fargo, Bismarck, La Crosse, Madison and Milwaukee.

BUD ERNST, producer of Mutual's "Queen for a Day," is en route to Hollywood, from which point the program will emanate for several weeks starting July 16.

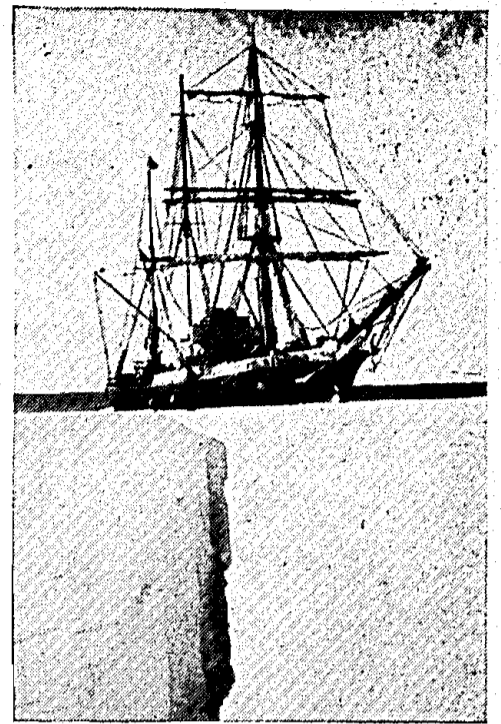
FRANK PAPP, NBC producer-director, is in Washington conferring with Assistant Secretary of State Archibald MacLeish on the dramatization of the latter's "The American Story." The first of the series will be heard tomorrow.

SAMMY KAYE, who with his swing and swayers just completed an engagement at the Orpheum Theater in Minneapolis, opens today for two weeks at the Riverside in Milwaukee.

JUDY CANOVA, who arrived Monday at La Guardia Airport, and appeared the same night on the all-star program in the Yankee Stadium, left shortly thereafter for Washington and participated yesterday in the bond show at the base of the Washington Monument.

BOB LABOUR, producer of BBD&O's "Report to the Nation," is vacationing at Nantucket.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., has returned to the home offices following a few days in New York on station and network business.



Explorer

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

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

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

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



TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

'Lum 'n' Abner' Renewed On KBS By Miles Lab.

(Continued from Page 1)

hart, Ind. Quarter-hour program is heard four times weekly. The renewal was signed by O. B. Cappelle, sales promotion director, Louis J. Nelson, media director of Wade agency, Chicago, and for KBS, Sidney J. Wolf, treasurer, and Naylor Rogers, vice-president in charge of western sales.

Len. Carlton On Leave: To Represent Paris Post

(Continued from Page 1)

erly radio editor of the N. Y. "Post," will become the New York representative of the "Paris Post," a daily English language paper which made its debut in Paris yesterday. Radio Diffusion, official French broadcasting organization put on a special program last night for the occasion, bringing message from President Truman, the American Ambassador and others.

"Paris Post" as well the WLIB and the New York "Post" are owned by Dorothy Thackrey.

Added to NBC Tele Staff

Richard E. Smith, recently discharged from U. S. Army has been added to the NBC television production staff as a makeup man.

"Ten From Tokyo" Series Set For CBS Production

(Continued from Page 1)

president in charge of programs, announced Tuesday.

In announcing the new series, Douglas Coulter, CBS vice-president in Charge of programs, stated that it is designed to pierce the cloak of anonymity with which the Japanese government has deliberately obscured its true leaders and to point out that we face a group of highly intelligent, skilled wagers of total war in the final phases of the present Pacific struggle.

Each broadcast will be a documentary biographical dramatization depicting a leader of Japan, acquainting listeners with the Japanese counterparts of our own military, industrial and political chiefs. The influence of these Jap leaders in moulding Japanese policy, and in maintaining their strategy of war, will also be presented. The new series will be produced by Robert Heller and directed by Richard Sanville.

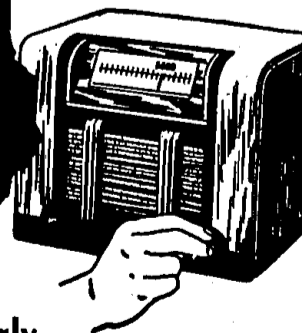
New MBS Affiliate

New affiliate for Mutual, effective July 15, will be KNET, a 100-watter, operating on 1,450 kc. The full-time affiliate will bring the total number of Mutual stations to 270, and it is owned and operated by William Laurie in Palestine, Texas.

IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.



FINANCIAL

(July 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio.

OVER THE COUNTER

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

Fibber McGee & Molly Lead

"Fiber McGee and Molly" were first, Walter Winchell, second and "Radio Theater," third, in the first 5 evening programs listed in the June 30th report of Hooper.

20 YEARS AGO TODAY

(July 5, 1925)

Broadening its public service features, WLS now broadcasts a daily aviation weather report. Received from the Maywood flying field, it is put on the air at 11 o'clock each morning. The Ford Motor Company air field at Dearborn, Michigan, picks up the WLS aviation reports for their aeroplanes leaving there at noon.

KGW one of the GREAT STATIONS of the NATION

NBC AFFILIATE PORTLAND, ORE. Represented by Edward Petry & Co.

# CEDRIC FOSTER

## Now Yankee-Mutual War Correspondent



### Up Comes Foster

NEW YORK, May 28.—Cedric Foster's Sunday evening newscast for Employers' Group Insurance Company rates a great deal higher than indicated in the Annual Four-Network Talent Cost Index in the issue of The Billboard May 26. It seems that the statistical experts who did the computing took the daily across-the-board figure for C. F. rather than the Holy Day one-shot B.R. and thus pushed him down on the list to No. 73 when he should have been No. 3 with the following tab:

Rank	Program	Cost Per Point	Urban Cost Per M
3	Cedric Foster (Sun)	\$88.88	.09

This puts the Foster in between two Gabe Heatters—the Sunday Gabe and the Tuesday-Thursday Gabe, and that's doing okay but definitely.

*From The Billboard June 2, 1945*

Cedric Foster, Yankee-Mutual coast-to-coast commentator, is now in the Pacific as a Navy War Correspondent. A world traveler, Foster is familiar with the entire area of the Pacific war zones and Allied strategy there. His broadcasts from the Pacific are heard daily 2:00-2:15 P.M. and on Sunday at 6:30 P.M. beginning July 8 on Yankee and Mutual.

# THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

# "Don't Fence Me In" Led Season Song Hits

(Continued from Page 1)

cash-register as well as the public that listens and buys.

Of the 25 top ACI song hits, nine were independents, 14 were from motion pictures and two in stage musicals. Again as in the past two seasons, there were no standout so-called war songs. Three old-timers were revived through the medium of motion picture productions. These were, "Together," "Always" and "It Had To Be You."

Top 15 standards of the year reveals that Cole Porter's "Begin the Beguine" leads with 12,500 ACI points. Porter also wrote "Don't Fence Me In" which gives him the unique position of leading both ways. Nine of the 15 standards were also on last year's list. "Anchors Aweigh" and "Army Air Corps" again led the list of patriotic songs, with their positions reversed from last year.

Chart on the right reveals top 25 tunes and their plug status on national networks. They are printed with the permission of Dr. John G. Peatman, director of the Office of Research-Radio Division, from the copyrighted ACI report.

## Perrin Leaves WAC Post To Form New Partnership

(Continued from Page 1)

bearing his name. Also to be associated with this agency will be De Witt Hill, formerly vice-president and director of McCann-Erickson, Inc. The new organization will be called Henry A. Loudon, advertising, with offices at Statler Office Building, Boston and New York.

## E. William Young

Washington—E. William Young, 54 chief, WRC's Radio Recording department, died Saturday morning (June 30) at his home here after a prolonged illness. Mr. Young is survived by his widow Mrs. Lillian Young and son Major E. W. Young, Jr., USA, and two grandchildren. Major Young, who has been on duty in the Philippines, was flown to Washington when his father's condition became critical and arrived in Washington just a day before Mr. Young's death.

### CAN YOUR STATION USE THIS MAN?

SPORTS, NEWS, AND SPECIAL EVENTS COMMENTATOR. Eight years' experience, adlib expert, play-by-play all sports with major league baseball background, and network performances. Proven reputation through excellent Hoopers. Now employed, anxious to make permanent connection with sports minded station starting with football season or sooner.

Box 184

RADIO DAILY

1501 Broadway New York 18, N. Y.

## ACI HITS FOR 1944-45

(July 1, 1944 to July 1, 1945)

The top 25 song hits, in terms of radio coverage, are listed below in order of the total ACI points received in the ACI Surveys during the year. Songs in Stage or Film Productions are indicated.

SONG TITLE AND PUBLISHER	NUMBER	
	ACI TOTAL POINTS	OF WEEKS IN ACI SURVEY
Don't Fence Me In (Harms) .....	36,458	25
I Dream Of You (1) (Embassy).....	35,233	40
The Trolley Song (Feist) .....	33,515	27
Ac-cent-tchu-ate The Positive (E. H. Morris).....	30,596	21
There Goes That Song Again (Shapiro-Bernstein)....	30,342	25
I'll Walk Alone (2) (Mayfair) .....	27,896	28
Dance With A Dolly (Shapiro-Bernstein).....	27,457	30
My Dreams Are Getting Better All the Time (Santly-Joy) .....	26,650	25*
A Little On The Lonely Side (Advanced).....	26,012	28
I'm Beginning To See The Light (Grand) .....	25,824	22*
More And More (T. B. Harms) .....	25,188	28
Together (Crawford) .....	25,170	31
I'm Making Believe (Bregman-Vocco-Conn) .....	25,005	30
Sweet Dreams, Sweetheart (Remick) .....	24,426	30
Saturday Night (Barton) .....	23,832	21
Always (Berlin) .....	23,830	34
Candy (Feist) .....	23,312	21*
It Had To Be You (3) (Remick) .....	22,608	38
I'll Be Seeing You (4) Williamson) .....	21,822	30
Is You Is, Or Is You Ain't (5) (Leeds) .....	21,047	27
Tico Tico (6) (Chas. K. Harris) .....	20,888	44
Evelina (Crawford) .....	20,168	28
I Should Care (Dorsey) .....	20,137	22*
How Many Hearts Have You Broken (7) (Advanced)..	19,546	26
Strange Music (Chappell) .....	18,708	35*

Footnotes: (\*) Indicates songs that are still active. The following were active prior to July 1, 1944, (1), 1,189 ACI Points, 6 weeks; (2), 658 ACI Points, 4 weeks; (3), 6,468 ACI Points, 9 weeks; (4), 13,854 ACI Points, 13 weeks; (5), 538 ACI Points, 2 weeks; (6), 1,914 ACI Points, 9 weeks; (7), 1,732 Points, 6 weeks.

## FAVORITE STANDARDS OF 1944-45

The favorite 15 standards, in terms of radio coverage, are Points, 6 weeks; (2), 658 Points ACI Points, 4 weeks; (3), 6,468 ACI Points, 9 weeks; (4), 13,854 ACI Points, 13 weeks; (5), 538 ACI Points, 2 weeks; (6), 1,914 ACI Points, 9 weeks; (7), 1,732 ACI Points, 6 weeks.

SONG TITLE AND PUBLISHER	NUMBER	
	ACI TOTAL POINTS	OF WEEKS IN ACI SURVEY
Begin The Beguine (Harms) .....	12,560	46
Star Dust (Mills) .....	9,990	40
Smoke Gets In Your Eyes (T. B. Harms) .....	9,281	30
Blue Skies (Berlin) .....	8,778	32
Night And Day (Harms) .....	7,846	32
All The Things You Are (Chappell) .....	7,258	29
Embraceable You (New World) .....	6,518	26
On The Sunny Side Of The Street (Shapiro-Bernstein)	5,072	17
Dancing In The Dark (Harms).....	4,845	25
Great Day (Miller) .....	4,574	11
Just One Of Those Things (Harms) .....	4,484	17
Summertime (Chappell) .....	4,348	17
I Know That You Know (Harms).....	4,060	14
Sombody Loves Me (Harms) .....	4,033	19
Pretty Girl Is Like A Melody (Berlin).....	3,793	19
PATRIOTIC		
Anchors Aweigh (Robbins) .....	8,078	20
Army Air Corps (Fincher) .....	5,303	18
Marines' Hymn (U. S. Marine Corps) .....	2,978	5
You're A Grand Old Flag (Vogel) .....	1,809	4
Over There (Folst) .....	1,260	3

# Program Parade

**RISE STEVENS SHOW**—WEAF, Mon 9:30-10 p.m., EWT.—Socony-Vacuum Co. Summer replacement for "Information Please," is a safe bet all 'round as sticks to good singing and orchestral selections. Miss Stevens, a Metropolitan Opera star, is a familiar voice to the listener and the symphony type orchestra runs lighter rather than real heavy fare, making for suitable summer programming. Robert Emmett Dolan is guest music director.

★  
**"STEEL HORIZONS"**—MBS, Sunday, 7 p.m., sponsor Allegheny-Ludlum Steel Corp.—First rate light summer musical show with well spotted institutional commercials. Symphonic arrangement of "Sweetheart of All My Dreams" featuring orchestra and chorus was one of the highlights. John Baker, baritone, and Betty Ellen Morris, soprano, featured vocalists.

★  
**BEST SELLERS**—WJZ-American, Monday through Friday, 3-3:30 p.m., EWT. Sustaining—Feeble adaptations come from such books as "Maiden With Butterflies" and "Pride's Way," fairly interesting novel for reading, but lack dramatic continuity for broadcasting. Program series has terrific title, but producers are ruining with such poor selections and casting.

★  
**ADVENTURES OF FATHER BROWN**—WOR, Sun., 5-5:30 p.m., EWT. Sustaining—G. K. Chesterton's shrewdly written stories around this remarkable characterization adapt themselves heart-warming to radio. Karl Swenson portrays the title role, a Barry Fitzgerald type role, in a very likable and convincing fashion. Writers Stedman Coles and Francis Oliver provide good scripts for all concerned.

★  
**"OLD FASHIONED REVIVAL"**—WHN New York, 9:45 p.m., Sunday. Sponsor—Gospel Broadcasting, Inc.—Transcribed version of a Long Beach, Calif., revival meeting with Evangelist Charles E. Fuller waxing enthusiastic about sin and saving souls. Another religious Pied Piper called "The Voice of Prophecy," followed at 11 p.m., and proved equally as boring as the Long Beach revival.

★  
**TREND**—Radio's sympathetic treatment of the New York newspapers' plight during the delivery strike is evidence that these two great mediums can work together. Metropolitan stations have extended themselves to give news service and in turn the press has purchased air time to keep readers posted on their news and daily features.

**Ben Grauer's New Assignments**  
Ben Grauer will be moderator of the "America United" program for a 13-week series beginning Sunday July 8, 1:15 p.m., EWT, via NBC. On this date the Congress of Industrial Organizations will represent labor of the forum in which representative of labor, agriculture and industry have panel discussions on post-war problems.

# E-Identification Rule Amended By The FCC

(Continued from Page 1)

announced in the manner and to the extent set out below.

(A) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program, provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(B) Each such program of a longer duration than five minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(C) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement immediately preceding the use thereof.

(D) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(E) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. Licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

## Special CBS Shortwave Show

CBS will dedicate a special shortwavecast in Spanish to the Independence Day of Venezuela over La Cadena de las Americas, Thurs., July 5. Egenes Escalante, Venezuelan ambassador to the United States, will be heard on the program, which will feature typical Venezuelan music by the CBS Pan American Orchestra.

## Radio Post In Germany For Westinghouse Exec.

Charles H. Powel, head of the American Institute of Electrical Engineers and a Westinghouse official, has been named to head the radio and electrical section of a military control group in Germany. Powel will survey German facilities for manufacture of electrical and radio equipment, and will endeavor to get production of radios under way fairly soon, it is reported. At the same time, he will be charged with responsibility to see to it that plant facilities do not recover so far that the industry can become of value in possible German plans for another war.

## Kesten Visits White House; May Make European Trip

Washington Bureau, RADIO DAILY  
Washington—Paul Kesten, CBS, vice-president, visited with President Truman at the White House Tuesday before returning to New York. Kesten could not be reached for comment, although it was said at the CBS office here the visit was mainly personal. Kesten had known the President while Truman was a member of the Senate Interstate Commerce Committee. It is reported Kesten will make a European trip soon.

## Special Palestine Group Broadcast On ABC Web

Under the auspices of the American Christian Palestine Committee, Paul Muni, Morris Carnovsky and Ruth Nelson will be starred in a network presentation of "To the American People," scheduled for broadcast over the American Broadcasting Company, 9:30-10 p.m., EWT, today. The program will originate at the Coast.

The program has been written by Morton Wishengrad, author of the NBC "The Eternal Light" series. Wishengrad's "The Battle of the Warsaw Ghetto" was a prize-winning war script.

## Coast Show Extends Coverage

Los Angeles—"This Is My Story," sponsored by 42 Products, Ltd., will extend its coverage on CBS to include Hawaii and the inter-mountain area of Salt Lake City, Denver, Colorado Springs, El Paso, Albuquerque, Santa Fe, Great Falls and Missoula. William-Shane-Breyer of Los Angeles is the agency.

## AAF Show On Sundays; Sees Audience Doubled

Anticipating that its audience will be doubled, "The Fighting AAF," weekly Air Force documentary show, will be heard hereafter on Sundays from 8:30-9 p.m. on the American Broadcasting Company network. For the past three months, the show has been aired Saturdays from 1:30-2 p.m., EWT.

The program consists of broadcasts from planes actually in combat, as well as feature programs from Air Force installations all over the globe. A recently developed wire recorder, small enough to be strapped in the cockpit of even a fighter plane, makes action reports possible. Recordings are shortwaved to New York or San Francisco for editing and broadcast, or in some cases are flown direct by Air Transport Command planes. Specially trained reporters and engineers are stationed with the AAF in every theater of war to secure the on-the-spot pick-ups.

### Taken By National Archives

Many of the programs broadcast in recent weeks have been recorded and deposited in the National Archives. These include General Eisenhower's interviews with enlisted men of his command, just as they took off from Paris for the United States; the first broadcast from a B-29 in action over Tokyo; the voices of rescuer and rescued during an actual air-sea rescue of a ditched 8th Air Force plane in the North Sea; the first broadcast from a jet-propelled plane in flight; description from a B-29 in the air of the first fighter planes flown from the Marianas to their new base on Okinawa; interviews with wounded infantrymen aboard ATC air evacuation planes, and inter-com talk among three P-51 pilots on a mission over Germany.

## Berlin Pickups Sked As Facilities Arrive

(Continued from Page 1)

up either in Paris or London for relay to the United States.

First broadcast to America from Berlin over normal shortwave broadcast facilities Tuesday, the first since late in 1941, was made by CBS correspondent Richard C. Hottelet, relayed through London and the BBC. Hottelet was heard at 9 a.m., EWT Tuesday, describing the entry of the Second Armored Division, the first American troops to enter the city. The last regular CBS newsman to broadcast from Berlin, was Howard K. Smith, on Nov. 10, 1941, before the U. S. entered the war. Subsequently Hottelet was again heard Tuesday on CBS and other correspondents did likewise on various networks.

First radio message transmitted by Press Wireless from Berlin, reached New York Tuesday at 7:54 a.m., EWT. Message was from Donald Coe, American Broadcasting Co. correspondent who told of the arrival of the Second Armored Division. This message was relayed here as picked up from its 400 watt mobile transmitter. Coe was heard at 10:25 a.m. Tuesday morning and described from Berlin the entry of the American forces.

## Recording Debut

Maurice Hart, who conducts the "Music Hall Show" on WNEW will interview Ralph Berson, public relations director of the Cosmopolitan Recording Company, today at 2 p.m. and will play the company's first four recordings. The records are by Joan Edwards, Henry Busse's orchestra, Jerry Wayne and Four Chicks and Chuck.

AN UNUSUAL

# OPPORTUNITY

FOR AN UNUSUAL MAN

A medium size New York agency with national billing is looking for an executive controlling a good radio account who is concerned about his post-war future.

Upon joining this organization, this man will immediately improve his present position and earnings, and will have every opportunity to grow with the agency.

A confidential interview may be arranged by calling Mr. Joseph Hayden at ASHland 4-4600.

**Exclusive!**

**Athletics and Phillies HOME GAMES**

**WIBG**

**990 ON YOUR DIAL**

PHILADELPHIA

# Won't Probe Patents Under Foreign Control

(Continued from Page 1)

the investigation of foreign control of communications patents planned by the Senate Interstate Commerce Committee. Briggs had been named chairman of a sub-committee to make this study, based on a resolution last spring by Sen. Homer Capehart.

The very important Philips patents were licensed by the Dutch concern for use in this country through the Hartford National Bank and Trust Co., of Hartford, Conn. The patent agreements were to expire this week, and it had been announced by the bank that a complete renegotiation would be required.

The new agreement is due this week, Briggs said, and is expected to provide for continued use of the patents by American manufacturers.

### Rights to RCA

Radio Corporation of America may continue to license other manufacturers under United States patents of the N. V. Philips' Gloeilampenfabrieken (Philips Incandescent Lamp Works Company) formerly of Eindhoven, Holland, it was announced recently following the consummation of a new agreement between RCA and the Hartford National Bank and Trust Company. The statement came jointly from Dr. Charles B. Jolliffe, vice-president of RCA, and Maynard T. Hazen, vice-president and director of the Hartford bank. The agreement, signed by RCA and the Hartford bank as Trustee under indenture with Philips, became effective July 1, and remains effective until Dec. 31, 1954.

RCA is also granted similar rights to license the U. S. Government directly for the duration of hostilities and six months thereafter. RCA's right to license manufacturers for the sale of apparatus to the U. S. Gov. continues until Dec. 31, 1954. RCA has informed its licensees that it is extending to them rights under the Philips' patents at no extra charge.

# Washington Front

By ANDREW H. OLDER

IT'S generally known that while radio has done a remarkable job in military communications, there have been cases where the Army has had to rely upon pigeons. This has been particularly true in cases where they have had to drop equipment behind enemy lines—either to underground fighters or advance elements of our own armies. They've worked out a very neat parachute and cage for the pigeons, but haven't yet been able to work out a means of dropping delicate radio equipment so that—in many cases—it will not be useless because of the jarring. . . . But in spite of that failing, they've not worked out the improved pigeon carrier service visualized by one fancier recently who came to the army for information on a new gadget he heard the Signal Corps had developed to make the birds fly faster. This gadget, he insisted, was some sort of a tube attached under the bird to draw air from the front, cool it and release it in a stream hitting at the base of the pigeon's tail feathers. . . . then there was the chap who sent the Signal Corps a couple of years ago an elaborate plan for replacing carrier pigeons with bumblebees. They are smaller and not so easy for the enemy to shoot down, he explained. Different colored bees would be used, with an elaborate code of messages worked out according to the colors and the various markings of the bees.



ONE of the unpublicized chapters of the Frisco Conference was the boost it gave to the new GE wire recorder. Young Roy Hofheinz, the Houston broadcaster who bucked Jessie Jones last year, turned up at the conference with a small wire recorder about the size of a portable typewriter and began taking it around to press conferences. After the first couple, State Department Press Chief Mike McDermott got wise and kicked long and loud. Hofheinz finally agreed that he would record no further press

sessions unless with permission of the persons being interviewed. . . . A day or so later McDermott spied Hofheinz with his instrument working during a press conference given by Soviet foreign minister Molotov. Horrified, McDermott made a dash for Hofheinz and tried to push him out of the room. But the Texan pulled McDermott forward to a Russian in the Molotov party, who smilingly asserted that Molotov was aware of what was going on and that he had given Hofheinz his permission to record the session. . . . As it happened, there was a rather controversial point during the session which was mishandled by a number of reporters, and Hofheinz' transcription came in very handy. Molotov was so interested in the gadget that he ordered one for himself.

# Many Top Radio Stars Observe AFN Birthday

(Continued from Page 1)

ican troops. Those participating in the broadcast included Bop Hope, Jack Benny, Amos and Andy, Ed Gardner, Jane Froman, Jinx Falkenburg, the Andrews Sisters, Larry Adler, Betty Hutton, Allan Jones, the "Information Please" board of experts, and the bands of Hal McIntyre and She Fields. July Fourth also marks the third anniversary of the American Forces Network which has grown from a basement studio in London to a total of 50 stations reaching American troops all over western Europe.

### WSVA Joins NBC

WSVA, Harrisonburg, Va., has become affiliated with the National Broadcasting Company as a supplementary station to the basic network.



**IT'S THE STATION THAT TAKES ME TO THE OLD COUNTRY**

Because nearly two hundred thousand foreign-born folk live within our area, we provide six weekly nationalities programs featuring authentic music of the Hungarians, Czechs and Poles, Slovaks and Slovenians. Careful programming for these peoples has won for WGAR the loyalty of this market which says little . . . thinks deeply . . . and buys from its friends.

CLEVELAND'S **WGAR** THE FRIENDLY STATION  
FREE SPEECH "MIKE" RADIO'S XXV ANNIVERSARY



### Stork News

A daughter, Elizabeth, was born to Malcolm Child, WQXR announcer-producer, and Mrs. Child at the Lenox Hill Hospital on Tuesday, June 26. The baby weighing six pounds, six ounces, is the couple's first child. Mrs. Child, the former Helen Finn, of New York City, was a staff member of WEVD before her marriage.

*Send Birthday Greetings To*

(July 5, 1945)

Milton Biow Don Dunphy  
Thomas K. Neely

this is **WDOD** 20th YEAR

the **STATION IN Chattanooga**

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

**CBS**

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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 32, NO. 4

NEW YORK, N. Y., FRIDAY, JULY 6, 1945

TEN CENTS

## Fight On For OWI Funds

### Listener Surveys By BBC Revealing

Recent surveys conducted by the BBC in the United States and Great Britain indicate that the percentage of the British population who hear radio programs produced in the United States is greater than those in America who listen to London produced programs over U. S. stations and networks, BBC's New York office disclosed yesterday.

More than fifteen and one half million adults in the United States heard one or more of the BBC programs during the last week in April, 1945, announced Joe Kenas, BBC's Re-

(Continued on Page 6)

### Biggar Leaving WLW; Will Join WIBC As G. Mgr.

Cincinnati—The resignation of George C. Biggar from the executive staff of WLW to become general manager of the Indianapolis News station WIBC, has been

accepted by James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting. Mr. Biggar has been assistant to Mr. Shouse and general manager of employee relations for WLW during the last 18 months. He will join WIBC on July 16th, after seven years on the staff of the nation's station.



GEORGE C. BIGGAR

### Special Award

Washington—On Saturday, the American Legion will present a special award of merit to Russ Hodges, WOL-Mutual sportscaster. The award will be presented by Colonel Ray Kelly, and is given to Hodges for his rehabilitation service in behalf of the patients of Walter Reed Hospital. In addition to personal appearances in the wards with outstanding sports figures, Hodges has worked with patients on sporting events, broadcast directly from Walter Reed to the armed services network.

### RCA Calls Meeting Of Electronic Group

Anticipating rapid expansion in the field of electronic service and maintenance RCA has called a 10-day conference of executives and district managers to be held at the Seaview Country Club, Absecon, N. J., starting Monday, W. L. Jones, vice-president of the company announced yesterday.

The discussions will cover plans for

(Continued on Page 7)

### Carol Irwin Gets New Post With American Network

Carol Irwin, who left Young & Rubicam, Inc., in March where she had been in charge of daytime shows, has been named eastern director of talent and program development for

(Continued on Page 7)

### Proponents Planning Week-Long Battle To Restore Appropriation Stricken From Nat'l War Agencies Bill

### NABET And Borroff Explain Mackinac Cut

Chicago—The fact that there was "no NABET technician at the point of contact to make the pickup" was given yesterday as justification for cutting from the air the speeches of eight newspaper men who had been engaged to discuss the Mackinac Island Governor's Conference over the

(Continued on Page 3)

### Augment MBS News Staff For Pacific War Cover

San Francisco—Mutual's Trans-Pacific News Bureau in San Francisco has been augmented by the arrival of Robert Woodmansee, who will act as assistant Bureau Chief to Edward Pettitt.

The Bureau, located in the Don-Lee KFRC Building, serves as the recep-

(Continued on Page 7)

### Canadian Manufacturers Get Gov't Green Light

Montreal—The Wartime Prices and Trade Board announced that radio manufacturers in Canada have been given permission to proceed with reconstruction plans, but must bring

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—With all funds for the Office of War Information and 10 other war agencies stricken from the National War Agencies Bill by liberal members of the House of Representatives, a dramatic, week-long battle is expected to be waged by those Congressional interests who wish to maintain the usual budget for use by the OWI during the coming fiscal year. In the meantime, the agency functions through funds extended to it by Con-

(Continued on Page 3)

### AFM Charter Given Radio Directors' Guild

Radio Directors Guild has received its charter from the American Federation of Labor and is now taking steps to resume negotiations with the major networks for a contract governing all directors. Guild was organized in April 1942 and has since grown from an original 30 members to more than 200, as well as assistant directors;

(Continued on Page 6)

### Stromberg-Carlson Readies New FM Receiver Models

Rochester—Design plans for a new FM radio receiver to meet the FCC allocations have already been put in work by the Stromberg-Carlson Com-

(Continued on Page 6)

## Progress Of BMB Plan Announced At Luncheon

Reporting the progress of Broadcast Measurement Bureau to date and giving an insight into the organizational planning for 1,000,000 sampling, Hugh Feltis, president of BMB staged a buffet press luncheon yesterday at headquarters, 270 Park Avenue. Present with Mr. Feltis to meet the press and answer their questions were John

K. Churchill, research director, and Paul F. Peter, executive secretary.

As a step toward bringing refinements to the measurement bureau plan as it might affect independent broadcasters in New York, Chicago, Los Angeles, and Detroit, Mr. Feltis announced the appointment of a per-

(Continued on Page 2)

How can you sell your product at low cost to Industrial New England? Sign up WLAW. Advt.

Get the leading station of Industrial New England, WLAW, to sell your message. Advt.

### \$259,216,062

With the close of the 7th War Loan drive, Ralph Edwards made with his adding machine to figure out the total of bonds sold on his "Truth or Consequences" shows during the seven campaigns. It came to \$259,216,062. His sales of E Bonds during the drive which just closed came to \$14,096,207, acclaimed by the U. S. Treasury as a record.

### Sticky Weather

Producer Mildred Fenton recently guested on WEA's Maggie McNellis program. The temperature was over 90 and the humidity was about 85, so the girls kicked their shoes off and walked around barefooted. Two minutes before mike time, Mildred stepped on a hunk of discarded chewing gum. She didn't curse once, but wiggled her toes desperately for 15 minutes.



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### Canadian Manufacturers Get Gov't Green Light

(Continued from Page 1)

their models back on the market at 1941 basic prices.

H. H. Foreman, co-ordinator of capital equipment and durable goods, warned, however, that there was "little likelihood" that any radio sets would appear for civilian sale for "some considerable time yet."

He explained that Canada depends on American manufacturers for component parts and as civilian production on few radios has not yet been authorized in the U. S., parts are not available for export. Canadian manufacturers now are free to prepare reconstruction plans and get into production as soon as component parts are obtainable.

### 20 YEARS AGO TODAY

(July 6, 1925)

Stations WJZ and WJY, being non-commercial, cannot collect a fee for permitting an advertiser to use their air facilities. Both have a well earned following and present a problem for those who say advertising is the salvation of air entertainment.

## Progress Of BMB Plan Announced At Luncheon

(Continued from Page 1)

manent Technical Research Committee. The committee, chosen by the Research Committee of the BMB board, will serve the bureau in an advisory capacity on all matters of research methods and techniques. It is composed of three representatives from each of the three member associations of the bureau. The committee selections follow:

For the Advertisers: A. N. Halverstadt, media director, Procter & Gamble; Frederic G. Berner, assistant to the president George Washington Coffee Refining Co. and Robert F. Elrick, director of advertising and marketing research, the Quaker Oats Company.

For the Agencies: Frederic B. Manchee, vice-president in charge of research and marketing, Batten, Barton, Durstine and Osborn; William R. Farrell, vice-president, director of research, Benton & Bowles and W. J. Main, vice-president, director of research, Ruthrauff & Ryan.

For The Broadcasters: Edward F. Evans, research manager, American Broadcasting Company; Barry T. Rumble, director of research, National Association of Broadcasters third member to be announced later.

#### Financial Report

It was reported that total subscriptions now amount to \$769,000 with 517 subscribers to the BMB plan listed. Billing operations have been started and by noon yesterday a total of \$104,885 had been received at BMB headquarters in response to the first assessment. It was further revealed that 53 per cent of the nation's large stations are subscribers; 66 per cent of the medium stations and 54 per cent of the small stations. Feltis pointed out that the percentage of stations in each group was gratifying and showed a good balance on broadcaster acceptance.

#### Churchill Explains

John Churchill, former research director of CBS, answered questions of the press on the survey plans and in layman's language gave the newspapermen an insight into the BMB planning. Churchill detailed the problems of putting into operation the

1,000,000 mail sampling covering approximately 25,000 communities in the United States and said that results of the first survey will probably not be ready until December, 1946.

#### Premium Approach Planned

BMB will use a premium approach in sampling the nation's listeners. While Churchill said it had not been decided whether a merchandise or cash premium inducement would be used such a plan would be adopted. It is planned to put the ballots or questionnaires in the mails during the spring of 1946—probably in March. In the meantime a permanent staff of about 20 will be engaged by BMB, bids will be asked from research or mailing organizations to handle the detail of mailing and computing results, and final draft of the questionnaire or ballot will be approved.

#### See Improvements

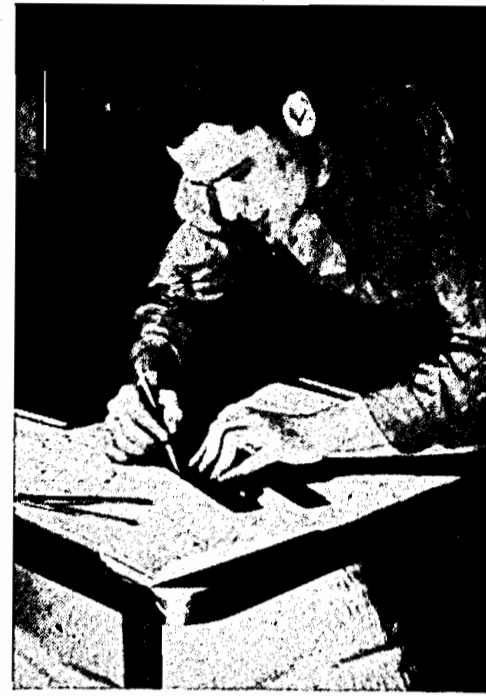
Both Feltis and Churchill were of the opinion that the situations in New York, Chicago and other major independent markets would be cleared up in time. They believe that analysis of these markets by the newly appointed Technical Research committee will solve the problems. It was pointed out that the broadcasters were basically for BMB and would join up when convinced that the measurement bureau plan is beneficial to their stations.

Feltis said that at the present time that no thought had been given to network participation in the BMB survey plan. He added, however, that possibly at some later date a plan would be worked out. It was explained that the BMB survey data of non-subscriber stations would be a matter of record at BMB headquarters but would not be made available to the stations.

Paul Peters, who recently resigned as NAB director of research to accept the BMB post, outlined generally the plan and told of some experiences in research as a member of the NAB staff.

### Heifetz Phone Hour Guest

Jascha Heifetz returns to "The Telephone Hour" as guest on Monday, July 9 (NBC, 9:30 p.m., EWT).



Officer U. S. Navy Photo

## Cutting a "fix"

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

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

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

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

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

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



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

**MUSIC has power**

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

No wonder WDAS audiences say "Thank You!"



# NABET And Borroff Explain Mackinac Cut

(Continued from Page 1)

network of the American Broadcasting Company. B. F. Fredendall, NABET vice-president and chairman of the Chicago local declared:

"It is a part of our union contract with American that there be a NABET technician at the point of contact to make every pickup. A similar program from Mackinac the preceding night went on the air because we did not have opportunity to cut it. We trust the company will not violate its contract with us further in this way."

Taking issue sharply with the statement of Fredendall, E. R. Borroff, vice-president of the network in charge of the central division, stated that the cutoff resulted from differences between the company and NABET regarding interpretations of the contract. The pickup, he said, was to be handled by WXYZ, Detroit, and American did not think it necessary to send an engineer from Chicago in addition to those of the Detroit station. The union, said Borroff, insisted that one should have been sent. Borroff added:

"Thirty minutes before the show was to go on the air, NABET told us of the threat to cut off the program unless a Chicago engineer made the pickup. Obviously it was too late to do anything here."

"Then NABET said it would be agreeable if the National Broadcasting Company engineer at Mackinac, a member of the union, made the pickup. We tried our best to locate him, but did not have enough time."

"We certainly would have sent a NABET engineer from here had we had such difficulty would arise."

## New ASCAP Members

Newly elected members to the American Society of Composers, Authors and Publishers include the following composers and authors: Charlie Abbott, Art Harry Berman, Teddy Hall, Lucius "Lucky" Millinder, Leo J. "Lee" Pearl and Axel Stordahl in the popular field; Harold Bauer, William Bergsma, Alberte Chiaffarelli, Paul Creston in the standard field. The publisher of popular music to be elected was Antobal Music Company.



## Reporter At Large . . . !

● ● ● Ruthrauff & Ryan frantically scurrying around for a replacement for Morton Gould. The composer-conductor has refused their renewal offer and told them that July 19th will be his last show for them. Friction is with the agency and not the client. . . One of the top stage and radio comics has the locals gasping over the amazing streak he's enjoying with the giddyaps, as D. Runyan might put it. His pals insist he's over 100 G's ahead already. . . The General Motors-Frank Fay romance has chilled already, or so we hear. Story behind it, they say, is a pip. . . Will Morrissey will star in his own show. He was casting it and discovered he was a lot cheaper and better (he thinks) than any of the other applicants for the job. . . Returning war prisoners tell how they amused themselves in Nazi gaols by holding debating contests. The favorite topic was "What to Do With Germany." The guards never caught on. . . Dane Clark, the Brooklyn Van Johnson, has turned 47th Street outside the Strand Theater into a traffic hazard with herds of yipping bobby-soxers acting like buffalo. . . Is Connie Martin being groomed for the trade editorship at CBS? . . . Tom Hicks, formerly with Foote, Cone & Belding, has joined the American web. . . WOR is auditioning announcers, and for the first time in a long while, they're not keeping it secret. . . The Fitzgeralds celebrating their 15th wedding anniversary. . . Les Brown's description of a spinster: A gal who can wear a tight sweater and still look respectable. . . Henry Luce will have a fancy new mag after the war—but, Clare you ain't gonna get the editorial job. Someone else has already been picked for the berth. . . Lew Parker says the most amazing aspect of Himmler's death—is that the poison worked. . . What's behind all these inquiries Bob Hope is making about Monica Lewis? He even requested a set of her photos. . . That picture of Norman Corwin and the Little Flower in PM early this week was snapped three years ago by a CBS photog. . . Jay Jostyn, with his wife and two youngsters, narrowly escaped serious injury the other day in Washington when his cab crashed into another car.

★ ★ ★

● ● ● A lot of radio folk who think director Dodie Yates is a snob and all that because she doesn't always return their greeting might bear in mind that Dodie is merely near-sighted. Her critics might further like to know that Dodie is one director who has a positive phobia for using newcomers—often crossing off a performer who is too busy as it is. Another thing we like about her is that while the average audition takes about 10 minutes, hers at least double that time. She spends the added time coaching and helping the performer. Lastly—and this is something other directors might well copy—she doesn't call all the auditions for the same time—but spaces them out so's the actor won't have to wait all afternoon for his turn.

★ ★ ★

● ● ● Doris Sharp, the Radio Registry gal, showed us a note she's just received from Jay Wesley's wife. Jay, you might recall, was the announcer who was on his way to the coast to take over the Bob Hope summer replacement (his first big break, incidentally) when he was killed by a hit-and-run driver. Here are a few lines of her letter: ". . . I am so thankful he was so very happy at the time of the accident. We were just returning to our hotel from dinner when a drunken driver swerved off the road onto the sidewalk, killing him instantly. He never even knew he had been hit, and was singing with the children when it happened. . . People have been wonderful. . . Many I never even heard of . . ." Incidentally, a nod to both Pepsodent and Foote, Cone & Belding, who Marty Goodman informs us forwarded checks to Mrs. Wesley, despite the fact that Jay hadn't been with the organization long enuf to qualify for group insurance.

★ ★ ★

—Remember Pearl Harbor—

# Fight On To Restore Funds For The OWI

(Continued from Page 1)

gress in anticipation of an appropriation bill.

It is emphasized that the attack is not on OWI alone, but on OWI, OIAA and eight other agencies whose funds are carried in the National War Agencies Bill and which were knocked out yesterday on the grounds that they were set up by executive order and never voted by Congress. The move was part of a struggle to permit a vote of the House on the question of funds for the Fair Employment Practices Committee. This vote has been blocked both by the House Rules Committee and the House Appropriations Committee.

Because the proponents of FEPC were determined to continue their fight for that committee, they agreed to raise the same objection to other war agencies which opponents of FEPC have raised against that agency—the fact that it was created by the present President rather than by Congress. They hope thus to force the opponents of FEPC into a position of opposing the entire National War Agencies Bill.

## CBS And Edmund Chester Cited By City Of Havana

Columbia Broadcasting System and Edmund Chester, CBS director of Latin-American relations, have received a distinguished award from the Municipality of Havana, Cuba, in commemoration of the Centennial Anniversary of the birth of General Antonio Maceo, Cuban patriot.

## Trudy Gale In Town

Trudy Gale, actress well known in Chicago radio circles, has arrived to fill a number of engagements in New York.

Free Speech "MIKE"

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

**KMPC**

LOS ANGELES 710 Kc.-10000 WATTS

THE WEST'S GREATEST INDEPENDENT

National Sales Representative • Paul H. Raymer Company

WHO SAID INFLATION?

W-I-N-D delivers

79% MORE

daytime audience PER DOLLAR IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

5000 WATTS Chicago 560 KC.

# It happened on NBC



In the Beginning . . .

## MAY 1937

Chase and Sanborn launched a new variety program with such Hollywood celebrities as W. C. Fields and featuring the newly discovered team of Edgar Bergen and Charlie McCarthy. The first available Hooper rating was 12.5.

## JULY 1937

Although novices in radio, Bergen and McCarthy caught on fast. The Chase and Sanborn rating was on the increase—even during the summer months.

## FEBRUARY 1938

Less than a year after going on NBC, Bergen and McCarthy received a rating of 41.2—of the highest Hooper ratings ever given to any program.

## CARD TRICKS ON THE RADIO?

In 1937 the idea of putting a ventriloquist and his dummy on the air seemed just as absurd to many people. Half the fun of such an act was in the watching. But Standard Brands, ever alert to the possibilities of the new, put the ventriloquist and his dummy on the air over NBC—the network built by new ideas.

• The result? On July 10, 1937, the restrained *New York Times* for the first time in its history devoted an editorial to a dummy, writing in part: "Although Charlie is apparently still in his teens, his little voice is weary of the world. When he feels he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or resist. His laugh

The Story of Edgar Bergen and Charlie McCarthy) NO. 4 OF A SERIES



Today . . .

**1941-42**

*Bergen and McCarthy finished the winter season (October through April) with an average Hooper rating of 30.7.*

**APRIL 1943**

*For the sixth successive year, Bergen and McCarthy ended the winter season with an average Hooper rating of more than 30. (1942-43 average: 31.3)*

**MAY 1945**

*Bergen and McCarthy, now on 139 stations, begin their 9th year on NBC—firmly entrenched in the affections of a vast radio audience.*

mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture . . . Since Charlie's radio audience cannot see him, Mr. Bergen has had to concentrate on the tone of the simulated voice and the wit of his script. Both these things he has done with such skill and originality that Charlie has become the most real personality on the omic air waves of the season."

• The new idea of Charlie McCarthy—a dummy on the air—backed by the skill and talent of Edgar Bergen, given NBC Network facilities and the great NBC audience, has resulted in one of the major paradoxes of the entertainment world—a wooden dummy who lives in the homes of millions of American families with an identity and character as real and full-blown as many national figures of flesh and blood.

**National Broadcasting Company**

**America's No. 1 Network**

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



A Service of Radio Corporation of America

## Listener Surveys By BBC Revealing

(Continued from Page 1)

search Manager, under whose supervision the National Opinion Research Center conducted the survey. This amounts to three and one half million increase over a similar survey made September, 1944, said Kenas. This latest survey also revealed that about 40 million Americans know of one or another of the six BBC programs rebroadcast nationally.

And during the same week Robert Silvey, Listener Research Director of the BBC, conducted a similar survey on British listening to programs from America, which disclosed that "20 million adults in Britain had recently listened to one or more of seven programs produced in the United States."

Analyzing the figures submitted by London and the National Opinion Research Center, Kenas revealed that 21 per cent of the U. S. adults with radio sets heard BBC programs during the last week in April, whereas 68 per cent of the adult English listeners recently heard one or more programs made in America.

Thirteen of the fifteen and one half million people who heard the British originations in the United States listened to one or more of the following programs: "Radio Newsreel" (Mutual Network); "Trans-Atlantic Quiz" (American Broadcasting Company); "Trans-Atlantic Call" (CBS); "American Eagle in Britain" (Mutual Network); "Atlantic Spotlight" (NBC); "London Column" (Independent Stations). The remainder are accounted for by independent direct pickup and transcription rebroadcasts, including "Freedom Forum," "London Letter," news bulletins and so forth.

The American originations heard via BBC in Britain include Charlie McCarthy and Jack Benny, commercials deleted; two programs prepared by the U. S. Army; "Command Performance" and "Mail Call"; two exchange programs, "Trans-Atlantic Call" and "Atlantic Spotlight." Finally there is "American Commentary," a weekly 15-minute review of the news from the United States.

Not included in the survey are the special programs produced by the BBC in New York for England, among which are, "Chisholm Trail," "Martins and the Coys," "SINPAC" and the latest, "The War in the Pacific." These are scheduled at peak listening hours and invariably enjoy large audiences.

### Fred Bosin In WNBF Post

Binghamton, N. Y.—Fred A. Bosin, formerly of Colgate-Palmolive-Peet Co., has been named research and promotion manager of WNBF.

### Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION

## WORDS AND MUSIC

By HERMAN PINCUS

**L**AST year, while bragging—er-er-that is—we mean—while discussing our respective baseball careers with John McKay (who at one time played a whale of a game at first base) we arranged for a baseball contest between members of the fourth estate and a team composed of the NBC Press Dep't. . . . said game took place at the Yankee Stadium with the team managed by yours truly eking out a victory, after a sensational pitcher's battle, 15-14. . . . in using the term 'pitcher's battle', we mean the pitchers battled to save themselves from being killed. . . . Syd Eiges, McKay's successor as Press NBChief, is determined to erase the blot of that defeat on the escutcheon of his alma mammy and has issued another challenge which we accepted. All members of the fourth estate (Radio Trade Journals) who wish to play please contact this reporter . . . game will be played at the Polo Grounds, New York, Saturday July 21 at 2:30 p.m. (late flash from NBC—"bring your gloves, we'll supply the rest").

★ ★ ★

**RADIOLOGY:**—The Gale Office has just signed the sensational DeMarco Sisters, five gals ranging in ages from 12 to 18, whose harmony from Boogie-woogie to Beethoven falls so delightfully on the ears. . . . ● Morrey Davidson is selling a package, built around Happy Jim Parsons and a band directed by Mac Ceppos, which sounds like a natural. . . . ● Dick Brown, MBSongster of his own show and Nancy Norman (she sings with Sammy Kaye's orchestra) will start 'making music together for life' in September. . . . ● Ten years ago, two up-and-coming announcers came to New York from WEEI in Boston and though close pals (even sharing an apartment for three years) never had occasion to work on the same show . . . you now can hear them together on the "Sigmund Romberg NBCiggle Show" where Frank Gallup is the host with Ed Herlihy, doing the announcing honors. . . . ● Jack Ward, on Bastille Day, July 14, (see how much history we know?) begins his sixth year as staff organist with NBC. . . . ● Tony Barrett won that "Topper" role succeeding Paul Mann, in a competitive audition over about 100 actors.

★ ★ ★

**TIN PAN ALLEY-OOPS:**—Chalk up a sure-fire hit for Robbins Music Corp. . . . the ditty, "No Can Do," is a novelty written by Nat Simon and Charlie Tobias. . . . ● Sotto voce to Mayor La Guardia. . . . if you're seeking a sign-off for your weekly WNYChatter, you might give a listen to Ben Bloom's newest plug (and we do mean PLUG) "Horses Don't Bet On People" (that's why they're never broke) . . . John Jacob Loeb, who wrote it, probably 'bunked' into the inspiration while tearing a herring at Lindy's. . . . ● We're proud as a peacock, for another of our predictions is coming true . . . Rose Marie (former child star of the networks) is currently the sensation of Broadway. . . . Frank Curley's little songbird literally has to 'beg off' at the Capitol Theater stage at every performance. . . . ● Herman Starr has appointed Victor Blau, just honorably discharged from the Armed Forces, vee-pee of the Warner Music Group and will represent that organization's professional activities on the Coast. . . . ● Lou Levy en route to New York. . . . ● E. V. Durling, columnist on the (N. Y.) Journal-American in a recent column, writes: quote—"I Didn't Raise My Boy to be a Soldier" was not written by Alfred Bryan, as has often been stated, but by Albert Bryan. . . . unquote:—this is to advise Mr. Durling that he's WRONG . . . wrong not only for ignoring Al Bryan's two letters of protest but for not ascertaining the facts . . . Alfred (Al) Bryan, a Double-A member of the American Society of Composers, Authors & Publishers, (ASCAP) and writer of such hits as "Come Josephine in My Flying Machine," "Brown Eyes Why Are You Blue," "Joan Of Arc," "Who Paid the Rent for Mrs. Rip Van Winkle," "I'm On My Way To Mandalay," "Peg O' My Heart," "Daddy You've Been A Mother To Me" and hundreds of other hits, wrote the lyrics to the song in question to a tune written by another ASCAP tuneser, Al Plantadosi. . . . The song, was published by Leo Felst, Inc. in 1915.

## AFM Charter Given Radio Directors' Guild

(Continued from Page 1)

membership is claimed to cover practically every network commercial on the air.

Officers of the RDG are: William N. Robson, president; Anton M. Leader, vice-president; George Maynard, secretary; Robert Lewis Shayon, treasurer and Helen Farrell Mount, executive secretary. David Saperstein, is attorney.

Upon receiving its AFL charter, felicitations were received by RDG from William Feinberg, secretary of Local 802 of the AFM and George Heller, of the American Federation of Radio Artists, both of whom welcomed RDG into the fold of organized labor. RDG had previously pledged these two unions and other groups in the AFL its "co-operation and unity on all matters affecting wage earners and broadcasting."

## Stromberg-Carlson Readies New FM Receiver Models

(Continued from Page 1)

pany, Lee McCanne, vice-president and general manager, announced.

"Once the FCC rendered its decision to shift the band to the higher frequencies, we swung into immediate action to prepare for production as soon as possible within the limits of military necessity and the availability of labor and materials," Mr. McCanne said. "This removes the last shackles from our thinking on our post-war line and FM's key position in it." He predicted "a heavy demand for FM receivers when civilian radio production is resumed."

## 'County Fair' Set Up By Borden On American

Borden Co. will sponsor a new show entitled, "County Fair," over the American network, beginning Tuesday, July 10, 7:30-8 p.m., EWT. Program which will originate in Hollywood, will be an audience participation show headed by Jack Bailey as the barker. Guest stars and the Elsie family including Beulah the calf and Elmer the bull, will be permanent characters.

*Exclusive!*

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

**W-I-N-D**

560 Kc. 5000 WATTS

# Program Parade . . . .

**MARLIN HURT SHOW—CBS.** 9 p.m. Sponsor: Lewis-Howe Co. Marlin Hurt, whose character, "Beulah" dates back to the old "Tom, Dick and Harry" days of WGN, Chicago, arrived as a full fledged comic, in his new CBS show. Aided by a good script, Hurt makes "Beulah" an engaging personality with an infectious laugh. The Hurt program holds promise as excellent summer listening.

★  
**SEVEN MILLION BACK THE 7TH—WNYC.** Municipal station. Sat., 8:15-8:45 p.m. This program backs the Four Freedoms with good, sound productions. Scripter Stanley Bernstein recently discussed the Negro problem, and dramatic content was interspersed most effectively with the Coleman Brothers mixed voice group. Eugene O'Neill, Jr. is both a competent actor and narrator.

★  
**SUNDAY ON THE N-K RANCH—American-VJZ.** Sun., 4-4:30 p.m., EWT. Sponsor: Cash-Kelvinator. Nothing humid about this summer musical series. Oomphy singer Carol Bruce and baritone Curt Massey put songs over with ease. Harry Sosnik's orchestral arrangements are perfectly blended backdrops for featured singers. While commercials accent post-war, they also remind listeners of current war heroes.

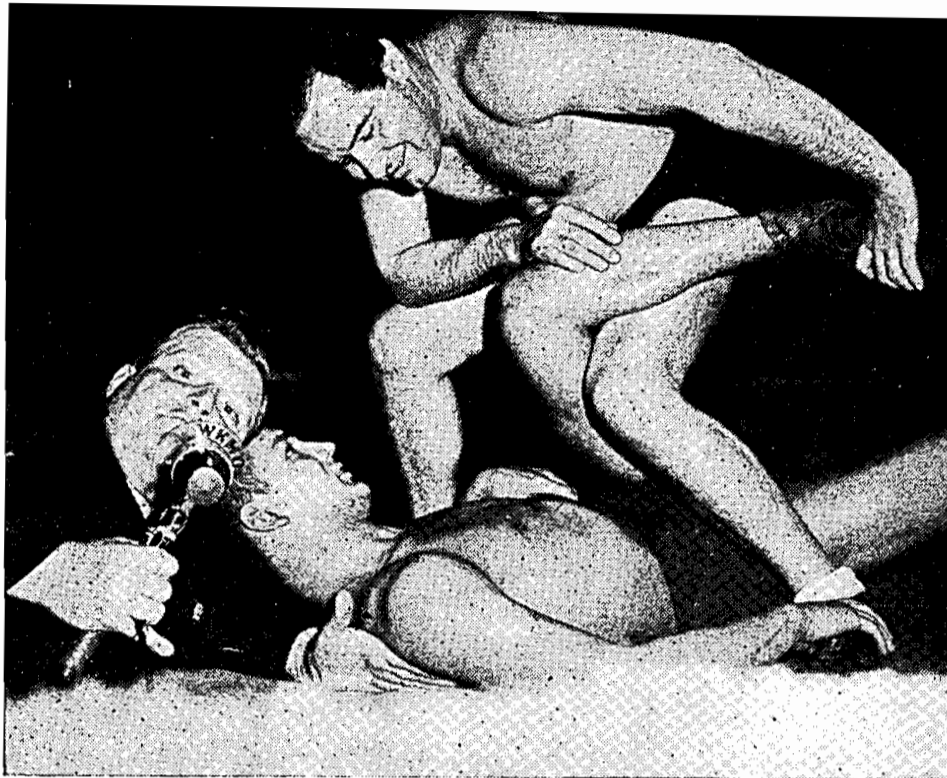
★  
**HOME GARDENER'S FORUM—WAAT.** Newark, 8:30 p.m. Sponsor: Kresge's. Interesting 15 minutes dealing with the problems of Victory gardeners with authorities from the New Jersey Agricultural Department answering the questions. Timely program will definite wartime value.

★  
**"SIZING UP THE NEWS," WOR-Mutual.** 8 p.m., Sponsor: Phillies (cigars). Cecil Brown's authoritative delivery of an excellent news script puts this 15-minute news program into the worthwhile listening class. Brown's diction, analytical mind, and dramatic pacing gives quality to war news and human interest items from here and abroad.

## Send Birthday Greetings To—

- |                        |                 |
|------------------------|-----------------|
| July 6                 |                 |
| Don Mersereau          | Clark Overton   |
| Red Evans              | LaVerne Andrews |
| Estelle M. Sternberger |                 |
| July 7                 |                 |
| Arlene Harris          | David Ross      |
| Hal Schenker           | Verne Smith     |
| Everett West           |                 |
| July 8                 |                 |
| John Brewster          | Sydel Forbes    |
| Percy A. Grainger      | Bill Thompson   |
| Gertrude Niesen        | Lou Fulton      |
| Ann Thomas             |                 |

## PICTURE OF THE WEEK



*The grunt and groan pastime called wrestling received a public relations setback when the publicity director of WKMO, Kokomo, released the above picture. Close scrutiny reveals that the announcer is suffering more inconvenience than the smiling gents of the roped arena.*

## AGENCIES

**D. M. GRATTEN-COE AGENCY** is closed this week while its employees take their annual vacation.

**VAUGHN FLANNERY** has been retained by Compton Advertising, Inc., as consultant to the agency's art department. He will be concerned primarily with the development of improved techniques in anticipation of the intensive competition that will accompany full-scale production of civilian goods. This move marks the return of Flannery to the agency field after an absence of four years. He resigned from Young & Rubicam, Inc., in 1941 after having been art director and a member of the plans board since 1929. Prior to that, he held a similar position with N. W. Ayer & Son, Inc.

**LINCOLN DIAMANT**, previously connected with the program departments of CBS and the Blue Network, has been appointed the new general manager of the Intercollegiate Broadcasting System, with offices at 507 Fifth Avenue, New York, N. Y. Diamant replaces Louis R. Bloch, who will continue in charge of the IBS sales department at the same address.

**AMERICAN PUBLIC RELATIONS ASSOCIATION** announces that Julian Gross, president of the Julian Gross Advertising Agency, Hartford, Conn., has been named by its Board of Governors as vice-president of the New England District of the national association. Gross will be responsible for the organization and administration of local APRA Forces in the principal geographical centers of the New England States. Gross has also been elected a member of the Board of Governors of the American Public Relations Association for a term of office expiring in 1948.

### Vaudeville On WNEW

"Vaudeville Isn't Dead," is the title of the new program scheduled to bow in over WNEW, Sun., July 8, 6:35-7 p.m., featuring Joe Franklin, recently honorably discharged from the Army. Format of the program will include recordings made by yesteryear's vaudevillians and asides on their lives and times. Personalities of the past and present will be guests occasionally on the series.

### RCA Calls Meeting Of Electronic Group

(Continued from Page 1)  
service field engineering operations, training programs, newly developed test equipment, sales markets and other activities in such fields as motion picture sound and projection, electronic power heating, electronic industrial controls, the electron microscope, sound systems, radio and television broadcasting and reception, and special applications now serving the armed forces.

The group will be addressed by J. G. Wilson, newly appointed operating vice-president of the RCA Victor Division, and other RCA executives.

### Carol Irwin Gets New Post With American Network

(Continued from Page 1)  
the American Broadcasting Company, Hubbell Robinson, Jr., vice-president in charge of programs, announced. Prior to her affiliation with Y & R, Miss Irwin had been associated with Pedlar & Ryan and Lennen & Mitchell and also served as program director of WCAU, Philadelphia.

### Joins CBS Tele Staff

Andrew Mercier has been named assistant supervisor of the television studio technical operations, at Columbia's New York television station, WCBW, Dr. Peter C. Goldmark, CBS Director of Engineering Research and Development, announced yesterday.

### Augment MBS News Staff For Pacific War Cover

(Continued from Page 1)  
tion and clearing point for all Mutual Broadcasts originating in the Pacific and Asiatic theaters.

Although less than one year in existence, the Trans-Pacific News Bureau has worked in conjunction with the New York offices of the Mutual Broadcasting System through the landings in Hollandia, the Leyte invasion, the landings on Guam, Luzon, Iwo Jima and Okinawa.

Since its inception, the Mutual News Bureau here has increased its Pacific overseas coverage two-fold. Latest additions to the field are Gordon Walker, Christian Science Monitor correspondent, and Paul Manning, recently returned from the European theater of operations.

Walker and Manning are both attached to the Navy and will file for Mutual out of advance fleet headquarters on Guam.

The present assignments of other correspondents are: Don Bell, Manila; Jack Mahon, Guam; Leslie Nichols, Guam; Cedric Foster, Manila; Bob Brumby, Chungking; Stanley Mackstead, British Fleet; Owen Cunningham, Honolulu; Charles Minor, Chungking, and Susan Tate, Manila.

### Joining KPAS, Pasadena

Norman Rogers, writer, producer and commentator with Smith, Bull and McCreery for several years, leaves that organization to assume the post of program director for station KPAS, Pasadena, starting July 10.

Every 24 Hours

51

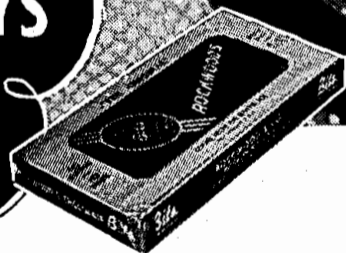
SPONSORED  
NEWSCASTS  
UP-AP-INS

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS



**OUT OF TOWN BOYS  
MAKE GOOD**



## BALTIMORE TAKES CHOCOLATE

Since 1938—Rockwood and Company\*—nationally known for chocolate—has been building business in Baltimore over WFBR—Baltimore's Big Home Town Station.

Seven years on one station WFBR does register confidence—but with practical merchandisers such

\*Agency: Federal Advertising Agency, Inc.

as Rockwood and Company—it also spells results. And WFBR is *noted* for results.

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

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

**WFBR**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 5

NEW YORK, N. Y., MONDAY, JULY 9, 1945

TEN CENTS

## New Speech-Freedom Bill

### FCC Calls Engineers Of FM, Tele, Facsimile

Washington Bureau, RADIO DAILY

Washington—A meeting of FM, facsimile and tele engineers has been called for this week by FCC chief engineer George P. Adair. All interested industry engineers are invited to attend the two-day session to be held Thursday and Friday in the Center Departmental Auditorium, in Washington. The purpose of the meeting is to get industry ideas regarding the standards which will have to be set up shortly by the FCC for these three services.

The FM and facsimile discussions are set for Thursday, with tele to be (Continued on Page 5)

### Former Patent Executive RCA Patent Dept. Mgr.

Conway P. Coe, formerly United States commissioner of Patents, Friday was elected vice-president in charge of the patent department of the RCA Laboratories, Brig. Gen. David Sarnoff, president of RCA, announced following a meeting of the board of directors. Mr. Coe, who was appointed commissioner of patents in 1933 by the late President Roosevelt, resigned from that position on June 15.

### Wilson, SHAEF Official, Heads Research At CBS

Elmo C. Wilson, who for the past 16 months had served overseas as chief of the services division, psychological warfare branch of SHAEF, has joined CBS as director of research for the network. Prior to his service with (Continued on Page 2)

### Feltis Plans Trip

Hugh Feltis, president of BMB, announced Thursday that he planned to make a trip in the near future to the middle west and west coast in the interest of bureau memberships among broadcasters. He is particularly anxious to increase the number of members in the Chicago and Los Angeles area and has prospect of several broadcasters joining.

### Paree

When Bob Hope broadcast from Paris last Saturday, over NBC's "Atlantic Spotlight" program, it marked the first American performer's broadcast from that city to this country since the liberation of Paris. In addition to the Bob Hope pick-up, Sir Cedric Hardwicke was heard in a dramatic skit which originated from BBC studios in London.

### N. Y. Press Buy Time On Seven Stations

Survey of New York radio stations Friday indicated that seven stations were carrying special news periods bought by daily newspapers and other stations were obliged to turn down bids for sponsored news shows because of full schedules.

In each instance the newspapers purchased the time to keep their readers posted on the daily news developments during the strike of New York newspaper delivery employees. Augmenting the commercial time sold the press, most New York (Continued on Page 8)

### Will Pick New NAB Head At Committee Meet July 14

Washington Bureau, RADIO DAILY  
Washington—The special NAB committee to select a new president for the association will meet in Kansas City Saturday in an effort to settle upon a successor to J. Harold (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

New York Indies Aid Press

By CHARLES MANN

**I**NDPENDENT and key stations of the webs had an unexpected chore on their hands last week. They had to augment their news broadcasts because readers were unable to obtain newspapers in the metropolitan New York area because of the truck delivery strike. Broadcasters supplemented their regular newscasts by having

Let WLAW be your contact salesman to New England's 3rd largest concentrated audience. Advt.

### Measure Would Bring To Microphones Any Persons Barred By Politics; Introduced By Wigglesworth

Washington Bureau, RADIO DAILY

Washington—In an effort to solve to problem of insuring free access to the microphone for people with divergent political views, Rep. Richard B. Wigglesworth of Massachusetts, member of the old Lea committee and second-ranking Republican on the powerful House Appropriations Committee, Friday proposed an amendment to the Communications Act which would provide court redress for per- (Continued on Page 7)

### Foreign Tele Patents Reported Sold To CBS

CBS is reported to have obtained the American rights for 1,000-line television as developed in France and also new foreign patents covering colored television. The network is expected to hold a press demonstration on their foreign acquisitions in August at which time French television engineers will demonstrate their development.

### KGW Executive Named To U. S. Treasury Post

Portland—Appointment of H. Quenton Cox, assistant manager of KGW, as special consultant and assistant national radio director, with headquarters in Washington, D. C., was announced by the U. S. Treasury Department Saturday.

"In conferring this honor on 'Q' (Continued on Page 2)

### FM Mfrs. Planning Sets Adaptable To All Bands

FM sets capable of receiving programs on both the present 42-50 mc channel and the new 88-106 band specified by the FCC are being (Continued on Page 2)

### Treasury Officials To Report On 7th

Washington Bureau, RADIO DAILY

Washington — Secretary of the Treasury Henry Morgenthau, Jr. and Ted R. Gamble, national director of War Finance, will make the final and official report to the nation on the 7th War Loan in a special program to be broadcast by CBS Tuesday, from 7:00 to 7:30 p.m., EWT.

As background for the story of the problems which faced the Treasury (Continued on Page 5)

### Mutual Office Quarters Expanded On 19th Floor

Need of more office space by Mutual departments has resulted in the accounting department being moved to quarters atop the Longacre Theater, one of the MBS playhouses. Space (Continued on Page 6)

### Normalcy

Re-establishment of radiotelegraph service to Prague; extension of radiotelegraph service to three more provinces of Italy, and the lifting of the ban on telegraph addresses to Australia and New Zealand were announced by Lieut. Colonel Thompson H. Mitchell, vice-president and general manager of RCA Communications, Inc.

Yes, business is good! Especially for advertisers who use WLAW! Send for coverage map! Advt.



Vo. 32. No. 5 Mon., July 9, 1945 Price 10 Cts.

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

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### Arthur Elmer

Funeral services were held yesterday for Arthur Elmer, 34, who died last Friday at Doctors Hospital. Mr. Elmer, prominent in AFRA circles, was a radio actor and appeared on the Allan Young, Seven Up, and Eddie Cantor shows. He leaves a wife, two children, Stephen, three, and Joan one.

### Mrs. Sophie Maizlish

Hollywood—Mrs. Sophie Maizlish, 73, mother of Harry Maizlish, general manager of KFVB, died Friday in the Cedars of Lebanon Hospital following a protracted illness.

## 20 YEARS AGO TODAY

(July 9, 1925)

While hundreds of English couples danced to American jazz in the Hotel Savoy in London, thousands of radio enthusiasts here in the States, from the eastern seaboard as far west as Milwaukee, listened to the same music which was brought to their homes by a recent successful experiment in double radio relaying.



"... but Boss, WFDL Flint says our morale is important."

## Coming and Going

**LARRY SURLS**, of the American network's co-operative program department's sales force, has left on a business trip which will take him to Norfolk, Richmond, Birmingham, Augusta, and Columbia, S. C.

**JOHN MacVANE**, NBC foreign correspondent who has been in Europe since before America entered the war, has returned to the States.

**HERSCHELL HART**, radio editor of the Detroit "News," is comfortably ensconced at the New Weston for a short stay in Gotham.

**FRANCIS X. ZUZULO**, MBS trade press editor, is spending his vacation in the woodlands of Westchester, N. Y.

**HAL NORMAN**, staff announcer of KGH, Wichita, Kansas, recently planned out to Kansas City via TWA to do the narrational chores on a war production film made for Beech Aircraft.

**BOB CARPENTER** and **HARRY LeBRUN**, recently appointed Mutual southwest and southeast managers of station relations, respectively, are making the rounds among their affiliates.

**ROBERT N. DeHART**, of the Columbia network's general engineering department, who had been on the West Coast since April 19, has returned to the New York headquarters of the network.

**CARL HAVERLIN**, vice-president of Mutual in charge of station relations, is spending a few weeks in the Middle West on network business. Meanwhile **CHARLES GODWIN**, assistant director of station relations, is in Georgia attending a meeting of the Georgia Association of Broadcasters.

**WEST M. WILLCOX**, executive at WHOM, has left on a business trip to Chicago and other Midwest points. He'll be gone about two weeks.

**TED HOSKINS**, Mutual's foreign correspondent in Cairo, Egypt, has returned to the States after an absence of almost two years. He is en route of his home town of Lancaster, Pa., for a rest.

**MARJORIE LEIN**, of the North American service of BBC's New York office, is vacationing in Reno following the close of the UNCIO conference in San Francisco, which she covered.

### FM Mfrs. Planning Sets Adaptable To All Bands

(Continued from Page 1)

planned by FM radio set and equipment manufacturers licensed by Prof. E. H. Armstrong, it was stated Friday at a meeting of the organization held in the Jansen Suite of the Waldorf-Astoria Hotel. Thus, it was stated, the public will be assured of continued reception in all localities during the transition period.

It is considered additionally feasible, the group stated, to furnish broadcasters with equipment permitting simultaneous transmission on both the present 42-50 and the new 88-106 bands. Such manufacturing for civilian use, it was stressed, awaits the lifting of Governmental restrictions.

The meeting, held for the purpose of discussing the problems presented by the new FM allocations, was conducted by A. Freed, vice-president and general manager of Freed Radio Corp., New York. The group went on record as assuring the public that, despite the many technical problems presented by the new allocations, the public will be offered an FM broadcast service superior to that now in existence, as well as "a finer quality and wider selection of programs."

The matter of adapting present FM receivers to the new wavelengths is now being studied by the manufacturers.

### Wilson, SHAEF Official, Heads Research At CBS

(Continued from Page 1)

SHAEF, Wilson was associated with the domestic branch of the OWI. Before entering Government service he was active in the fields of journalism and research.

Wilson succeeds John Churchill, who resigned to become research director of BMB.

### KGW Executive Named To U. S. Treasury Post

(Continued from Page 1)

Cox, the Treasury Department has given further national recognition to Oregon's outstanding work in the various war bond drives," Edward C. Sammons, state war bond chairman, said.

Cox has taken an active part in the radio activities in connection with each drive since the original "Defense Bond" drive of 1940. He will be loaned to the Treasury Department by KGW and will assume his duties in Washington August 1.

### New Henry Aldrich

Ray Ives will be the new Henry Aldrich on CBS starting July 16. Ives, who will be the fourth Aldrich, hails from Brooklyn.



## Big lift

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

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

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

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

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

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



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President

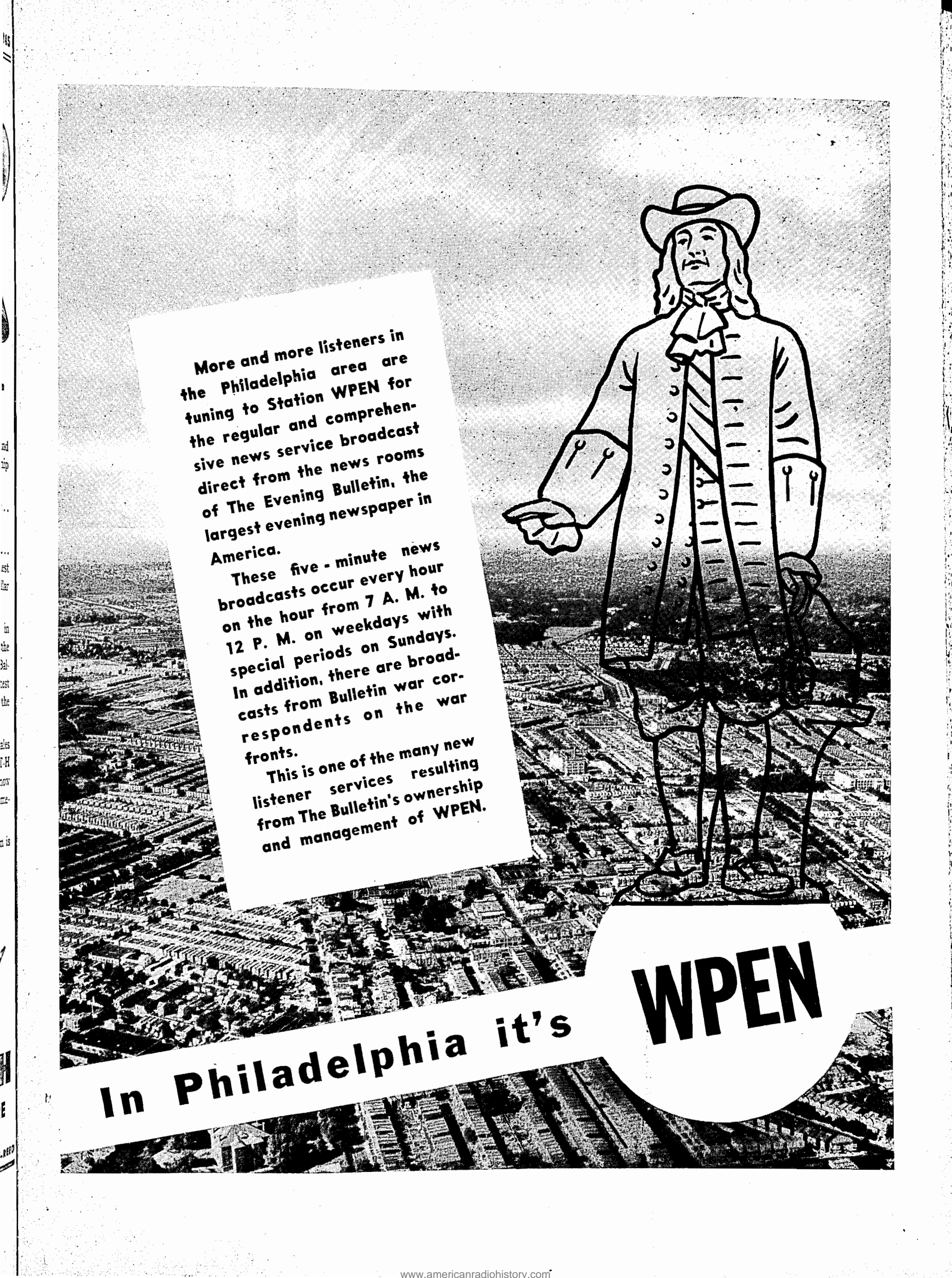
REPRESENTED BY HEADLEY-REED

## WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

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







More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five-minute news broadcasts occur every hour on the hour from 7 A. M. to 12 P. M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.

In Philadelphia it's

**WPEN**

## PROMOTION

### Newspapers

WOV's promotion piece can safely be called a daily reminder, for it's a daily news bulletin. Every day this station circulates its "newspaper" among its "most valued customers," Childs, Toots Shor, Barney's, Stouffer's and Reuben's. And the news printed gives its readers a good cross section of national and international events. In addition to news spots, the "newspaper" also gives the weather report. . . . Another station in this vicinity to come up with a similar publication is WHOM. While WHOM's news is as timely as WOV's, WHOM omits date mention and weather report. Tsk, Tsk.

### Haunting Hour

NBC Radio-Recording Division is circulating among prospective purchasers a quite attractive brochure on the program "The Haunting Hour," a half-hour dramatization of what the title implies. The text and illustrations are devoted to listing of the noted actors and actresses and writers who participate in this program series. The brochure also points out the promotional advantages of this program, etc.



### Notes From An Aisle Seat . . . !

● ● ● Newspaper strike in N. Y. has brought out a lotta funny things—not the least of which was Mayor La Guardia reading the comics over the air to the kids—but what we liked best was Dorothy Kilgallen's reading W. Winchell's column via her breakfast chatter stanza. That's really giving out with the service. . . . Insiders are grinning about that network supervisor who needled a former fellow employe by using him as the central theme of a recent program, anonymously, of course. Story was about a rehabilitated soldier who joined a network, etc., and you didn't have to be very close to the situation to get the whole idea. Payoff, tho', was that they tried to cast the guy's gal friend into the role on the air—no doubt playing herself! . . . Col. Jimmy Stewart has begged his studio to soft-pedal that 'hero' publicity when he gets home. . . . No one will argue with you when you say that Rise Stevens sings like a lark—but her speaking voice, ah, that's something different again. Which adds up to the fact that we can't cuddle up to the idea of her emceeing her show. . . . As itemed here weeks ago, Johnnie Johnson will sub for Perry Como while the latter is out movie-making on the coast. . . . Contrary to reports that Abbott & Costello are still 'feuding' about the division of their spoils, contracts with Universal and Camels were signed weeks ago.

★ ★ ★

● ● ● Jimmy Cagney in town for an ear operation. He injured it in one of his movie fite scenes. . . . Mabel Todd and Morey Amsterdam splitting after all these years. . . . Van Cleave set for a series of lectures at Juilliard. . . . Dave Victor and Herb Little Jr., penning the Joan Davis ainer. . . . Dick Mooney, of the Steve Hannagan office, convalescing at Gaylor Farms, Wallingford, Conn., after a siege at St. Vincent's Hosp. . . . The Russ Morgans are expecting. . . . Brooks Atkinson, former Times critic, still waiting for his passport and transportation to Russia. . . . Latin Quarter cast will bet you that Janice Hansen and comic Allen Drake are secretly welded. . . . Most of Miami Beach's hotels will be relinquished by the Army within the next three months. . . . Less than two years ago, Bob Alda, who plays Gershwin in "Rhapsody in Blue," was stooging for Ann Corio on her vaude tour. . . . Frank Lovejoy and Owen Jordan signed for Mutual's "Calling All Detectives."

★ ★ ★

● ● ● Sinatra, back from overseas and five pounds lighter. Where'd he lose it from? . . . Radio Row shocked at Arthur Elmer's sudden death Friday ayem due to heart attack. . . . Kenny Gardner, former singer with Guy Lombardo (and married to Guy's sister, Elaine) has won the Bronze Star Medal, we hear. He's a Lt. with Patton's Third Army. . . . A set of missing nude pictures may result in a front page explosion involving a million-dollar-a-year theatrical firm. . . . The first sight to greet our returning war heroes is a huge sign made of white stones at Fort Hamilton, reading: "Welcome Home—Well Done." They can see it long before they glimpse the Statue of Liberty. . . . Sammy Cahn, the songwriter, has won over the parents of Gloria Delson, the Goldwyn gal, and will shortly end the true-life situation of his song, "I'll Walk Alone" . . . Shirley Eder's television show for R & R caused so much comment that she's been signed to do another this Wed. . . . Ciggies are once again appearing on the shelves. . . . Ken Banghart will take over the week-end 11 p.m. news periods on WEAF. . . . Local nite spot has a wall-panel with pictures of Stokowski, Jessel, Deems Taylor and Jolson, under which is captioned: "If Life Doesn't Begin at Forty—It Will Later!" . . . Coast rumors that Jack Dempsey and Estelle Taylor may re-glue. . . . Jack Rubin directing the Lum 'n Abner summer replacement which will offer Pick 'n Pat, the Jesters and a guest femme singer weekly.

★ ★ ★

— Remember Pearl Harbor —

# THE

8th Annual BILLBOARD Radio Station Promotion Survey voted WDNC first for its over-all job. See exhibit July 10, Continental Hotel, Chicago.

# WINNER

gives credit to programs and market. Pride made us tell folks about 'em. Top CBS commercials, home-tailored local shows. UP, AP, World Wide News.

# DURHAM

3rd largest city in nation's 11th largest state. City-county Pop.: 100,000. 2nd city in N. C. retail and drug sales. Makes 25% nation's cigarettes. Home of Duke Univ.

# WDNC

OWNED BY  
DURHAM HERALD-SUN  
PAPERS



Represented by Howard H. Wilson Co.

# KORN KOBBLERS

RADIO'S LONGEST LIST OF  
SATISFIED SPONSORS

**BELONGS  
IN EVERY  
STATION'S  
LIBRARY!**

FREDERIC W. **ZIV** COMPANY  
2436 READING ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

# FCC Calls Engineers of FM, Tele, Facsimile

(Continued from Page 1)

passed Friday. The discussion will be confined mainly to technical matters, with policy matters to be reserved for a later session before the Commission.

### CBS Co-operating

to co-operate with the engineering department of the FCC, which is measuring the field intensity of various FM stations at its Laurel, Md., laboratory, CBS this week will add a four-hour period of morning programs to the daily broadcasting schedule of WABC-FM. The expanded schedule, which places WABC's regular 6 to 10 a.m. programs on Columbia's New York FM station seven days a week, goes into effect today, and will continue until the end of August.

The purpose of the FCC engineering research is to provide basic technical information which is needed in the Commission's regulatory work of allocating frequencies to approved station applicants. Data gathered in these tests will determine how far apart stations operating on the same frequencies need to be spaced in order to avoid interference.

### Chaplin Heads Club

W. W. Chaplin, veteran war correspondent for NBC, recently was elected president of the Overseas Press Club and will take office on July 11 following a luncheon at the Lotus Club. Chaplin returned to this country recently after three months in Europe, during which he covered the German surrender.

## STARS OVER KMBC



All KMBC personalities, John Cameron Swayze nationally publicized and personally known! John Cameron is a member of the FCC's news department on both A.P. and U.P. wire services. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

# KMBC

OF KANSAS CITY

## WENCE 1928 BASIC CBS

STATION for MISSOURI and KANSAS

# ★ THE WEEK IN RADIO ★

### New York Indies Aid Press

(Continued from Page 1)

the various expressions of satisfaction over the allocations decision. Re FMers, he warned FM manufacturers to make sets that will run the band from 88 to 108 megacycles. He said this will make possible the expansion of FM in the event facsimile is ultimately located in the 400 MC area and vacates the band 106-108. No standard, FM, television or facsimile applications will be acted upon for a period of 60 days from the date when the freeze policy is changed, he said.

**Battle:** Congressional members in favor of continuing the same budget for the OWI for the coming fiscal year are expected to have quite a fight on their hands this week. Members of the House of Representatives are in favor of erasing the OWI appropriations from the National War Agencies Bill, which also includes 10 other war agencies nixed by them.

**Spotshots:** "Don't Fence Me In," according to annual survey made by Office of Research-Radio Div., was the top tune of 1944-45. . . . According to a new FCC amendment, a half-hour ET program need announce that it is a transcribed program only once during broadcast. . . . American correspondents are preparing themselves for the coverage of the Big Three conference in Berlin. . . . Edwin O. Perrin has resigned as staff manager of the War Advertising Council to become a partner of Henry A. Loudon's new agency. . . . The Senate Interstate Commerce Committee is considering William L. Wills for an FCC post. . . . Leonard Carlton, program director of WLIB, has taken a leave of absence to be New York representative of the "Paris Post," a daily English language paper which debuted recently. . . . Broadcast Measurement Bureau execs met with trade press to discuss future plans and to announce new members of the Technical Research Committee. . . . BBC survey shows that more Britishers listen to our programs, than we do to theirs. . . . George C. Biggar, formerly assistant to James D. Shouse of WLW, Cincinnati, has been appointed general manager of WIBC, Indianapolis. . . . Carol Irwin has been named eastern director of talent and program development for American. . . . A. T. & T. has filed application with FCC for a new communications system. . . . New York indies and Col. Edward M. Kirby of the War Dept.'s Bureau of Public Relations, met last week for the purpose of ironing out various misunderstandings re the arrival of generals from war theaters.

### G. E. Stockholders Report

Schenectady—Number of stockholders in the General Electric Company as of June 22, record date for dividend payable July 25, totaled 238,494, an all-time high, it was announced by W. W. Trench, secretary of the company. This marks an increase of 6,162 over the similar period of last year, the total on June 23, 1944 being 232,332.

. . . . Frederic W. Ziv has expanded his Hollywood offices. . . . Alma Kitchell, of WJZ, is the new president of the Association of Women Directors of NAB. . . . Jack Benny is in Europe entertaining the servicemen. . . . George F. Addes, secretary-treasurer of UAW-CIO, has filed protest with FCC charging censorship of a radio broadcast about the UAW-CIO's reconversion programs by WCKY, Cincinnati, and that the station cancelled a talk on the new Wagner-Murray-Dingell Social Security bill. . . . A radio libel bill for Illinois has been passed by the State Legislature and completed by a House vote of 100 to 27. . . . Edmund J. Holden has filed a plagiarism suit in the U. S. district court against F. W. Fitch Co., L. W. Ramsey agency, Music Corporation of America, NBC and Maurie Lipsey for \$200,000 damages in connection with "Rogues Gallery," a currently Fitch sponsored program starring Dick Powell. . . . Washington Post has purchased W3XO, the Washington FM station, formerly owned by Jansky & Bailey.

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

# Treasury Officials To Report On 7th

(Continued from Page 1)

in this drive, there will be brief dramatizations of major world events which took place during the period of the 7th War Loan.

### Ackerman to Direct

Harry Ackerman, now vice-president in charge of radio for Young & Rubicam will leave his executive desk to direct this portion of the program as he did once before for a special 7th War Loan show.

The Secretary and Gamble will broadcast from Washington, the dramatic and musical portions of the program will air from New York. Music will be under the direction of Jack Miller, Kate Smith's musical director; program will be under the supervision of Lt. (j.g.) David Levy, USNR, chief of War Finance's radio section, who will also do the scripting.

### New FM Applications

Washington — F. M. applications were received by the FCC recently from John W. Norton of Escanaba, Mich., and the Georgia-Alabama Broadcasting Co., Columbus, Ga. Officers of the latter corporation are also officers of the companies publishing the Columbus Inquirer and Columbus Ledger, and the Bradenton, Fla. Herald.



There's no ceiling on WJW's popularity! Throughout the week, Monday through Friday, more people listen to WJW than any other Cleveland station. Too—WJW has 42% greater retail advertising volume than any other Cleveland station.

BASIC Blue Network CLEVELAND, O. **WJW** 850 850 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

## CHICAGO

By NIKKI KAYE

**GIL FAUST**, WBBM producer, had a fast four-day vacation. He was called back suddenly after four days to go in as head of production for WBBM, taking the place of George Case, who leaves for San Antonio, Texas.

As of July 2nd, Capitol Dairy Company, Chicago, through Kuttner & Kuttner agency sponsors a new mystery series on WIND titled "It's A Capital Mystery," heard Monday through Friday at 8:30 p.m. Show will be half-hour thrillers featuring mystery masterpieces from the pens of great writers. Contract is for 52 weeks.

Chicago's popular woman commentator, Elizabeth Hart, will act as guide today, for the WIND program, "Red Cross At Work," taking the listener through Chicago's Red Cross headquarters.

Mary Afflick, one of WGN's busiest producers, leaves on her vacation July 16th, her producing chores to be divided among three other WGN producers.

Barbara Luddy, star of Campana's Grand Hotel on NBC is vacationing for two weeks with her mother in Hollywood. Betty Lou Gerson pinch-hitting.

### Mutual Office Quarters Expanded On 19th Floor

(Continued from Page 1)

vacated on the 19th floor of 1440 Broadway will be taken over, along with other offices, by the Mutual news and special events department.

Nineteenth floor will soon house the Abe Schechter office, also Tom Slater and John Whitmore, the latter in the news department. Phil Carlin, vice-president in charge of programs will also move down to the 19th floor, which will give the whole program department an opportunity to function from central quarters. Advertising and promotion departments now on 19th, will move upstairs, where Bob Schmid will make his offices.

### Schepp Takes Over KPHO Transfer Approved By FCC

Indianapolis—The transfer of control of Phoenix Broadcasting, Inc., licensee of radio station KPHO, Phoenix, Arizona, from Central Newspapers, Inc. to Rex Schepp, manager of radio station WIRE, Indianapolis, Indiana, was authorized by the Federal Communications Commission this month.

Schepp, owner of 33.3 per cent of the company's stock, was authorized to purchase 21.66 per cent additional stock for \$17,333. Jack O. Gross, half owner of Worcester Broadcasting Corp., licensee of KFNB, San Diego, California, was authorized to purchase the remaining half of the company's stock from O. L. Taylor for \$103,857.

## ★ AGENCY NEWSCAST ★

**HARRY RAUCH**, assistant to Lester Gottlieb, radio publicity director of Young & Rubicam, leaves for the West Coast tomorrow, to line up the publicity campaign for the Y & R fall shows.

**WOODROW H. SPORN**, recently honorably discharged from the Marine Corps, has returned to his post in the premium department at Duane Jones Advertising. For the past three years, Sporn has been in the Central Pacific as a combat correspondent. He joined the Duane Jones agency in 1942, and before that was affiliated with the Blackett, Sample & Hummert and Maxon agencies. He has been associated with such accounts as General Mills, Procter & Gamble, Koly-nos, Phillips Creams, Schenley Liquors, Childs Restaurants, Dr. Lyon's Tooth Powder, etc.

**ARTHUR KUDNER, INC.**, has stepped up the campaign of National Distillers Products Corp. for its Mount Vernon blend.

### European War Climax Hypoed Radio Listening

Survey of the radio audience in Greater New York conducted by The Pulse, Inc., indicates that radio listening in the May-June period was practically equal to the level of March-April. The reason for the unusually high level in May-June, it was stated, is due to the interest in the European war and the flood of rumors of V-E Day and the "false V-E Day." The average quarter hour sets in use fell off only .2 per cent during the May-June period compared with the previous two months.

#### Lux, Kate Smith High

Highest quarter hour rating for evening shows, according to the Pulse, Inc., survey, went to "Lux Radio Theater," with "Kate Smith Speaks" leading the list of daytime shows.

Another survey conducted by the research organization gave a cross section insight on the activities in the home during the 6 to 7 a.m., hour. In reporting this The Pulse, Inc., said:

"A special survey was made this month to determine what activities go on in the home during the 6-7 a.m. hour on mid-week days. At 6 a.m., about 20 per cent of the homes have some members of the family awake. These constitute the potential listeners. By 6:45 a.m., this proportion had risen so that almost 40 per cent of the homes had members awake. This hour is one of much activity by those who are awake. What radio listening they do is done coincidentally with their preparations for breakfast and going to work. By 6:45 a.m., 1.8 per cent of the homes are unoccupied.

"It is interesting to point out that in New York the proportion of homes in which some members are asleep is lower than in Philadelphia. In New York these percentages for the four-quarter hours are 90.5, 87.0, 80.2

The U. S. Department of Commerce, through William S. Bradley, director of Office of Surplus Property, has announced the appointment of W. A. McDermid as chief of the Advertising and Publicity Division. McDermid joined the War Production Board in February, 1942, as a consultant and later was branch chief and assistant director of Service Equipment Division.

**AMERICAN PUBLIC RELATIONS ASSOCIATION**, Washington, D. C., headquarters, announces that Hunter Lynde, executive vice-president, Newman, Lynde & Associates, Inc., Jacksonville, Fla., has been elected a member of its board of governors for a term of office expiring in 1947.

**McCANN-ERICKSON, INC.**, has added to its foreign department Rebecca Young Diehl, formerly associated with the bureau of advertising, American Newspaper Publishers Association.

### Speaker Forecasts Role Of FM Radio In Education

Columbus, O.—The growth of FM radio will bring a new era in the use of radio in education, Gloria Chandler, radio consultant for the Association of Junior Leagues of America, told members of the FM Radio Institute in an address recently.

Miss Chandler predicted that development of FM use in education will become a community project which will pay dividends to the community in the form of greater public service and will also produce better radio education.

"We are just beginning to realize the true possibilities of radio's use in the education of both the child and the adult," the Junior League spokesman said, "and FM will bring us a whole new and bright future."

Miss Chandler told workshoppers of the highly successful children's program, "Books Bring Adventure," which has been produced by the Junior League.

The institute at Ohio State University is the first of its kind in the country and has students enrolled from more than a dozen different states. It is now in its second week and will continue through July 27, with the closing week's sessions at Cleveland in co-operation with the public schools there and station WBOE.

### Tele Time Signals Sold

Waltham Watch Co. sponsors two time signals weekly over NBC's tele station WNBT which started Friday, July 6. Contract runs for 13 weeks and was placed by N. W. Ayer & Sons.

and 71.3. Related to this pattern is the fact that radio listening in New York for the 6-7 a.m. hour is higher than it is in Philadelphia."

## LOS ANGELES

By RALPH WILK

**CARL MORITZ** has been added to the staff of Young & Rubicam. Moritz will be West Coast producer of the CBS show, "We' The People." Before coming to Young & Rubicam he was with CBS, and also an associate in the Attorney General's office in Los Angeles.

Acquanetta, Monogram star, made two radio appearances Saturday. She was interviewed by Jimmy Tarantini on "Cavalcade of the Stars" over KFI and played the lead on "Traffic Tribunal" program over KFI.

George Burns and Gracie Allen take leave July 6th on the first of their scheduled plane tour of service hospitals. The first trek will be to the Northwest.

The Number One song in E. Logan's new repertoire with which she will entertain G.I.'s on her current overseas trip is "As Long There's Tomorrow," written especially for the Wee Scottish singer by husband Fred Finklehoffe and daughter Annabella. It will soon be published in this country.

The final show of the season "On The Scouting Trail" was presented Saturday, over KFJ with supersuper contest among the winners of the past five years as a special attraction.

Sydney Gaynor, general sales manager of the Don Lee Network, returned to his Hollywood office, last week following a three-week trip to the East Coast. Gaynor combined business with a brief vacation in New York and spent a week in Chicago.

George Fisher, who is presently over KECA Monday through Friday nights with his Hollywood chat and guests, has written a screen original entitled "What Makes It Tick" with a Hollywood locale.

Walter Tetley of "The Great Gildersleeve" program, has inspected more coal mines than any other actor. While doing personal appearances in Pennsylvania some time ago, even entertaining group insisted upon his visiting a local mine—and coal mines have no individuality.

### Cast Changes Announced On "Glamour Manor"

During Cliff Arquette's eight week summer hiatus from Procter & Gamble's "Glamour Manor," Edd Dunn will take over emcee duties of the five-a-week half-hour program over the American Network from 12:30 p.m., EWT.

Keeping the same format as Tuesday, Thursday sessions, Dunn will be assisted by Patricia Bell, replacing Virginia Vass for the summer months. Robert Haag replaces Tom Shirley as Chef Quigley to do the Crisco announcements and Ted Reddy fills in where Dunn left off the Ivory Snow announcer.

George Henninger continues organist. Tom McDermott directs.

## Program Parade . . .

**"MAISIE" WITH ANN SOTHERN**—CBS. Thurs., 8:30-8:55 p.m., EWT. Eversharp Corp. Premiere of "Maisie" brings to the waves good summer scripting, plenty of action of comedy nature, yet retaining something of the whodunit procedure that requires no worrying on the part of the listener. Miss Sothern stays in character beautifully as the nitwit type secretary of an attorney who works herself out of jam and puts the finger on a cigarette tacketeer.

★

**HILCO VANCE**—NBC. Thurs., 7:30-8 p.m., EWT. Lever Bros. Co. Replacement for Bob Burns on the Lifebuoy soap stanza is the old reliable S. S. Van Dyne sleuth work. Timely angle in digging up a Nazi criminal in hiding after the surrender, somewhere in Germany. Good writing and acting, plus interesting situation chalks up another good detective series for the summer. Jose Ferrer plays the lead. Singing commercial in the middle incidentally, as by a good singer, at least.

★

**ABSIE SIGN-OFF. WOR.** Wed., 11:30 p.m.-midnight. American Broadcasting Service in Europe, signed off with a sentimental farewell on Independence Day. WOR took the OWI overseas pickup and so a Washington origination. Thus ABSIE reproduced by recording some of the famous voices it aired during the war in Europe, such as Roosevelt, Churchill, de Gaulle etc. Toward the close Robert Merwood and Elmer Davis spoke from the capital. Last voice of ABSIE was a goodbye in various languages then the "Yankee Doodle" tone signal, faded out, and along with it went a famed outlet.

★

**"ALBUM OF SONG"**—WHN. 8:30 p.m., EWT. Sustaining. Ed Stokes emceeing lifts a program of recorded music into the category of interesting entertainment with his comments on musical comedy selections from shows of today and yesterday. Stokes commentary is backgrounded by the recorded playing of a celeste which bridges the musical comedy numbers and gives the half-hour program musical content.

★

**"HOME IS WHAT YOU MAKE IT"**—NBC. EWT. Sat., 9-9:30 a.m., EWT. Public service extension series: Home Around the World. Sustaining. Series takes listeners on colorful visit to foreign lands. Recent program dramatized the human devastation effected in Norway by the Germans. Program also showed how Norwegian underground helped our servicemen. Excellent writers, cast and production make this program worthwhile.

### Lee Mortimer On WJZ

Lee Mortimer, Broadway columnist for the New York Daily and Sunday Mirror, will be heard Wednesday at 10:30 p.m. via WJZ starting July 18. The series of 52 programs, sponsored by the Plymouth Shops, was sold through the Sterling Advertising Agency, by Basch Radio Productions. The package is produced by Charles Basch.

## New "Speech-Freedom" Bill Introduced By Wigglesworth

(Continued from Page 1)

sons who have been kept off the air or removed from the air because of their political views. Broadcasters would not be required by this amendment to air subversive or libelous and obscene material.

His measure will be referred to the House Interstate and Foreign Commerce Committee, where it will become part of a rather extensive file of radio legislation this committee is still showing no particular inclination to do anything about.

Wigglesworth said his bill is inspired by his certainty that the FCC and "some of its licensees" exercise, in effect, control over what goes on the air. Commentators who disagree in policy with the FCC or these licensees find themselves off the air, he said—mentioning Boake Carter and Upton Close. He added that he is convinced the FCC forces broadcasters, through use of the temporary license, to keep from the air commentators with whom the FCC or the Administration disagrees.

The bill does not provide for criminal penalties against broadcasters who violate it, but does provide that the courts may order them to afford air time to the aggrieved or may enjoin the broadcasters from operating

unless they do make such time available. It does not specify that this must be free time. His bill, Wigglesworth said, is designed "to further protect the freedom of speech over the radio."

"Section 326 of the Communications Act of 1934 provides that nothing in the act shall be understood or construed to give the Commission the power of censorship over radio communications or signals transmitted by any radio station, and that no regulation or condition shall be promulgated or fixed by the Commission which will interfere with the right of free speech by means of radio communication.

"It has long been apparent that the spirit if not the letter of this provision has been violated directly or indirectly by the Commission or its licensees. The bill which I have introduced is designed to assure to any commentator or broadcaster the freedom of speech over the air which the act clearly contemplates and to accord a court review to any one aggrieved, by the Commission or any of its licensees in this connection.

"Freedom of speech over the air is fundamental to our entire system of government. It must be preserved."

### Will Pick New NAB Head At Committee Meet July 14

(Continued from Page 1)

Ryan, who will definitely leave his post as president next month. T. A. M. Craven, chairman of the committee, is hopeful that a final decision will be reached this week-end.

All members but G. Richard Shafto of WSC, Columbia, S. C., are expected to be on hand. There has been difficulty in getting the members together on recent occasions, but Craven believes all the other members will show up in Kansas City. Besides Craven, Cowles vice-president, the committee includes J. Leonard Reinsch of the Cox stations, CBS General Manager Frank Stanton, John Gillin of WOW, Omaha; William Way of KVOO, Tulsa, Ryan and Shafto.

### Edwards On RKO Lot

Los Angeles—Ralph Edwards, emcee of NBC's "Truth or Consequences" realized one of his earliest ambitions—to become an actor when he signed a contract with RKO studios this week, calling for two starring roles a year. As emcee of "Truth or Consequences," Edwards has appeared in two motion pictures. His new contract, however, is for dramatic—but not too dramatic—roles.

### On Leave From NBC

Gerry Martin, NBC account executive, has been given three months leave of absence from the network to serve with the War Advertising Council in New York. He will return to his NBC desk on October 1.

### CBS Executives To Gather For Coast Program Clinic

Los Angeles—Executives of 11 CBS Western Division affiliates have already accepted invitations to attend the Program Managers' Clinic scheduled for Columbia Square in Hollywood July 11, 12 and 13, it was revealed by Edwin Buckalew, Field Manager of Station Relations for the Columbia Pacific Network.

The Clinic, which is to be held concurrently with the first of three similar meetings in New York, will be under the supervision of D. W. Thornburgh, CBS Vice-president in charge of CBS Western Division.

Among the station representatives who have announced their intention to attend the Clinic in Hollywood are: Ted W. Cooke, Production Manager of KOIN in Portland; Peter D. Smythe, Program Director at KLZ, Denver; C. L. McCarthy, manager and Fred Ruegg, Program Director for KQW, San Francisco; Jack Williams, Program Director at KOY, Phoenix; Lee Little, Manager and Wayne Sanders, Program Director at KTUC, Tucson; Richard Brothers, Sales Manager and Mrs. Vyvian Rinker, Office Manager at KERN, Bakersfield.

Others who will attend are Mrs. Edith Smith, Manager of KGDM, Stockton; Mrs. Lettye Fairley, Office Manager at KROD, El Paso; John Garrick, Program Director at KARM, Fresno. Selection of representatives who will attend the Clinic from KIRO, Seattle and KSL, Salt Lake City, will be made within the next few days.

## EQUIPMENT

### Stewart-Warner Distributor

Appointment has been announced of Cruse Crawford Distributing Company of Birmingham, Alabama, as distributor of Stewart-Warner post-war radios in 53 Alabama counties. V. T. Fain, partner in the Cruse Crawford Company with J. D. Kirkpatrick, Jr. will be in direct charge of radio distribution and sales to dealers.

### New Credit Manager

D. W. May, president of the D. W. May Corporation of New York has announced the appointment of Harry Engelhardt as credit manager of the firm. Corporation is local distributor for Farnsworth Television and Radio, Ken-Rad radio tubes as well as household equipment.

### Stromberg Merchandiser

Charles M. Sherwood has been appointed eastern district merchandiser for the Stromberg-Carlson Company, Rochester, New York. In his new post, Sherwood will assist distributors and dealers in New York, Philadelphia, Baltimore and Washington areas in formulating merchandising sales policies and techniques in relation to the company's post-war radio, FM and television lines.

### Red Cross Award

One of the last acts of the Rochester (N. Y.) area's Blood Donor Service of the American Red Cross, before it was demobilized, was to award the Certificate of Merit to the employees of the Stromberg-Carlson Company. Closing of the local center came about as a result of a recent Red Cross decision to concentrate and centralize the nation's blood donor centers.

### New Bendix Appointment

The appointment of Boyd K. Pond, veteran midwestern sales executive, to the post of district manager for Bendix Radio in Michigan, northern Indiana, and northwest and central Ohio, was announced by Leonard C. Truesdell, general sales manager of radio and television, Bendix Radio division of Bendix Aviation Corporation. Pond, formerly general sales manager for the Dayton Acme Company of Cincinnati, manufacturers of testing equipment for tubes and other radio parts, will make his headquarters in Detroit.

### Will Tour So. America

A tour of nine Latin American countries will be made by Gilbert Chase, who has taken a leave as music supervisor for the NBC University of the Air to serve as special consultant on this tour for the Music Division of the Library of Congress. Chase will make a survey of the American Music Loan Libraries which the United States has established in Mexico, Columbia, Argentina, Peru, Chile, Uruguay, Brazil, Venezuela and Cuba.

## FM Development Outlined By Damm

Milwaukee—Immediate steps toward the operation of an FM transmitter in the 92 to 106 megacycle band will be taken by the Journal company, Walter J. Damm, general manager of WTMJ, announced last week. Mr. Damm, who is also president of the Frequency Modulation Broadcasters, Inc., disclosed the company's plans in the following statement:

"The Journal Company will take the necessary steps to begin operating an FM transmitter in the 92 to 106 megacycle band as soon as possible. It is the plan of the company to construct a low powered transmitter to operate on 43.9 megacycles, the interim frequency assigned WMFM, at its Radio City Building, with the antenna on top of its 300-foot television tower so that it may continue to serve the greatest possible number of the present 21,000 set owners in the Milwaukee area. The plant at Richfield, Wisconsin, which houses the present WMFM 50-kw transmitter, will be rebuilt to operate in the new band with the highest power and most efficient antenna available.

"The Journal Company does not intend to relinquish its reputation in the Milwaukee radio field for bringing to the listeners the latest radio developments as soon as available. Therefore, it will not withhold service on the new frequency until a substantial number of sets are in the hands of the public but instead expects to be ready to deliver a signal to the first purchaser of a set incorporating the new FM band."

## Seven-Week Vacation Set For Philharmonic Symph.

In order to give members of the New York Philharmonic-Symphony their first vacation in three years, the orchestra's Sunday afternoon concerts (3 to 4:30 p.m., EWT) which are sponsored by United States Rubber Company on CBS will be suspended for seven weeks this summer.

The Philharmonic-Symphony's final concert of the current summer season will be broadcast on Sunday, Aug. 12. The orchestra will return to the air under United States Rubber Company's sponsorship on Oct. 7.

While the symphony is on vacation, CBS will present a new series of concerts by the Columbia Broadcasting Symphony in the hour and a half period on Sunday afternoons usually occupied by the Philharmonic.

Send Birthday  
Greetings To—

July 9

Ralph Wilk Martha Boswell  
Ted Lloyd H. V. Kaltenborn  
Bryan Field Ted Steele

## COAST-TO-COAST

— CALIFORNIA —

**OAKLAND**—New addition to KROW's sales staff is Wallace F. Busse, formerly manager of the West-Marquis Advertising Agency in San Francisco. . . . **SANTA BARBARA**—Louis F. Kroeck, general manager of KTMS, has appointed Vic Whitman, writer, production manager of the station. Whitman's first chores will be a series of local experimental productions based on various war effort-home-front activities.

— IDAHO —

**BOISE**—KIDO recently loaned their public relations man, John A. Casstevens to the State War Finance Committee to run a Nampa, Idaho citywide demonstration to sell War Bonds. The result was that Casstevens took the lead in a citywide strike of employees, who were striking against the cost of living—they wanted a larger War Bond quota, because they figured they weren't charged enough for their "share of the privilege of living in America." A half-hour broadcast sold over \$20,000.00 in "E" Bonds.

— DISTRICT OF COLUMBIA —

**WASHINGTON**—On July 4th, 4:45 p.m., WOL broadcast one of the most unusual sporting events in history when Russ Hodges, WOL-MBS sportscaster, described the start and finish of a bicycle race participated in by patients of Walter Reed Hospital. Over 20 men pedaled over a two mile course and everyone was an amputee patient that has lost at least one leg in the present war. Program planned by Walter Reed to impress the efficacy of Army's rehabilitation program.

— CANADA —

**EDMONTON**—CJCA has been given a top award by Billboard for effective coverage and operation in its area. The station's entry featured the station's promotional activities in support of Jo-Jo, the mythical singing bird. The promotion was done by Tom A. Shandro, CJCA's director of public relations, and the brochure was prepared by his department.

— NORTH CAROLINA —

**CHARLOTTE**—WBT's Fred Kirby, sponsored by the Briarhoppers, has recorded his popular "Smoke On the Water" for opening and closing theme for the Armed Forces Radio. . . . **RALEIGH**—WPTF, 50,000 watt, won third place in clear channel competition on 7th War Loan presentation in Billboard's Eighth Annual Station Promotion Survey. . . . **NEW BERN**—Paul Parker has been named program and production manager of WHIT. He has been affiliated with the station for more than three years, of which nine months were spent in the Army.

— COLORADO —

**DENVER**—Recently KOA, NBC's 50,000 watt, arranged a half-hour studio program for a group of convalescent patients at Fitzsimons General Hospital near Denver. The program was for their entertainment only, and was not broadcast. Similar plans are under way to have the KOA string orchestra under the direction of Milton Shrednik, KOA's director of music, entertain them again in the near future.

— FLORIDA —

**ST. AUGUSTINE**—WFOY has received many letters expressing gratitude for the station's all-night vigil re the recent storm news and official weather reports of June 23. The station kept the area efficiently informed on the progress and path of the Yucatan Hurricane as it left the Gulf of Mexico and cut across northern Florida and entered the Atlantic Coast between Daytona Beach and St. Augustine. Allen Brown, station's manager, handled the bulk of the announcerial chores.

— CONNECTICUT —

**HARTFORD**—S/Sgt. Ernest Peterson, before entering the Army Air Force in 1942, was employed by WTIC in the ET department. Last Christmas, his plane was shot down over Graz, Austria and he was taken prisoner, liberated on April 29, by Gen. Patton's Army. He is now furloughing at his home in Hartford. . . . Program Manager Harvey Olson and announcer Henry Curth have been named advisers of the first Junior Achievement Corporation to be established in this city.

— OREGON —

**PORTLAND**—James Godwin from KALE and William Sieber, Jr., from Kaiser Shipyards, Vancouver, have joined KEX as technicians. . . . Price Burlingame, KEX announcer, recently was emcee for the Portland Society of Magicians' show held at the Portland Civic theater.

— GEORGIA —

**MACON**—Josephine Abney, civic and educational director of WMAZ, is being ribbed by the staff because she lost out on a Bob Hawk program when she recently visited New York. She didn't know that Northern Spies are apples. Her retort is, "I'm still too good a UDC member to have anything to do with "strange Yankee fruit."

— INDIANA —

**FORT WAYNE**—A recent meeting of the members of Farnsworth WGL resulted in the organization of a new club, tentatively titled "The WiGeLers." At the initial luncheon meeting of the officers elected are as follows: president, Norman C. Widenhofer; vice-president, Mrs. Frank J. Roemer; secretary, Miss Millie Jones, and treasurer, Joe Outenrieth, Jr.

— LOUISIANA —

**NEW ORLEANS**—After three years on the air over WWL, Thursdays at 7:30 p.m., the show "Free For All" originating at Keesler Field, Biloxi, Miss., will change its broadcast time. The 7:30 p.m. period has been relinquished for a CBS show and effective Sat., July 28, "Free For All" will be heard at 12-12:30 p.m. The program features a 22-piece GI ork directed by Sgt. Jack Pollack, with music arranged by Sgt. Chic Herr.

## Gets Sales Post

Barney Cragston, sales account executive of the American Broadcasting Company Co-operative Program Department, has been appointed sales manager of Co-operative Program Department effective immediately, it was announced by Stanley Florsheim, director of the department.

## N. Y. Press Buy Time On Seven Stations

(Continued from Page 1)

stations have expanded their new period to give more comprehensive coverage of the local news. Example of this service has been the special programs staged by WABC and WJZ.

The commercial time purchased by the press the past week on New York stations follows:

The New York Post has purchased time on WLIB, Brooklyn for the duration of the newspaper strike running from five-minute newscasts to half-hour summaries of news in the Post.

The Daily Mirror and the New York Journal-American are presenting 15-minute newscasts and half-hour summaries at various times during each day on WINS.

Over WJZ the New York Journal-American has purchased two 15-minute news periods on a day to day basis.

The New York World Telegram has been presenting 15-minute news periods every day from 3:30 to 3:45 on WMCA.

The Journal American will present 15-minute newscasts from day to day over WOR and the Herald Tribune has increased its time from 10 to 15 minutes scheduled for the duration of the strike.

The New York Times will be on WQXR for the duration of the strike three times daily for 15 minutes at 7:30, 8:30 and 9:30 a.m. Sundays at 8:30, 9:30 and 10:30 a.m. Spot sale have also been purchased announcing the schedule.

Fifteen-minute programs have been purchased by the Journal American to be presented at various times during each day for the duration of the strike over WOV.

## New Navy Station

Dixon, Calif.—Ground has been broken for the construction of a \$1,000,000 United States Navy Radio station near here. M. J. King, Inc., is the general contractor. The McGull-vray Construction Company of Sacramento has subcontracted the roadways and excavations and that work is in progress. When the station is completed all the radio facilities of the Navy at Mare Island Navy Yard will be handled here.

## CAN YOUR STATION USE THIS MAN?

SPORTS, NEWS, AND SPECIAL EVENTS COMMENTATOR. 'Eight years' experience, adlib expert, play-by-play all sports with major league baseball background, and network performances. Proven reputation through excellent Hoopers. Now employed, anxious to make permanent connection with sports minded station starting with football season or sooner.

Box 184  
RADIO DAILY  
1501 Broadway New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 6

NEW YORK, N. Y., TUESDAY, JULY 10, 1945

TEN CENTS

## IBEW Calls CRC Strike

### Commission Prepares For WPB 'Green Light'

Washington Bureau, RADIO DAILY

Washington—The FCC is embarking upon a shakedown program to clear the decks for the rush of work it expects late this year, as soon as the "green light" is flashed by the WPB for large-scale resumption of work on radio equipment. Within 60 days of that period the FCC staff will be in full swing, processing the more than 700 applications now in its file for AM, FM, tele and facsimile licenses.

Just when the word will be given by the WPB is as much a question to the FCC as it is to the industry. (Continued on Page 7)

### Hotel Guests Go On Record As Wanting Tele Service

Over 71 per cent of persons answering a survey sent out by the Hotel New Yorker said they would like to see television introduced in hotel rooms as a service to guests, Frank L. Andrews, president of the Hotel New Yorker, announced yesterday. The responses covered 17,160 replies to a questionnaire sent out in April to 69,833 of the hotel's credit card holders.

### Bennett Leaving American; Will Form Own Agency

Effective July 15th, James G. Bennett will resign his post as assistant manager of the American Broadcasting Company to form his own radio package agency. Associated with Mr. Bennett will be James Lawrence Fly (Continued on Page 2)

### Eclipse Party

Newark—Listeners to WAAT were given a description of yesterday's eclipse through the station's co-operation with the Hayden Planetarium of New York. Captain Robert Coles of the Hayden staff and Marion Lockwood of the Hayden staff broadcast the eclipse action yesterday from 7:05 a.m., to 9:30 a.m. Observations were made from the roof of the WAAT bldg.

### Navy Premiere

Delegation of NBC executives are going to Washington today to attend the premiere of "The Navy Hour" which is scheduled for 9 p.m., on the network. Navy program is being produced by officers in co-operation with the network with Lt. Comdr. Charles E. Dillon heading the Navy staff.

### Television In England In Full Swing By Jan.

Experimental television transmission in England will get under way next January, and the commercial aspects of the media, which have been dormant since the outbreak of the war will be stressed in accordance with an ambitious developmental program already mapped out, it was stated yesterday by Capt. A. G. D. West, technical director of television (Continued on Page 7)

### Beatty Will Represent Webs At Coming 'Big Three' Meet

Morgan Beatty, Washington correspondent for NBC, has been designated to represent the four major networks at the coming conference of the "Big Three" in Germany. During Beatty's absence, W. W. Chaplin, who recently returned from Europe as an NBC correspondent, will take over Beatty's daily commentary at 1:45 p.m., on the network.

### Civic Support Of WOKO Plea Given By Commerce Chamber

Albany—Civic support of WOKO's plea to the FCC for a renewal of license came the past week-end when the directors of the Albany Chamber of Commerce forwarded a letter to the Communications Commission urging favorable reaction to the renewal request.

The letter, in part, follows: "The Board of Directors of the Albany Chamber of Commerce at said

Pay attention to the audience that pays attention to WLAW . . . 1,902,591 N. E. residents. Adv.

### Members Walk Out In 3 Major Centers After All Negotiations Fall Flat; Union Rejects Conciliation

### No Interference Noted From Eclipse Of Sun

Montreal—The sun's eclipse on Monday had no effect whatever on long range radio sending and receiving, it was proved that the Royal Air Force Transport Command Headquarters at Dorval. Officials kept in close radio touch with a number of outstations in different parts of the world throughout the morning, and (Continued on Page 7)

### Vet Radio Editor Honored At NBC Press Luncheon

Ben Gross, radio editor of the New York "Daily News," was guest of honor yesterday at an informal luncheon tendered him in the Sert Room of the Waldorf-Astoria Hotel, by NBC, WEAf and Mary Margaret Mc- (Continued on Page 8)

### Radio Business Booms With News Strike Deadlock

Following the recent deluge of advertisers who wish to increase their spot announcements on independent stations in the metropolitan New (Continued on Page 5)

Strike of Columbia Recording Corporation radio engineers in New York City, Hollywood and Chicago followed a breakdown of wage negotiations between the Radio Broadcast Engineers' Union No. 1212, IBEW, becoming effective Saturday at midnight.

Broadcasting engineers in New York, Chicago, Hollywood and Washington joined the Columbia recording men through "sympathetic co- (Continued on Page 6)

### Train Radio Newsmen At Summer Colleges

Seven university and college teachers of journalism are in the midst of their second month of training in busy radio news rooms. The project got under way May 28.

The "Teacher Interne-ship" plan, say its sponsors, the NAB Council on radio journalism and the American Association of Schools and departments of journalism, will make radio (Continued on Page 2)

### Staff Changes Announced At WCCO In Minneapolis

Minneapolis—To fill the vacancy left by the resignation of Al Sheehan, Gene Wilkey has been moved up to the position of program manager of WCCO and E. William Ziebarth will resign as acting manager of KUOM. (Continued on Page 8)

### Veddy Formal

Chicago was treated recently to the unusual sight of Vaughn Monroe, resplendent in Tuxedo, riding a motorcycle through the city's main downtown streets. An indefatigable motorcyclist, Monroe brought the machine from New York to transport him to and from his engagement in the Panther Room of Chicago's Sherman Hotel, whence he chugged each day.

Capture the willing market—Industrial New England—thru WLAW, 5000 watt station. Adv.

# LOS ANGELES

By RALPH WILK

OTIS' first guest on his series "The Record Room" on KMPC was Tommy Dorsey whom he made his first member of the "Official Order of Record Jockeys," an organization started by Otis to include celebrities who have actually announced records on his platter show. The music celebs get a kick out of announcing their own numbers.

Perry Ward, who has done all right with "What's Doin' Ladies?" in the half year that he has had it on ABC, now comes forth with an audience participation comedy show which is a sure bet, if the line of agencies at his doorstep is any criterion.

While on her current hospital tour, Radio Comedienne Cass Daley will top off in Philadelphia for a short visit with her parents, whom she hasn't seen in four and one-half years.

The Blue's Sunday airer, "The Life of Riley," starring William Bendix, bowed off the air lanes for summer following the July 8 broadcast but will return to the air in the fall under new sponsorship ("Teel," Procter & Gamble).

Patrick Michael Cuning has installed a nursery at his television studio, Stage 8, for his son, Danny Deever Cuning. His wife, Marcia Drake, the television actress, spends much of her time there.

Judy Smith, secretary in the sales department of station KHJ, joins the publicity-promotion staff of KHJ and the Don Lee net, taking over the position vacated by Dorothy Rocheleau, who left to go to Seattle. Before joining KHJ, Mrs. Smith wrote script and continuity at KDB, Don Lee station, at Santa Barbara.

Perry Ward's son, Michael, was christened on June 24 at St. Thomas Episcopal Church in Hollywood. Godfather was Albert Ulrich, radio producer. Ward is emcee of "What's Doin' Ladies?" on ABC.

## Lowell Thomas To Emcee

Lowell Thomas, NBC commentator, recently returned from a round-the-world assignment, will be master of ceremonies on the "C.M.H." series starting today at 8:00 p.m., EDT. The program tells the stories of the Congressional Medal of Honor winners.



## Windy City Wordage

● ● ● Clar Lu 'n' Em are reported set for a comeback via a coast-to-coaster in August. The gals were radio's top comedy act a few short years ago, when they retired to the domesticity of suburban life. . . . Wisconsin radio fans are talking about Camp McCoy's sensa-

## Chicago

tional new singer, Dick Hyde, for his warbling on the "It's the McCoy" show Sunday mornings over WTMJ, Milwaukee. Show is under the supervision of Capt. Vance Schwartz, McCoy theater officer, with Corps. Dick Barstow and Mickey Sharp handling scripts, and Mickey doubling as announcer. . . . Will C. Grant, Grant Advertising prexy, tossed a cocktail party at the Drake last week to ballyhoo agency's forthcoming new dramatic show, "Curtain Time," bankrolled by Mars, Inc. . . . We hear tell Ray Sinatra, now on the coast, has a potential candidate for the Hit Parade in his new tune, "Lonely Love." Now, if Cousin Frankie were only back on Parade to give it a special Sinatra treatment when it hits the first ten. . . . Harold Isbell, spieler on "Meet the Missus" show, introduced his new missus, Marie DeRogue, Chicago high school teacher, to friends at a reception in the Continental Hotel the other evening.



● ● ● Louie Rupel, former head of CBS flackery and now executive ed of the Chi Herald-American, still sizzling slightly over that Collier's piece a couple weeks ago because of what it didn't say—that he's a good newspaper man, the tops in kudos to any g.n.m. . . . Jack Van Volkenburg and Everett Holles, WBBM manager and news editor, respectively, shove off for the Pacific about Aug. 1 to wire record interviews with Chicago GIs. . . . Dick Bellamy, former Milwaukee Journal radio ed turned N. Y. agency p.a. visiting the hinterlands as contact man for J. M. Mathes. . . . Ditto Wauhilla La Hay, former Chi Sun radio columnist, beating the drums for N. W. Ayer shows on a four-month barnstorming tour. . . . Gent who really gets around the country is Columbia's Charlie Pekor, who probably talks to more radio eds in the course of a year than any other guy in the business. . . . When Bob Hope and his troupe USO'd to Europe a couple of weeks ago they traveled via the luxurious Queen Mary, first time Hope hasn't flown in his numerous overseas junkets to entertain troops. . . . Vocalovely Dottie Dotson quit Del Courtney's band first of the month to become the bride of Jack Kramer, St. Louis Brown' pitcher.



● ● ● Hildegard enters Wesley hosp here tomorrow for an operation. . . . Don McNeill and his Breakfast Club gang back at their home base in the Merchandise Mart after several weeks of whirlwind bond tours and personal appearances during which Don visited his old home town—Sheboygan, Wis.—for his 12th anniversary broadcast. It was the first time the home town folks had had a chance to see Don in action and they laid their approclation on the line with war bond purchases to the tune of well over half a million dollars. . . . It's good news that Cruising Crooner Jack Owens is responding to treatment and will not be off the Breakfast Club and Tin Pan Alley of the Air shows as long as at first expected. . . . It's a far cry from "the little house halfway up in the next block" to piloting a Navy Helicat in aerial combat over the Pacific, but Billy Idelson, once a famed small fry on radio's Rush Gook in the Vic and Sade series is now playing a role in the bigger show. Durward Kirby, former Chl announcer now in the Navy, paragon on word that Idelson and three other Navy fillers recently jumped a half-dozen Japs up for a dawn bombing run over Kyushu. Idelson knocked out two Nip bombers and then he and his ship mates added insult to injury by bombing the Jap hold and shooting it up so thoroughly it had to be closed temporarily.



—Remember Pearl Harbor—

# SAN FRANCISCO

WALTER TOLLESON, KPO-NBC network sales representative, is still shivering over his experience recently when Millbrae police questioned him about a hold-up on the highway near that city. A witness had mistakenly given Tolleson's license number to the police, who were oh, so interested to find that the sedan even checked in color with the bandit's getaway chariot. Luckily, Walt was able to prove that his own car had been standing before his own house all that day.

Edwin W. Buckalew, field manager of station relations for the Columbia Pacific Network, recently addressed the Sacramento Sales and Advertising Club on the network's plans for television.

Forest Lawn Life Insurance Company is sponsoring "Easy Aces" on KGO at 8:15 p.m., PWT, on a Sunday through Wednesday schedule. The account was handled through Dan B. Minor Co.

The San Francisco Call-Bulletin recently purchased three spot announcements on KGO promoting the sale of their Conference Edition featuring the official text of the Charter of the United Nations and the Statute of the International Court of Justice. Yep—Radio even helps sell daily newspapers now.

Art Prim who returned from the South Pacific to serve as Mutual's special event man through the UNCIO, is planning another trip to the Pacific.

Richard Harkness, NBC UNCIO commentator, who left here for the governors conclave at Mackinac Island, hopes to go from there to Rehoboth Beach, Delaware, for two weeks—getting acquainted again with his wife and two small sons, and writing a book on UNCIO which two separate publishers have requested.

"Naked Mountain," a melodrama revolving around Spanish Republican fight against Fascism, originated from KFRC-over the Mutual Wednesday June 27th at 9:30 p.m., PWT. Written and directed by Arch Oboler, the play starred Franchot Tone.

Second Week's  
Vacation

THE  
JACK  
KIRKWOOD  
SHOW

Procter & Gamble

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



# Program Parade . . . .

**NOAH WEBSTER SAYS**—NBC. Sat., 7:30-8:30 p.m., EWT. Sustaining. This quiz is going in for the summer where the very Queen show formerly held forth. Program is not new to listeners and its return probably found some of the old audience receptive, along with the new. Even MacQuarrie is the emcee who asks contestants the definition or meaning of certain words with cash prizes awarded accordingly. In the event of doubt, dictionary is brought out and read "Noah Webster," for his interpretation.

**HOUSE WEBSTERS** (No relation to Noah Webster) CBS. Fr., 9:30-10 p.m., EWT. Quaker Oats Co. Summer replacement for "That Webster Boy," is most assuredly a large-podger of those adolescent-charactered scripts. No matter when it started originally, the squeamish-voiced individuals playing dumb bunnies are bound to lose out should a piece of reading material be handy, and one is too lazy to turn the dial or twist the dial. In this case no central character seems to carry the show, the whole family is equally much-ado about strictly nothing. . . . .

**MARY MARGARET McBRIDE**—WEAF. Monday, 1 to 1:45 p.m., co-op sponsor—Femme commentator turned yesterday's program into a folksy tribute to Ed Gross on his twentieth anniversary as New York News radio editor. Mary Margaret with charming informality interviewed Gross and introduced guests including H. V. Kaltenborn and Ex-Mayor Jimmy Walker. Gossipy, friendly radio program produced for housewife listening.

**Miss Strawway** WJZ Merchandising Post Miss Strawway has been appointed merchandising manager of WJZ, it has been announced by John McNeil, station manager. Miss Strawway was formerly in the radio promotion and publicity department of J. Walter Thompson, and before that with W. W. Cincinnati, as director of merchandising and research. She succeeds Howard St. John who has been appointed to the American Broadcasting Company's sales department in charge of program sales, promotion and development.

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

## Radio Business Booms With News Strike Deadlock

(Continued from Page 1)

York area due to the current strike of the Newspaper and Mail Deliverers Union, several station sales managers announced yesterday that they have had to turn away advertisers in order to avoid crowding the schedules with commercials.

However, during the past few days, newspaper publishers, legitimate theaters, movie companies and night-spots have added to their spot announcement schedules, with newspapers augmenting the regular news-cast schedules.

Over WQXR the following have signed for spot campaigns: Lewisohn Stadium Concerts, RKO's "Those Endearing Young Charms," Loew's Paramount, 20th Century Fox, United Artists, theatrical productions of "I Remember Mama" and "Dear Ruth." Tonight, at 9:30-9:45, Edwin S. Friendly, general manager of the New York "Sun," will represent the Publishers Association and Joseph Simon, president of the Newspaper and Mail Deliverers Union, will represent his union in a discussion of the strike.

Practically all the major movie companies, the Glen Island Casino, Rockaway Playland and the Palisades have supplemented their regular spot schedules on WOV, the bi-lingual station.

WMCA, according to its spokesman, has had to turn away spot advertisers for fear of "overloading the already heavy schedule."

### Films Heavy on WEA

A WEAF spokesman said that his station's increase in spot announcements have come from the motion picture medium. The following programs have gained new advertisers as the result of the strike, it was pointed out: Robert Q. Lewis, Pat Barnes, Adelaide Hawley and Maggie McNellis, "and a few news periods."

The "bulk" of new advertisers that have come to WNEW include department stores, movie houses. However, WNEW has rearranged its news schedule in order to bring news to its listeners every half hour, instead of every hour on the half hour.

A WHN spokesman said that "practically all the time" was sold on his station, but, of course, they can always "squeeze in a few more." The recent increase is notably from the legitimate theaters and motion picture industry.

WHOM's increase in spot announcements also has been affected by the motion picture industry.

WNYC's status has been altered once, and in addition to the regular news schedules, the station broadcasts two extra news programs—one at 11 a.m. and the other at 6 p.m., daily for the duration of the strike. WNYC is the municipal station. These two new news programs will be concerned chiefly with the announcements from the War Department re the redeployment of troops from Europe.

The Journal-American is continuing to supplement WOR's newscasts with J-A sponsored newscasts. In addition, Macy's and Hearn's, department stores, have increased their spot schedules.

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



His spectacular Associated arrangements, with a brilliant 35-piece orchestra, prove why he's known as a "musician's musician"...

**Van Cleave . . . another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!**

WHAT a big difference in audience appeal between the ordinary units found in most libraries and the elaborate, "pop-symphonic" stylings of network star Van Cleave and his 35-piece Associated orchestra! The same bigness, the same superiority, distinguish Associated throughout...including the incomparable quality of APS high fidelity vertical recording and clear-tone Vinylite discs. Get the facts today! Associated Program Service, 25 W. 45th St., New York 19.

**Associated Program Service**  
*A Plus for AM...A Must for FM*

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

## Albany Backs WOKO In Dispute With FCC

(Continued from Page 1)  
the Federal Communications Commission upon which the denial of renewal of license is predicated occurred in the original statement and subsequent statements of stock ownership in said radio station.

"While such violation is hereby in no way condoned, it is to be noted in connection with the severity of the penalty imposed that no individual was harmed by such violation.

"That the violation did not reflect upon, nor affect, the operation of radio station WOKO or the benefits accruing to the people of Albany and the Capital District through such operation.

"That the ownership, in its operation of station WOKO has otherwise scrupulously adhered to all the rules and regulations of the Federal Communications Commission.

"That WOKO has always recognized its obligation in the matter of public service to Albany and its surrounding territory, and is a community asset, highly regarded by the people of our city.

"That the penalty imposed by the Federal Communications Commission will inevitably result in a flood of applications by those whose qualifications for the operation of radio station WOKO and whose connections are unknown to the people of Albany and the Capital District.

"That a lesser penalty than a complete loss of business by the present ownership of WOKO be imposed against the person or persons responsible for the violation of the rules of the Commission.

"That the Federal Communications Commission be respectfully requested to give consideration to the foregoing reasons for a review of its decision denying a renewal of license to the present ownership of station WOKO."

## Wright Field Series Of Summer Radio Shows

Wright Field, Ohio—First of a series of network shows originated from Wright Field, Dayton, Ohio, on Sunday at 10:30 p.m., EWT, when "We, The People" spoke to soldiers and civilians at Headquarters Air Technical Service Command.

A troupe of approximately 17 radio artists arrived at Wright on Monday. First to make the field their Headquarters was Ruth Barth and Ted Adams, "We, The People" writers.

Lindsey McHarrie, producer of "We, The People," visited Wright Field a month ago and was so impressed with the importance of this installation that he immediately decided to devote an entire half hour to it. He then arrived on Thursday, July 5, to begin coordinating details of the broadcast.

Milo Boulton, well known radio personality, is to be on hand as master of ceremonies. During the course of the show, he conversed with Wright Field civilians and soldiers on the stage at Post Theater, No. 1.

## WORDS AND MUSIC

By HERMAN PINCUS

YOU'VE undoubtedly heard the story of Nero who 'fiddled while Rome burned' . . . far be it from us to liken the hero of this tale to one of the earliest of the world's dictators . . . we merely wish to find an excuse for borrowing the phrase and twisting it to read, he 'fiddled while his vocal chords burned' with ambition . . . yes, a few years ago, he was playing second fiddle with a small orchestra playing clubs, weddings and an occasional party . . . one evening while playing an affair at the Hotel Astor in New York City, this particular violinist, during a brief intermission, softly sang a popular song . . . the late S. L. (Roxy) Rothafel, happened to hear the lad and invited him to come to his office to be given an audition . . . the youngster went to Roxy's office the following week and was signed to a contract to sing at the Radio City Music Hall . . . that young violinist is none other than Jan Peerce, now a star at the Metropolitan Opera House and considered one of the world's outstanding tenors.

☆ ☆ ☆

RADIOLOGY:—Hildegard entrained yesterday for Chicago to undergo a serious operation. . . ● Columnist Lee Mortimer has been signed for 52 weeks starting next week to be heard via WJZ for the Plymouth Shops. . . Charlie Basch will produce the series. . . ● Sam Harrington NCA Chicago Exec, has just signed the 'nitwit trio,' "Tom, Dick & Harry," who happen to be Fred Messner, James Hatton and Gordon Van Dover, respectively. . . ● John Raitt, star of "Carousel," has been awarded the N. Y. Drama Critics' and the Donaldson Annual Awards . . . how come he isn't heard regularly on a show of his own? . . . ● Mimic Arthur Boran, permanent emcee of the N. Y. Sun's 'Victory Van of World War II,' rates a kudo or two for a fine selling (War Bonds) job. . . ● A note from George Lewis of the 'Gag-Writers Protective Association' (and with some of the gags they toss at us via the loud-speakers, they need a 'protective agent') invites us to play with the columnists in a soft-ball game against the comedians Thursday, July 19 at Ebbets Field . . . we'll be happy to do our small part in this endeavor for the benefit of the American Red Cross . . . a 25 dollar donation will purchase a box for eight Wounded Vets . . . tickets may be purchased at Broadway ticket offices, department stores, Red Cross offices and at the offices of the Yankee, Giants and Dodgers baseball offices. . . ● Johnny Thompson, WJZ 'Song Salesman,' clicked but BIG on his local theater debut at the Jamaica Theater last week.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Dinah Shore has decided to stick to her singing (which is tops in any language) and not become a music publisher . . . a wise move. . . ● The Song Writers Protective Association (SPA) has sponsored groups of the nation's outstanding tunesters who have been entertaining at camps, bases and hospitals since Pearl Harbor. . . Next Saturday the group, including Charles Tobias, Edna Tobias, Nat and Sally Simon, Fred Ahlert, Stanley Adams, Herman Hupfeld, Joan Whitney, Alex Kramer and Gwen Williams will fly down to Camp Le Jeune, North Carolina, to entertain over 30,000 Marines . . . a TWENTY-FOUR BAR SALUTE to each of them. . . ● Lewis Music has a 'sleeper' in the ditty, "I Wanna A Little Doggie," just recorded by Lena Horne. . . ● Closest thing to the Glenn Miller Orchestra is that of Vinnie Wilson, whose band has just opened at the Piccadilly Club in Newark . . . and the latest entry in the 'Bobby-Sox Derby' is the outfit's baritone, Denny Taylor.

☆ ☆ ☆

CRESCENDO voce to Harry Mandel:—The manager of the RKO Proctors Theater in Yonkers (N. Y.), must think that RKO means 'Returnees Kicked Out.' . . . on July Fourth last, that worthy saw fit to embarrass, ridicule and eject from the theater Pvt. Stanley Hollander, a Vet who lost his leg in Germany . . . the wearer of the Purple Heart and his wife were GUILTY of entering the theater with a ten-cent bag of pop-corn. . . TWENTY-FOUR Bronx Cheers to that (censored by the editor).

## IBEW Out On Strike In Three CRC Studios

(Continued from Page 1)

operation" refusing to play any records or transcriptions made by Columbia. Union officials said that 2 broadcasting stations under IBEW contract will undoubtedly join the by tomorrow.

Charles A. Calame, business manager for the New York Engineers Union stated:

"Negotiations terminated hopelessly at 5 p.m., July 6th, up to which time it appeared an agreement might be reached."

The union is maintaining a skeleton crew at the CRC cutting studios in New York to take care of an Army, Navy, OWI and South American recordings for rebroadcast.

Although there was a total of minutes of dead air to the CBS New York key station WABC this morning which prevented broadcasting of CRC records, there was no interruption of the regular transcribed religious program between seven and eight a.m.

In a statement issued last night the CRC declared:

"Local Union 1212 of the International Brotherhood of Electric Workers without advance warning called a strike against Columbia Recording Corporation beginning Sunday morning, July 8, 1945. Apparently this strike was called without authorization of the National Union."

"An earlier contract covering recording operations was cancelled by the Union on December 29, 1944, and expired January 31, 1945. For several months the Union would not agree to extend the old contract nor hold meetings for negotiation of a new one. Negotiations did actually begin on June 12th and continued until July 6th, when Columbia's proposal for increased pay for the technicians was summarily rejected by telephone. Union representatives made veiled indications of unfavorable Union action, but refused to make any forthright statement about plans to strike. The technicians failed to meet regular schedules beginning Sunday morning, July 8th. Fifteen men in New York and four at other locations are involved in the stoppage.

"The Union has rejected the efforts of the Conciliation Service of the United States Department of Labor."

## Cosmopolitan Co. Enters Popular Recording Field

Cosmopolitan Records, reportedly equipped to make 200,000 pressings a week, has entered the popular recording field, according to Harry Egan, president. Among the artists engaged are Joan Edwards, Jerry Wayne, Henry Busse, Barry Wood and Enr Madriguera, the announcement states. Joe Shribman, formerly of the General Amusement Corporation in Chicago, heads the artists' and publishers' contacts department. Recording plant is located at the former Frank Butler "Jungle Camp" at Massapequa, L. I.

## Television In England In Full Swing By Jan.

(Continued from Page 1)

Arthur J. Rank, British radio and motion picture leader. Capt West is in the United States to study the progress which video has made in recent years.

It is planned that within three years after next May, there will be seven transmission centers in operation. They will be in London, Birmingham, Leeds, Manchester, Bristol, Gloucester and one other city. These will be strictly for home television receivers, of which there are approximately 15,000 in the London area.

As to theater television, the Rank interests plan to experiment extensively before resuming the programs that were in progress in six London theaters before the war. But eventually, Cinema Television, Ltd., plans to equip the Gaumont British and Deon theaters with large screen video and to manufacture the sets.

### Has "Ten-Year Plan"

Capt. West said that a 10-year plan which he drew up last October is expected to be carried out. The first two years will be devoted to rehabilitation and the bringing of the equipment up to date. The next two years will be required to perfect the sound and the third two-year period will be given over to the development of color. The remainder of the period will be concentrated on large screen sets, acoustical improvements in theaters, perfection of projectors and a three-dimensional projector. He predicted 1,000-line tele in five years.

As with radio, home television will be Government-controlled, he said, but cinema television is expected to be on its own.

One of the vast problems of television will be the training of projectionists in electronics and Capt. West is forming an organization for that purpose. He will visit all television theaters in this country before returning to England.

## Army Asks Radio Accuracy In Reports On Returning GIs

Seeking the co-operation of network news and special events departments as well as independent stations in New York in accurately presenting the arrival news of troops from overseas, Lt. Col. Robert D. Levitt, chief, Office of Technical Information, New York Port of Embarkation, addressed a letter to the broadcasters last week, saying:

"The return of troops from overseas in ever increasing numbers presents a complicated problem in news broadcasting to which I would like to invite your attention. Since about half the veteran soldiers returning to the United States pass through the New York Port of Embarkation, the dissemination of news concerning that activity is a particular concern of members of this command.

"Perhaps the best way to state the problem is to give you a hypothetical example.

### Cites Example

"Let us suppose that the Advance Detachment of the 86th Infantry Division, consisting of 150 officers and men, returns to this Port. The wire services then put out a story concerning the arrival including, perhaps, a few interviews with newsworthy individuals and some data on the achievements of the division as a whole.

"Next, assume that the news announcer, in preparing his script and in making his broadcast from the wire service story, pays careful attention to all factual detail, especially the fact that this is only a minute portion of the 86th Division that has arrived. Nevertheless, because of the manifest limitations of oral transmission of information, many listeners will gather the impression that the entire 86th Division has come home. The anguish that is caused by this kind of misunderstanding is indicated but hardly measured by dozens of letters received in this office, days later, from frantic relatives of mem-

bers of the 86th Division who cannot understand why they have had no word, since it is well known that the men are given an opportunity to telephone and telegraph home within a few hours of their arrival. Our explanation that only 150 members of the division returned terminates but does not erase the hours of anguish, nor does it restore the damage to the prestige of radio.

"This situation is recurrent even under optimum conditions, with broadcasters making a conscious effort to be factual and precise. Too often, however, the broadcasts are inaccurate and incomplete.

"Whether such deficiencies are due to carelessness, lack of orientation, or a deliberate sacrifice of factual accuracy to dramatic style, the pathetic consequences are greatly multiplied and further emphasize the urgent need for a careful examination of the whole problem.

"It is difficult to conceive of circumstances in which radio could be dealing with human emotions so intimately and on such a large scale. Few events are as poignant as the long-awaited homecoming of a loved one, and we now have in prospect millions of such homecomings. Inherent in this is an appeal to editorial integrity which, in my opinion, is irresistible.

"This is not essentially an Army problem. It is radio's problem. It is a clear challenge to the journalistic conscience of radio which I am confident will be met.

"The solution to the problem is not immediately apparent in all details. Certainly more careful editing and stricter attention to factual detail are indicated. Beyond these, there may be other measures which will insure maximum service to radio's public and save it unnecessary hurt. If I can be of service to you in consultation on this matter, please call upon me."

## Commission Prepares For WPB 'Green Life'

(Continued from Page 1)

Chairman Paul Porter told this reporter last week. It was obvious, however, that Porter believes, as do industry quarters, that this signal is not far off.

### Discussed European Trip

His European inspection trip of last month, in which he studied communications facilities there with members of the Senate Interstate Commerce Committee, was the subject of much of Porter's conversation with President Truman a week ago. He revealed. The rest of the discussion dealt with FCC affairs—this was the first time since Mr. Truman became President that Porter has had time to discuss the FCC with the Chief Executive. Over lunch he told the President of the Commission's need for more manpower in order to take care of the post-war rush and discussed other administrative matters.

Definitely on the schedule, Porter said, is a drive to clear up all outstanding hearings and decisions which have been hanging fire, some of them for years. He is anxious, he said, to "get on a day-to-day basis all business before the Commission."

### Cox-Lea Probes Hurt

Porter made it plain that he was not criticizing the administration of the FCC prior to his coming there seven months ago. A major cause for the delay, he said, was the Commission's difficulties on Capitol Hill during the past few years—particularly the lengthy hearings before the Cox-Lea group on the House side. A major part of the FCC files were in possession of this committee for periods of many months, he pointed out.

Porter is hopeful that all these pending matters can be wiped off the book within the next few weeks, and intends to put in long hours with key staff members toward that end.

## No Interference Noted From Eclipse Of Sun

(Continued from Page 1)

messages went through without interference. Messages were sent between Montreal and Canadian and United States stations on the Pacific coast in the Sub-Arctic, Greenland, Iceland, Europe, Africa, South America, California and over the Pacific ocean, all stations received the messages.

### NBC Observations

Butte—In collaboration with scientists from the Montana School of Mines and Montana State College, K. O. MacPherson, representing NBC, observed the sun's eclipse yesterday using a short wave transmitter to KOA, Denver, which fed the description to the network. McPherson, a member of the staff of KGIR, Butte, also interviewed scientists at the scene of the eclipse observations.

### Mrs. Caroline Dietz

Mrs. Caroline Dietz, mother of John Dietz, CBS program director, died yesterday at her home, 614 Tupper Street, Marietta, Ohio. In John Dietz's absence John Becker will take over.

*Chicago's*

**ONLY  
24 HOUR  
STATION**

**W-I-N-D**

**560 Kc. 5000 WATTS**

# AGENCIES

**LAWRENCE C. GUMBINNER** ADVERTISING AGENCY has purchased for Lion Cigarettes of Royal Tobacco Corporation the 9-9:15 a.m. news spot on WABC Tuesdays, Thursdays and Saturdays, scheduled to start today.

**CLARENCE FRANCIS**, of General Foods Corp., and **DANNY O'KEEFE**, sales manager of Home-Aid Products Co., will speak at the regular luncheon meeting of the Sales Executives Club which will be held today at the Hotel Roosevelt.

**BEAUNIT MILLS, INC.**, for its Beaunit Fabrics, is launching a campaign which will include radio in a full list of media. Norman D. Waters & Associates is the agency controlling the account.

**SHULTON, INC.**, manufacturers of Old Spice shaving preparations, Leigh Perfumes and other products, is stepping up the budget for its Fall advertising campaign. The business is placed by Wesley Associates.

## Staff Changes Announced At WCCO In Minneapolis

(Continued from Page 1)

the University of Minnesota station, to become educational director and production manager, according to an announcement by A. E. Joscelyn, general manager of WCCO.

Gene Wilkey joined the WCCO staff in January of 1944, coming up from WDOD in Chattanooga where he was program director. He started at WCCO as assistant program director and production manager. Mr. Wilkey is a graduate of the University of Chattanooga and attended N. Y. U. He is a member of the International Exchange Club and the Minneapolis Athletic Club.

Mr. Ziebarth will remain on the University of Minnesota faculty and will continue to teach his classes in radio speech. As educational director for the Columbia Broadcasting System in the Northwest area served by WCCO, he will be in charge of all public service programs originating at WCCO.

## Vet Radio Editor Honored At NBC Press Luncheon

(Continued from Page 1)

Bride "Informal," more or less means that no speeches were made and there was no dais. Occasion was Gross' 20th anniversary as a daily newspaper radio columnist and therefore considered the dean of these journalists. Miss McBride originated her broadcast at the luncheon, with Gross filling details of his debut as a radio editor. Ex-Mayor James J. Walker, spoke, also H. V. Kaltenborn, pioneer news broadcaster, who, incidentally, received credit for putting on the first quiz show. Julia Shawell, pioneer radio columnist, came in from Philadelphia to take part in the broadcast.

Industry folk were on hand from both radio and the newspaper world, including Gross' co-workers. All stations and networks in New York were represented at the luncheon, as well as many independent public relations men and women. Virtually every executive from NBC in town was in attendance.

Among the interesting things recalled by Gross was his first day filling in as the radio editor before it became permanent. Colonel House it seems, had told him to adjourn to the radio room and get hot. Gross looked the huge mechanism over and wondered how to start the "generator" or something. No one in the building knew either and after finding some one on the outside, Ben got the job permanently because he was the only one in the place supposedly able to "turn on a radio."

## Kresge Stores Contract For Program In Detroit

Marking the first co-operative radio program that S. S. Kresge Company, Inc., of Detroit, Mich., has ever bought, John B. Kennedy, veteran American Broadcasting Company news analyst and commentator, is now being sponsored over station WXYZ of Detroit, Monday through Friday, from 2 to 2:15 p.m., EWT. Maxon, Inc., is the advertising agency handling the account.

## 'This Month' Treats Radio

Radio and music are the subjects of four articles in the forthcoming issue of "This Month" magazine. Their titles: "Many-Tubed Monster" by Helen M. Johnson; "Chip Off the Old Block" by Jack Gavor and David Stanley; "Ballyhoo In Top Hat" by Max Ernest Hecht, and "When Music Caused Riots" by David Ewen.

Send Birthday Greetings To

July 10  
Arthur M. Holland      Joan Marsh  
Randall Jessie        Helen Pickens  
Lee Wood



Let's Talk

TURKEY!

It goes without saying that those 8,000,000 prosperous, free-spending folk who live within voice of the WIP strong, clear signal have a definite place in your sales-making picture. It's also a proven fact that WIP is the station which can sell them your product. Why, then, don't we get together and "talk turkey"?



610 K. C.

5000 WATTS

Philadelphia's MUTUAL Affiliate

Represented Nationally by GEO. P. HOLLINGBERY CO.

Exclusive!

CUBS '45  
BASEBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 7

NEW YORK, N. Y., WEDNESDAY, JULY 11, 1945

TEN CENTS

## FCC Rescinds Power Cut

### WEAF Joins BMB Plan; Fourth N. Y. Station

Signing of WEA, key station of NBC, to membership in the Broadcast Measurement Bureau yesterday brought the number of New York participating stations up to four. Other stations subscribing to the BMB plan are WABC, WJZ and WMCA.

In announcing WEA's decision to join, William S. Hedges, vice-president in charge of stations of NBC, stated: "We have signed with BMB for the key station of the network as an expression of our desire to cooperate with the rest of the industry (Continued on Page 2)"

### Special Treasury Drive To Accompany 'Salute' Shows

Inauguration of individualized publicity service for local promotion of "Treasury Salute" programs was announced yesterday by the radio section of the Treasury's War Finance division, which reports that 600 stations have ordered these transcriptions.

Beginning this week, all broadcasters carrying the "Treasury Salutes" (Continued on Page 7)

### Durr Gives Public Service Views In Syracuse Address

Syracuse—Speaking before the New York State Institute of Community Service last Friday, Clifford J. Durr, member of the FCC, advocated "externally enforced standards of public interest.

"It seems to me that if broadcasting is to serve the public interest as (Continued on Page 7)"

#### Hosting

NBC will play host to the press at a luncheon honoring three war correspondents who have returned the past week. The trio of correspondents who will be guests at the Ambassador Hotel on Thursday are Lowell Thomas, W. W. Chaplin and John McVane. Each of them will report on their experiences in the war theaters in various parts of the world.

#### Public Service

Philadelphia—On last week's "Jobs for Veterans" program, WCAU's new public service feature, the guest was ex-Lieutenant Edward Stern. Stern who is attending the University of Pennsylvania's Wharton School of Finance at night was interested in getting a daytime job immediately after the program went off the air. Stern was called on the phone by woman's specialty shop and offered a job. He accepted.

### Scholarship Plan Announced By RCA

In a move to encourage young scientific students, Brig. Gen. David Sarnoff, president of RCA, yesterday announced a scholarship plan.

The plan provides for as many as 10 students to receive RCA scholarships during the academic year 1945-1946, 30 during 1946-1947, 50 during 1947-1948, and 60 each academic year (Continued on Page 7)

### Noble Acquires Control Of Walter P. Burn & Assoc.

Complete control of Walter P. Burn has been acquired by William Noble, vice-president of the corporation for the past seven years and M. Lawrence Swars, director of sales for the past four years it was learned yesterday.

Under a realignment of executive (Continued on Page 7)

## Theater Heads Credit Radio For Business During Strike

Movie theater operators, faced with the need of spot radio announcements in New York City because of the newspaper delivery strike, have found radio to be a potent sales force and business with the major Manhattan theater chains remains normal despite the press strike, RADIO DAILY learned thorough a survey yesterday.

While spokesmen for the theater chains were hesitant about going all out in their praise of radio because of newspaper commitments, every-one reported box office grosses good and no noticeable falling off because of the lack of newspaper lineage. In every instance the theater men credited radio with getting their messages to the public. They pointed to (Continued on Page 7)

Industrial New England, a national market for sales, is effectively reached thru WLAW. Advt.

### Restores One-Decibel Reduction Of '42; Full Power Optional After Sept. 1, But Mandatory After Oct. 1

### CRC Recording Strike Still Is Deadlocked

Negotiations between the Radio Broadcast Engineers' Union No. 1212, IBEW, and the Columbia Recording Corporation were stalemated yesterday because each was waiting for the other to take the initiative to bring about a reconciliation. The radio engineers in New York City, Chicago and (Continued on Page 2)

### CBS Conducts Experiments With New Show Analyzer

Experiments with a new machine christened "Big Annie" are being conducted by CBS to register the opinions of radio listeners. The machine, able to record the likes and dislikes of as many as a hundred listeners at once, is reported to be more efficient (Continued on Page 7)

### Evening Listening Figures Released For Pacific Coast

An average evening rating of 7.2 comprised the listening audience on the Pacific Coast for the month of June, according to the C. E. Hooper report for that period, with the figure (Continued on Page 7)

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday rescinded its order cutting down transmitter power by one decibel. Full-power operation will be optional after Sept. 1 as a result of this action, and will be mandatory after Oct. 1. The cut had been ordered on November 6, 1942. The Commission declared that the decision of yesterday was reached for these two reasons:

"That the War Production Board has advised that repair parts for (Continued on Page 7)"

### Reshuffle Of News Programs Indicated

Reshuffling of many commercially sponsored news programs, commentators and analysts within the next few weeks on both the networks and independent stations is forecast as a result of investigations staged by some of the leading advertising agencies.

One agency, heavy buyer of news time, is reported to have found com- (Continued on Page 2)

### 'Port Of Missing Hits,' Title Of NBC Sustaining Show

Titled "The Port of Missing Hits," NBC will launch a new program on July 14th dealing with popular song successes and failures. Dramatizations will give reasons why some (Continued on Page 2)

#### In The Flesh

WJZ last night inaugurated the custom of broadcasting the "funnies" complete with actors, actresses and sound effects. Dramatizations of the comic strips, rather than mere readings, are heard for 15 minutes. They include strips from the leading New York papers. It is planned to continue them over the station for the duration of the current delivery strike.

# Coming and Going

STEPHEN FRY, program operations manager of BBC, is back in the United States following several weeks of conferences in London.

E. E. HALE, sales promotion manager of WKRC, Cincinnati, is in Chicago this week for the Eighth Annual Radio Promotion exhibit.

ABE SCHECHTER, news and special events director of Mutual, has returned to his post after having visited briefly in Washington, D. C.

EDWARD E. HILL, managing director of WTAG, Worcester, Mass., and DOL BRISSETTE, production supervisor of the station, are in town for the program clinics at CBS.

H. K. CARPENTER, vice-president of WHK, Cleveland, and a member of the Mutual board of directors, is visiting in Gotham for a few days on business.

DAVID BAYLOR, program director of WGAR, Cleveland, and WAYNE MACK, production manager and chief announcer of the station, are in town for the three-day program clinic at CBS.

BOB ALBURTY, manager of WHBQ, Memphis, is taking his first vacation since Pearl Harbor. He plans to rest for a month, while keeping in close touch with the station.

FRANK R. SMITH, JR., president and general manager of WWSW, Pittsburgh, is vacationing with rod and reel in Hessel, Mich.

M. OAKLEY CHRISTOPH, columnist of WTIC, Hartford, is back at the station after having visited briefly in New York.

BERT HAUSER, Mutual's director of co-operative programs, has left for Washington, D. C., where he will confer with network executives.

## Reshuffle Of News Programs Indicated

(Continued from Page 1)

Commercial news commentators experiencing trouble in sustaining interest in their programs on the basis of available war news. The agency spokesman pointed out that since the European war the quality and quantity of news has declined and while the war in the South Pacific is important newscasters are not able to dramatize the story as effectually as the war in Europe.

Recent coverage of the United Nations Peace conference at San Francisco served as a hypo to the declining interest in news broadcasts for a few weeks, it was stated. As the conference drew to a close the subject matter of the news programs deteriorated.

Many first rate correspondents with "name" value who have returned recently from the European theater have been available for commercial sponsorship with no takers. Some of these have been priced too high and others typed by the agency crowd as having lost value with the coming of V-E Day.

## 'Port Of Missing Hits,' Title Of NBC Sustaining Show

(Continued from Page 1)

songs succeed and others fail. Music will be supplied by Milton Katims and his orchestra. The scripts are by Virginia Stewart. James Haupt will produce.

## CRC Recording Strike Is Still Deadlocked

(Continued from Page 1)

Hollywood went on strike at midnight Sat., July 7, and engineers in Hollywood, Washington, Chicago and New York are on a "sympathy strike," i.e. for the duration of the strike they will refuse to play any ETs made by CRC. Charles A. Calame, business manager for the New York Engineers' Union, said that although it couldn't be determined how many stations affiliated with IBEW had joined the recording ban, a good portion of the 261 stations are expected to cooperate.

Calame also accused CRC of having "locked out" the skeleton staff of two engineers which IBEW had provided for the purposes of cutting rebroadcast disks for the Army, Navy, OWI and South American broadcasts.

A spokesman for CRC said that the skeleton crew was not "locked out," but that the two men supplied by IBEW were inadequate for the "actual operations" necessary.

## WEAF Joins BMB Plan; Fourth N. Y. Station

(Continued from Page 1)

in its effort to establish a standard form of circulation measurement."

Hugh Feltis, president of BMB, expressed pleasure over the Hedges announcement and said that the prestige of WEAF participation unquestionably would result in other stations becoming subscribers.



# Tragedy

That empty life boat, a plaything of the elements, tells a story that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over.



# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

## FINANCIAL

(Tuesday, July 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184	181 1/4	181 1/4	- 2
CBS A	38 1/4	38 1/2	38 1/2	+ 1/4
Crosley Corp.	36 1/2	36	36	- 3/8
Farnsworth T. & R.	16 1/8	15 3/4	15 3/4	- 1/4
Gen. Electric	43 3/4	43	43 3/4	+ 3/4
Phi'co	36 1/4	35 3/4	36 1/4	+ 1
RCA Common	13	12 3/4	12 7/8	+ 1/4
Stewart-Warner	19 5/8	19 5/8	19 5/8	+ 1/8
Westinghouse	33 3/4	33	33 3/4	+ 7/8
Zenith Radio	37	36 1/2	36 7/8	+ 7/8

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8	8 3/4
Stromberg-Carlson	18 5/8	19 5/8
WCAO (Baltimore)	27	27
WJR (Detroit)	24	26

## 20 YEARS AGO TODAY

(July 11, 1925)

Recent WEAF Grand Opera Company's production of "The Bohemian Girl" over that outlet and a network which included WEEI, WFI, WCAE, WEAR, WGR, WWJ and WCCO, was conceded to be grand air entertainment. . . . Jack Nelson, director and announcer at WJJD, Chicago, was heard as a singer over WOR and WEAF, New York, recently.

# WEVD

5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

IN PHILADELPHIA

Nearly everybody listens to

# WDAS

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

That's why

78 percent of our sponsors renew regularly.



# WTAM's Modern Farmer "looks in" on Cleveland's Victory Gardens



*available now!*

"WHAT causes cucumbers to wilt?" "Should my tomatoes be mulched?" Cleveland's Victory Gardeners pitch eager questions and JIM CHAPMAN answers from nine years of experience in farm broadcasting. *Another* example of WTAM's timely community service. *Another* big reason why WTAM is first\* in listening audience day and night and first in program popularity polls too. 34 of the top 50 programs are on WTAM. There is a reason.

\*NBC 1077 City Survey, 1944

FIRST in CLEVELAND

**WTAM** 

50,000 watts

Represented by NBC SPOT SALES



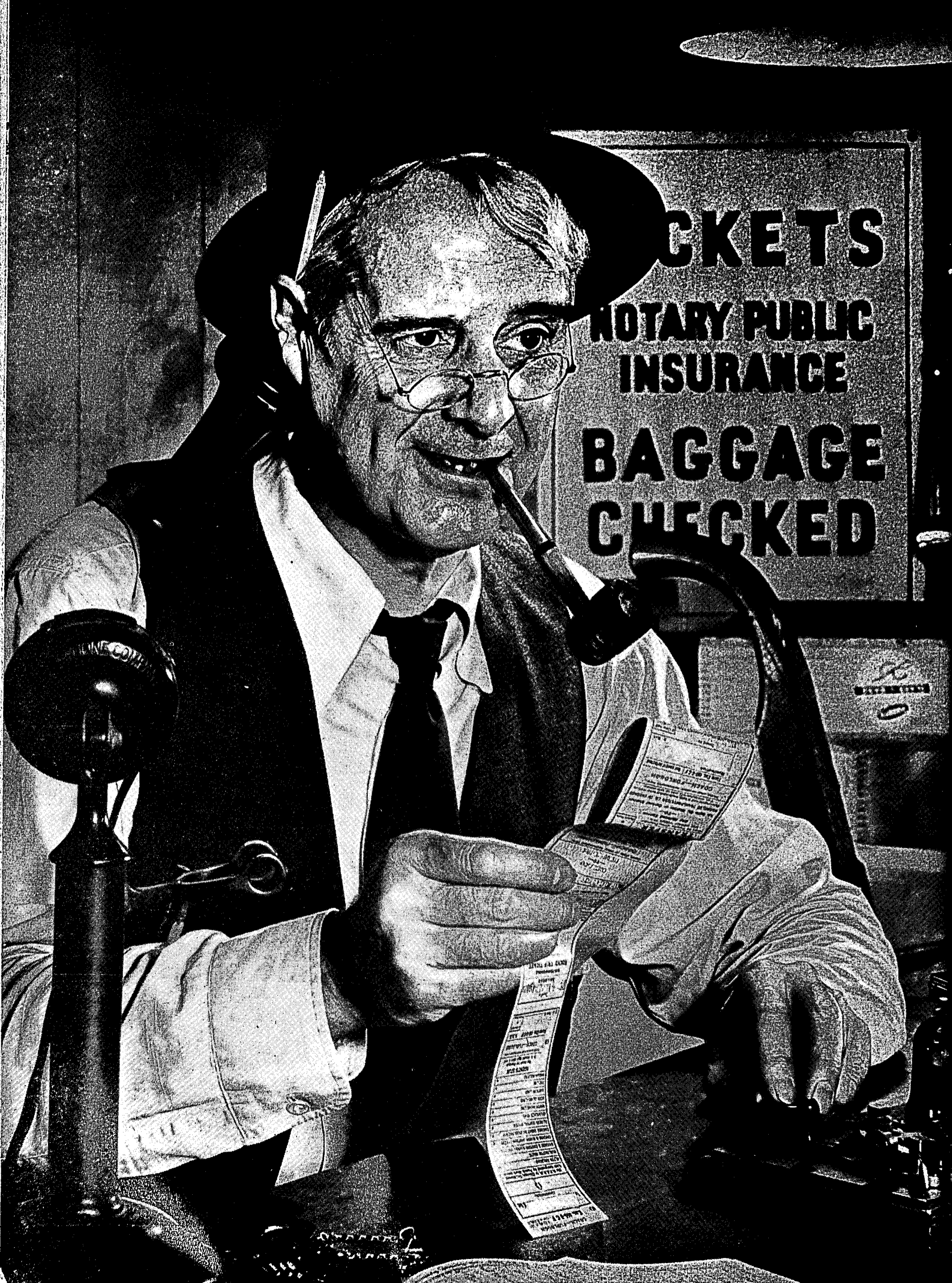
Upper left  
JIM CHAPMAN, the Modern Farmer. Agricultural Director WTAM.

Lower left  
Design for living at the Mayfield-Superior Victory Garden.

Lower right  
"Scarecrow in the corn" at Cleveland Heights' Victory Garden.



Under the supervision of JIM CHAPMAN, WTAM broadcasts direct from the Victory Gardens of Greater Cleveland as a part of its wartime public service.



**TICKETS**  
**NOTARY PUBLIC**  
**INSURANCE**  
**BAGGAGE**  
**CHECKED**

Document with a checklist, likely a baggage check or travel form. The text is partially obscured but includes the following items:

- NAME: [illegible]
- ADDRESS: [illegible]
- PHONE: [illegible]
- DATE: [illegible]
- TIME: [illegible]
- STATUS: [illegible]
- REMARKS: [illegible]
- AGENT: [illegible]
- OFFICE: [illegible]
- INITIALS: [illegible]

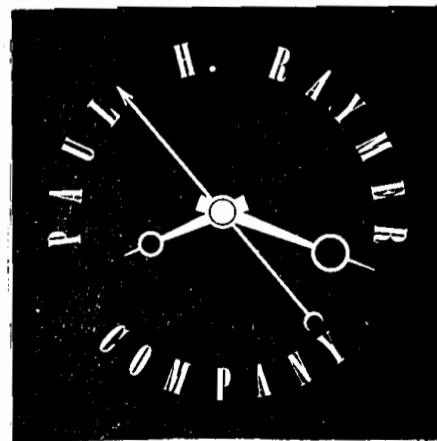




## Yes, We Have To Be Ambidextrous

The small town railroad agent had many jobs and duties. Like him, we must be ambidextrous — but all of our efforts are directed toward one purpose. Our one job is to build national advertising for the stations we represent.

This company carries no sidelines, nor do we sell newspaper, magazine or outdoor advertising. We have avoided the lure of transcription, talent and promotion departments. We do not offer engineering, accounting or legal advice. From the beginning, it has been our policy to stick to one job — and to do that superlatively well.



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

## AGENCIES

**EVERETT L. THOMPSON** of the American Broadcasting Company station, WCOP, Boston, Mass., has been appointed radio director of the Baldwin, Bowers & Strachen, Inc. advertising agency of Buffalo N. Y. He will head the agency's radio staff which has been increased recently with the addition of James E. Corbett, former program director of WBEN of Buffalo and more lately engaged in writing and producing radio programs in New York City; Marianne Holder, radio writer, who formerly was associated with radio stations in Zanesville, Ohio, and Jamestown, N. Y., and Kay Burkhardt, former program director of WEBR of Buffalo, who earlier was associated with WBEN.

**THE NATIONAL ADVERTISING AGENCY NETWORK**, in convention at Skytop, Pa., issued a special award to station WHBQ, Memphis, for its business paper advertising. The award was won in competition with station in 27 other major cities of the United States.

**HAL WINTER**, most recently media director of the Raymond Spector Agency, has been appointed media director of the New York office of the Grant Advertising Company, Empire State Building. He succeeds Edward H. Benedict who is now affiliated with the Mutual network sales department.

**John H. CARON**, just released from the U. S. Army with the rank of major, has been named advertising manager of the Chrysler Division, Chrysler Corp. Prior to his Army service he was director of sales promotion for the division.

**18,000,000**

**GUESTS A YEAR!**

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

**WJPG**

ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio  
WJPG—Atlantic City, N. J.  
WJPA—Washington, Pa.  
WKNY—Kingston, N. Y.



### Reporter At Large . . . !

● ● ● Is J. Walter Thompson inheriting a seven million dollar ciggie account shortly? . . . Take all the bets you can that Al Jolson will definitely do the Mike Todd show in the fall. . . The signing of Irving Kaufman for the Fred Allen airer was as natural as a six and a five—and only made us wonder why we didn't think of it first. What Irving can't do up there is front of the mike wouldn't get past the censors anyway. He's one of the most versatile guys we know in the biz and knows more dialects than Erroll Flynn does lawyers. . . The conduct of those two opera stars who went overseas to entertain the GI's (only to spend all their time sunning themselves on the Riviera) is the talk of the boys over there. . . March of Time fading July 27th, with new sponsor reported taking over in the fall. . . Biow Agency has bought "William and Mary" as the Ginny Simms replacer. . . Send condolences to Perry Como, whose dad died over the week-end. Frankie Sinatra pinch-hit for him (the third time) last nite. . . Joy Hodges, star of the USO "Anything Goes" troupe, writes in to say that the terrific reception from the GI's in Germany is like getting a raise from the Shuberts, it's that heartwarming. . . Allah Be Praised item: They're putting in new writers for the Bert Wheeler show next week—Bud Pearson & Les White.

★ ★ ★

● ● ● Faces 'n Places: T/Sgt. Jack Leonard, back from 16 months overseas, shaking paws with Frankie Sinatra, also just back from a USO tour. There are those who will tell you that Jack originated that soothing, intimate, slurring (Alec Templeton calls it tying-the-phrases-together) style, that Frankie is now using so potently. At any rate, the records will show that T. Dorsey never topped that platter of "Marie" he turned out with Jack at the vocals. . . Earl Carroll surveying the scene of his former triumph—now a five and dime store. . . Frank Loesser, the songwriting genius, 'casing the joint' at Toots Shor's before joining a table. . . Walt Disney partaking of roast duck, no less, at LaConga. . . Judy Garland and Vincent Minelli fascinated by Oscar Levant's reminiscences about Gershwin at Lindy's. . . Sally Warren, of Fawcett Publications—our personal vote for the purtiest publicity gal in town. And one of the most capable, too.

★ ★ ★

● ● ● Reason Phil Silvers won't accept a radio show is because his contract with 20th Century calls for 50 per cent of the take and this he no like. . . Mann Holiner will direct the Danny Kaye show. . . Les Elgart takes his crack crew into the Central Park Mall tomorrow nite and Prospect Park the following nite. . . Congressional investigation of Tex Weiner's "Soldiers With Coupons" has fizzled, with Rep. Bonner, of N. C., handing it this epitaph: "This is damn silly stuff" They claimed Weiner smeared Big Business, which is a laff when you consider that show is sponsored by Standard Brands. What it actually did smear was the Black Market. . . Frank Lovejoy narrating those nursery rhymes on Van Cleave's airer. . . "Boston Blackie" renewed another 13 weeks. . . Fritz Blocki has readied a stage version of his "Callahans" . . . Louie Prima is one boss who believes in hiring back the ex-soldiers as fast as they come out. His bass player, Frank Corso, just got out of the Army and was back on Louie's payroll pronto. . . Which reminds us that Geo. (The Real) McCoy is out of service after a three-year hitch and looking for a connection. Are you roading, Mr. Carlin? . . . Ralph Edwards likes it out in Hollywood and is abandoning his N. Y. office permanently. . . Du Mont Television is building a set to sell for \$150 which will tune in radio stations as well as television. . . The new ace-rated Kenny Baker show is being penned by Ken Lyons, who also turns out the award-winning "Calling All Girls," plus "Boston Blackie" . . . Robert Montgomery will be Radio Harris' guest tonite, discussing his first picture for Metro since being on inactive status.

— Remember Pearl Harbor —

*in War!*



*first  
in Peace!*



*first  
in Audience  
Influence!*

Tom Swafford (top) directs "Victory Playhouse," KGW program which has helped Oregon achieve several "firsts" in per capita War Bond purchases . . . First local daytime serial was KGW's "Sunnyside Heights" starring Richard LeGrand, now "Peavey" of the "Great Gildersleeve" show. For 23 years KGW has made the most of every chance for public service that's why it's the "first" station in area it serves!

ONE OF THE GREAT STATIONS OF THE NATION

**KGW**

PORTLAND, OREGON



REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO. INC.

# License Cut In Power Rescinded By FCC

(Continued from Page 1)

Transmitters are now generally available and that no difficulty will be encountered in restoring transmitters to full power operation, and that the operation of standard broadcast stations with full power, is in the public interest, and that an opportunity should be afforded for making the necessary readjustments to return to normal operating practices."

# Special Treasury Drive To Company 'Salute' Shows

(Continued from Page 1)

Stations receive weekly releases for each program. They will be prepared so that the station will need only to list its call letters and time of broadcast before sending to its local newspapers. The purpose is help maintain public interest in Treasury programs during the interim period and to aid stations who have local sponsors for these programs to keep their sponsors interested. July 15 is the deadline for stations to order their interim "Treasury Salutes."

# TV Shows Increase Biz For First Six Months

TV's financial report for the first six months of 1945 shows an increase of 63 per cent over a similar period in 1944, according to the announcement made yesterday by Ralph N. Seltzer, general manager of the station. However, the financial status of the station for June of this year has improved 51 per cent over June of 1944, making the past month the largest in the history of the station. We'll find out that the reason for the sharp rise is that Italian sponsors have recently taken over English programs in addition to the Italian-language broadcasts on the bi-lingual station.

Templeton Going To Hollywood  
Buck Templeton, home from an extensive USO tour, leaves soon for Hollywood and a role in M-G-M's "Cobwebs and Kings."

# Evening Listening Figures Released For Pacific Coast

(Continued from Page 1)

being off 1.4 since the last report but only 0.7 less than the ratings for the same period a year ago.

Average evening sets in use were reported at 28.3 which is 4.8 less than the last report and 1.4 less than a year ago. Average evening audience available is 74.0 a decrease of 2.7 since the last report and a decrease of 0.4 since the same period of last year.

Daytime sets-in-use reported at 13.7 slightly off as compared to last year, while the average daytime audience rating is placed at 3.7, no change from a year ago. Daytime audience available is 66.0 an increase over the proportion of year.

Fibber McGee and Molly led the June "First 15," with "Great Gildersleeve" second and "Screen Guild Players," in third place. Rest in order are: "Truth or Consequences," Aldrich Family, Mr. District Attorney, Take It Or Leave It, Lux Radio Theater, Walter Winchell (two months), Bob Burns, Bing Crosby, Vox Pop, Counterspy, Kay Kyser and Thanks to the Yanks. Some of the shows are now off for the summer months.

# Durr Gives Public Service Views In Syracuse Address

(Continued from Page 1)

it should there must be some externally enforced standards of public interest which the broadcasters must meet in order to justify their continued use of the publicity owned radio channels," Durr said.

"I think that such standards can be enforced and imposed without impairing the freedom of radio about which some of our most prosperous broadcasters have recently been so vocal.

"On the contrary, if by freedom of radio we mean a radio which provides the freest possible outlet for the widest possible range of information, entertainment and ideas rather than freedom to make the maximum dollar profit from the use of probably our greatest remaining natural resource, then I do not think we can have freedom of radio without the imposition of vigorous enforcement of such standards."

# Noble Acquires Control Of Walter P. Burn & Assoc.

(Continued from Page 1)

positions, William Noble will become president and M. Lawrence Swars, vice-president and general manager. Mr. Swars will continue to act as operating head of the concern.

Walter P. Burn, retiring president will realize every man's ambition by becoming a country squire when he moves to Middlebury, Vermont. Mr. Burn will however continue as a specialist in economic studies and in such capacity will be available to clients of Walter P. Burn & Associates, Inc.

# CBS Conducts Experiments With New Show Analyzer

(Continued from Page 1)

than any other program analyzer developed.

"Big Annie" records positive and negative opinion separately on two slowly revolving roles of graph paper. Each person in a test group is given two electric push-buttons that are connected with wire to the machine. Pressure on one button is recorded as favorable reaction; pressure on the other, an unfavorable reaction.

The original program analyzer was developed by Frank Stanton, CBS vice-president and general manager and Dr. Paul Lazarsfeld of Columbia University. The program analyzers have been used continuously by CBS researchers since 1940. Tests with "Big Annie" have been conducted since mid-April under the direction of Oscar Katz, assistant director of CBS research, and Tore Hallonquist, chief of the network's program analysis division.

# Scholarship Plan Announced By RCA

(Continued from Page 1)

thereafter. Each scholarship consists of a cash award of \$600. Those eligible will include all students enrolled at universities to be selected by the RCA Education Committee. Selection of students will be made upon recommendation of the dean of the specified university and approval by the committee.

Comprising the RCA Education Committee are Dr. James Rowland Angell, President Emeritus of Yale University and Public Service Counselor of the National Broadcasting Company, who is chairman; Gano Dunn, president of the J. G. White Engineering Company, president of Cooper Union and a director of RCA; Dr. C. B. Jolliffe, vice-president in charge of RCA Laboratories, and F. H. Kirkpatrick, director of Education and Training, RCA Victor Division.

# Godwin's New Series

Earl Godwin, veteran Washington commentator, will inaugurate a new series over the American web on Thursday, July 19, at 8:15 p.m. Program will be under the sponsorship of the National Board of Fire Underwriters.

# Radio Aids Theaters During Strike Period

(Continued from Page 1)

heavy spot campaigns placed with several New York stations on current attractions for the duration of the newspaper strike. Some theater operators indicated that their radio

## Radio Benefiting

*Newspaper delivery strike in New York City has at least temporarily changed the listening habits of many people. It is estimated that the news programs have the greatest audiences they have had since D Day and the final stages of the European war. Realizing this station news departments are expanding their news coverage and putting emphasis on local news.*

campaigns would become a permanent feature as a result of the current business.

Spokesmen for the theater chains were reluctant to be quoted but all were of the opinion that radio had proven its value as both an entertainment and sales medium.



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD

"A Bit of Paris in New York"

# Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

# Program Parade . . . .

**CONGRESSIONAL MEDAL OF HONOR—NBC.** Mon., 8-8:30 p.m., EWT. Sustaining. Limited number of programs have been set for this series which will dramatize the stories of some of the more than 200 servicemen who have received the nation's highest decoration. Lowell Thomas was guest emcee and Staats Cotsworth narrator. Plug is made for the initials CMH after holders' names such as a doctor has M.D. after his name. Story of Forrest Bosler was told and later Bosler was picked up from WSYR, Syracuse, where he is working as an engineer, while taking a college course.

★

**RAY BOLGER SHOW—CBS-KNX.** Fri., 10-10:30 p.m., EWT. Sponsor, United Drug Company for Rexall stores. Caliber of the first program, comedy-variety format with Bing Crosby as guest, was unusually high. Judging from excellent script material, N. W. Ayer should find a fall spot for show's continuance. Vocalist Jerry Sullavan turned in a smooth job. Only sour note is the music of Roy Bargy—too noisy on the air.

★

**MUSIC BY MAUPIN—WJZ-American.** Monday, 9 p.m., sustaining. Light summer musical show coming from Chicago and featuring staff orchestra and artists under veteran conductor, Rex Maupin. Vocal rendition of "I'm Beginning to See the Light" by Marion Mann and Bill Moss' piano solo of Gershwin's "Embraceable You" highlighted show. Good summer listening.

★

**WILLIAM LANG—Mutual.** 9 p.m. Sponsor: Kreml. Substituting for Gabriel Heater this commentator provides an interesting news script, well paced, and worthy of listening. Lang's style has changed somewhat in the past six months. He is becoming too dramatic in his delivery.

## New Recording Show

New recording show on WHN features Bob Thiele as disc jockey. Program is heard across the board, 10-10:30 p.m., and airs swing recordings. Thiele, formerly a Coast Guardsman, is a member of Esquire Magazine's board of jazz experts and is musical director of Signature Recording Co.

# COAST-TO-COAST

## —FLORIDA—

**MIAMI**—Tom O. McCullough, commercial manager of WIOD, has been appointed chairman of the program committee of the Miami Kiwanis Club, for the second half of 1945. . . . Florida Tackle and Gun Club, has conferred honorary life membership upon Frank "Salty" Mallants, boating and fishing writer of WIOD. Honor is bestowed for Mallants' outstanding work and efforts in the conservation of natural resources of the state. . . . After an absence of nearly a year, Bernice Nachtmann McCarter, has returned to WFOY, St. Augustine, as traffic manager and local news reporter.

## —INDIANA—

**MUNCIE**—Don Burton, owner and manager of WLBC, conducted a bond-selling contest among staff members with the result that Ann Payne, office manager won the \$25 war bond prize for selling over \$6,000 in "E" bonds. . . . Total bond sales during the contest among staff members resulted in sales of \$11,475. . . . Don Burton, handled the broadcast for WLBC of the All-Star Basketball game recently, from Butler Field, Indianapolis. Broadcast was non-commercial and War Bond sales were tied in with the play-by-play description over the air.

## —MASSACHUSETTS—

**BOSTON**—Bill Cunningham, Yankee net and Mutual news analyst, is now in Europe, giving his Sunday broadcast at 2:30 p.m. over WNAC and fed to MBS. As a World War I vet, Cunningham is making comparisons with then and now. . . . Two semester hours of degree credit will be awarded by the Massachusetts State Department of Education to those who complete the 16 lecture-demonstration course of the WBZ Radio Workshop. The 1945 Summer Session of the Workshop, got under way on Thursday, July 5, in the studios of the Boston outlet.

## —CONNECTICUT—

**HARTFORD**—Program manager Harvey Olson and announcer Henry Curth of WDRC, have been appointed to the board of directors of the Junior Achievement of Connecticut, Inc. . . . Coincident with a Satevepost story written by a Hartford man, WDRC put on a special broadcast July 4, depicting Glastonbury as a typical American town, and originating the broadcast from that city. . . . Olive Johnson, who resigned as supervisor of commercial traffic at WTIC recently to join the American Red Cross, is now stationed in Rome, Italy. She is currently serving there as Property Central Officer.

Send Birthday Greetings To—

(July 11, 1945)

David Montgomery Morlo Jones  
Jack O'Brien Harry Von Zoll  
T. H. Anderson, Jr.

## —CALIFORNIA—

**SAN DIEGO**—Herbert Ellis, former announcer with KFMB, here, and KGFJ, Los Angeles, has joined the announcing staff of KPRO, Riverside. . . . Edward Hess McLean, who has been released by the Navy, has also joined the staff of KPRO, as production man and director of the station's talent bureau. Before entering the service, McLean was resort manager for Arthur Murray Studios, Chicago.

## —NORTH CAROLINA—

**NEW BERN**—WHIT aired a special interview with members of the Brooklyn Dodgers immediately after the exhibition game with the Cherry Point Marine Flyers. The broadcast originated at the Marine air station, and featured talks with commanding general of the 9th Marine Air Wing, as well as the commanding General of the base. P. S. The Dodgers won, 8-3.

## —SOUTH CAROLINA—

**SPARTANBURG**—WORD in Spartanburg, the home town of the new Secretary of State, James F. Byrnes, presented a two and one-half minute home town commentary on the American Broadcasting Company's "News of Tomorrow." Hal Shaw, assistant manager, wrote and presented the story. Lieutenant Ernest W. Rickenbacker, recently discharged from the United States Army, and holder of the Silver Star, has joined the announcing staff of WORD. His brother, Ace Rickenbacker, is WORD's disc jockey. . . . Richard K. Isley, of WORD's engineering staff, has joined the announcing staff as the early morning platter spinner.

## —NEW YORK—

**NEW YORK**—WHN news analysts Johannes Steel and George Hamilton Combs, Jr., and Sol Balsam, former foreign correspondent for the Philadelphia Record and formerly commentator for WLIB, recently sold over five million dollars worth of War Bonds in a drive sponsored by the Beverage Times, on which Balsam is columnist.

## Planning Overseas ETs

Program operations for the overseas English-speaking markets have been resumed this week by the Michelson & Sternberg Company, exporters of American-made ET shows. M & S is represented by the following people in the following countries: Grace Gibson, Sydney, Australia; R. E. McGuire, Toronto, Canada; Gladys Dickson, Johannesburg, Union of So. Africa; Capt. L. F. Plugge, London, England. Michelson & Sternberg, Inc., is the export division of Charles Michelson Radio Transcriptions.

## Joe Seiferth Injured

Joe Seiferth, WJZ audience promotion manager and director of the WJZ Victory Troop, is confined to the Polyclinic Hospital in New York, as a result of a dislocated knee and torn cartilage sustained while doing a skit during the Troop's appearance at a bond rally at Pine Lake, N. Y. on Sunday.

# PROMOTION

## Color Parade

Frederic W. Ziv Company art have dipped their brush into the rainbow and have painted the East's eggliest looking brochure this department has seen in many, many months. The promotion piece is for the new transcribed series titled "Your Pleasure Parade." Featured in the series will be Kay Lorraine and Bob Kennedy, songstars. Others to be featured in this elaborate ET series, according to the brochure, will be Jimmy Wallington, Milton Cross, Modern & Paula Kelly, Irving Miller's orchestra and music from outstanding American composers.

## WNBT On V-E Day

NBC's tele department has produced an interesting brochure which documents the station's role on the historic day of May 8, V-E Day. The cover's photograph shows a telecraman, telefilming the dense crowded area of Times Square at the inside pages describe the programming schedule, also with photographs, of the day. Illustrations and editorial content of the brochure attractively laid out to reflect the fine programming job executed by WNBT on that memorable day.

## Georgia Gibbs Guesting

James Melton, master of ceremonies of the CBS "Texaco Star Theater" will have Georgia Gibbs, co-star of the Philco "Hall of Fame," as guest Sun., July 15, 9:30-10 p.m., EW

## WNYC Appointments

Mike Jablons, publicity director of WNYC, will henceforth be in charge of special events of the station, was announced yesterday by M. Novik, director of the station. Novik Rudich has been named program director and will work with Novik.

KNOW YOUR ABC'S about KOA

In addition to 2nd place in overall promotion — clear channel, network affiliates, division KOA came in 3rd in the Sweepstakes between all owned and operated stations in Billboard's 8th Annual Radio Station Promotion Survey.

No wonder KOA's FIRST!

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

**KWW**  
CBS-560 KC.  
Denver Ranked 18th  
in DRUG STORE SALES  
in 1944.  
DENVER  
REPRESENTED BY THE KATZ AGENCY

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 8

NEW YORK, N. Y., THURSDAY, JULY 12, 1945

TEN CENTS

## FCC Clarifies FM Stand

### Commissioner Walker Addresses Educators

Columbus, O.—Educational FM applicants while indicating their understanding of the need for good equipment, have not shown as yet that they realize fully the importance of good personnel, to operate their stations, Commissioner Paul A. Walker said in an address at the Ohio State University FM workshop, in Columbus. "After all," the FCC member said, "no station can rise above the level of the ability of its staff."

"The quality and success of a station

(Continued on Page 5)

### Singers Signed To Replace Niles-Prindle On Hires Show

Songstress Louise Carlyle and Metropolitan tenor Donald Dame will be the featured singers on the new Hires sponsored program over the American network, starting July 29, 6:30-7 p.m., EWT, replacing the current Wendell Niles and Don Prindle combine. Format of the new series will include largely the lighter musical fare.

Miss Carlyle is currently featured

(Continued on Page 6)

### AFRS 'Mail Call' Program Altered For Navy Forces

Los Angeles—Format of "Mail Call," one of the top Armed Forces Radio Service programs, is being changed this week, with show henceforth to have a distinctly Navy flavor, it was announced by Col. Thomas H. A. Lewis, Commandant of AFRS.

Lt. Sam Fuller, USNR, a Young and

(Continued on Page 2)

### Guest Moderator

Attorney General Tom Clark will make his first radio appearance since taking office on next Tuesday when he appears as guest moderator of the WOR-Mutual "American Forum of the Air" which originates in Washington. Theodore Granik, permanent moderator, is scheduled to return to the program the following week. Program is heard Tuesdays from 9:30-10:15 p.m.

### New Radio Record

Washington—When the Treasury Department releases the results of radio's participation in the Seventh War Bond drive the figures will show that the industry gave more in time, talent and creative ability than was done in any previous war bond drive. Figures are now being compiled by the Treasury in co-operation with NAB.

### Radio Executives' Trip Awaits SHAEF's Okay

Washington Bureau, RADIO DAILY

Washington—Reply from SHAEF to the request for permission to send American radio executives on a tour of war-torn Europe is now being awaited in Washington. At the request of NAB a request was sent to SHAEF for this permission. With approval by Washington authorities already assured, War Department officials are confident that SHAEF will raise no objection.

### G. E. Announces Plans For New FM Receivers

Schenectady — General Electric, which built the first FM receiving sets, will produce broadcast station transmitters and home radio sets for the new FM broadcast frequency bands assigned by the FCC, according to Dr. W. R. G. Baker, vice-president in charge of the company's electronics department. Company, at the same time, sees no reason for the

(Continued on Page 6)

## Program Manager Clinic Opens At Offices Of CBS

The first of a series of Columbia network Program Managers' Clinics got under way in New York yesterday with representatives of 31 of the web's affiliates in from stations east of Denver. A similar clinic for western affiliates is now in progress at KNX Los Angeles.

The current clinic in New York will continue today and tomorrow, and will be followed by similar three-day

## Sets Hearing For July 23 To Consider Adoption Of Operation Standards; Release Proposed Regulations

### N. Y. U. Skeds Mullen As Workshop Speaker

Frank Mullen, executive vice-president of NBC, will speak on "Operating Problems of a Radio Network," at the evening session of the 10th Annual Summer Radio Workshop at New York University, tonight, it was announced by Robert J. Landry, director of program writing for CBS, who is in charge of the radio workshop.

At tomorrow's round table lun-

(Continued on Page 2)

### FCC Fixes Hearing Date On Crosley Deal For Aug. 9

Hearing on the application for sale of the Crosley Corporation licensee of AM station WLW and international broadcast stations, to the Aviation Corporation, a sale involving about \$22,000,000 was ordered yesterday for

(Continued on Page 2)

### AFA Has 1st Paid Prexy; Egolf, Cornelius Officers

Advertising Federation of America yesterday elected their first "paid" president, Elon G. Borton, who is the advertising director of the La Salle

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington — Policy standards on FM operation — such things as minimum schedules, multiple ownership questions, program duplications and a possible allocation of frequencies to insure rural as well as metropolitan coverage—will be the subject of a hearing July 23 in Washington. The FCC an-

(Continued on Page 8)

## British Brides Of GIs On BBC-Mutual ETs

British Broadcasting Corp. and the Mutual Broadcasting System have concluded negotiations for a weekly trans-Atlantic program, to be carried by the respective networks, under the tentative banner, "Here Comes the Brides," it was announced yesterday by Stephen Fry, BBC manager of program operations. This marks

(Continued on Page 5)

## Composition Contest Reaches Semi-Finals

Entries from 29 California composers, 23 from New York and 16 from Illinois are among those in the composition competition sponsored by the National Composers Congress in co-

(Continued on Page 2)

### Set Survey

London—The British Post Office Department has disclosed that there now are 9,710,850 radio receiving sets in use in Great Britain and Northern Ireland—or an average of one for every five persons. The figure represents an increase of about 250,000 in the last year and constitutes a record, attributable, no doubt, to the vital role radio has played in the war.

# RADIO DAILY



Vol. 32, No. 8 Thurs., July 12, 1945 Price 10 Cts.

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

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## FINANCIAL

(Wednesday, July 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	181 3/4	179 3/8	180	- 1 1/4
CBS A	38	38	38	- 1/2
Crosley Corp.	36 1/2	36	36 1/2	+ 1/2
Farnsworth T. & R.	16	15 5/8	15 7/8	+ 1/8
Gen. Electric	44 1/8	43 3/4	43 3/4	-
Philco	36 1/4	35 3/4	35 3/4	- 1/2
RCA Common	13 1/8	12 7/8	13	+ 1/8
RCA First Pfd.	87	87	87	- 1/2
Stewart-Warner	19 7/8	19 1/2	19 1/2	- 1/8
Westinghouse	33 7/8	33 1/4	33 3/8	- 3/8
Zenith Radio	37	36 1/8	36 1/8	- 3/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 7/8	8 5/8
Stromberg-Carlson	18 3/4	19 3/4
WCAO (Baltimore)	27	27
WJR (Detroit)	24	26

## 20 YEARS AGO TODAY

(July 12, 1925)

Recently the British Broadcasting Company presented His Majesty, King George V., with a seven tube radio set, mounted in a handsome cabinet containing a loop aerial and all batteries. The King is reported as being delighted with his receiver and has become a most enthusiastic listener.

### AFRS 'Mail Call' Program Altered For Navy Forces

(Continued from Page 1)

Rubicam producer before entering the service, has taken over production reins on the show, with Johnny Mercer slated for permanent emcee duties. New "Mail Call" will be predominantly musical with patter built on Navy idioms and slang and Mercer's unofficial title logged as "The Skipper." Another standard character will be "Half-Hitch," Naval replica of the Army's "Sad Sack." Show continues production on Wednesday nights at NBC.

Two editions of "Mail Call" were recorded yesterday. First program, starting at 7:30 p.m., headlines Mercer, Charlie Cantor, Euenie Baird, King Sisters, Jose Iturbi and Don Wilson. Second show, beginning at 9 p.m., features Mercer, Don Wilson, Charlie Cantor, Mel Torme and Mel-tones, Tito Guizar and two acts from the cast of the Coast Guard's "Tars and Spars."

### AFA Has 1st Paid Prexy; Egolf, Cornelius Officers

(Continued from Page 1)

Extension University of Chicago. Borton succeeds Joe M. Dawson, of Geyer, Cornell & Newell, who was elected chairman of the board. Members met at the Commodore Hotel for the election meeting.

Other officials for the 1945-46 session are: Robert Peare, of General Electric, re-elected treasurer; Helen Cornelius, of the Broadcast Bureau of Advertising, NAB, was elected secretary; Willard D. Egolf, of the NAB, was elected a member of the board.

### Composition Contest Reaches Semi-Finals

(Continued from Page 1)

operation with the American Broadcasting Company, donors of the \$1,000 awards, it was announced yesterday. The contest is now in the semi-final elimination stage according to Dr. Roy Harris, national director. Winners in each class, with the exception of the prize-winning orchestral score, will be presented on Saturday, August 18, over the American web from KVOD, Denver, from 4 to 5 p.m., EWT.

### FCC Fixes Hearing Date On Crosley Deal For Aug. 9

(Continued from Page 1)

August 8th. The FCC seeks to determine what portion of the price, is attributable to Crosley's contract to acquire New York WINS and whether the contract provision restraining Powel Crosley, Jr., from operation of a broadcasting or television station for five years is consistent with the Communications Act and in the public interest.

Other issues to be considered are the following:

1. Determination of accordance with the provisions of Section 310 of the Communications Act, whether more than one quarter of the capital stock of the Aviation Corporation is alien owned or voted.

Aviation's Corp's FM and television plans.

Aviation Corp's plans for operation of station WLW and its proposed program policies, including those relating to chain broadcasting qualifications of Aviation Corp. and its officers and directors and relationship operation of the radio stations involved would have to other enterprises of the corporation.

### N.Y.U. Skeds Mullen As Workshop Speaker

(Continued from Page 1)

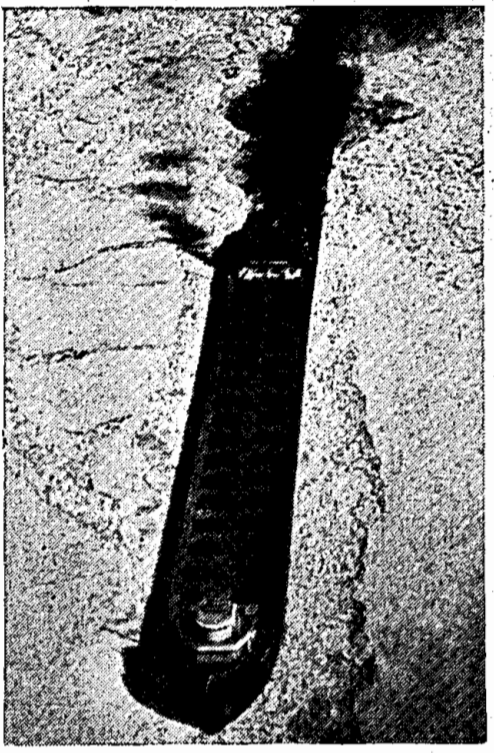
cheon, Charles Gaines, executive producer of the Frederic Ziv transcription company, will be the speaker. He will discuss "Serving the Local and Regional Advertiser."

Miss Majory Morrow, casting director of CBS, will discuss the problems of network casting at the second round table luncheon on Fri., July 20.

The NYU Workshop is presenting this six-weeks intensive training course, which touches on all phases of radio, to a select group of students numbering 72, the largest aggregation in the workshop's 10 years of operation.

### Case Gets Victor Post

Russell Case, radio musician and arranger, has been appointed popular music director of Victor and Bluebird records, J. W. Murray, general manager of RCA Victor Record division, announced. Case was at one time trumpeter-arranger with Paul Whiteman and for two years played trumpet for the late Hal Kemp.



## Ice breaker

That's a Lake Michigan freighter making its way through a narrow channel in the ice.

It's built for that kind of work.

And in radio in Baltimore city, W-I-T-H is built to do a channel-opening sales job for you.

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

Glad to show you the facts any time.



## W-I-T-H IN BALTIMORE

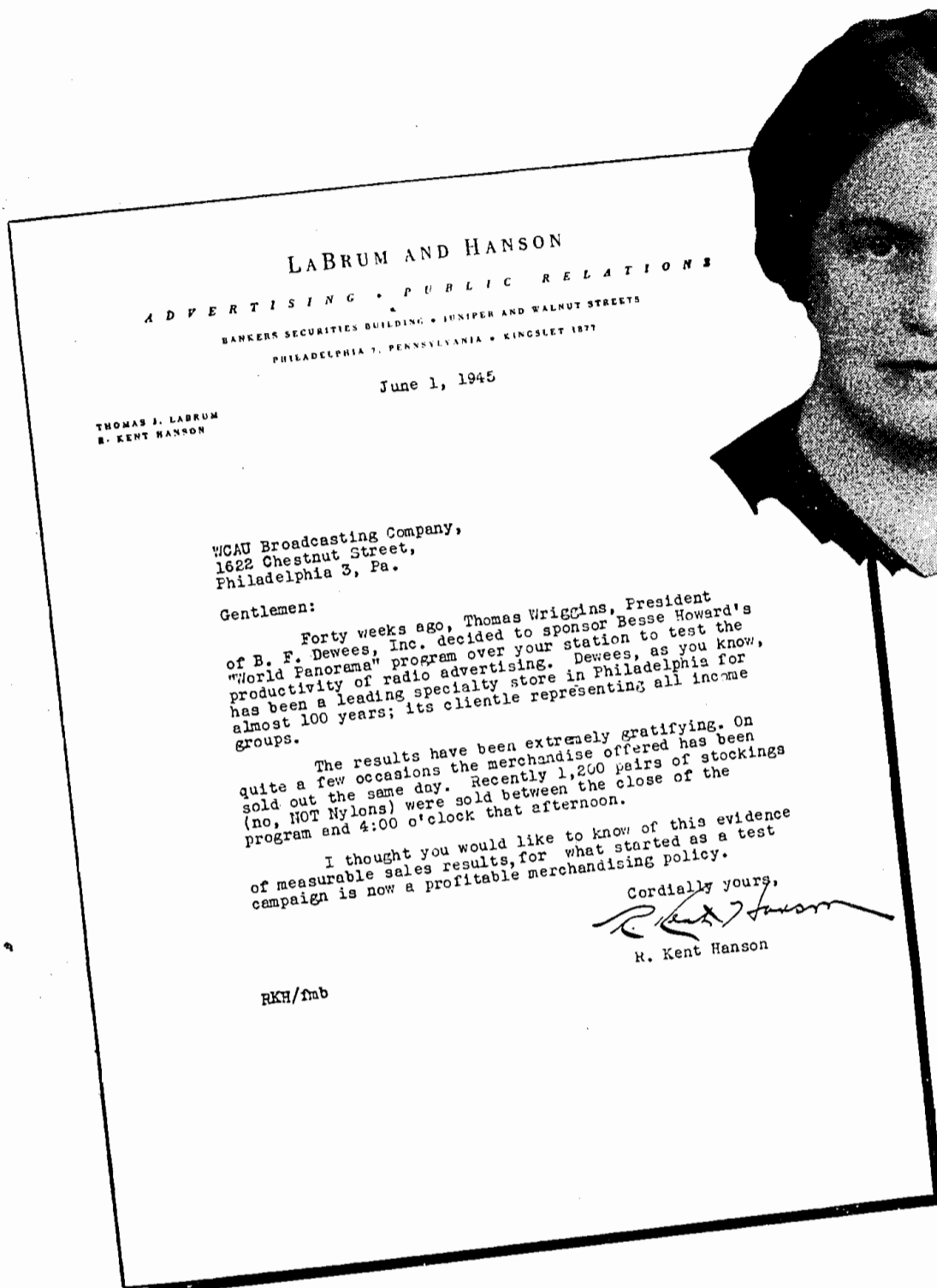
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

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

**MUSIC has power**

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

No wonder WDAS audiences say "Thank You!"



LABRUM AND HANSON  
ADVERTISING • PUBLIC RELATIONS  
BANKERS SECURITIES BUILDING • JUNIPER AND WALNUT STREETS  
PHILADELPHIA 7, PENNSYLVANIA • KINGSLEY 1877

June 1, 1945

THOMAS J. LABRUM  
R. KENT HANSON

WCAU Broadcasting Company,  
1622 Chestnut Street,  
Philadelphia 3, Pa.

Gentlemen:  
Forty weeks ago, Thomas Wiggins, President of B. F. Dewees, Inc. decided to sponsor Besse Howard's "World Panorama" program over your station to test the productivity of radio advertising. Dewees, as you know, has been a leading specialty store in Philadelphia for almost 100 years; its clientele representing all income groups.

The results have been extremely gratifying. On quite a few occasions the merchandise offered has been sold out the same day. Recently 1,200 pairs of stockings (no, NOT Nylons) were sold between the close of the program and 4:00 o'clock that afternoon.

I thought you would like to know of this evidence of measurable sales results, for what started as a test campaign is now a profitable merchandising policy.

Cordially yours,  
*R. Kent Hanson*  
R. Kent Hanson

RKH/fab

*BESSE HOWARD interprets  
World Affairs with the authority  
... and the listenable personal  
angle ... gleaned in her life-  
time of world travel.*

*Another*  
**WCAU**  
**SALESUCCESS**  
*Story*

Besse Howard's "World Panorama" is broadcast 9:45-10 A. M. Monday through Friday, opposite a popular network show. Proof again that *in Philadelphia* it's WCAU for listener response.

**COVERAGE + PROGRAM = SALES**

**WCAU**

50,000 WATTS • CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**



Several mornings ago, our own Norman Cloutier who has a reputation not only as a great musical director, but also as a purloiner of the smokes, received . . . together with a carton of Canadian cigarettes . . . the following bit of verse:



We crave "Music Of Manhattan"  
With its songs as smooth as Satin  
And we love to swing along with  
Sammy Kaye:  
Allen Roth is like a tonic,  
Our affection for him's chronic  
And we'll betcha lots of others  
feel that way!

Bryant's Wildcats add a savor  
Of that good ole Western flavor  
And Goldman has the military flair—  
So you see our state of tension!  
We are filled with apprehension  
That we may not have these pro-  
grams on the air!

It's a sordid situation  
When a music-lovin' nation  
Has to suffer for the lack of  
cigarettes!  
And when NBC's great foreman  
(Known to one and all as Norman)  
Has to beg or steal the gaspers that  
he gets!

Best recordings discontinue—  
Best the genius within you  
Curl up and die for lack of things  
to puff—  
CKOC, undaunted  
Just found what brand was wanted—  
And herewith is a carton of the stuff!  
The Gang at  
CKOC, Hamilton, Ontario

Please consider this our public  
acknowledgement of this great trib-  
ute to our beloved maestro . . . master  
of musical memories and guide of the  
destinies of THE SAURUS.

**NBC-RRD**  
RADIO-RECORDING DIVISION  
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco  
A SERVICE OF RADIO CORPORATION OF AMERICA



California Commentary

● ● ● Many leading members of the screen and radio colony trekked to the Beverly Hills Hotel Thursday to attend the "welcome to Hollywood" party given in honor of Radie Harris by the American Broadcasting Company. Among those who attended the affair were

Los Angeles

Alan Ladd, Helmut Dantine, Loretta Young, Col. Tom Lewis, Claire Trevor, Don Searle, Clyde Scott, Frank Samuels, Frank Conrad, Milt Samuel, Constance Collier, Rouben Mamoulian, Franchot Tone, Elizabeth Patterson, Tony Stanford, Edmund Gwenn, Frances Scully, Peggy Knudsen, Howard Harris, Jack Lawson, J. Donald Wilson, Tom Somlyo, Sue Carol and Andrea King. Wendell Niles, Jr., has been elected president of his class at the North Hollywood Junior high school to serve during the 1945-46 term. His younger brother, Denny, has been elected president of the North Hollywood Junior Y.M.C.A. Their father, who, with Don Prindle is honorary co-Mayor of North Hollywood, appeared at the El Portal theater in the Valley community with his radio partner, Prindle, to help sell a total of \$439,000 in war bonds. Half of this amount was in series "E" bonds. Also appearing on the program were John Charles Thomas, the King Sisters, Smiley Burnette, Monty Montana and Michael O'Shea, who acted as master of ceremonies.



● ● ● Phil Harris attended the races with Lum 'n' Abner, and all three placed sizeable wagers on a horse named War Gallant, but when the nags hit the stretch Harris was shouting "Come on, Molasses Jo! Come on, Molasses Jo!" Lum nudged him. "That's not our horse, Phil!" The excited Harris spun around. "I know," he beamed, "but I loove that name. Come on, Mollasses Jo! . . ." George Burns and Gracie Allen are on the first lap of their scheduled summer hospital entertainment tour and will do shows throughout this month and well into August. Michael Fanning, new Los Angeles postmaster, will be a Perry Ward guest star on "What's Doin' Ladies?" Back in Oklahoma, Ward used to usher at one of Fanning's theaters. While in the East for a short vacation, Cass Daley has been receiving numerous bids to do a series of night club appearances in Philadelphia, New York and Chicago, but will return to Hollywood to resume her radio and film work.



● ● ● Monty Woolley, making the radio rounds at CBS, bumped into Orson Welles and Bill Spier—and their beards. Monty glared and walked on. Later, at American, he was looking for a certain office, when he met Bob Light, also sporting whiskers. "Are you looking for someone?" Light ventured helpfully. "Yes." Woolley stormed. "A barber." Ernest Felix, American's Hollywood personnel director and auditor, had his house sold from under him and has had to "lend" his children around to friends until his lease on a new home goes into effect. Tom Hargis, KNX program director, will produce a series of transcribed programs for the National Safety Council. Howard Petrie, announcer-comedian on the Durante-Moore show, broke into radio because he was a poor salesman. He approached the manager of a New England radio station with a super-duper stocks-and-bonds offer. The manager didn't buy the stocks—but he did buy Howard's excellent speaking voice, and Petrie has been in radio ever since. Arlene Francis, quizzing a serviceman on "Blind Date," asked if he didn't some day expect to be married and happy. The sailor pursed his lips thoughtfully. "Well," he finally decided, "—ono or the other." Jack Bailey, "Darts For Dough" omcoo since Orval Anderson went into the Army, thought he had drawn a natural for laughs when he got a fomme mortician for a contestant. "Do you think you could make me look natural?" he gaggod. "No." was the snappy retort. "Can I perform a miracle where nature has failed?"



— Remember Pearl Harbor —

AGENCIES

JEREMY MARCUS, eastern sales representative for Overseas News agency, has resigned to accept a post on the commercial sales staff of WNAB, Bridgeport, Conn.

JIM ANDREWS, vice-president in charge of the West Coast office for the Lennen and Mitchell advertising agency, to New York to confer with home office executives. He expects to return by way of Cincinnati for meeting with representatives of the Jergens Corporation.

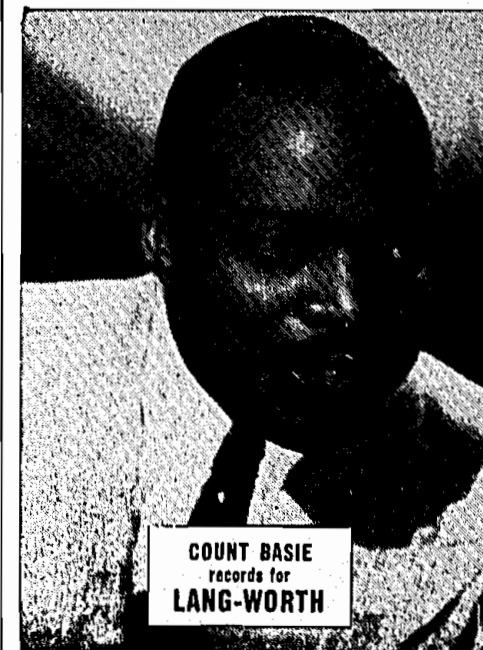
J. WALTER THOMPSON COMPANY, through its office in Santiago, Chile, has been retained to handle the advertising of Compania de Seguros La Chilena Consolidada, an insurance organization; Corporacion Chilena de Broadcasting, Asociacion Norte-Americana de Cooperacion en Chile (CIAA) and Kodak Chilena, Ltd.

ROBERT FELDMAN radio advertising agency, New York, has been appointed to handle radio advertising for the Eastern Wine Corp., Bronx Terminal Market, producers of Chateau Martin wines. An extensive national radio campaign is being planned for this new account. The same agency has also acquired the soft drink, Nutri-Cola and flower petals for Maurella Products for radio advertising.

ALBERT WOODLEY COMPANY, New Haven, has been engaged to place the account of the New Haven Savings Bank. Radio is included in the list of media to be used.

Wide Coverage

Montreal—A check-up made here showed that a salute from Canada to the United States on Independence Day was carried by 110 short wave stations and rebroadcast from Algiers. The salute was a speech delivered by L. W. Brockington, of Ottawa.





# Fish Brides Of GIs On BBC-Mutual ETs

(Continued from Page 1)

fifth BBC-U.S.A. program com-  
affected thus far. CBS carries  
program with BBC called "Trans-  
Atlantic Call"; American network  
has a program with BBC called  
"Trans-Atlantic Quiz"; NBC broad-  
casts a BBC-originated program "At-  
lantic Spotlight"; Mutual already has  
a BBC program titled "American  
Life." The forthcoming program for  
Mutual is scheduled to bow in the  
early part of August, Fry said.

### Will Meet "In-Laws"

Dr. Fry of the program will be de-  
signed to introduce British wives of  
American servicemen to their in-  
terests radio-wise, and to acquaint them  
with the various aspects of  
American homelife and standards  
of living. Masters of ceremonies have  
been chosen for the program as  
yet, however, Fry points out that BBC  
executive Phillips Carlin, vice-president in  
charge of programming for MBS, will  
select men who are capable of in-  
jecting humor into the proceedings  
and are capable of "drawing the women

to Fry, who recently returned from a  
friendly visit to England, revealed  
that plans are being formulated to  
introduce Frequency Modulation broad-  
casters in this country with the ser-  
vice. BBC is providing AM broad-  
casters. Currently, 43 AM broadcast-  
ers broadcast transcribed BBC pro-  
grams as a public service to their lis-  
ters. (BBC programs broadcast in  
this country are not permitted to be  
sponsored, in accordance with BBC  
regulations).

### Forum Planned

BBC is currently negotiating with  
one of the major webs (to be an-  
nounced) for the production of a  
sum-type program of international  
scope. However, detailed announce-  
ments will be made in the future,  
Fry said.

Among the stations carrying BBC's  
programs are: KERN, KMJ, KFI,  
KFO, WTIC, WOL, WRUF, WSB,  
WIS, WMBD, WILL, WHO, KFH,  
WFL, WCSH, WTAG, WJR, KRCC,  
WJH, KOB, WMCA, WHAM, WPTF,  
WPAR, WOSU, WGBN, KVOO,  
WJIN, WFIL, KDKA, WIS, KELO,  
WOL, WSM, KROD, KSL, WCHS,  
WBLK, WSAZ, WPAR, WHA.

# Competent Personnel Vital To Educational FM—Walker

(Continued from Page 1)

is inevitably a reflection of the abil-  
ity, talent, or even genius of its direc-  
tor and his associates."

Walker called upon educators to  
attack the FM problem from the angle  
of training good people for the indus-  
try, both commercial and non-com-  
mercial, as well as from the angle of  
using FM for its own educational  
purposes. As for those who plan to  
enter commercial FM, he said, it is  
important that they have ideals of  
service which will not permit them  
"to measure service solely in terms  
of the dollar."

Indications are that educational  
groups will not let the "second  
chance" given them by FM slip out  
of their hands as they did in the case  
of standard stations, Walker said.

Walker considers that plans being  
made by more than 30 states for state-  
wide FM educational networks, 18 of  
which already have their planning  
committees at work, augur well for  
stability of non-commercial FM sta-  
tions. "One state recently appropri-  
ated \$70,000 to be used in the con-  
struction of the first station in its net-  
work" the Commissioner said. "Five  
states definitely have engineering  
surveys under way and others, no  
doubt, will soon start such surveys."

Walker laid particular emphasis on  
the need for competent personnel.  
"The applications now on file with  
the Commission suggest that educa-  
tors are alert to the need for sound  
equipment standards, but that per-  
sonnel standards, are not so well un-  
derstood," he said.

The Commissioner recommends re-  
muneration, prestige and tenure ad-  
vantages high enough to attract men  
of outstanding ability, and training  
of "a large number of young men and  
women who can go back to their  
communities to set up or serve local  
stations."

Walker discounted the idea that

the true role of educational stations is  
to serve specific educational needs  
and leave programs of general inter-  
est to commercial stations. He feels  
that the educational station can com-  
pete with commercial stations on pro-  
gram standards. He cited WOI at  
Iowa State College "shown by a 1941  
survey to be the most popular sta-  
tion in two Iowa counties and runner-  
up in 25 others" as an example of  
successful competition. "Educational  
stations have a real opportunity to  
contribute to the intellectual and cul-  
tural growth of community and state  
life," said Walker. "They can pro-  
vide high class musical programs,  
community forums, literary and dra-  
matic programs, which have general  
appeal."

### Stressed "Over Commercializing"

He said the Commission has been  
concerned with over commercializa-  
tion of broadcasting. "For example,"  
he explained "the 41 50-kilowatt full-  
time clear channel stations in the  
United States had total revenues in  
1943 of over \$40,000,000. Their pro-  
gram expenses amounted to less than  
26 per cent of this figure. Each of  
these stations could have spent \$200,-  
000 more that year for educational  
broadcasting and other public services  
and still could have earned returns in

# CBS Opens 'Clinics' For Program Heads

(Continued from Page 1)

counsel of the network, and William  
H. Fineshriber, assistant director of  
broadcasts for the web. The former  
submitted charts demonstrating how  
the listening habits of audiences are  
determined while the latter outlined  
the functions of the program depart-  
ment and the duties of its officials.

Following luncheon at the Waldorf-  
Astoria, the afternoon session had Jan  
Schimek, director of editing and copy-  
right, talking on music and drama  
clearance, after which the guests at-  
tended a rehearsal of "Detect and  
Collect."

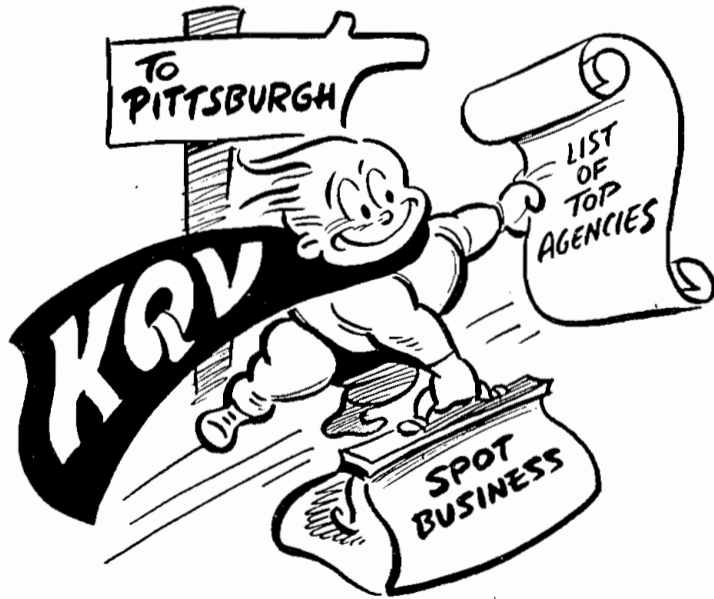
The visitors then repaired again to  
the Waldorf for a cocktail party, after  
which the day was brought to a close  
with an evening session which fea-  
tured a talk on sound effects technique  
and equipment by Walter R. Pierson,  
manager of the CBS sound effects  
division.

excess of 100 per cent on its invest-  
ment. In 1944 these stations had con-  
siderably more income.

"While any commercial station has  
a right to make a reasonable profit,  
this should not be the only criterion  
of success. Service to the community  
is the real test. Educational institu-  
tions can train students to a full ap-  
preciation of the social significance  
of radio."

## READ RIGHT DOWN THE LIST...

For Pittsburgh cov-  
erage, all of the nation's largest advertising  
agencies regularly place national spot business  
on KQV—it's a real buy! 1410kc—1000w—  
Basic Mutual Network.



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

WKY Covers  
*The Biggest Part*  
OF OKLAHOMA'S  
FARM INCOME

WKY  
OKLAHOMA CITY  
The Katz Agency  
Representative

Exclusive!

CUBS '45  
BASEBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

## G. E. Announces Plan For New FM Receivers

(Continued from Page 1)

public to rush out and buy converters for their present FM receivers, until such time as new FM transmitters are manufactured, installed and begin to operate in the higher frequencies.

The new transmitters, says GE, cannot be built for many months until after the government gives permission for construction, and it will still take additional time to install this equipment and put them into operation. There is every reason to believe, the company states, that the present FM stations will continue to operate until sufficient new stations are in operation to justify the shift of the original FM stations to the higher frequencies.

Dr. Baker, in making the announcement relative to the manufacture of new equipment in accordance with the FCC's recent decision, endorsed the Commission's findings in stating that, "We are relieved that a decision at last has been reached by the Commission which will enable us to proceed as wartime restrictions are lifted. High-power broadcast transmitters will require the longest time to design for the higher frequencies, but fortunately it is practical to install and operate the low-power stages of these transmitters prior to receipt of the high-power amplifiers. We think the Commission should recognize this possibility and permit FM stations to start with low-power on the new frequencies."

## St. John To China For OWI

The Overseas Branch of Office of War Information announced yesterday that Archer St. John, Gaylordsville, Conn., will leave soon for the Office of War Information's outpost in Chungking, China, where he will serve in the capacity of chief of that office. Mr. St. John is the brother of Robert St. John, well-known news analyst and radio commentator.

## WOMEN IN RADIO

By MILDRED O'NEILL

### Triumph!

**B**ECOMING the first American woman commentator to broadcast from Berlin must have been no end of a thrill to Kathryn Cravens, but there was much more than that in it—there was triumph in no small measure and a very personal victory over a despised enemy.

★ ★ ★

It all started years ago when Kathryn's radio career, like the industry itself, was just getting started. She had a local program on a St. Louis station which she had created and named "News Through a Woman's Eyes." It was a catchy title—so catchy, in fact, that when CBS signed her for a coast-to-coast commentary, the title was retained. That CBS liked it was most pleasing to Kathryn, but that Paul Joseph Goebbels, late and unlamented Nazi propaganda minister, calmly appropriated the title of her program for Nazi propaganda broadcasts from Berlin was something to make her see red. She made herself a solemn promise that the day would come when, right from Berlin, she would broadcast her own "News Through a Woman's Eyes." And she did—just recently.

★ ★ ★

Kathryn Cravens went overseas last month for WOL-Mutual to report on the work of the women of liberated countries toward maintaining their homes and feeding their dear ones, despite chaos and destruction. In France, she will also survey the effect of their very first opportunity to vote on its women. In Germany, she will study the problem of leading its children away from Nazi ideologies, into civilized lanes of thinking. We didn't see Kathryn when she left, but we're told she looked mighty smart in her correspondent's uniform. One of radio's best-dressed women had departed minus any frills. She was on a mission—result, mission completed.

★ ★ ★

Even as we write, this turns out to be a great month for the Katys. We've just learned that Katharine Clark, commentator at WCAU in Philadelphia, has been reunited in Berlin with her husband, Edgar, after five long years of separation. That long ago he volunteered for the British Navy and just the other day—now a front-line correspondent for the "Stars and Stripes"—he found her in Berlin, shortly after she had arrived in Europe. Edgar Clark's first words—well, almost—to Katharine were "How's Sandy?" who, no doubt, will keep his dad busy telling him how he got his decorations. Edgar Clark wears the Croix de Guerre with Palm, the Bronze Star and the Purple Heart. What probably means most to him are the 137 service points to his credit which will soon have him home again with Katharine and "Sandy."

★ ★ ★

There's a happy trilogy up Rochester way, comprised of station WHAM, Louise Fox Wilson and the Sibley, Lindsay & Curr department store. We've put Louise in the middle 'cause that's where she belongs, being the popular conductress of the store-sponsored "Tower Clock" program. Louise's clever dramatizing of her commercials is the talk of the town. For instance, a fur storage story will have Herman, the big shaggy moth, telling how he can eat an entire Hudson seal, while nice, refined mama moth, Hesther, will express a fastidious preference for fine Persian. Then the baby moth's little squeak will dwell on collars. Says Louise, the dear listeners love it. And this humor goes into everything she does. It went, too, into five years' of bringing happiness to hospitalized kiddies up in Buffalo while she was continually editor at WBEN. Her spare time during much of that period was given to entertaining those kiddies—most of them polio cases—and the nicest thing about it all was that Louise Fox Wilson's hospital work was unheralded, unsung and unknown until long after.

## Amer. Legion Opposes Omaha AFM Scale

Omaha—Following the termination of a contract between Local 70, American Federation of Musicians, and Omaha American Legion Post No. 1, the largest in the world, words were flying thick and fast between officials of the two groups.

The row became public information when a Legion spokesman asserted that "post officers have decided that the Union's Golden Goose is dead," an editorial in the Douglas County Legionnaire. At the same time termination of the contract between the post and the union to furnish floor show and dancing music at the Legion Club in the Rome Hotel was announced and the Legion announced would switch to uninterrupted jukebox music for dancing.

The Legion said the scale in effect at Class A hotels here is \$61 per man for a 25-hour week, whereas the Omaha post had been charged \$74. The new scale, said the Legion, would be \$96 per man, playing on the 25-hour week basis.

## Singers Signed To Replace Niles-Prindle On Hires Show

(Continued from Page 1)

in the NBC-Recording Division "Music of Manhattan" series, heard over WEA. Musical director of the program will be Phil Davis, and production will be handled by Joe Ripley. Charles Stark will be the announcer.

## FBI Program Salutes The Film Industry

Motion picture industry will be cited for its contribution to the war effort on the Jerry Devine—"This Is Your FBI" program on July 20, 8:30-9 p.m., EWT, over the American network, it was announced yesterday by Thomas I. Parkinson, president of the Equitable Life Assurance Society, the organization presenting the citation.

Parkinson said, "The daring cameramen who risk their lives in every American attack, the technical men who developed special equipment to photograph Tokyo from 45,000 feet in the air, the actors and directors who have made tens of thousands of training films for the Armed Forces, all will be singled out in the congratulatory salute."

## Send Birthday Greetings To

July 12

Gracie Barrie Milton Berle  
Roy Winters Thomas F. Harrington  
Jimmy McClain William Meeder  
Oscar Hammerstein, 2nd

**1st CHOICE IN CHATTANOOGA IS**

**WDDO**  
20th YEAR  
CBS  
5,000 WATTS DAY AND NIGHT

PAUL H. RAYNER COMPANY  
NATIONAL REPRESENTATIVES

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

# COAST-TO-COAST

— CALIFORNIA —

**SARAFENTO**—For the second summer, the McClatchy Broadcasting Company outlets have inaugurated a "loud-radio abatement campaign." Program is heard on KFJ, KMJ, Fresno; KWG, Stockton; KEN, Bakersfield and KOH in Reno, and consists of spot announcements.

**OAKLAND**—After a three-year absence, KROW's "Man On The Street" program has been rescheduled with Cecil Weakley.

— CONNECTICUT —

**HARTFORD**—New England "Song of the Week" promotion, headed by WDRG's program manager Walter Haase, is swinging along nicely. Latest plug tune is "Stinger in Town," sked for last two weeks of this month on all New England stations. . . . Haase is observing his 21st anniversary with WDRG this month. . . . Sam Colton and Patty Welch reported on a swell job on that street intersection program. . . . Traffic chief Sterling Johnson now sporting bow ties.

— GEORGIA —

**ATLANTA**—WAGA aired the ceremonies surrounding the return of DeKalb County to the Union, July 4, in a program written and directed by John Barlett, production manager. Program which started with the session 85 years ago, was narrated by editor Elbert Forrester, with official address delivered by Judge Townsend Channing Cope of the WAGA staff. He took the role of Henry Grady and DeKalb County Ordinary Martin Carroll. Uncle Bob Tatum, Program Manager, was aired by special arrangement with WAGA over a twelve-station lineup.

— MICHIGAN —

**DETROIT**—Mischa Kottler, WWJ's musical director, was featured as guest soloist on the open air Twilight Concert series presented at the University of Detroit stadium, sponsored by Grinnell Music Foundation. Kottler recently played the Tchaikovsky Piano Concerto No. 1 on Mutual's Saturday night "Symphony of the Americas" which emanates from CKLW in Windsor. . . . Wedding bells have rung for WWJ announcer Bob Conger while Roger Spiker, staff pianist, has a new daughter, Kay Darleen.

— NEW YORK —

**NEW YORK**—The WMCA "Youth Speaks" forum, open to seniors in metropolitan high schools, features lively debates for a \$50 War Bond prize and is moderated by J. Raymond Walsh. . . . Book-of-the-Month-Club has renewed sponsorship of WHN's "Author Meets The Critics" for another 13 weeks. . . . WNEW was presented with a plaque "as a token of appreciation for outstanding assistance to the Army in various phases of recruiting" by personnel of the Southern New York Recruiting and Induction District.

— LOUISIANA —

**NEW ORLEANS**—WWL has announced sponsorship by Grove's Laboratories of two new shows, "Texas Rangers," and "Rendezvous With Romance." . . . Jackson Brewing Company has increased its broadcast periods of "Date With Music" from one to four times weekly. . . . New WWL service feature is titled "Dear Folks," with a format of music for soldiers and recorded voices of same from points overseas in greetings to the folks back home.

## Seeks New AM Station For Pennsylvania City

**WASHINGTON**—Application for a new AM station was filed yesterday with the FCC by the Pottsville Radio Co. of Pottsville, Pa., the applicant seeking to operate on 1,490 kilocycles, with power of 250 watts unlimited. The company includes Evan Evans, James Bloch, P. J. McCall, Lou Poller and James J. Curran.

ABC yesterday requested change in frequency for its New York television, WNBT. The station now operates on channel Number 1 and seeks change to channel Number 4.

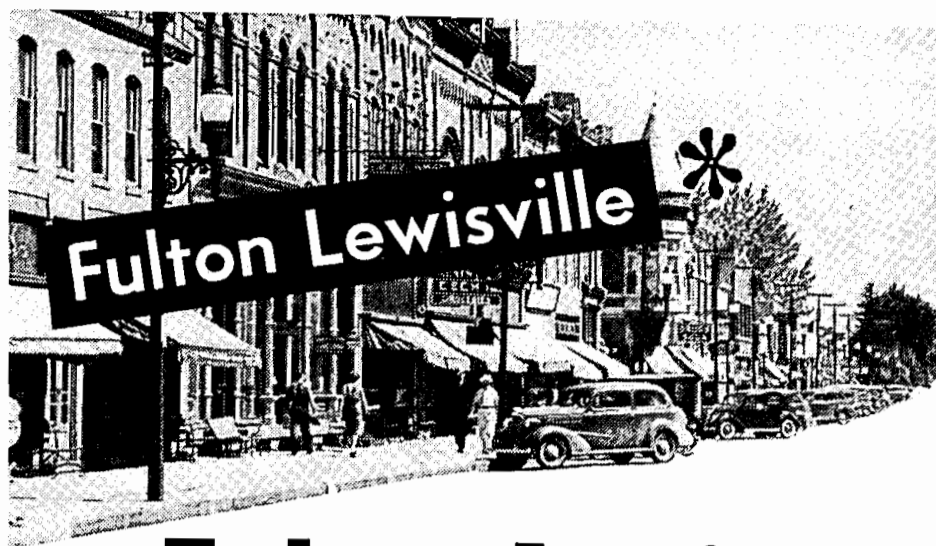
## New Recreational Series Planned By N. Y. Station

In co-operation with the New York City Defense Recreation Committee of 99 Park Avenue, the municipal station WNYC will start a new variety program, featuring the divertisement and other recreational facilities that are put at the disposal of servicemen and women by the organizations affiliated with the New York City Defense Recreation Committee. Premiere broadcast of the program titled "Week-end Pass" takes place Sat., July 14, 5:30-6 p.m., EWT.

Featured on the first program will be Mayor F. H. La Guardia, Rear Admiral Monroe Kelly, Maj. Gen. Thomas A. Terry, Mrs. Julius Ochs Adler, chairman of the board at 99 Park Ave.; Carl Whitmore of the New York National War Fund. Program will be written by Alma Sioux Scarberry and directed by Mitchell Jablons.

### WANTED

Portable Recorder. Advise type, age, condition and price. Phone 9 to 5, Circle 7-8394 or write Purchasing Department, American Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.



\* **Fulton Lewis, jr.**  
**"Hooperated" 22.8**

**in a special survey in typical Non-Hooper city!**

**Mutual Star Scores With 68.4% of radio audience**

This is just one of many one-station cities where Fulton Lewis, jr. has the "Lion's Share" of the audience. Why not "buy" Fulton Lewis, jr. and buy a ready-made audience at the same time. It costs no more to sponsor this outstanding radio personality.

**WIRE OR PHONE FOR SPOT MARKET AVAILABILITIES**

Act at once. Contact William B. Dolph, Barr Building, Wash. 6, D. C.



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

*Chicago's*

**ONLY 24 HOUR STATION**

**W-I-N-D**

**560 Kc. 5000 WATTS**

# FCC Clarifies FM Stand

## Minimum Airing Of 6 Hours Daily Is Suggested

(Continued from Page 1)

nounced yesterday the full Commission will sit at this session with all those desiring to appear to notify the Commission by July 19 and all briefs to be filed should be filed in 25 copies by that date.

This hearing is ordered as a supplement to the engineering conference on FM scheduled for today where policy matters will not be discussed. A similar session on television will probably be called fairly soon.

### Proposed Regulations

The Commission released a set of regulations it is considering at this time and invited comment on these. Included among the suggested regulations are the following:

That FM stations be licensed for unlimited time and required to operate a minimum of six hours daily.

That at least one hour during the day and one hour during the evening be devoted to programs not duplicated by any FM station or AM station in the area.

### Limit Ownership

That ownership of FM stations be confined to six, that dual ownership of FM stations in a single service area not be permitted and that the same chain broadcasting rules which apply to AM operation apply also to FM.

That AM operators be permitted to own and operate FM stations.

"Comment is invited whether the Commission should adopt a regulation that in the future when FM becomes an established competitive service with AM no person or persons under common control will be permitted to own, operate or control directly or indirectly more than one AM or FM station serving substantially the same area.

"That where there is only one suitable antenna site in a service area for FM no licensee shall be permitted to permit its use by another FM licensee provided no interference shall result and payment shall be satisfactory.

"The Commission indicated in its

report of May 25, 1945 that 20 FM channels may be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated. Comment is invited concerning the rules and regulations which should be adopted in this matter.

### Facsimile Provided For

"Transmission of simplex facsimile on FM channels in accordance with the Commission's standards of good engineering practice on facsimile may be permitted upon application to the Commission during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an FM station for the multiplex transmission of facsimile and aural broadcast programs provided that the facsimile transmission is incidental to the aural broadcast, does not reduce the quality of the aural program and that a filter or other additional equipment is not required for receivers not equipped for facsimile service."

### "Allocations Plan" Revealed

Finally the FCC revealed its proposed "allocation plans" for the 70 channels available for FM:

"(A) Community stations—Community station is designed to render service to small cities or to communities located in a metropolitan district or adjacent to a metropolitan district. Community stations will be limited to a maximum radiated power of 50 watts and a maximum antenna height of 250 feet over the average height of the 1,000 contour. A minimum separation of 50 miles will be provided in the case of community stations on the same channel and a minimum of 25 miles on adjacent channels. Insofar as possible community stations will be allocated on the basis of multiples of these distances with the maximum separation possible. The 10 frequencies for these community stations are from 92.1 to 93.9 megacycles.

### Metropolitan Stations

"(B) Metropolitan stations are designed to render service to a metropolitan district or to a principal city and to the rural area surrounding such metropolitan district or principal city. The main studio of metropolitan stations shall be located in

the principal city served. The first service area will be determined by the Commission for the first station licensee in the area in question and all additional stations must serve the same area as the first station unless an adequate showing is made that a different area is proper in which case all stations will be required to adjust their service areas accordingly.

"In addition to the foregoing service area for metropolitan stations the Commission will upon appropriate application designate extended service areas which metropolitan stations may be authorized to serve. Other licensees of metropolitan stations in the same area will not be required to serve this extended service area but will be required to serve the entire extended service area if they desire to serve any part of it.

"The frequencies for assignment to metropolitan stations are from 94.1 to 103.9 megacycles.

### Rural Stations Defined

"(C) A rural station is designed to render service to wide rural areas which cannot be served by a metropolitan station. Rural stations shall not be permitted to render a signal of 500 uv/m or better in any metropolitan district unless a proper showing is made to the Commission that due to considerations of terrain it will be possible by permitting a signal in excess of 500 uv/m to a metropolitan district to render more extended service to unserved rural areas than would otherwise be possible. In such situations rural stations may render a signal not in excess of 1,000 uv/m to a metropolitan district. In no case will rural stations be permitted to render a signal greater than 500 uv/m to more than one metropolitan district.

"Frequencies from 104.1 to 105.9 megacycles will be available for rural stations."

### Opposition Looming

Reaction to the FCC's proposed regulations for FM operation were mixed among industry representatives in Washington, with strong protest building up against the Commission's proposal that at some future date ownership of AM and FM facilities in the same service area might be ruled out. This was seen as a possible return by the Commission to the same principle it toyed with so long before finally giving up its attempt to block newspaper ownership of radio stations.

### FMBI Board to Meet

There was no formal statement here from FMBI, and it is not likely that there will be any before next week. The board will meet here Tuesday to draft a brief for presentation in writing to the FCC, and three days later, on Friday, there will be an open meeting of FMBI members with the board to discuss the proposed brief and any other angles which might be brought up at that time. It was stressed that FMBI members are not asked to come to Washington for this session because of travel restric-

## Reveals Three-Pa Allocations Plan For 70 Bands

tions, but any who might be in Washington on other business are invited to be on hand.

Another proposal by the FCC which may meet with loud protest from industry is that concerning the power and coverage limits for rural stations. As the proposal now stands it is that it will not be commercially feasible for a broadcaster to attempt to limit his service area as drastic as seems to be contemplated by FCC suggestion.

Especially upset by the new regulations, it was learned, is Major Ward H. Armstrong, who is urging representations to Congress.

Apart from these two complaints no other serious protests seem to be building up as yet. It is not at all certain that there will be any objections, but executives are insisting upon more time to study the FCC proposals. Another possible point of protest is the FCC statement that is still considering reserving 20 channels to be held in store for seven years in order to provide late comers in FM with channel space. This proposal drew industry fire when it was first mentioned in March, and Armstrong probably he challenged again.

Thus far there has been no announcement of any conference on tele policy, although tele engineering standards will be discussed tomorrow.

### Renew "Boston Blackie"

R & H Beer Company has renewed the "Boston Blackie" WOR series for another 13 weeks, effective Mon., July 16, 8:30-9 p.m.

**Exclusive!**  
**WIBC**  
980 ON YOUR DIAL  
**Athletics and Phillies**  
**HOME GAMES**  
**PHILADELPHIA**

**WHO SAID INFLATION**  
**W-I-N-D** delivers  
**79%**  
**MORE**  
**daytime audience**  
**PER DOLLAR**  
**IN 1945 than in 1943**  
Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.  
**W-I-N-D**  
5000 WATTS **Chicago** 560



The National Daily Newspaper of Commercial Radio and Television

DL. 32, NO. 9

NEW YORK, N. Y., FRIDAY, JULY 13, 1945

TEN CENTS

# To Hold FM In 88-106 mc.

## Tele Objectors Heard in Wash. Zoning Case

Washington Bureau, RADIO DAILY  
Washington—Some of the difficulties which may be encountered by broadcasters in the construction of transmitting stations on necessary high elevations were aired at a hearing before the District of Columbia's zoning Commission Wednesday.  
An indignant delegation from Chevy Chase, zoned residential neighborhood in which the Bamberger Broadcasting Company proposes to erect a tele transmitter and tower, testified that construction of the station would devalue their property, endanger their children by increasing traffic, and open the way for  
(Continued on Page 7)

## Luncheon Honoring Web Correspondents in N.Y.

Howell Thomas, W. W. Chaplin, John MacVane and Guthry Janssen, NBC correspondents recently returned from overseas assignments were guests at a network luncheon yesterday at the Ambassador Hotel, New York. William F. Brooks, director of news and special events of  
(Continued on Page 4)

## Five For Free Radio, Mullen Advises Students

In discussing the various problems and details that confront the network operators, Frank E. Mullen, vice-president and general manager of the National Broadcasting Company, told members of the Summer Radio Workshop of New York University  
(Continued on Page 5)

### Seek NAB Prexy

Kansas City—Members of the NAB board of directors are scheduled to meet here tomorrow to name the new president to succeed J. Harold Ryan who wishes to retire as of August 1. Board, according to reports, has studied a list of 50 names with varied views on qualifications of leadership of the candidates.

## Marine Corps Program Slated For CBS Web

Another network servicemen's program debuts on July 21 when "Your Marine Corps," originating in the barracks of the Marine Corps in Washington, D. C., debuts on CBS 3 to 3:30 p.m.  
The Marine show will include a roundup of Marine Corps news, interviews with Leathernecks officers and enlisted men and overseas pickups from correspondents in South Pacific. Music will be furnished by the U. S. Marine Corps band under the direction  
(Continued on Page 6)

## Hoover Will Speak On Web On United Nations Charter

Former President Herbert Hoover will present his views on the United Nations Charter over CBS on Wednesday, July 18, at 7 p.m., speaking from the studios of KQW in San Francisco. The title of the address will be "The San Francisco Charter and the Progress Toward Peace."

# 963 Show Ideas Submitted For "Shows Of Tomorrow"

Unprecedented interest in the sixth annual "Shows of Tomorrow" edition of RADIO DAILY which goes to press on July 26th is indicated from the 963 completed questionnaires which have been received from 500 sources the past few weeks.  
Analysis of the show submissions indicate that 40 per cent are based on ideas for musical shows; 10 per cent adult dramatic; 10 per cent on quiz shows; 10 per cent on comedy

## FCC Says 42-50 Channel Will Be Closed When New Sets Are Available; Policy Meet On July 30

## Senate Committee Confirms Wills To FCC

Washington Bureau, RADIO DAILY  
Washington — Without dissenting vote the Senate Interstate Commerce Committee yesterday voted to recommend Senate confirmation of William R. Wills, former Republican Governor of Vermont, to the FCC seat vacated last month by Norman S. Case, former Governor of Rhode Island and veteran of 11 years on the FCC. The  
(Continued on Page 7)

## CBS Stresses Television At Program-Mgr. 'Clinic'

Television, its present development and future potentialities, came in for much attention yesterday at the second day of the Program Managers Clinic now in progress at the head-  
(Continued on Page 2)

## Eighteen Names Added To Board Of Adv. Group

Eighteen persons, representative of advertising agencies, manufacturers, publishers and NAB, were elected to the board of directors of the Advertising Federation of America, at the  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Indirectly challenging plans discussed among receiver manufacturers last week in New York for production of new FM sets to cover both the present and the new FM band, the FCC yesterday declared that the 42-50 megacycle band will be closed to FM operation "as soon as FM receivers covering 88-106 mc are generally available in the areas now receiving FM service." Although the date of full conversion cannot now be  
(Continued on Page 5)

## Early Settlement Of Recording Strike Seen

Early settlement of the strike of Columbia Recording Corporation radio engineers in New York City, Hollywood and Chicago is expected, with representatives of CRC and the Radio Broadcast Engineers' Union No. 1212, IBEW, scheduled to negotiate this morning at 11 o'clock, it was announced yesterday. The engineers  
(Continued on Page 5)

## CBS Files To Buy KQW From Bruntons, McCarthy

Washington Bureau, RADIO DAILY  
Washington—Application was filed with the FCC yesterday for the purchase of KQW, San Jose, Calif., by CBS. Price for the station, which  
(Continued on Page 2)

### In Demand

"Now It Can Be Told," series heard on Mutual Monday through Friday at 8:15 p.m., will soon appear in column form as a newspaper feature by-lined by Dan Seymour and Judson Philips, producer. The program is based on little-known stories of the war which, because of censorship restrictions for security reasons, could not be revealed to the general public.

### Tele Comics

CBS tele stepped into the breach created by the newspaper deliverer's strike. WCBW editors included the front pages of the New York dailies and kept video viewers up-to-date on the comics. Much in the manner of Mayor La Guardia, commentators Dwight Cooke and Tom O'Connor read the balloons but had the added advantage of projecting the actual strip.



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

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

CBS Files To Buy KQW From Bruntons, McCarthy

(Continued from Page 1) operates on the 740 band, has been set at \$950,000 for 100 per cent of the common stock. Sellers are Sherwood B. Brunton, Mott Q. Brunton, Ralph R. Brunton and C. L. McCarthy.

20 YEARS AGO TODAY

(July 13, 1925) Radio is holding out bait to the cross-word puzzle fans in the lectures of Dr. Frank A. Vizetelly, coming over WJZ, New York, these days. Each day the famous word authority speaks for one minute, just long enough to teach his pupils one new word.

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

CBS Stresses Television At Program-Mgr. 'Clinic'

(Continued from Page 1) quarters of the network. The current sessions will close today and will be followed by similar clinics next week and the week following, when additional groups of program men from the web's affiliates will attend.

To better facilitate and individualize the treatment of video, the network yesterday divided the visiting program men into two groups. The first group visited the television laboratories of the web in the morning under the guidance of Dr. Peter C. Goldmark, CBS director of engineering research and development, while the second group was taken in the afternoon to the web's video studio in the Grand Central Terminal, where the explanatory description was given by Lawrence W. Lohman, vice-president of the network in charge of television.

In the evening, Mrs. Frances Farmer Wilder, CBS consultant on daytime programs, conducted a discussion and analysis of daytime serials.

Yesterday's luncheon for the visiting executives was held at the Waldorf-Astoria, and included a discussion with five leading advertising executives; Paul Defur and Linnea Nelson of J. Walter Thompson Co., George Castleman of Birmingham, Castleman & Pierce, Chet Slaybaugh of Morse International and Frank Silvernail of BBD&O.

New Red Cross Series

The NBC Radio Recording Division is preparing a new 15-minute radio series based on true Red Cross stories for the American Red Cross. Titled "You Were There," it will be ready for broadcast Sept. 23.

FINANCIAL

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

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.

Eighteen Names Added To Board Of Adv. Group

(Continued from Page 1) 41st annual meeting held recently at the Hotel Commodore.

To service for one year on the board: Bruce Barton of BBD&O; W. H. Carey of Fortune Magazine; Joe M. Dawson of Geyer, Cornell & Newell; Edward C. Donnelly, Jr. of John Donnelly & Sons; Karen Fladoes of Nash-Kelvinator; Paul Garrett of General Motors; Henry Obermeyer of Consolidated Edison Co. of N. Y.; John H. Platt of Kraft Cheese.

Elected for Two-Year Terms

The following were elected to serve a two-year term: Elon G. Borton of LaSalle Extension University; Franklin J. Cornwell of Brown Shoe Company; Willard D. Egolf of NAB; Lester Hafemeister of Weyenberg Shoe Mfg.; W. R. Laughlin of Wilhelm-Laughlin-Wilson; Forbes McKay of the Progressive Farmer; Allan T. Preyer of Morse International; J. Penfield Seiberling of Seiberling Rubber; Paul N. Swaffield of Hood Rubber.

As announced in yesterday's edition of RADIO DAILY, Elon G. Borton was elected the first "paid" president of the AFA, and will represent the Federation in matters dealing with legislation, promotion and relations with other organizations. Joe M. Dawson, who was succeeded by Borton, was elected chairman of the board.

Roster Now 929

It was revealed that the AFA's membership now includes 929 organizations as sustaining members.

Gordon T. Gardner, The Columbus Dispatch, and president of the Advertising Club of the Columbus Chamber of Commerce, Ohio, was elected chairman of the Council on Advertising Clubs. Robert N. Fuller, G. & C. Merriam Company, Springfield, Mass. and chairman, War Advertising Committee of the Advertising Club of Springfield, and J. Rex Huguley, Oklahoma Paper Company, Oklahoma City, and president, Advertising Club of Oklahoma City, were elected vice-chairmen of the Council.

Prudence Allured, publisher, Manufacturing Confectioner Publishing Company, Chicago, was elected chairman of the Council on Women's Advertising Clubs.

Messrs. Gardner, Fuller and Huguley and Mrs. Allured, by virtue of their elections, automatically become vice-presidents of the Advertising Federation of America.



OFFICIAL U. S. NAVY PHOTO

Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target.

His work is exact, precise, searching. There's none of that firing from the hip stuff.

And that's the way radio time ought to be bought.

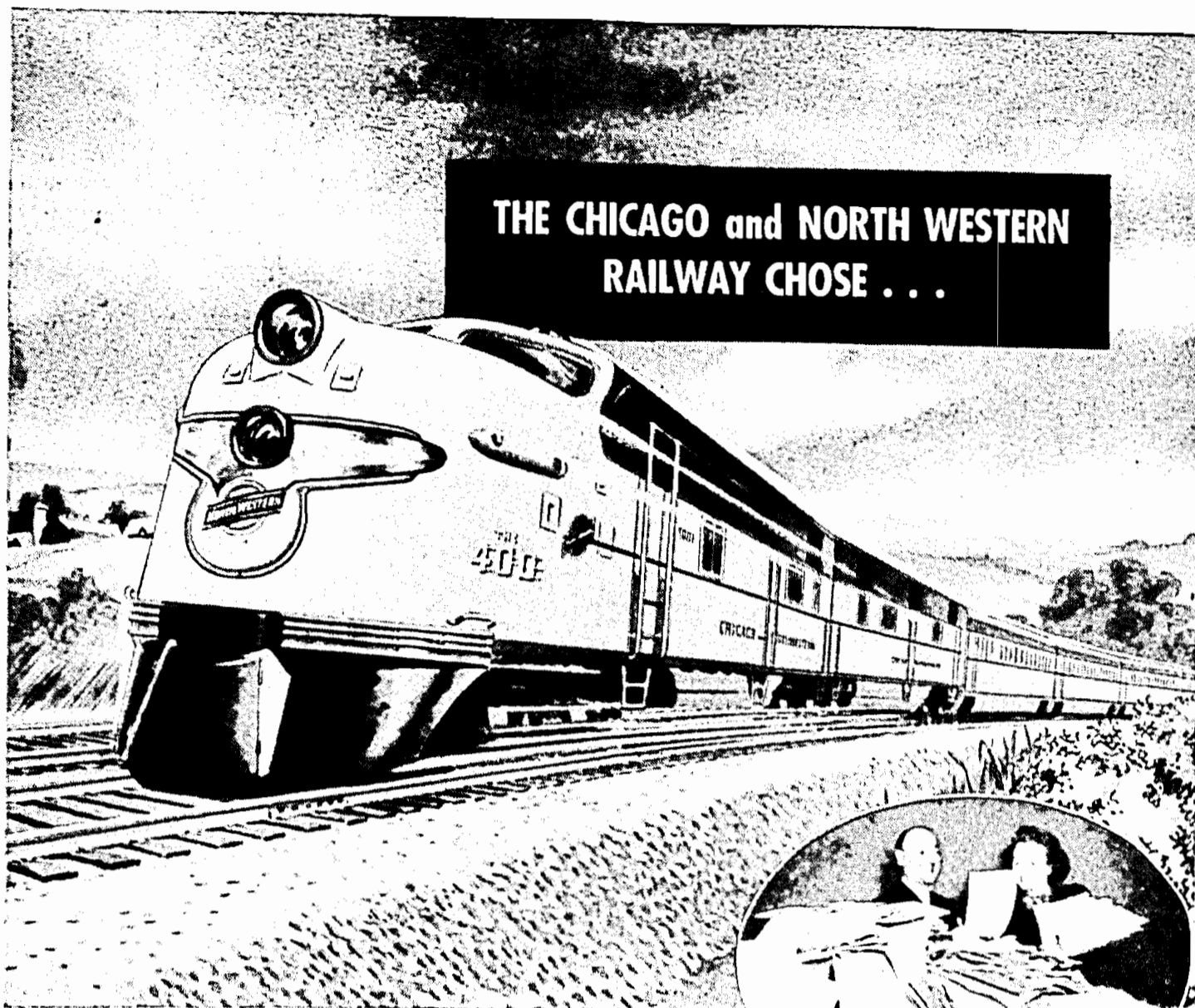
Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a market.

In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town.

To get the range on Baltimore the sixth largest city, get the facts on W-I-T-H.

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

**THE CHICAGO and NORTH WESTERN  
RAILWAY CHOSE . . .**



**... WMAQ at 7 AM**

The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 31,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

**FIRST in CHICAGO**  
**WMAQ**  
**50,000 watts**  
 Represented by NBC SPOT SALES

1945—RADIO'S 25TH ANNIVERSARY  
 —PLEGED TO VICTORY

*The Chicago station most people listen to most*  
**670 ON YOUR DIAL**

LOS ANGELES

By RALPH WILK

**L**LOYD DOCTER, former free lance, has joined the continuity staff of NBC, succeeding Bob Merrill, resigned. Ethel Bell has transferred from the network's continuity staff at KPO, San Francisco, to the Hollywood offices.

Louisa Summa, secretary to Amos 'n' Andy, who are spending their vacation from NBC overseas, has been elected president of the Beverly Hills Soroptimist Club, a service club for women executives.

"Blind Date" femcee, Arlene Francis, is huddling with flicker execs on a deal to film the American Chain airer, "Blind Date," currently being broadcast from the celluloid capital.

Announcer-Newscaster Jim Doyle was one of four top network spielers who were signed this week to record trailer announcements for a new trans-continental radio show to be aired come autumn.

Jack Douglas, well-known radio comedian and gag writer, has joined the Kay Kyser "College of Musical Knowledge" as writer.

Roy Rogers, singing cowboy star, and the Sons of the Pioneers, western ballad group appearing with the Sagebrush King in Republic Pictures, will be guest of Tommy Dorsey on his RCA Show July 15th, over NBC.

**Luncheon Honoring Web Correspondents in N.Y.**

(Continued from Page 1)

NBC, introduced the speakers. Among those attending the luncheon were Barry Faris of INS, John F. Royal, Clarence Menser, Brig. General David Sarnoff, Frank Mullen, and Judge A. L. Ashby. It was announced during the luncheon that Irene Kuhn will leave soon for an overseas assignment with NBC in China.

**Banking Firm To Resell Decca Shares To Public**

Decca Records, Inc. holdings of Warner Bros. has been sold to the banking firm of Kuhn, Loeb & Co. it was officially announced yesterday by the picture company. Warners stated that this represents approximately 10 per cent of the Decca stock outstanding and the total sales price close to \$1,800,000.

Understood that Kuhn, Loeb will resell the stock to the public at \$43 a share. There are 43,759 shares involved in the transaction.

**WHAT GOES ON?**

ORNK OBLERSK . . . NROK LERSKOB  
 BBOLERKS . . . What? KONR  
 KOBBERSL . . . KORN KOBBLERS . . .  
 Oh! RAZYC HINGST . . . Huh? GRAZY  
 INGSTH . . . CARZY THINGS  
 Oh! KORN CRAZY KOBBLERS THINGS  
 . . . So? . . . Watch the records . . .  
 the records . . . Oh!



**Radio Is My Beat . . . !**

● ● ● Both Loretta Young (wife of Col. Tom Lewis) and Jinx Falkenberg (wife of Col. Tex McCrary) will retire from show biz as soon as their respective husbands don civvies. . . . Pfc. Mickey Rooney will soon be returned to the U. S. and assigned to the Purple Heart circuit. . . . Intimates are worried stiff that Red Skelton's career is at an end. . . . Connie Moore got the "Hollywood Mystery Time" show because Evelyn Keyes demanded a grand a week. . . . RKO trying to swipe Phyllis Lynne, Frankie Carle's canary. . . . Bing Crosby reported holding out for his own package show before re-signing. . . . Ed Byron reviving "What's My Name" with Choo Choo Johnson in the Arlene Francis role. Bob Shaw is Ed's new writing mate on "Mr. D. A." . . . A new entry to the disc-jockey field is Bob Thiele, 23-year-old president of Signature Recording Co., publisher of Jazz magazine, a former bandleader and a critic on Esquire's All-American jazz concerts. . . . Boxing game in for another airing if the threatened expose in a midwestern town ever reaches the gazettes. . . . NBC lodging a protest to CBS over newcomer Margaret McDonald, who does a Maggi McNellis routine daily. Beef is she is also referred to as Maggi. . . . The DeLancey Provosts are unwinding after 15 years. He's station manager of WEA. . . . Current gag is: "C'mon up and see my comics."



● ● ● Radiokays: Dean Jagger in "One Foot in Heaven," a solid click as the replacement for Philip Merivale. . . . Jay C. Flippen's flip quips on "Correction Please," which is batting for Duffy's Tavern during the hot months. . . . Mark Warnow's Hit Paraders at the Capitol. . . . Eileen Barton's vocal magic. . . . August True Magazine's yarn about President Truman's poker prowess. . . . Bill Livingston's big time handling of the Harry James show. . . . Art Mooney's rhythms at the Hotel Lincoln via CBS.



● ● ● Those 17-block lines for newspapers make the old ciggie lines look like a stage wait. Over a million copies of the Sunday News were sold over the counter last week via the lineup method. Offshoot of the whole strike is that the out-of-town papers are going like the proverbial hot cakes, with locals so starved for news they're even grabbing the small town weeklies. Press agents, of course, are the real sufferers. Clients are telling the perspiring p.a.'s to lay off the newspapers and get some 'heavy mag stuff' . . . Hershel Hart, radio ed of the Detroit News, in town at the New Weston. . . . It's a girl at the Dave Schwartz. He's the head writer on the Alan Young airer. . . . The Ted Steeles have reconciled after a two-month separation. . . . Bernard G. Davis, v.p. of Ziff-Davis Publ. Co., in Rio De Janeiro on six week tour of So. America, . . . Tomorrow's stanza of Bob Emery's "Rainbow House" on Mutual will be devoted to servicemen who graduated from the program—now spread around on all fronts. . . . Frank Cooper, who helped pilot Dinah Shore and Frank Sinatra to stardom, is handling Mary Ashworth, the Boston heiress. . . . Ace director Mark Goodson, formerly with American web, now with Mildred Fenton organization. . . . Lt. Vick Knight directing ten of the "Assignment Home" series. . . . Major Harry Salter will be back in civvies shortly. . . . Pete Donald starts as a regular on the Jerry Wayne show this week. . . . Billy Usher is the latest crooner to have management trouble.



● ● ● Ted Lawrence, blow-by-blow broadcaster of fites heard over WINS and WBYN, is the only member of his craft that we know of who has a pugilistic background. Before hanging up the padded mitts, Ted fought 44 times (40 wins, 4 draws, no defeats) winning the flyweight championship of N. Y. and Florida. His fistic background enables him to call punches when they are launched—not after they have landed, which is why his descriptions are so clear and concise. He'd be a natural to call them for television.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**A**FTER two years with WAIT, Stella White moved her program "Stella White Reports" to WJJD taking her six sponsors with her.

Over the summer months "Melody Lane" Wieboldt's weekly musical program aired on WBBM, Monday nights at 6:30, is featuring as guest soloists members of the Caesar Petrillo orchestra. Soloists to date have played original compositions, which policy will continue when the musician has original music to present. Guest stars will return to the program in the fall.

Al Teitelman, formerly known as Hal Tate, is in the Philippine as combat correspondent for the official Seabee magazine.

A recorded program to recruit Waves on WMAQ will take the place of Elizabeth Hart on Tuesdays and Thursdays while Miss Hart vacations.

The picture "On Stage Everybody" was world-premiered at the Palace Theater July 11th. For first day only, the 10 winners of the "On Stage Everybody" program search for talent appeared on the Palace stage, as well as in the movie.

**Press Wireless President Defends Company's Rates**

Commenting on the FCC order to investigate Press Wireless, Inc., rates and charges, A. Warren Norton, president of PW, yesterday declared that the company had consistently reduced rates without invitation from the Commission.

**Times Square Sign For WOR**

Approximately 675,000 people per day, it is said will see and read WOR's first spectacular outdoor advertising display high on the side of the Mayflower Theater at 47th Street and Seventh Avenue. The sign, one of the largest in New York City, is 4,000 square feet, and in letters 40 feet high will say—"Listen To WOR-Mutual—Tune to 710."

**'Brownstone Theater' Returns**

After a brief vacation, WOR-Mutual's "Brownstone Theater" returned to the air on Sunday, July 8, and will be heard each week from 10 to 10:30 p.m. Gertrude Warner, popular radio actress, continues as the leading lady of "The Brownstone Theater" repertory company and Les Tremayne, former star of "The First Nighter" and now playing the lead in "The Thin Man," will be the new male star.

**Ave Maria Hour WMCA — Sunday — 6:30**

For 10 years the number one Religious drama of the Americans. IT'S A DONALD PETERSON PRODUCTION



# FCC Will Limit FM To 88-106 m.c. Band

(Continued from Page 1)

redicted, the Commission said that once all FM operation will be in the higher band "as soon as possible, no new receivers need be made hereafter for the 42-50 mc region."

Temporary operation in both bands is encouraged for this time, and any licensee may now "informally apply for the temporary assignment of a frequency in the 88-106 mc region until such time as rules, regulations and standards for FM are finally adopted." Requests should include description of proposed transmitting equipment, power output, antenna system and monitoring equipment or methods. Ninety-day authorizations will be issued.

No FM station will have to move to the 42-44 mc band until tele operations on Channel 1-44-50 mc get under way. And, said the Commission, since the construction and operation of new television stations will take considerable time following the removal of WBP restrictions, it is likely that in most cases FM stations will move from their present assignments directly to the 88-106 mc band when new receivers are available."

### Policy Hearing Postponed

The Commission announced late last night that it has postponed the FM policy hearing from July 23 to July 30. More than 80 engineers representing FM broadcasters and applicants and equipment manufacturers were on hand yesterday for informal discussion of technical standards to be applied to the post-war FM service.

The FCC outlined a series of engineering proposals which were studied and commented upon at some length, with particular reference to coverage extent.

While they took exception with some of the Commission proposals, the engineers stressed most their desire to see standards adopted as quickly as possible in order that they may proceed with their installation plans. Speed is the important thing, they agreed, even if it means that the standards are not in all respects as the engineers would like them.

There was a strong feeling among the industry engineers that the median field intensity for rural stations should be raised above 50 uv/m, in

# New Programming Policy Inaugurated By XERB

Los Angeles—Radio station XERB, located at Rosarita Beach, Lower California, and about 30 miles south of San Diego, has started its operation with an entirely new slant on programming, under the direction of Charles W. Hamp, radio artists and director.

Instead of the long commercials, hill-billy music and multiplicity of commercials, this new 50,000 watt station has adopted a policy of music and news throughout the day and night. No commercial is accepted running over one minute.

For the first time, United Press teletypes are being installed, with other news services to follow, an entirely new procedure for Mexican stations. Competent news editors are taking over this department, and news flashes of particular importance are given immediately upon their arrival.

Added to the top transcription libraries, two orchestral combinations will originate programs at Rosarita Beach, with guest appearances scheduled from the many guests from the motion picture colony who are weekend and vacation visitors at the famed beach resort.

All in all, it would appear that top network policy is scheduled for the new station under Hamp's direction, with the same type of operation which made Agua Caliente world famous during its existence. The Strolling Troubadors and a rejuvenated Caliente Marimba Players combination are under consideration as staff talent, and Hal M. Ayres, former master of ceremonies at Caliente, is acting in co-operation with Hamp in a definite policy of making XERB one of the top ranking stations of the west.

order to provide wider coverage and a more economic operation. The entire question of service area extent was explored in great detail, with considerable objection raised to the use of trading areas as the determining factor in setting service areas. No substitute was proposed however.

### Armstrong Non-Committal

Maj. Edwin H. Armstrong, FM inventor, yesterday refused to comment upon the proposed new regulations regarding FM operations, published yesterday by RADIO DAILY. "Wait until the policy hearing," Major Armstrong said, refusing to be drawn out in criticism of any specific points in the Commission proposals. It is known, however, that he is strongly opposed to several of the suggestions of the FCC.

The Commission yesterday received from Hughes Productions, a division of Howard Hughes, Hughes Tool Company, incomplete applications for two FM stations, one to broadcast in Los Angeles and the second in San Mateo County, Calif. Coverage proposed for the first is 7,315 square miles, and for the second 10,790 square miles. The applications have been returned for completion. Applications were received also from the Unity Corporation, Springfield, Ohio, and from standard station WLOA, Pensacola, Fla.

# Strive For Free Radio, Mullen Advises Students

(Continued from Page 1)

iversity last night that "radio is still a new art and business," and indicated to them that should they choose radio as their forte, they would be pioneers in an industry that is virtually still immature.

In touching upon the freedom of the press and radio, Mullen pointed out: "The National Broadcasting Company believes that the country and the people are best served by a free radio. Regulation of the technical traffic is necessary. Regulation of program content is censorship, and abhorrent to our democratic ideals and ambitions."

"Broadcasters have made every effort to bring home to the American public the importance of maintaining free radio, so that broadcasting may continue to progress under the American system of free enterprise. We shall continue our efforts because the best radio is free radio."

### Stork News

Los Angeles—A son was born to Mr. and Mrs. Joel Murcott at Hollywood Hospital. Baby weighed eight pounds, nine ounces, and will be named Robert Storm. Father is trade press contact for American network.

# Early Settlement Of Recording Strike Seen

(Continued from Page 1)

went on strike at midnight Sat., July 7, because wage negotiations between Kenneth Raine of CRC and Charles A. Calame, business manager for the New York Engineers' Union, fell through. Raine and Calame tried to negotiate again last Wednesday, July 11, but were unsuccessful; however, Raine visited with Bridgeport CRC officials yesterday, and his sessions indicate an optimistic denouement.

In addition to the above engineers, many radio stations affiliated with IBEW went on a "sympathy strike," refusing to play Columbia recordings for the duration of the strike. Up until last Tues., July 10, CRC had a crew of two engineers for the purpose of cutting rebroadcast disks for the Army, Navy, OWI and South American broadcasts. CRC, however, found the crew inadequate for the operations involved, it was said.

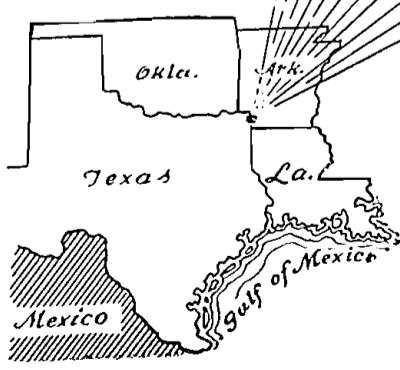
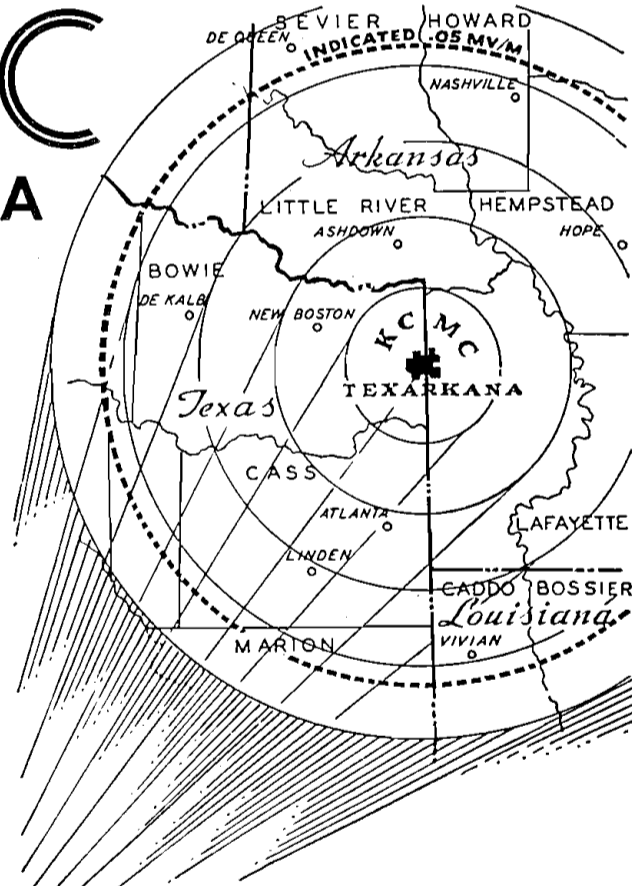
### "Lights Out" As Replacement

NBC returns the "Lights Out" series to the air for an eight-week period commencing Saturday, July 14 8:30 p.m., EWT, while "Truth or Consequences" vacations.

# KCMC TEXARKANA U. S. A.

- AMERICAN
- MUTUAL

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



KCMC is the only radio outlet in this vast area of 359,000 people—people made prosperous from cotton, oil, grains, fruits, and vegetables. For detailed information write—

**KCMC, Inc.**  
Texarkana, U. S. A.  
Frank O. Myers, Manager

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

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

## Program Parade . . .

**NAVY HOUR—WEAF-NBC.** 9 p.m., Tuesday, sustaining. Initial program of Navy sponsored series proved interesting musically but lacked the realism of the Army Hour productions. Navy symphony orchestra under Lt. Charles Brendler presented excellent symphonic arrangements of popular numbers and Lieut. Robert Taylor was well cast as the narrator. Hon. James Forrestal, Secretary of the Navy, was heard in a tribute to the Navy forces and Lieut. Gene Kelly and Lieut. Taylor gave a dramatic insight into life in the submarine service. More authentic action with direct pickups from Navy forces in the South Pacific and less musical production will improve the program.

☆

**SPOTLIGHT BAND—WOR-MBS.** 9:30 p.m., Wednesday, sponsor, Coca-Cola. Clyde Lucas and orchestra playing before war workers in Kingsport, Tenn., introduced his new swing band with a fairly well paced musical program. Show seemed to lack the spontaneity which has characterized past performances on another network. Maybe format needs a change.

☆

**MEN AT SEA—NBC.** Sun., 6:30-7 p.m., EWT. Sustaining. This is a War Shipping Administration summer program, designed to recruit experienced officers and men for the merchant marine. Various reasons why they are needed is dramatized and the advantages and opportunities offered are also heard. Will Geer acts as narrator and script is by Martin Seifert. Entire show is well produced and strongly presents the case of the WSA's need for ships and men in the Pacific.

☆

**YOUTH SPEAKS—WMCA.** Friday, 9:30-10 p.m. Sponsor, Alexander's department store. High school students participate in roundtable discussions of pertinent national issues, and Dr. J. Raymond Walsh is the thorough moderator. Eagerness and conviviality of students make this series stimulating and often provocative.

### Marine Corps Program Slated For CBS Web

(Continued from Page 1)

tion of Captain William F. Santelmann.

Lt. George Putnam, former NBC news announcer, will be master of ceremonies. Writers for the program will be Tech. Sgt. Alvin N. Josephy, Jr., and Tech. Sgt. Frank Acosta. Lt. James Hurlbut supervises production.

### Radio Talent To Walterboro

Tom Slater, MBS special events manager, heads a radio group who will train down to the Walterboro Air Base, Charleston, S. C., to entertain the servicemen, Sun., July 15. The entertainers to accompany him will include: Mary Ashworth, NBC; Larry Douglas, CBS; Michael Chimes, WNEU; Vickie Richards, MBS, and Ruth Davey, MBS.

## PICTURE OF THE WEEK



*Friday the 13th holds no terror for Mary Lou Jacks of the staff of WAAT, Newark, and her two Coast Guard companions. Just to prove it Mary Lou held a dress rehearsal of the station's "Coffee Club" program yesterday. They lit three cigarettes on the same match, spilled salt, walked under ladders, sought out black cats—in fact did everything the photographer ordered.*

### Van & Hollenbeck Switch WEAFF Reporting Periods

Lyle Van, WEAFF's 11 p.m., newscaster, has been assigned to the 6 p.m., news period replacing Don Hollenbeck, who has taken over the 11 p.m., spot. Sponsors of four WEAFF news programs, heard on morning, noon and night broadcast periods, have renewed their contracts during the past week.

The M. J. Merkin Paint Co. renewed Charles M. McCarthy for Merkin Paints. The 15-minute news program is heard Saturdays, 8:30 a.m. Humbert & Jones handled the 52-week contract.

Two of Don Goddard's news periods were renewed. The first by C. F. Mueller and Co. This 52-week contract, effective Tuesday, July 3, is for the Tuesday, Thursday and Saturday periods of Goddard's daily noon program. Duane Jones Co. handled the account.

The Monday, Wednesday and Friday sessions of Goddard's daily 7:30 a.m. broadcast, have been continued by the Manhattan Soap Co. for Sweetheart Soap effective Monday, July 2. The contract is for 52 weeks and was handled by the Duane Jones Co.

### FCC Grants New Station To State College, Pa., Group

Washington Bureau, RADIO DAILY  
Washington — The FCC yesterday granted the application of Center Broadcasting, Inc., State College, Pa., for a new station to operate on 1,450 kilocycles, using 250 watts power, unlimited.

The Commission noted that State College, with a population in excess of 6,000 is the home of Penn State College, with an enrollment of 7,000 students, giving the city a combined population of 13,000. It has no station at the present time and the city and adjacent areas receive no primary service from existing stations. No question of interference with other stations is involved in the Commission's grant.

Need for the station, whose program will be largely local in character, is attested by local business, civic and religious organizations. Center Broadcasters claims to have on hand all major items of equipment needed for construction and operation, to be able to obtain the rest without priorities, and that the station can be erected without interference with the manpower situation.

## AGENCIES

C. E. HOOPER, INC., radio audience measurers, announces the association of Harold H. Webber as vice president and director of research beginning July 15, 1945. Webber, until this appointment, was vice-president and director of research for Foot Cone & Belding. Prior to that post he was associated with A. C. Nielsen Company, Chicago.

GRANT ADVERTISING, INC., has been appointed by Hope, Inc., to handle radio advertising for Quick-Dent Tablets.

CAPT. SIDNEY DEAN, former vice-president of J. Walter Thompson Company, now combat intelligence officer with the Air Forces in England, has been awarded the Bronze Star.

MABEL GLEASON, librarian in the engineering division of Stromberg Carlson Co., has been elected program chairman of the Special Libraries Assn., western New York chapter.

GEORGE HOMER MARTIN, Newark, N. J., will prepare the advertising for Durst Manufacturing Co., Inc., makers of plumbing and electrical supplies.

WILSON & HAIGHT, INC., advertising agency of Hartford, Conn., is planning to open a New York office in the Daily News Building, 220 East 42nd Street.

LOUIS N. HOWARD, president of the Coastal Broadcasting Company has announced the appointment of The Walker Company as national representatives of WHIT, the company's station in New Bern, North Carolina.

THE FR CORPORATION, manufacturers of Scoop soapless crystals, will utilize radio, among other media, for its forthcoming campaign in the New York market.

### Army Radio Officers Heard At Coast Radio School

Sacramento — One of the highlights of the radio summer school being conducted by KFBK of the McClatchy Broadcasting Company in Sacramento, Calif., was the appearance Thursday before 100 public school teachers of three top ranking officers of the armed forces radio service, a combined operation of the War and Navy departments.

Those who described the various operations of the AFRS are Colonel Thomas H. A. Lewis, commandant of the AFRS; Lieutenant Colonel True E. Boardman, chief of the Troop Information Planning Section, and Captain Fordyce Cowing, assistant executive officer.

# File Objectors Heard Wash. Zoning Case

(Continued from Page 1)

Further violation of the zoning restrictions." Fear was expressed by home owners in the area that general commercialization would follow any relaxation of the restrictions, which they considered construction of the station would entail.

Other objections included even such quickly refuted ones as the fear that the tower might collapse in a storm, the reception on neighborhood radio sets would be impaired and the operation of other electrical apparatus interfered with by the transmitter.

These arguments were refuted by Harry S. Wender, attorney, and witnesses for Bamberger, they also showed architects drawings of the proposed building, grounds and tower, designed in harmony with the prevailing style of neighboring homes in anticipation of the charge of ugliness. Necessity for building at a considerable elevation to insure good service was explained, and the scarcity of high ground in Washington was noted.

Possible unsightly or glaring light at night was discussed. The delegation felt that the CAA requirement for side lights and blinking top light would be offensive, that night operation of the station would be disturbingly noisy.

George C. Thomas, consulting engineer, and J. R. Poppele, chief engineer of New York's WOR, testified that no noise would be heard outside the building and that the lights are not glaring, citing the Washington Monument as an example of a structure lighted according to CAA regulations.

Another witness appearing for Bamberger was Eugene S. Thomas, sales manager, who described the advantages to Washingtonians of obtaining the best possible television service.

## "Steel Horizons" Program to Originate In Pittsburgh

Pittsburgh—"Steel Horizons," the Sunday night Mutual Network radio program sponsored by the Allegheny Ludlum Steel Corporation, hereafter will originate in the company's headquarters' home city, with an all-Pittsburgh cast, including the new orchestra and 14-voice chorus, the new soprano, Betty Ellen Morris, and announcer Paul Shannon. The only "outside" talent will be popular John Eker, Metropolitan baritone, who will commute weekly from New York for the broadcast. Heretofore, the program had followed the usual pattern of non-home town casting.

### IMPORTANT NOTICE

Listen WOR-MUTUAL, Sunday night, 1:00 A.M., N. Y. time to a great band playing the country's sensational new novelty. It's BILL McCUNE playing a great arrangement of CRAZY THINGS. Pub. by David Gornston, 117 W. 48th St., New York City.

# COAST-TO-COAST

— NEW YORK —

SCHENECTADY—Launching of the U. S. cruiser Albany at Quincy, Mass., was aired by WGY with William Bradley as commentator. Program was also carried by WOWO.

BUFFALO—When WEBR's Cy King miked his desire to purchase a lawn mower, zealous listeners offered theirs, for free. But WEBR staffers are wondering who'll do the cutting for busy Cy.

SYRACUSE—Harold Mabes, WFBL transmitter supervisor, completed 15 years of continuous service last month.

— WASHINGTON —

SEATTLE—KIRO, in connection with Cedergreen's "Swap 'n Shop" program, has answered listeners requests with an eight-page printed booklet of want ads "to help you sell, buy or exchange goods with your good neighbors." "Swap 'n Shop" was recently designated by the City College of New York as the most effective direct-selling, commercial program developed by a clear channel radio station in 1944.

— OREGON —

PORTLAND — KGW has added Robert Zimmerman to its staff as educational director. . . . Dr. Hugh G. Grant, former American minister to Albania and later to Thailand, is now a KGW news commentator. . . . July 16 is the date for Wallace Kadderly's first farm program. . . . Arden X. Pangborn, KGW general manager, was one of the principal speakers at the 58th annual meeting of the Oregon Newspaper Publishers Association held at Eugene.

— OHIO —

CLEVELAND — Recent changes in WTAM personnel find Robert Spencer in production where he has started an amateur dramatic group made up of Western Reserve University students. . . . Wayne C. Byers has returned to the announcing fold from WCAR, Pontiac. . . . Bill Bailey has left the newsroom to go to NBC, New York. . . . Peggy Whitehead, formerly of WLW, now occupies Baileys slot. . . . Columbus—Lake Erie Broadcasting Company has been incorporated by George E. Landis, reported acting in the interest of Lloyd Pixley, operator of WCOL.

— PENNSYLVANIA —

PITTSBURGH—KQV supplied three top-ranking bond officials during the recent drive. They were "Pete" Wasser, station manager and chairman of the radio division of the War Finance Committee; Alicia Fuller, chairman of the women's division; and Ben Kirk, program manager who has co-ordinated weekly bond shows for all five Pittsburgh station. . . . PHILADELPHIA—Fourteen KYW staffers, six of them serving with the armed forces, were awarded five-year Westinghouse service pins at a ceremony held in the studio.

— TEXAS —

FORT WORTH—KGKO went all out in its coverage of the arrival home of General William Hood Simpson, 9th Army Commander, with pickups from the time of his arrival at the Municipal airport. . . . DALLAS—WFAA-WBAP and the Texas Quality Network will air daytime football games beginning September 29 under Humble Oil & Refining Company sponsorship. Agency is Franke-Wilkinson-Schiwetz.

— WEST VIRGINIA —

CHARLESTON—WCHS Personal: H. B. Diefenbach, sales staffer, had been elected president of the Charleston Lions Club. . . . Margaret Erskine is the latest addition to the staff, coming from WJBO, Baton Rouge, to act as promotion director. . . . Howard L. Chernoff's original manuscript of his book, "Anybody Here From West Virginia," has been placed in the Archives and History Library of the State Capitol. Chernoff is giving all proceeds from the book to the Red Cross.

— DISTRICT OF COLUMBIA —

WASHINGTON—Betti Allen's public service feature on WWDC's "Good Neighbor" program, Monday through Friday, has brought about the sale or exchange of thousands of items among her listeners in the past six months. . . . John Eisenhard, WOL continuity writer, received word that one of his short stories had been chosen for "Cross Section 1945" to be published early this Fall. . . . Complete news bureau with "on the scene" repertorial coverage has been put into operation at WWDC, under Jack Reid's direction.

## WWJ Plans Anniversary Observance In August

Detroit—Plans for the 25th anniversary of WWJ call for one hour of broadcasting from 8 to 9 p.m., August 20th with Morton Gould directing the WWJ concert orchestra and Walter Hampden as narrator presenting a "Cavalcade of Radio," Harry Bannister, general manager, announced yesterday.

WWJ is also producing a 15-minute transcription showing the development of radio from its birth to date which will be sent to 300 stations throughout the country for sustaining use. This is being done as a part of the industry's commemoration of radio's 25th anniversary year. WWJ started operations in August, 1920.

# Senate Committee Confirms Wills To FCC

(Continued from Page 1)

session was brief, with no opposition expressed to the Wills appointment. A full Senate vote will be held either today or Monday, and Wills is expected to take office next month.

Committee Chairman Burton K. Wheeler questioned Wills briefly about his knowledge of the communications field, and was told that the former Governor's acquaintance with the field is very slight. Wills said he had made use of radio in political campaigns, but that was all.

Asked about his ideas on communications policy, Wills said he has none at present, but intends to devote himself to a thorough study of the problems involved.

In the meantime, there was speculation here over the possibility that Case may yet return to the FCC. Senator Warren Austin of Vermont, Wills' sponsor is seriously being considered for the Supreme Court vacancy. Should he be appointed, Wills is believed to stand an excellent chance of being appointed to fill out his Senate term. A Senate seat, it is believed, is much more to Wills' liking than the FCC post.

In the event Wills does go to the Senate, there is no other candidate on the scene for the FCC vacancy, and Case, who has never made any secret that he likes the FCC and would have been pleased to stay on as Commissioner, might be reappointed. It is not certain that he would accept reappointment since he has opened his own law office this month, but it is well within the realm of possibility.

## New Coast Sales Manager

San Francisco—William D. Pabst, manager of KFRC, Don Lee-Mutual has just announced the appointment of Merwyn McCabe as sales manager. He succeeds Dan Connelly who has been serving as sales manager of KFRC during Pabst absence on federal assignments. Connelly goes to Hollywood as account executive with Batten, Barton Durstine and Osborne. Pabst also announced the appointment of L. Ray Rhoades as local sales manager.

## Shadow Renewals

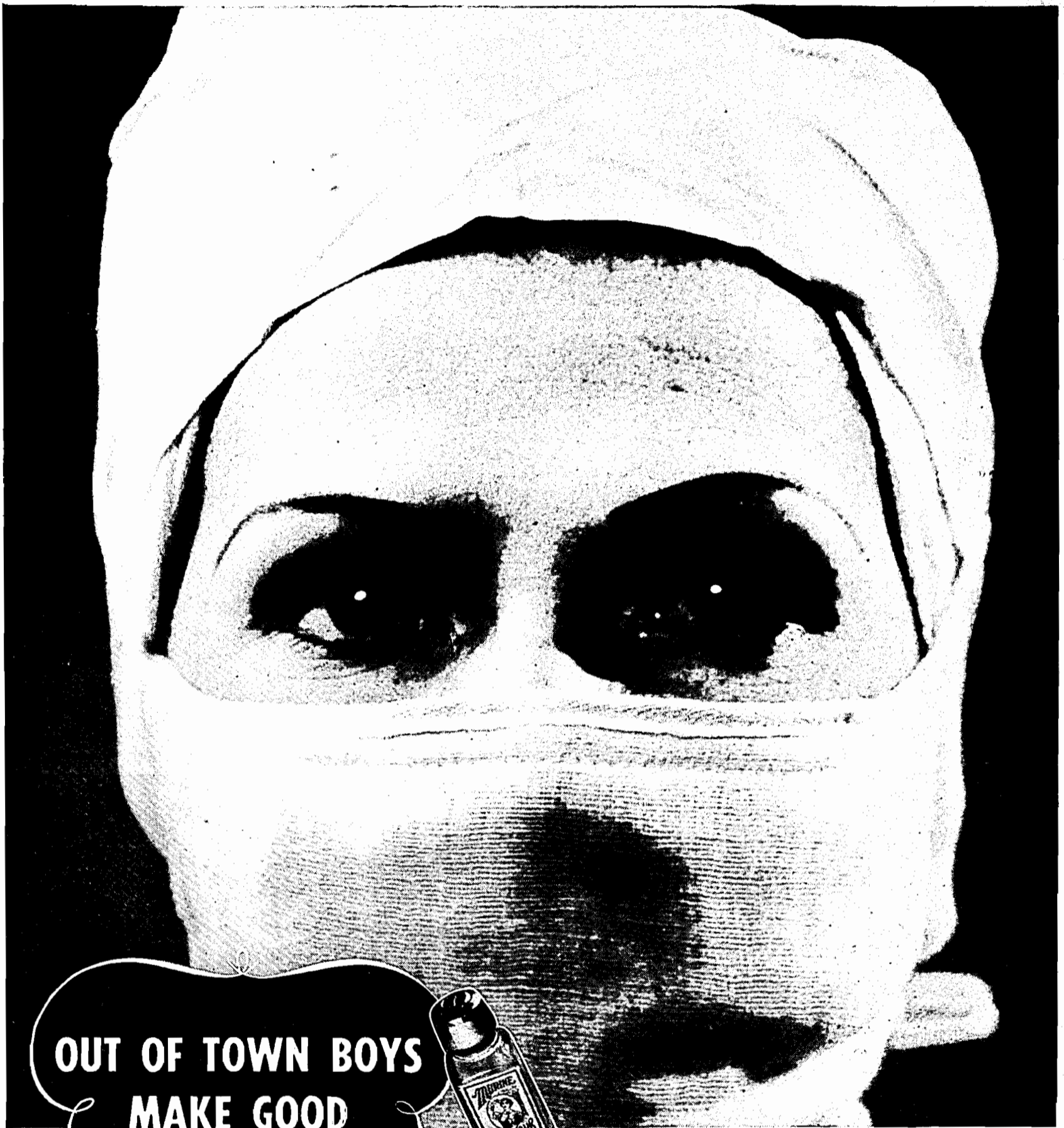
Following stations have renewed Charles Michelson's transcribed program "The Shadow": WFMJ, Youngstown, O., sponsor Lustig Shoe; WFBG, Altoona, Pa., Penn Furniture; WJAC, Johnstown, Pa., Penn Furniture. Program "Hymn Time," has been renewed for 13 weeks over WING, Dayton, O., by Crystal Rug.

### ATTENTION

ADVERTISING AGENCIES—SPONSORS—NET WORKS—PACKAGE SHOW PRODUCERS  
NEW RADIO QUIZ IDEA  
For particulars address Attorney, Box No. 185, Radio Daily, 1501 Broadway, New York 18, N. Y.

## Send Birthday Greetings To

- |         |                    |                    |
|---------|--------------------|--------------------|
| July 13 | Frank Dane         | Carolyn Montgomery |
|         | Phillips H. Lord   | Harry Sosnik       |
| July 14 | Frank Chizzini     | Harry Hoff         |
|         | Carmen Lombardo    | Ken Murray         |
|         | George F. Putnam   | Gene Rouse         |
| July 15 | Albert G. Ashcroft | Nancy Martin       |
|         | William Robinson   | Len Sterling       |
|         | H. J. Kleinfeld    | James V. Cosman    |
|         | Eddy Brown         |                    |



**OUT OF TOWN BOYS  
MAKE GOOD**



**THE EYES HAVE IT**

Twice a day since 1942—Murine\*—famous for eyes—has been continuously on WFBR—Baltimore's big home town station. With Murine—"the eyes have it." With WFBR and Murine, "the eyes have it" when it comes to judging the results on WFBR.

\*Agency: Batten, Barton, Durstine & Osborn, Inc.

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

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

**WFBR**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 32, NO. 10

NEW YORK, N. Y., MONDAY, JULY 16, 1945

TEN CENTS

## Fifth Network Planned

### OWI Budget Fixed At \$35,000,000 For Year

Washington Bureau, RADIO DAILY

Washington—Ending six weeks of wrangling, OWI, was Friday voted a \$35,000,000 budget for the current fiscal year. The House rejected by a -1 vote the motion of economy-minded Representative John Taber, New York Republican, to limit the agency to \$18,000,000. Taber had succeeded last month in getting the House to vote this figure.

The Senate had raised the House figure to nearly \$40,000,000, after which a conference committee agreed upon \$35,000,000—the figure originally  
(Continued on Page 2)

### Crosley Hearing Date Set By FCC For July 23

Washington Bureau, RADIO DAILY

Washington—Date of the hearing on the application for sale of Crosley Corp., including WLW, and several relay and international broadcast stations, to the Aviation Corporation, has been moved up by the FCC, from August 8 to July 23. The joint petition of the two applicants had asked for a hearing on July 19.

The petition for early hearing in—  
(Continued on Page 6)

### Barry Rumple Leaves NBC For NAB Research Post

Barry Rumple, manager of the NBC Research Department has resigned to become director of research of National Association of Broadcasters. His resignation becomes effective July 5.

James M. Gaines, assistant director  
(Continued on Page 5)

### Hail Radio

Times Square is all for radio, according to the statements of the John Q. Citizens who were interviewed outside the Paramount Building on Bob Dixon's "Man in the Street" program over Mutual. Every guest emphasized his dependence on radio for his news during the current newspaper deliverers' strike, and they hailed from all sections coast to coast.

### Anniversary

"The Romance of Helen Trent," one of the oldest daytime serials, begins its 13th consecutive year over CBS on Tuesday, July 24, with the airing of its 3,135th script. Show is heard Mondays through Fridays at 12:30 p.m., EWT, and is produced by Frank and Anne Hummerl.

### Kobak Issues Report To Trade On Mutual

Declaring that MBS was negotiating for a full-time outlet in Cincinnati and that the present station line-up consists of 270 stations in the United States, Edgar Kobak, president of Mutual, released a letter to the trade the past weekend covering the web's operations. He added that since March 1 the web had terminated affiliations with 10 stations and added 27.

Kobak's report covers all phases of the web's operation. He pointed to  
(Continued on Page 2)

### FCC Proposes Denial Of CP To Calumet Corp.

Washington Bureau, RADIO DAILY

Washington—The FCC has announced that it proposes denial of the application of Calumet Broadcasting Corp., to build a new AM station at Hammond, Ind. The proposed station was to operate on 1,250 kilocycles.  
(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Proposals For FM Operations

By CHARLES MANN

FCC has invited representative spokesmen of the FM industry to file their briefs by July 19, if they wish to participate in the discussion of proposed standards on FM operations, which will include questions regarding minimum schedules, multiple ownership, program duplications and allocation of frequencies as it pertains to rural as well as metropolitan coverage. Following the announcement of this statement, the Commission obliterated FMers' hopes

### Associated Broadcasting Corp. Announce Plans To Launch 26-Station Web On September 16

### FCC's Tele Standards Outlined To Engineers

Washington Bureau, RADIO DAILY

Washington—Little criticism was expressed Friday at the informal engineer hearing on FCC's proposed standards and regulations for television stations. In contrast to the FM session Thursday, at which engineers clashed frequently among themselves and with the Commission to keep the hearing in session all day, the half—  
(Continued on Page 7)

### Former NBC Executive Killed in Army Plane Crash

Chicago—Major Maurice M. Boyd, former manager of the NBC Central Division national spot sales department on leave with the Army Air Forces, was killed in a plane accident  
(Continued on Page 7)

### Maj Willson Leaves Army As AFRS Musical Director

Los Angeles—Major Meredith Willson, famed musical conductor and composer, today vacates his post of musical director with the Armed Forces Radio Service and reports to  
(Continued on Page 5)

Formation of a fifth AM network with stations in "26 major markets" was announced the past week-end by Associated Broadcasting Corporation with offices in Grand Rapids, Mich.

The new web, headed by Leonard A. Versluis, owner of WLAV, Grand Rapids, is opening offices today in the Chanin  
(Continued on Page 6)

### Recording Strike Ends With CRC-IBEW Pact

Agreement on a wage scale of \$60 weekly, stepped up to \$90 over a three-year period was reached late Friday by representatives of Columbia Recording Corporation and Radio Broadcast Engineers Union No. 1212 of the IBEW, bringing to an end the  
(Continued on Page 7)

### AAAA Names New Comm. To Aid Advtg. Beginners

Organization of a national committee, designed to educate and train young advertising business aspirants, has been set up by the American Association of Advertising Agencies (AAAA).

The committee, to be known as the committee on education and training  
(Continued on Page 5)

### Formalized

Washington—The Senate has confirmed former Governor William R. Wills of Vermont as the seventh member of the FCC. Confirmation was voted out of order Thursday afternoon, immediately following the approval of the appointment by the Senate Interstate Commerce Committee. No serious opposition to the confirmation was expected.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Friday, July 13)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180 3/4	179 3/8	180	- 1/2
CBS A	38	37 5/8	37 5/8	- 3/8
CBS B	38	37 1/4	37 1/4	- 1 1/8
Crosley Corp.	36 3/4	36	36 3/4	+ 3/4
Farnsworth T. & R.	16	15 5/8	15 5/8	- 3/8
Gen Electric	44 1/8	43 1/8	43 1/8	- 1/4
Philco	36 1/4	35 1/2	35 1/2	- 1 1/4
RCA Common	13 3/8	13 1/4	13 1/2	...
RCA First Pfd.	86 1/2	86 1/2	86 1/2	+ 1/2
Stewart-Warner	19 1/2	19 1/4	19 1/4	- 1/2
Zenith Radio	36 1/2	36 1/8	36 1/8	- 3/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	33 1/2	33 1/2	33 1/2	...
Nat. Union Radio	6	6	6	...

# 20 YEARS AGO TODAY

(July 16, 1925)

Annual summer series of outdoor concerts by the United States Marine Band, played at Sylvan Theater near Washington Monument every Thursday, is broadcast over WRC, Washington, WJZ, New York, and WGY, Schenectady. Other stations are expected to join the RCA-West- inghouse-GE combination later on.

## Chicago's

### BEST NEWS SERVICE AP-UP-INS

### W-I-N-D

560 Kc. 5000 WATTS

# Coming and Going

JO RANSON, publicity director of WNEW, is enjoying a period of voluntary exile on Monhegan Island, off the coast of Maine.

GLEN G. GRISWOLD, sales manager of KFEQ, St. Joseph, has arrived from Missouri for conferences at the headquarters of the Broadcast Measurement Bureau.

BOB DAVIS, trade news editor of NBC, left Friday for Saranac Lake, where he will rest up for two weeks by battling it out daily with small-mouth black bass.

TONY LANE, leader of the Airline Trio heard on WOR-Mutual, has left for a vacation in Ontario, Canada.

JOEL STOVALL, program director for WKRC, Cincinnati, a visitor to New York.

CHARLES W. PHELAN, president of WSEX, Salem, Mass., is back at the station after serving before the mast for a short period on the storm-tossed Atlantic.

WALTER HAASE, manager of WRDR, Hartford, Conn., and HARVEY OLSON, program head at the station, were in town last week on station and program business.

LEWIS H. AVERY, director of broadcast advertising for the NAB, arrived in Gotham late last week. Looked in momentarily at the offices of BMB.

JOHN C. McCORMACK, owner and general manager of KTBS, Shreveport, La., is visiting briefly in New York on station and network business.

BILL BOYD, cowboy radio and screen star of Dallas, who spent some time recently in New York making records for RCA-Victor, has returned to Texas.

LENOX F. WYLIE, publicity director of WFBL, Syracuse, is sojourning for two weeks on the shores of Lake Ontario.

DOUGLAS B. GRANT, program director of WMT, Cedar Rapids, has arrived from Iowa for a few days in Gotham.

CHARLES PEKOR, assistant to the director of press information at CBS, off for WEEI, Boston.

MARGARET GARDNER, recently elevated to the post of magazine editor of the Mutual network, has chosen Nantucket as her vacation spot and is now disporting herself at the New England resort.

MORT GOTTLIEB, account executive of the Allen Meltzner office, is spending his vacation at his summer home in Arkville, N. Y.

ART MOORE is in town from KTYW, Yakima, Wash. Visited on Friday at the BMB offices of Hugh Feltis.

## Kobak Issues Report To Trade On Mutual

(Continued from Page 1)

improvements in programming and the acquiring of new sponsors. Network, he pointed out, is carrying more than a score of new sustaining shows representing over 17 hours a week of varied entertainment. The return of Coca-Cola Spotlight Band show to Mutual as well as the Morton Downey program highlighted the new web sponsors.

### Cites Public Service Shows

Turning to the subject of the rehabilitation of the nation's returned servicemen, Kobak, cited "Opinion Requested," "Chaplain Jim" and "Return to Duty," as new shows designed for public service.

Particular stress was placed on the program personnel and the new personalities who have joined the department in recent months. Kobak spoke of Abe Schechter, new director of news and special events, as a man "who capped 11 years of experience with NBC with active duty as Lieutenant Colonel in the Army Air Forces."

## OWI Budget Fixed At \$35,000,000 For Year

(Continued from Page 1)

proposed by the House Appropriations Committee.

The Budget bureau had recommended \$42,000,000 for OWI during the coming year.

Rep. Taber gave the agency a terrific tongue-lashing Friday on the House floor, accusing it of boon-doggling and declaring that it could do a better job with two fifths the staff it now has. His words were not convincing to more than a few of his colleagues, however.

## FCC Proposes Denial Of CP To Calumet Corp.

(Continued from Page 1)

with a power of five kilowatts, daytime only.

Reasons for denial were that the applicant's principal stockholders gave misinformation as to stock ownership and financial qualifications and that corporation funds have been used by its two principal stockholders to pay personal obligations of two of the biggest stockholders of the organization.

# Coverage

## ...in Philadelphia



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



# Out of the dark

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

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

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

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

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



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

# LONGINES-WITTNAUER

## PROVES IT!



Longines-Wittnauer Watch Co., makers of the world's most honored watch, must have *complete* coverage in America's fourth largest market. So in May, 1943, the sponsors of Longines, winner of 38 highest awards at World's Fairs, bought five half-hours on WAAT. After two years, Longines-Wittnauer Watch Co. has moved its program into Class "A" time to increase its already great audience, *because they know:*

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

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

# WAAT

970 KC  
NEWARK,  
N. J.

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

## LOS ANGELES

By RALPH WILK

**E**DGAR BERGEN is currently vacationing at Laguna Beach following his return from the East, where he did several entertainment shows for Army and Navy hospitals. Bergen, a talented amateur painter, is reported hard at work completing a seascape started several weeks ago.

George V. Denny, Jr., producer of the American Broadcasting Company's "Town Meeting of the Air," sponsored by Reader's Digest, arrived here last week, accompanied by Mrs. Denny. Mr. Denny will produce and supervise the fall series emanating from Los Angeles and surrounding cities.

After several years as an officer in the Army Signal Corps, screen star Van Heflin returns to civilian life and his acting career. His first air appearance since his honorable discharge will be on July 17 when he guest-stars on the CBS "The Doctor Fights" program.

Shirley Mitchell, prominent radio actress, has been signed to appear regularly on the Kay Kyser "College of Musical Knowledge" program.

Ginny Simms is up and about once more following her recent collapse on the set of "Alibi In Ermine." Ginny lunched with her mother at the Hollywood Brown Derby the other day, and proof of her full recovery was her ability to sign autograph books belonging to the 20 or more bobby-sockers who kept a faithful vigil at the door.

### WRAW Applies To FCC To Sell Majority Stock

Washington Bureau, RADIO DAILY

Washington—Application was filed with the FCC Friday for transfer of control of WRAW, Reading, Pa., with four sevenths of the WRAW stock to be equally divided between WGAL, Lancaster, Pa., and WKBO, Harrisburg. Price for each two-sevenths interest was \$50,000. The other three sevenths of the stock is owned by John F. and J. Hale Steinman, both of Lancaster.

The application was filed by Clair McCollough, general manager of the Mason Dixon Radio Group. Lancaster, for WGAL and WKBO, and by Raymond A. Gaul, president and general manager of WRAW. Gaul is selling his two-sevenths interest, as is Secretary-Treasurer Harold O. Landis, but Gaul will remain as station manager.

### CBC Official Goes Abroad

Toronto Neil M. Morrison, CBC supervisor of talks and public affairs, has been seconded to the Wartime Information Board for two months to undertake a special assignment overseas. He sailed last week for the United Kingdom to visit Canadian camps where he will address servicemen and women on Canadian affairs and rehabilitation.



### Notes From An Aisle Seat . . . !

● ● ● Saturday Evening Post has inked contracts for the Army-Navy and Army-Notre Dame games, with Bill Stern calling the plays and Paul Luther doing the commercials. . . . DeMille still putting up a terrific battle to return to his emcee chores on the Lux ailer. . . . "Romance, Rhythm and Ripley" due for a fadeout from CBS very soon, according to the guys who are supposed to know those things. . . . If Bill Goodwin exits from the Sinatra show in the fall, watch for him to return to his old spot with Burns & Allen. They've kissed and made up. . . . Danny Webb has asked for his release from "Guess Who" at the expiration of the 13-week contract. Webb feels he's being typed as a quizmaster and losing identity as a comic. . . . Sam Goldwyn has clinched all rights to the story of the life of Gen. Eisenhower. Robert Sherwood will script it, with profits going to the Army Relief Society. . . . Terrific idea that Irving Mansfield has for Al Jolson's return to the air has attracted three sponsors already who feel that the mammy singer can land up there among the first five. . . . Wm. Morris outfit submitting Russ Case as musical conductor on package shows. Case is the newly appointed musical director at RCA-Victor and should be a natural for radio. . . . Fanny Brice, we hear, is very sour about the switch in time for her fall show and has her sponsor in a so-called dither. . . . Lou Levy has been elected Chief of the Navajo tribe for his plugging of "Along the Navajo Trail."

★ ★ ★

● ● ● The Frank Lovejoys have a young daughter going on three. To guard against her getting lost, they've given her an identification tag. On one side is printed her name, Judy Lovejoy. On the other is 'Call Radio Registry' . . . Frank Papp has tabbed Arnold Moss to narrate NBC's "American Story," authored by Assistant Secretary of State, Archibald MacLeish. . . . Paul Martin will be the B'way columnist for the new Pic magazine. Ward Morehouse will do drama. . . . Abbey Greshler handling Jack Durant. . . . Dick Kollmar's musical, "Slightly Perfect," going into rehearsal in Aug. Dick would like to lure Mitzi Green, Kenny Baker and Jerry Lester into the fold. . . . Look-alikes: Les Brown's vocalist, Doris Day, and the late Jean Harlow. . . . Redd Evans and Bob Lee have parted company in the music biz. . . . According to psychiatrists, Gloria Vanderbilt married Stokowski because she never had a father to watch over her.

★ ★ ★

● ● ● Ingrid Bergman has told intimates that she won't resign with Dave Selznick. . . . Curtiss Publishing Co. (they publish Sat. Eve. Post) will enter the book field as soon as they can get a paper quota. . . . Mrs. FDR's Washington address will be the Wardman Park hotel. . . . Greer Garson suffering from same foot ailment that plagued Kay Kyser. Kyser, incidentally, is taking a group of gorgeous Goldwyn gals overseas with him. . . . Mike Spector, Carol Bruce's manager, getting an 'over 40' discharge from the army. . . . Victor Mature is in Boston and not the Pacific, as most of us were led to believe. . . . Buddy Rich and Eileen Barton have the mailman working overtime. . . . The Willard Parkers will adopt twins. . . . Army medics will decide this week whether or not Bobby Jordan, Dead End Kid, gets his discharge. . . . Backstage name for those lovelies on "Blind Date" is Date-bait. . . . "Leave It to Ernie," starring Ernie Truex and his wife, Sylvia Fields, on wax and up for sale. Maybelle Prindaville has featured comedy role. . . . Col. Hank Myers (he's President Truman's personal pilot) and starlet Audrey Trotter an item. . . . Lou Conterno, nite press man at Mutual, and Toni Lano are arranging a Florida party. . . . Joan Leslie, on doctor's orders, is resting at Yosemite. She nearly collapsed after 15 radio shows in 10 days.

—Remember Pearl Harbor—

## SAN FRANCISCO

**W**EBB WITMER made an appeal on KPO's "Repeat Performance" for a piano for Bay area wounded men. When he went off the air a telephone call was waiting for him from a lady eager to donate one.

Last of NBC's Out-of-town UNCIO workers to leave here are Field Engineer Frank Schnepfer of Chicago, and recording engineers J. W. Morrissey and H. F. Schneider of New York.

Chuck Warren is back from two and one-half years as a Lt. J.G. in the Navy and has joined the production department of KFRC-Mutual. He was formerly band leader at the University of California, Berkeley.

KGO announces two new sponsors for their programs. Promoting "Golden Glow" Beer and Ale, the Golden West Brewing Company of Oakland is sponsoring "Golden Harmonies," a quarter hour a capella choir program heard at 9:15 p.m., PWT, every Wednesday and Friday. Narrator for the show is Larry Elliott. The Knollin Advertising Agency is handling the account.

Also Louis Products Company, promoting Egg Nog Shampoo in Northern California, has assumed sponsorship of "Casa Cugat," musical program broadcast at 9:30 p.m., PWT, Thursdays, Fridays and Sundays. Don Wilson is the announcer on this show with music styled in the South American manner by Cugat. Hirshon Garfield Inc., is the agency.

Major David McNutt, the Public Relations Officer at Hamilton Field is a former member of the KGO-Blue press room in San Francisco. During President Truman's recent visit Major McNutt had a good time renewing old radio acquaintances with the men who were out there to cover the event.

### Vickee Richards Signed

New songstress on Mutual's Monday "Summertime Melodies" ailer will be Vickee Richards, starting today at 4:30 p.m., EWT. Miss Richards was formerly with the American network.



"Maybe we could do less business if we didn't advertise over WFDF Flini?"



# PROMOTION

## BBC 1945 Year Book

One of the most comprehensive publications on the subject of radio in wartime has just been released by the British Broadcasting Corporation. It is the "BBC Year Book of 1945." The following titles of the book's chapters should give you an idea of what is covered: The Voice of Liberty: Listening To War Reports: What Do You Feel?, Recent Radio Progress, Long Live Regional Broadcasting, Goebbels Called Me "International Assassin."

The second half of the book, under the title Review of Wartime Broadcasting, is devoted to a factual report on BBC's operations: Central and Home Front Services, A BBC News Program, War At First Hand, Religious Broadcasting In Wartime, Rising Tide In Music, Variety Goes On Tour, "No Need To Bother With the Radio Any More?", Radio Documentary In Wartime, School Broadcasting Comes of Age, Children's Hour, Overseas Services and Broadcasts To Europe. In addition to the articles, many photographs of prominent BBC staffers and program participants are included.

## Co-op Piece

The promotion division of the Co-operative Program Department of the American Broadcasting Company, headed by Harold Day, is mailing to radio stations, sponsors, advertising agencies, station personnel and union representatives, the first of a series of weekly "little newspapers" carrying the previous week's program highlights and complete information on the famous people heard on "Headline Edition," (Monday through Friday at 7 p.m., EWT). With a better of explanation attached, the one page "newspaper" is attractive in design and features the exclusive appearance of Prime Minister and Winston Churchill. Background blue with black and white letter-

## American Club On Coast

Los Angeles—In the first officer election of the newly formed American Broadcasting Company Employees Club, Myron Elges, of the network's staff was elected to the presidency, while Frank Samuels, west-division sales manager, copped the spot of first veepee. Second vice-president is Amos Baron, of KECA. Kenneth Stedman, of the audit-department, has won the post of treasurer, and Marjorie Hester, of public relations, will act as secretary of the organization. Tenure of office for each is one year.

## AVAILABLE

Publicity Director for an agency desires to make a change. Thorough newspaper experience plus fine contacts throughout radio industry. Write Box 186, Radio Daily, 1501 Broadway, New York 18, N. Y.

## Editorial Upholds FCC On Controversial Issues

Washington Bureau, RADIO DAILY

Washington—"Radio as a social force will be benefitted by the FCC's recent condemnation of the voluntary code to which most broadcasting stations have conformed," the Washington Post said editorially in commenting upon the Commission's recent acceptance of the WHKC-CIO statement of policy regarding political broadcasting. This decision is generally accepted as a slap at the NAB code. The Post, in addition to being an extremely influential newspaper, is owned by Eugene Meyer, licensee of WINX, Washington, and applicant to purchase the local FM station owned by Jansky & Bailey.

The NAB code provisions regarding presentation of controversial issues sound fair but are actually restrictive, the Post said.

"Since controversy is by its very nature troublesome, station owners have found it at once more pleasant and more profitable to sell the bulk of their time to commercial advertisers and to allot such free time as they might find available to wholly non-controversial public causes such as war bonds and blood banks. The result has been too little time for the expression of conflicting points of view on issues of social importance.

"Moreover, the NAB code has been given an extremely restrictive interpretation by the broadcasters. The NAB code manual declares, for example, that 'discussion (or dramatization) of labor problems on the air is almost always of a controversial nature. Even the so-called facts about labor, such as the American Federation of Labor's audited membership figures, are usually challenged.' Until recently, nearly all stations have taken this to mean that any program sponsored by a labor organization must be of a controversial nature and therefore violative of the code. No such view was taken of programs sponsored by management of reflecting managerial points of view."

Effect of the recent FCC decision, the Post said, "should be to make more time available for controversial discussion and to make it available on a more equitable basis. Obviously this poses more difficult problems for station owners. They will have to choose among applicants for time when all cannot be accommodated.

"The complex issues which beset us as a nation can be solved by democratic means only through a full and free exchange and clash of ideas. It is through the open expression and resolution of controversy that the democratic process operates. If radio is to serve as an effective instrument of this process, it must afford the means for democratic participation in the making of popular opinion."

## Parr to Greece

Because of the tenseness of the political situation in Greece, NBC's correspondent Grant Parr has been sent there from Rome on temporary assignment, it was announced by William F. Brooks, NBC's Director of News and Special Events.

## AAAA Names New Comm. To Aid Advtg. Beginners

(Continued from Page 1)

for advertising, will center its studies on the problem of newcomers to the advertising business and will seek to develop ways to attract the highest calibre of young people to the agency business. The committee will apply the system currently used by the Southern California Chapter of the AAAA.

Members of the new committee are: Chairman James H. S. Ellis, president of Arthur Kudner; James R. Adams, executive vice-president and treasurer of MacManus, John & Adams; J. C. Cornelius, executive vice-president of BBD&O; Robert M. Ganger, vice-president of Geyer, Cornell & Newell; Clarence B. Goshorn, president of Benton & Bowles; Dana H. Jones, of his agency; Thayer Ridgway, vice-president of Lennen & Mitchell; Victor O. Schwab, president of Schwab and Beatty; John E. Wiley, chairman of board of Fuller & Smith & Ross. Secretary of the committee: Richard Turnbull, assistant executive secretary of AAAA.

## Maj Willson Leaves Army As AFRS Musical Director

(Continued from Page 1)

Fort MacArthur to go on inactive status, it was announced by Col. Thomas H. A. Lewis, Commandant of AFRS.

Major Willson, who was musical director for NBC Western Division before entering the service, has marked up one of the most amazing accomplishments ever made in radio. Since reporting for duty Dec. 5, 1942, he has personally conducted 1,300 recorded shows and supervised the musical arrangements on 8,000 other programs for servicemen overseas. The radio productions on which Major Willson exercised musical control are recorded by the Armed Forces Radio Service and shipped to AFRS stations in every part of the world for rebroadcasting to soldiers, sailors, Marines and Coast Guardsmen.

## Resume 'Man on the Street'

Oakland—With the lifting of federal restrictions station KROW is resuming its "The Man on the Street" program. It is a daily Monday through Friday half-hour spot featuring Scott Weakley interviewing citizens on questions of the day.

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

# AGENCIES

JOSEPH HERSHEY McGILLVRA, INC., has been appointed exclusive National Representatives for KMAC, San Antonio, Texas, effective immediately. KMAC is the Mutual outlet for San Antonio and is owned by Howard W. Davis.

JOHN LEONARD, war correspondent, will address the regular luncheon meeting of the Advertising Men's Post, American Legion, which will be held today in the Hotel Lexington.

LEE RAMSDELL, JR., specialist in drug and pharmaceutical advertising, has been elected a vice-president of John Falkner Arndt & Co., Philadelphia advertising agency.

HEADLEY-REED COMPANY, National station representatives, is opening a new office in Los Angeles. Harold Lindley has been selected as manager. Lindley comes from Beaumont & Hohman Agency, San Francisco. Prior to that, he was account executive with Buchanan-Thomas of Omaha, Nebraska.

## Barry Rumple Leaves NBC For NAB Research Post

(Continued from Page 1)

of the NBC Advertising and Promotion Department, will supervise the Research Division pending the appointment of a new director of research.

## Service To Veterans

Akron—WAKR is broadcasting a new program, known as "The Road Home," giving a realistic approach to the problem of finding jobs for returning GIs. Program, made with cooperation of the War Manpower Commission, has actual interviews with Akron area veterans seeking employment, facing the same routine they go through at the WMC offices.



**\$167,500,000**

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.



GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

**WRRF**

1000 WATTS

Washington, North Carolina

FORJUE & COMPANY, Natl. Representatives  
 New York • Chicago • Philadelphia

## New Network Planned To Debut On Sept. 16

(Continued from Page 1)

Building in New York and has leased space for offices in Chicago. Gene Kramer, former NBC salesman, heads the New York office.

Present plans call for the network to go on the air on September 16th with 16 hours a day programming. Leading independent stations in New York, Chicago, Cincinnati, Baltimore, Philadelphia, Washington, Los Angeles and San Francisco are reported linked to the Associated network. Associated, however, declined to give the call letters of the stations at this time.

William Henderson, Detroit advertising executive, is vice-president in charge of stations. Dick Connor, formerly with Mutual stations relations, will also be active in the web's operations. Roy Kelly, a major stockholder, will serve as executive vice-president. Clayton Kuning, vice-president, is general manager of the proposed web.

Plans for the new network date back to the formation of a religious web for Sunday broadcasts about a year and one half ago. Earlier, in April, 1941, Associated Broadcasting Corporation, was mentioned with John Shepard, III, and others in the development of an FM network.

### Complicates Web Identity

Launching of the new network adds to the complications of American Broadcasting Company in clearing the use of "ABC" as a trade insignia. It is known that Mr. Versluis and associates have claimed prior right to "ABC" and recently took steps to notify the press that the use of the letters in referring to another network was an infringement on their prior usage.

### Successful Business Man

Mr. Versluis, president of Associated and owner of WLAV, Grand Rapids, was born February 6, 1898 in Grand Rapids, Mich. He entered the field of radio in August, 1934, as one-third owner of WJIM in Lansing. In October, 1936, he disposed of his interest in WJIM and applied to the FCC as sole owner and operator for a new station in Grand Rapids. He was granted C P on June 28, 1940, and launched the construction of one of the most modern stations in the country—WLAV—which began broadcasting on September 18, 1940. Mr. Versluis, aside from his radio activities, operates a Michigan chain of photograph studios, and is considered one of the midwest's outstanding photographers. He is active in the Association of Commerce, Ad Club and is past president of the Optimist Club.

### Enlarge Met. Tele Quarters

Metropolitan Television, Inc., owners of FM stations WABF, have enlarged their quarters at 654 Madison Avenue, taking over half the 15th floor for executive offices. Broadcasting for FM only carries on as usual from the Penthouse studio and the 22nd floor in the same building.

## WORDS AND MUSIC

By HERMAN PINCUS

**H**ONORABLE JAMES J. WALKER, prexy of Majestic Records, is still in the Major Leagues . . . by getting the jump on the other disc companies and signing to an exclusive contract the "Korn Kobblers," "Jimmie" now has under his aegis one of the finest novelty aggregations in the country . . . the Kobblers' transcriptions for the Ziv Company are setting 'listener records' in the radio firmament.

☆ ☆ ☆

Some years ago, while in Hollywood writing songs for Darryl Zanuck, Jack Meskill, fully equipped with pencils, manuscript paper and of course his 'Poet's License' (Just in case he found it expedient to rhyme 'Time' with 'Mine') arrived at the studio where he observed about 50 gray-haired ladies waiting in the casting director's office . . . his curiosity piqued, Meskill approached Zanuck on the set and facetiously said, "Darryl, with all those old ladies you're hiring, you must be re-making 'Over the hill to the poorhouse.'" . . . "Oh no," quipped the Producer, "those people out there are landladies from New York . . . they heard that you're a big shot now and are out here claiming you owe them back-rent." But don't get Meskill wrong . . . he still loves Hollywood (with or without apologies to Sidney Skolsky).

☆ ☆ ☆

Joe Rogers, mine-host at Rogers Corner in New York, has a pet cat (Hogan's Alley-Pedigree) which has the run of the place . . . habitués of the popular bistro often find the feline lazily sauntering across the center of the dance floor, though for some accountable reason she is wont to enter the scene during a torrid rhumba, which is most disconcerting to the musicians for the lazy gait (the cat's we mean) tends to nettle the drummer no end and often raises havoc with the rhythm cadences . . . getting back to our story, it seems that last week, the rat-worryer had a slight argument with her boy-friend (a neighbor that frequents the areaways of Madison Square Garden which is just across the street) and Rogers sent her to a veterinary hospital . . . early this week, Joe paid the hospital bill which totaled \$110.00, sent a cab to bring her home and rushed out to greet the feline—who promptly scratched him . . . so Harry Lefcourt and his Red Jackets, in retaliation, promptly removed "Pretty Kitty Blue Eyes" from the books.

☆ ☆ ☆

**RADIOLOGY:**—Raymond Ives, the newest "Henry Aldrich" will be 17 Monday and got his initial radio start on Madge Tucker's "Coast-to-Coast on a Bus." . . . ● Denver Darling, cowboy singer, returns to WNEW where he built himself an enviable rep. . . . when asked whom he considered the greatest 'hill-billy' in the country, Denver answered, "Our Own Bing Crosby." . . . ● Col. Robert S. Allen who will be heard on "We, The People," this CBSunday, wears the Purple Heart, the Croix de Guerre with a Star, the Silver Star, the Bronze Star and five battle stars. . . . ● Liza Morrow's Capitol Platter, "A Kiss Goodnight," is a honey. . . . ● Members of the Stage Mothers Club of America will vie for the title of "Queen For A Day" today via WOR . . . included will be the Mommas of Jackie Kelk, Gwen Davies, Peggy Alexander, Patricia Ryan and Patsy Joan Flicker.

☆ ☆ ☆

**TIN PAN ALLEY-OOPS:** Lt. Col. Howard C. Bronson has selected "There's a Girl Back Home I Can't Forget," as the first of the tunes to be sent to GIs overseas . . . tear-jerker is by Charles Wynn and Jack Rosen and published by Charles Wynn Publications. . . . ● Margarita, Latin-American songster, heard via WIPhiladelphia, has signed to wax her vocalsthenics for Victor. . . . ● Vinnie Wilson's Band opens at the Rustic Cabin at Englewood Cliffs. . . . ● The Velvetones Quartette go into the Piccadilly Club in Newark, N. J. . . . ● Tip to Agencies . . . After nine years as musical director at KMOX, Bon Feld is in Gotham . . . his musical 'ken' show be signed—but right away. . . . ● Henry Topper and Wes Riches have joined the professional department at E. Marks.

## Crosley Hearing Date Set By FCC For July

(Continued from Page 1)

indicates a desire on the part of both parties to get the deal concluded quickly.

Attorney Leonard Marks is expected to present the Commission point of view, since this case is believed to be looked upon by FCC as an extremely important one. Members of the Commission will be present.

One of the most important issues before the FCC, aside from the value of the Crosley contract to buy WINS, New York, is believed to be the clause in the sale contract which blocks Post-Crosley, Jr., president of Crosley, from any broadcasting activities for five years.

Crosley himself is believed unhappy about this clause, which was pointed out to him last week during a visit at the FCC. He was closeted for some time with Chairman Paul Porter, but made no attempt to influence the conversation, however, Porter mentioned that Crosley was one of the pioneers in broadcasting, and that it would be strange not to have the Crosley name among the station lists.

While it is believed that the sale will still go through, it is thought also that Crosley is much less happy about it than he once was. The contract calls for renewal by both parties if the sale is not consummated by today but thus far there has been nothing to indicate either party backing out.

## 'Program Manager Clinic' Brought To Close At C

Last week's Program Manager Clinic conducted for affiliates by CBS closed its third and final day at its headquarters of the network last Monday. Another three-day "clinic" will be held this week for an additional group of program men, and will be followed next week by a third.

Principal speakers at Friday's closing session were: Robert L. Shayon, CBS producer and director who discussed "Program Construction, Casting Scoring and Direction"; William Bryson, Columbia director of education, who spoke on "Education and Public Affairs"; Oscar Katz, assistant director of research for the network, whose subject was "Findings of the CBS Program Analyzer Laboratory"; Howard S. Meighan, eastern sales manager of Radio Sales who described "Selling Local Programs to National Advertisers"; Paul White, director of news broadcasts, who introduced two CBS correspondents: Bill Down, just back from Europe, and Bill Dunn, recently returned from the Pacific.

Luncheon at noon was taken at the Waldorf, and the three-day meeting came to a close in the evening with a final session of general summary and discussion presided over by Douglas Coulter, vice-president of the network in charge of programs.

# 's Tele Standards lined To Engineers

(Continued from Page 1)

tele session developed no major questions for change of the regulations as read.

committees on equipment and allowances will be appointed, and the study advised, by George Adair, chief engineer. These committees will meet immediately to discuss Commission's proposals in great detail and present their conclusions in another informal hearing tentatively scheduled for July 25. No date set for formal hearings but Adair stated they will probably be held in a month. Excerpts from the transmission standards, which apparently will be approved without fundamental change are listed below.

The width of the standard television broadcast channels shall be six megacycles per second.

It shall be standard to locate the visual carrier 4.5 megacycles lower in frequency than the aural carrier.

It shall be standard to locate the aural carrier 0.25 megacycles lower than the upper frequency limit of the channel.

The standard visual transmission amplitude characteristic shall be as shown in Appendix I.

The standard number of scan lines per frame period shall be interlaced two to one.

The standard frame frequency shall be 30 per second and the standard field frequency shall be 70 per second.

The standard aspect ratio of the transmitted television picture shall be in units horizontally to six units vertically.

It shall be standard during scanning intervals to scan the picture from left to right horizontally and from top to bottom vertically, at uniform velocities.

It shall be standard in television transmission to modulate a carrier in a single television channel for picture and synchronizing signals the two signals comprising different modulation ranges in frequency, amplitude or both, or

It shall be standard in television transmission to modulate a carrier in a single television channel for picture and synchronizing signals the two signals comprising different modulation ranges in amplitude

It shall be standard that a decrease in initial light intensity cause an increase in radiated power.

It shall be standard that the black level be represented by a defined carrier level, independent of light shade in the picture.

It shall be standard to transmit

## ★ THE WEEK IN RADIO ★

### Proposals For FM Operations

(Continued from Page 1)

glesworth of Massachusetts, member of the old Lea committee and second-ranking Republican on the House Appropriations Committee, wants to insure free access to the microphone for people with diversified political viewpoints, such as Boake Carter and Upton Close. Rep. Wigglesworth proposes an amendment to the Communications Act which would provide court redress for persons who have been kept off the air because of political views.

**Spotshots:** Independent stations in this metropolitan area have been loaded to capacity as far as spot advertising was concerned, because of the newspaper delivery strike. . . . Elmo C. Wilson, formerly with psychological warfare of SHAEF, has been appointed research director of CBS. . . . England has a 10-year advancement plan for television. . . . Hotel New Yorker conducted survey—results showing 71 per cent of persons questioned want tele service in hotel. . . . James G. Bennett, assistant manager of the American network, has resigned to organize a radio-packaging agency. James Lawrence Fly will be associated with him in legal capacity. . . . Radio editor Ben Gross of N. Y. Daily News was honored at an NBC press luncheon because of his 20 years in that capacity. . . . Directors of the Albany Chamber of Commerce plead to FCC for renewal of WOKO's license. . . . Morgan Beatty, Washington correspondent for NBC, representing the four major nets at the Big Three meet in Berlin. . . . Conway P. Coe, formerly U. S. Commissioner of Patents, was elected vice-president of RCA. . . . Mutual expanding offices at 1440 Broadway. . . . Bob Hope was the first American

performer to broadcast from Paris since its liberation; NBC carried program. . . . H. Quenton Cox, assistant manager of KGW, appointed special consultant and assistant national radio director of U. S. Treasury. . . . CBS has obtained the American rights for 1,000-line tele as developed in France. Press demonstration to be held in August. . . . RADIO DAILY's "Show of Tomorrow" issue has thus far a response of 963 questionnaires. . . . And the issue will have for the first time departments for tele and FM shows. . . . Elon G. Borton, advertising director of the La Salle Extension University of Chi., was elected first "paid" president of Advertising Federation of America. . . . G. E. is ready for production of FM receivers. . . . American radio execs awaiting word from Washington to visit war-torn Europe. . . . BBC and Mutual to bow in with a joint program titled "Here Come the Brides," a weekly trans-Atlantic series of British wives of American servicemen speaking via radio to in-laws. . . . Advertisers aren't interested at present time in the "name" correspondents who have returned from Europe, and general interest in news programs is falling off because Pacific correspondents can't make effective drama out of their news, according to the observations of an agency which buys news programs heavily. . . . Scientific students will be aided by a new RCA scholarship plan. . . . WEAFA is the fourth New York station to sign with the BMB.

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

### Experimental Tele Station To Operate On Long Island

First experimental testing of W2XJT, independent Long Island television station, erected by William B. Still, owner of the Jamaica Radio and Television Manufacturing Company, will be conducted within the next few days in compliance with FCC regulations. The station will operate on Channel 13, 230-236 megacycles.

the pedestal level (normal black level) at 75 per cent (with a tolerance of plus or minus 2.5 per cent) of the peak carrier amplitude.

M—It shall be standard for the maximum white level to be 15 per cent or less of the peak carrier amplitude.

N—It shall be standard to radiate signals having horizontal polarization.

O—It shall be standard to employ a radiated carrier power of the aural transmitter not less than 100 per cent or more than 150 per cent of the peak radiated power of the video transmitter.

P—Variation of output—The peak-to-peak variation of transmitter output within one frame of video signal

### No Canadian Proposition Made For Control Eireann

Montreal—Dr. A. Frigon, general manager of CBC, said today that his corporation had made no offer for the use of Radio Eireann and he knew of no Canadian company that had. A London dispatch quoted the Daily Mail as saying that Canadian, U. S. and British commercial broadcasting concerns had made "tempting" offers for the use of Radio Eireann.

due to all causes, including hum noise and lower frequency response, measured at both synchronizing peak and pedestal level, shall not exceed five per cent of the average synchronizing peak signal amplitude.

Q—Black level—The black level should be made as nearly equal to the pedestal level as the state of the art permits. If they are made essentially equal, satisfactory operation will result and improved techniques will later lead to the establishment of the tolerance if necessary.

R—Brightness characteristics—The transmitter output shall vary in inverse logarithmic relation to the brightness of the subject.

No tolerances are set at this time.

## Recording Strike Ends With CRC-IBEW Pact

(Continued from Page 1)

strike which had been in effect since Sunday July 8. Radio engineers in the New York, Chicago and Hollywood offices of CRC went back to work at 7:30 a.m. today.

The new contract has been made retroactive to Feb. 1, 1945. In accordance with its terms, supervisors will earn a flat salary of \$103 per week.

The new pact differs from the former contract principally by the inclusion of the "escalator" clause which assures union members regular increases in salary over a period of years.

Other broadcasting engineers in New York, Chicago, Hollywood and Washington had joined the CRC men through "sympathetic co-operation." They had refused to play any records or transcriptions made by Columbia. The signing of Friday's contract will, of course, bring to an end all such proscriptions devised in support of the CRC strikers.

### Former NBC Executive Killed in Army Plane Crash

(Continued from Page 1)

Monday, July 2, while on a routine flight from Washington, D. C., to Asheville, N. C.

Major Boyd, who had been in the service since July 1942, was fatally injured in a forced landing during a storm. He was the only person on the plane who was killed.

He is survived by his wife, Anne; a 13-months-old son, his mother and sister.

### Stork News

Al Helfer, baseball broadcaster, and Romona, his wife, are the parents of a daughter born Friday at the Harkness Pavilion.

**WHO SAID INFLATION?**  
**W-I-N-D delivers**  
**79%**  
**MORE**  
**daytime audience**  
**PER DOLLAR**  
**IN 1945 than in 1943**

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**  
5000 WATTS **Chicago** 560 KC.

**ROK** ROCKFORD, ILL.

WILL DO A JOB FOR YOU!

Check with HEADLEY-REED

## COAST-TO-COAST

### —UTAH—

SALT LAKE CITY—KALL, new 1,000-watt, coming on the air in September, is busy building a staff to give Mutual and Intermountain Network coverage of the local market. General manager George Hatch and Lynn Meyer, sales manager, have both moved to KALL's offices. Bob Warner will serve as sales promotion director; Ken Bennett as program director; Alvin Pack, station manager; Jack Goodman, traffic manager; Tom Anderson, in charge of local sales; Earl Donaldson, musical director. W. D'Orr Cozzens is technical director in charge of transmitter construction. Stan Benson will serve as chief engineer.

### —VIRGINIA—

RICHMOND—Harvey Hudson has just passed his fifth anniversary as a WRVA announcer; and his third as emcee for the twice-a-day "Juke Box." . . . FREDERICKSBURG—250-watt, WFVA, reports selling \$145,000 in "E" bonds in twelve 15-minute programs, without the aid of newspaper or other outside publicity. . . . SUFFOLK—New program director of WLPM is Harold Stephens, formerly of WPG, WFPG and WBAB, Atlantic City; WHP, Harrisburg, and WIBX, Utica.

### —MASSACHUSETTS—

BOSTON—W. Gordon Swan, WBZ's program manager, is used to unusual requests but was none-the-less floored by one for a used record of United Fruit's spot announcement, "Chaquita Banana." Seems returned vets at the Army hospital wanted it to play over their own system at the hospital. . . . First from the armed forces to return to his job at WCOP is Terry Cowling, announcer. . . . Ronald Carpenter, former WEEL engineer, reports he is still at the Great Lakes Training Station.

### —NORTH CAROLINA—

WILSON—WGTM's and Dixie's Tasties combination, Mustard and Gravy, are still remembering a recent trip out to the Navy amphibious base on Ocracoke Island in a Navy crash boat at 30 knots on a rough sea. Mustard and Gravy entertained the Blue Jackets with songs, jokes and skits. . . . CHARLOTTE—Fred Kirby of the WBT Briarhoppers is on tour with the Carolina Playboys. . . . Personnel manager and Mrs. Degray are the parents of newly arrived and very welcome Doris Ann.

## Bogus Radio Dealers Active In Montreal

Montreal—Bogus radio repairmen and small dealers victimizing the public by demanding exorbitant amounts for parts and labor are active throughout Montreal according to an official of the Wartime Prices and Trade Board, who also issued a general warning to the public to deal only with reputable firms when either purchasing a set or having one repaired.

Scores of complaints, which are increasing steadily have been either telephoned or written into the Board administration offices during the past several months, by persons who have either been charged a high amount for a simple repair job, or have been sold a radio inferior to their old set for which they were allowed a certain trade-in value.

A few major complaints have been received recently from owners who gave their sets to a "repairman" who called and who later failed to return the set. Upon inquiries by the distraught owner it was found that he had changed his address. There are instances, an official of the Price Control board explained, where the public themselves are to blame for relying upon a total stranger who cannot produce authorized credentials such as a government license to trade in radios, or at least a calling card showing his firm's name and address.

### Public Not Co-Operative

Lack of co-operation by the public after they have been victimized by a repairman, the spokesman said, made it difficult for the Board to prosecute many offenders. After paying the amount asked for either repairs of a rebuilt set, they lay a complaint with the Wartime Prices and Trade Board but do not wish to appear as a complainant in court, thereby rendering the possibility of a conviction practically hopeless.

The shortage of radio sets parts in Canada, particularly tubes, at the present time, due to the fact that this country imports most of them from the United States, is a major problem to radio dealers and Prices Board officials alike, it was explained by the spokesman. If for instance, he said, a rebuilt set was in need of a new tube that would not fit the socket on that particular set, a new socket would have to be made, with the result that the dealer would seek a higher price for the set on account of the additional labor involved. In the eyes of the Board, however, that set should only be sold according to their scale of prices, which vary with the age, size and type of all radios.

The Board official pointed out that

Send Birthday  
Greetings To—

July 16

Philip S. Barrison Charles Elgeston  
Evelyn Rynne Frank Singiser  
Murray Grabhorn

## Briefs For FM Hearing Must Be In By July 19th

Washington Bureau, RADIO DAILY

Washington—Deadline for filing of briefs for the FCC's formal hearing on FM regulations and standards has been moved up from July 19 to July 26, it was announced Friday along with the continuance of the hearing from July 23 to July 30.

Before the hearing, a committee representing all branches of the industry will consider the Commission's proposals and submit suggestions for their improvement. The committee is to be appointed by George Adair, FCC chief engineer, from among the engineers who took part in the informal hearings held here Thursday.

## AFRS Sets New Record For Remote Control Pickup

Los Angeles—One of the Armed Forces Radio Service outlets in the India-Burma group, station VU2ZV, recently conducted the largest remote control broadcast in AFRS history when sports announcer Cpl. Jay Jackson relayed a blow-by-blow account of the All-India Championship Boxing Tournament in Calcutta.

Through the co-operation of the Signal Corps, direct lines were allotted to AFRS stations scattered over an area of approximately 850 square miles.

The tournament was the biggest sports attraction ever held in the India-Burma theater. Cpl. Jackson, formerly with WBNS in Columbus, Ohio, broadcast direct from the ring-side at the Royal Calcutta Turf Club.

Other Armed Forces Radio Service personnel at VU2ZV include Cpls. James T. Quinn, Mack Fuller and Gene Savet, all former radio station men in civilian life.

reputable dealers here consult with the Wartime Prices and Trade Board whenever they are uncertain as to prices and then obey the Administrator's Order No. A-1527 to the letter. This order, he said, governs private sales as well as those handled by dealers, and also covers the selling of automobile receiving sets.

In recent weeks, the official said, his department has had more inquiries concerning private sales, and added, "it appears as if the public is becoming more aware all the time of the benefit the price control board can be to them in such matters."

Every 24 Hours

51

SPONSORED  
NEWSCASTS  
UP-AP-INS

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

## EQUIPMENT

### Clune, NURC Sales Head

J. J. Clune, who since the outbreak of the war has headed the National Union War Service, has been named sales manager of that firm's distributor division. A graduate of Fordham University, Clune has been associated with National Union Radio Corp. since 1930.

### Name Export Exec.

Galvin Manufacturing Corp. has named Overseas Industries, Inc. to act as Export Sales Dep't. for Motorola Radio, servicing all world markets with the exception of the United States.

### Will Sell Hoffman Line

E. M. Kemp Co., 1115 R St., Sacramento, Cal., longtime radio parts jobber, has been appointed a distributor by the Hoffman Radio Corp., Los Angeles. Area will include the Sacramento valley to the northern California line; five western Nevada counties, centering at Reno; and San Joaquin and Calaveras counties in California's San Joaquin valley.

BALTIMORE'S  
Listening Habit

W  
C  
B  
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.  
Exclusive National Representatives

## WANTED!! A DISC JOCKEY

Must have the following qualifications:  
Sense of humor, voice sales appeal, great interest in the commercial accounts that he will handle. Sober, ambitious.

The man we are looking for must be employed or have a long record of employment, with desire to improve his position. 5,000 watt mid-west station needs you if you answer the above qualifications.

Salary plus a commission on the business carried on the program.

Address your inquiry to Box 188, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 11

NEW YORK, N. Y., TUESDAY, JULY 17, 1945

TEN CENTS

## WPB Receiver-Relaxation

### Miller Appointment Approved By Leaders

Washington Bureau, RADIO DAILY  
Washington—Reaction to the naming of Justice Justin Miller to take over as NAB president on October 1, was extremely hopeful among industry figures in Washington. Miller, although not known intimately to many local radio figures, is not a stranger to them and enjoys the highest respect of all. In addition, his excellent reputation with the industry is duplicated by the high regard held for him in government circles.

Most comments were off the record, with no formal statement issuing from the FCC and radio representatives here in many cases deferring to  
(Continued on Page 3)

### Mutual To Expand So. Pacific Coverage

Expansion of news coverage of the southwest Pacific will be affected over the Mutual Network because of the crucial activity that is taking place there, it was announced yesterday by Abe Schechter, news and special events director of the web. The web's operations from the West Coast have been paced until recently on a  
(Continued on Page 5)

### First Tele Co-op Show Announced By DuMont

Video's first program to be sponsored on the co-operative sponsorship basis will be the new program "King's Corner" featuring John Reed King, was announced yesterday by Samuel H. Cuff, general manager of  
(Continued on Page 5)

### Paul Appalled

Last Friday, the 13th, had Paul Lavallo scared for a while. His NBC program had scheduled Vivien Della Chiesa. She was stricken Friday with the flu. So he quickly signed Helen Jepson, flying from Detroit. Her plane was downed by motor trouble. With no little trepidation, Paul then engaged Annamary Dickey, another "Met" lark, who reached the mike just in time.

### New Roles

Kate Smith and Ted Collins acted as bridesmaid and best man, respectively, for T/Sgt. William M. Thomas, wearer of the Purple Heart, and Alexandra Chapar, who were married yesterday at the Lake Placid Redistribution Center. After the ceremonies, bride, groom and attendants appeared on the CBS "Vox Pop" program, which originated last night at the Adirondack summer resort.

### Nebr. Court Confirms ASCAP Suit Dismissal

Omaha, Neb.—The Supreme Court of Nebraska has confirmed the dismissal by Judge James Fitzgerald of the triple damage suit against the American Society of Composers, Authors and Publishers. Station WOW and Joseph Malec, representative for 24 tavern and hotel dealers, brought suit in an effort to recover license fees paid to ASCAP for the period  
(Continued on Page 3)

### Welles Returning In Fall Sponsored By Lear Radio

Orson Welles will return to radio in the Fall, sponsored by Lear, Inc. for the Lear Home Radios and Lear-recording. He will be heard over the American Broadcasting Company network Sundays 1:15-1:30 p.m., EWT, beginning Sept. 16. Hookup will be coast-to-coast.

Program, it is understood, will be  
(Continued on Page 4)

## RADIO DAILY Offers Aid To Returning War Veterans

As a gesture of assistance to returning servicemen with radio experience who are seeking employment with networks or stations, RADIO DAILY announces plans to inaugurate a free position wanted service for the benefit of G.I. Joe's.

The new G.I. Joe position wanted service is available to all honorably discharged servicemen or women from any branch of the armed forces.

### Agency Issues Instructions For Building Sets On "Spot Authorization" By Manufacturers

### Fly Defines Role Of Communications

Chicago—Pointing out that "a pillar of peace" not built into the Versailles Treaty is absent even now from the San Francisco charter, James L. Fly, former chairman of the FCC spoke on freedom of communication throughout the world at the University of Chicago last Friday.

Lauding the United Nations charter as a major advance, Mr. Fly warned  
(Continued on Page 6)

### Govt. Constructs Building To House AFRS Activities

Los Angeles—To meet expanding operations at the Armed Forces Radio Service Headquarters here, construction of a new government building has been completed on Santa Monica Blvd., it was announced by Col.  
(Continued on Page 2)

### NBC Overseas News Staff Has 33 Correspondents

Release of the names of the personnel of the NBC staff of commentators, correspondents and newscasters, Friday by William F. Brooks, director of news and special events,  
(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—Instructions for seeking permission to build radio receivers for home use under the terms of Priorities Regulations 25, providing for "spot authorizations" were issued yesterday by WPB. Listing of hardware, controlled materials and other miscellaneous parts required is no longer needed, with details of only seven critical parts called for on the WPB-4,000 form.

The seven parts are tubes, fixed  
(Continued on Page 3)

### Wash. Zoning Board Denies Tele Request

Washington Bureau, RADIO DAILY  
Washington—Zoning Adjustment Board of the District of Columbia, following a seven-hour hearing last week, denied the Bamberger Broadcasting Service, Inc., permission to locate a transmitting station and 300-foot tele tower in a residential area  
(Continued on Page 5)

### CBC Alters Programming For Current Affairs Talks

Montreal—Canadian Broadcasting Corporation programs starting July 16 will accept current affairs commentators, the CBC has said in a news release, and in future they will be separated from news bulletins and programs.

Additional periods for discussion of  
(Continued on Page 2)

### WCAU News

To highlight the operation of its news room which is on duty 18 hours every day and pumps over 40 newscasts to four major war plants in the Philadelphia area, WCAU has released a mailing piece showing the seven wire services it draws from for its pool. Copy draws attention to quality of the editing done by re-write staff.

Only restriction is that ads be limited to 25 words or less.

RADIO DAILY's free want ad service is open to veterans with qualifications as technicians, announcers, artists, producers, writers and executive personnel. In submitting a position wanted ad the applicant should provide name, address, former service connections, and past commercial radio experience, if any.



Vol. 32, No. 11 Tues., July 17, 1945 Price 10 Cts.

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

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## FINANCIAL

(Monday, July 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	181 1/2	179 7/8	179 7/8	- 1/8
CBS A	37 1/4	37 1/4	37 1/4	- 3/8
CBS B	37	37	37	- 1/4
Crosley Corp.	37 3/4	37	37 1/4	+ 1/2
Farnsworth T. & R.	15 3/4	15 1/8	15 1/8	- 1/2
Gen. Electric	43 3/4	43 1/8	43 3/8	- 1/8
Philco	35 3/4	35 1/4	35 1/4	- 1/4
RCA Common	13 5/8	13 1/8	13 1/4	- 1/4
Stewart-Warner	19 3/4	19	19	- 1/4
Zenith Radio	36 5/8	36 5/8	36 5/8	+ 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/4	8 1/2
Stromberg-Carlson	18 1/2	19 1/2
WCAO (Baltimore)	27	...
WJR (Detroit)	25	...

## 20 YEARS AGO TODAY

(July 17, 1925)

*This summer will decide the efficacy of high power. In spite of the extreme humid weather, the 1,000 to 2000-watt stations will try to show the radio listener what they can do to make reception as pleasing as in Winter. . . . Engineers are pointing to super power as the force of the future in radio.*

IN PHILADELPHIA

Nearly everybody listens to

WDAS

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

That's why

78 percent of our sponsors renew regularly.

# Coming and Going

**JO RANSON**, publicity director of WNEW, is enjoying a period of voluntary exile on Monhegan Island, off the coast of Maine.

**GLEN G. GRISWOLD**, sales manager of KFEQ, St. Joseph, has arrived from Missouri for conferences at the headquarters of the Broadcast Measurement Bureau.

**BOB DAVIS**, trade news editor of NBC, left Friday for Saranac Lake, where he will rest up for two weeks by battling it out daily with small-mouth black bass.

**TONY LANE**, leader of the Airline Trio heard on WOR-Mutual, has left for a vacation in Ontario, Canada.

**JOEL STOVALL**, program director for WKRC, Cincinnati, a visitor to New York.

**CHARLES W. PHELAN**, president of WSEX, Salem, Mass., is back at the station after serving before the mast for a short period on the storm-tossed Atlantic.

**WALTER HAASE**, manager of WRDR, Hartford, Conn., and **HARVEY OLSON**, program head at the station, were in town last week on station and program business.

**LEWIS H. AVERY**, director of broadcast advertising for the NAB, arrived in Gotham late last week. Looked in momentarily at the offices of BMB.

**JOHN C. McCORMACK**, owner and general manager of KTBS, Shreveport, La., is visiting briefly in New York on station and network business.

**BILL BOYD**, cowboy radio and screen star of Dallas, who spent some time recently in New York making records for RCA-Victor, has returned to Texas.

**LENOX F. WYLIE**, publicity director of WFBL, Syracuse, is sojourning for two weeks on the shores of Lake Ontario.

**DOUGLAS B. GRANT**, program director of WMT, Cedar Rapids, has arrived from Iowa for a few days in Gotham.

**CHARLES PEKOR**, assistant to the director of press information at CBS, off for WEEI, Boston.

**MARGARET GARDNER**, recently elevated to the post of magazine editor of the Mutual network, has chosen Nantucket as her vacation spot and is now disporting herself at the New England resort.

**MORT GOTTLIEB**, account executive of the Allen Meltzner office, is spending his vacation at his summer home in Arkville, N. Y.

**ART MOORE** is in town from KTYW, Yakima, Wash. Visited on Friday at the BMB offices of Hugh Feltis.

## CBC Alters Programming For Current Affairs Talks

(Continued from Page 1)

current affairs are planned in which speakers will discuss international developments from a variety of viewpoints. A CBC official said it is likely that commentators like Elmore Philpott of Vancouver and Willson Woodside of Toronto will participate in these discussions.

"During the war in Europe, commentators dealt primarily with war news," the release said. "Today, much of the international news is controversial in nature, and capable of interpretation from more than one viewpoint. In order to encourage full freedom of discussion, it is felt that a well balanced panel of commentators on current affairs is preferable to a single commentator associated with news programs as a regular daily feature."

Plans are now being discussed for a new current affair program on the CBC Trans-Canada network to be broadcast in midweek. The release said the program likely will include those heard on the programs that are being dropped.

## Govt. Constructs Building To House AFRS Activities

(Continued from Page 1)

Thomas H. A. Lewis, Commandant of AFRS.

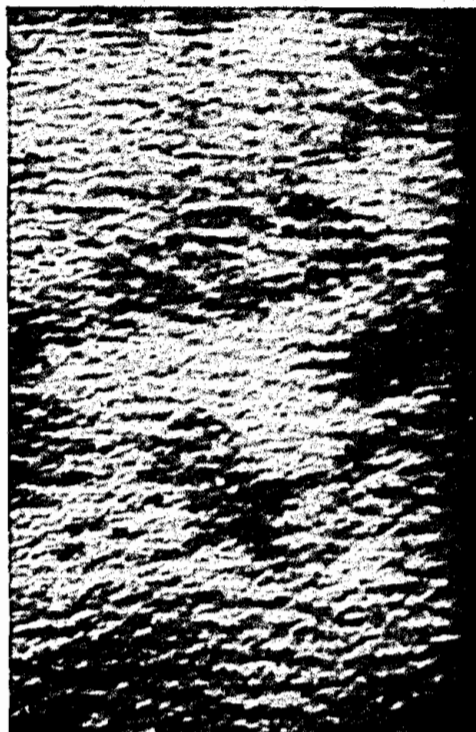
New structure became necessary after AFRS became a combined operation of the War and Navy Departments. Fifteen officers from the Navy and Marine Corps, and 44 enlisted personnel from Navy, Marines and Coast Guards have been assigned to the organization to date. In addition to the need for more offices, more space is required to maintain a complete file of master acetates on the thousands of programs which AFRS has produced and which have been obtained from commercial radio.

Departments moved into the completed building include Broadcast Service Section, which distributes almost 80,000 sixteen-inch transcriptions overseas monthly; Technical Production Section, which directs the recording, pressing and inspection of all transcriptions; and Shortwave, which directs the broadcasting of 4,650 hours per month from shortwave transmitters in New York City and San Francisco.

Covering approximately 7,700 square feet on two stories, the new Annex includes 22 offices, six soundproof radio "tanks," a shortwave monitoring room and the acetate library. Construction was completed under the supervision of Capt. Mathis, AFRS Purchasing Officer, and U. S. Engineer Office, Los Angeles.

## 18 Stations For Readers Digest

Eighteen stations have thus far been acquired by Readers Digest Magazine for a five-minute across-the-board dramatized program to be transcribed shortly. Jo Lyons has been signed as writer; Kenneth Webb as producer. BBD&O is the agency.



# Oil slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture.

But we've made it pretty easy for you to spot how to reach more people for the lowest cost in one of the country's great markets

To tell the story of your product by radio in the city of Baltimore . . . you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in town.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REED

## WPB Relaxes Rules Affecting Receivers

(Continued from Page 1)

and variable capacitors, and resistors, loud speakers, switches, sockets and transformer and reactors (excluding intermediate frequency and radio frequency coils). A simplified procedure is also provided for requesting permission for a producer to use idle and excess inventories that he may have on hand for civilian production. In the past, a special authorization was required, but now no additional application need be filed. If components are to be obtained from other holders' idle and excess inventories, however, the holder must still make application on Form WPB-1161 for their sale or release.

Applicants for "spot authorization" must include on the application form a description of each type and model of the product and the quantity (by quarters) to be produced. In addition, for each type and model to be produced, the proposed net unit factory billing value of the equipment must be shown in a letter filed with the applications.

Applications for equipment of components to be produced during the third and fourth quarters of 1945 should be filed if possible on or before July 31, with the WPB field office for the district in which the producer's plant is located.

## Launch Netherlands Gov't Transcribed Series for Air

H. Emory Ellis, radio officer for the Netherlands Information Bureau, has inaugurated a new series of 26 transcribed weekly radio programs during which Dutch and American authorities sit in round-table discussions of the current problems of brave Holland.

A unique feature of this new program is the fact that each broadcast originates in a different key city as in live program but a transcription is made of the program and 150 pressings are distributed to independent stations throughout the country for use either as a weekly series or in any way suited to a particular station's schedule.

## Justin Miller Election Hailed By Radio Industry Leaders

(Continued from Page 1)

their home offices. The authorized statement of Earl Gammons, CBS chief in Washington, sums up the general feeling in the trade here, however:

**"One of the Finest Men"**

"Justice Miller is one of the finest men I've ever met. He is the type of man to give us real inspired leadership. He will be an excellent lighthouse for the industry. All elements within the industry can get behind him and do a real job."

Gammons added that the industry owes a debt of gratitude to Harold Ryan for his excellent leadership during the difficult war period.

James Lawrence Fly, former FCC chairman, who was in Washington on business, said of Miller: "He is a very fine man—a good lawyer, good administrator, and good judge—an excellent man for the job"

Niles Trammell, president of the National Broadcasting Company, was not available for comment yesterday because he is on his vacation. However, other NBC officials expressed their whole-hearted accord with the presidential election committee of the NAB on their appointment of Justin Miller as the new NAB president.

**Swezey, Kesten Enthusiastic**

Robert D. Swezey, vice-president and general manager of Mutual Broadcasting System, declared:

"The selection of Justin Miller as president of the National Association of Broadcasters will, I am sure, be enthusiastically received throughout the industry. His fine academic background, his excellent professional record and his sincere and active interest in public and social services are in themselves eloquent testimonials to his fitness for the position.

"Justin Miller is not a stranger to radio. As associate justice of the

## "Jobs For G.I.'s" Title Of New KECA Program

Los Angeles—A new radio program, "Jobs for G.I.'s," has made its debut over KECA Wednesday at 7:30 p.m. The half-hour show will present returned servicemen who are interested in obtaining jobs. Dick Joy, well-known radio personality, will question the men and women as they come to the microphone. He will ask them their occupation before entering the service, what they did during service and the type of occupation they would like to enter now. Listeners to the program will be asked to phone during the show if they have a job to offer. All the offers, if received in time, will be announced on the air and the serviceman allowed to take his choice. "Jobs for G.I.'s" is presented by the Maier Brewing Company in co-operation with the Veterans Division of the United States Employment Service, and will be heard every Wednesday night over KECA at 7:30 p.m.

United States Court of Appeals he has considered some of the most important cases which have arisen in the industry.

"The NAB presidential election committee is to be complimented for its designation of a man who is quite apparently capable of intelligent and courageous leadership."

Paul W. Kesten, executive vice-president of CBS, yesterday sent a wire to Miller offering felicitations. The Columbia official wrote: "Please accept my heartiest congratulations as NAB president, and my sincerest personal thanks to you for having accepted the onerous and challenging job. It makes me feel confident that broadcasting, beginning Oct. 1, will turn the corner that we have long sought to turn. I feel certain that your leadership will accomplish this."

## Nebr. Court Confirms ASCAP Suit Dismissal

(Continued from Page 1)

from 1937-1941, in the amount of \$357,000.

The Supreme Court of Nebraska based the decision on the fact that the license fees, paid by WOW and Malec and his co-plaintiffs, were voluntary payments made without business compulsions or duress. Consequently such payments could not be recovered in the two actions which had been brought under the Nebraska Anti-ASCAP Statute.

The appeals were made by Louis D. Frohlich, ASCAP general counsel, and Yale C. Holland, on May 10 in Lincoln, Nebraska.

**Hildy-Lombardo On Decca**

Decca has come up with the happy combination of Hildegard and Guy Lombardo's orchestra doing two hits from "Carousel."

**KNOW-HOW** shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

## Re: EARLY MORNINGS

Between 6:30 a.m. and 8:00 a.m., Monday through Saturday, there are 36 quarter hours. During this EARLY MORNING time, when local programs are competing, WWNC has a rating higher than the next three stations combined for every one of these 36 periods.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

**WWNC** 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director

Represented by the Katz Agency

**KCKN**

The VOICE of GREATER KANSAS CITY

24 Hours a Day

BASIC MUTUAL

AFTER 6 P.M.

## SAN FRANCISCO

**JULIAN** Anthony has joined the KGO-American news staff to serve as monitor for the network's listening post, it has just been announced by Frank LaTourette, western division manager of news and news features. Anthony was formerly with the American newsroom in New York.

When John W. Elwood, general manager of KPO-NBC recently entertained members of the NBC-San Francisco Ten Year Club at his home in Palo Alto, five new members were initiated, and five oldtimers were missing. The missing ones, all in the armed services, were USNR Commanders Curtis Peck, chief engineer; Proctor Sugg, engineer; Edward Callahan, engineer; Lt. Wm. McAulay, USNR, engineer, and Captain Clare Patrick, WAC AAF, music rights director. The new initiates were Wendell Williams, program manager; Ernest Jefferson, control room supervisor; Walter Kellogg, transmitter engineer; Ray Fell, engineer at short-wave plant; and Carl Wieninger, director of the record library. Oscar Berg, maintenance supervisor and oldest club member in point of service (18 years), was in charge of arrangements and invitations. Fifty club members and guests enjoyed the buffet served supper in the patio and garden.

Berton Bennett, chief announcer for KGO, states that two new announcers have been added to the staff. They are Mark Jordan, formerly with KQW, and with previous experience with the West Coast Theater Guild in Hollywood; and Roy Whaley, recently discharged from the Army Air Forces with the rank of lieutenant. He was formerly with KRE, Berkeley, and also spent two years acting and announcing with the Dolan Agency in Hollywood.

## Welles Returning In Fall Sponsored By Lear Radio

(Continued from Page 1)

along commentary lines on a wide range of subjects. These will include, theater, current news, personalities, books, Welles' own experiences, etc. Welles has been working on the show for some time and the deal also includes a new treatment of the commercials.

Radio show will be part of an overall campaign by Lear and will be handled by the Arthur Kudner, Inc. agency.

.....  
 • Attractive—intelligent, young American woman; experienced radio broadcasting, script editing; office management. Recently resigned from Government. Interested in position as assistant to live-wire executive in radio, motion picture or public relations field; New York or Los Angeles.

Box No. 187

c/o RADIO DAILY

• 1501 BROADWAY, NEW YORK, N. Y.



## California Commentary

• • • The vacation season finds Frank Samuels, sales manager of American's Western division, enjoying a two weeks holiday at Big Bear Lake. Hal Bock, NBC's Western division Boswell, and Mrs. Bock spent the

## Los Angeles

first part of their vacation at Newport Beach and will visit a Nevada ranch before returning to Hollywood. John Brown, who portrays Judy's harassed father on "Date With Judy," has been named "one of the twelve best actors in radio" by Norman Corwin. Among others chosen by Corwin as tops in their profession were Agnes Moorehead and Ray Collins, with whom Brown has shared many broadcasting experiences. Our old fellow home townsman, Pierre Andre, will be transferred to American's announcing staff here on Aug. 15. "The old home town" is Virginia, Minnesota, but Pierre, veteran announcer, is currently connected with American in Chicago. Evelyn Burrows and Helene Burke, both busy free-lance actresses, are still excited over an automobile accident on Hollywood Boulevard. Evelyn was driving when another woman driver cut in, with result their cars tangled. The three women simultaneously tried to explain the cause of the accident, with the "cut in" driver shouting, "That's what happens when you try to talk to a woman." In private life, Evelyn is the wife of John Craven, Frank's son, who did such outstanding work in "The Human Comedy."

☆ ☆ ☆

• • • The "Albers Homemakers Hour" has moved to San Francisco, and Lew Lacey, for one, is glad of it. He came to Hollywood some months ago to start the program and was unable to find housing accommodations. Lacey lived with friends for five weeks, then got an apartment. His landlord took possession, and finally Lacey found a house. That landlord took possession, and Lacey was back living with his first friend until he left for the North. Barbara Haines, songstress sister of Warbler Connie Haines, is subbing for Connie on her Friday night vocal stints at the Hollywood Canteen while the radio thrush makes a six-weeks personal appearance tour in the East with Abbott and Costello.

☆ ☆ ☆

• • • Comely Carol Stewart, who was a member of the CBS-KNX sound effects department, is now featured singer on the "Marlin Hurt and Beulah" show. Lionel Barrymore urged her to adopt a professional career. An excited reunion with slaps on the back in two languages, Chinese and English, took place at a luncheon at Warner Bros., between Lt. Gen. Tu Chien Shich and Selwyn Levinson of KFVB. Levinson last saw Lt. Gen. Schich, military aide to Generalissimo Chiang Kai-Shek, in Kunming, China, where Levinson, a captain in the Air Force, was liaison officer in the fighter control command of the 14th Air Force. Al "Cappy" Capstaff, program supervisor of "A Man Called X," the Charlotte Greenwood show and "Hedda Hopper's Hollywood," is owner of the good mare Black Mammy, and first expressed a wish to own her many years ago at Tanforan. Later when he saw Seabiscuit run, he expressed a similar desire. In a sense he is getting his wish, for Charles S. Howard, owner of Seabiscuit, has agreed to mate Black Mammy with the champ, and in time Capstaff will not only have his Black Mammy, but a little Seabiscuit colt of his own. Wendell Niles will narrate "Fashion Horizons," a Monogram short now in production. Hollywood starlets and models are being featured in the movie, which is being filmed in Hollywood, Laguna Beach and Pasadena. Parkyakarkus, sponds froo ilmo away from his "Meet Me At Parky's" show, writing comedy material for the screen. Soon to be released is Pete Smith short, "Bus Posts." He has also written other subjects in the popular "Pest" series, including "Movie Posts." George Fenneman, former KGO announcer, has been transferred to American's Hollywood announcer staff.

☆ ☆ ☆

— Remember Pearl Harbor —

## AGENCIES

**PUBLIC RELATIONS DIVISION** of MacFarland, Aveyard & Company, Chicago advertising agency, has been purchased by Harry M. Coleman, vice-president, head the division for six years, and who has now formed a new public relations counsel firm, Harry Coleman & Company, it has been revealed in a joint statement by Hays MacFarland, agency president, and Coleman. Coleman has resigned as vice-president of MacFarland, Aveyard & Company to become president of his own company. C. W. "Ted" Grange is vice-president and editorial director of the new company and J. Renouf is secretary. The new organization is located at 333 N. Michigan Avenue.

**BERNE W. WILKINS**, radio director of Sterling Advertising Agency, Inc., announces that Plymouth Shops, a group of fifteen women's specialty shops in the Metropolitan New York area, have inked a 52-week contract sponsoring Lee Mortimer, Broadway and Hollywood columnist of the New York Daily and Sunday Mirror. Mortimer will be heard every Wednesday evening at 10:30 p.m. over WJZ, New York, key station of the American Broadcasting System, starting tomorrow. Sterling has selected Charles Basch, of Basch Radio Productions, to produce and direct the program.

**PARADE**, the Sunday newspaper magazine section, has named Ruthrauff & Ryan, Inc., New York, to handle promotional advertising and as a consultant on post-war expansion program.

## Composer Awards Planned

Montreal—The Composers, Authors and Publishers Association of Canada, formerly the Canadian Performing Rights Society, announced that it will offer five senior awards this year for composition of serious music by amateur composers. The \$100 awards will be made by a board of judges headed by Sir Ernest MacMillan.

Third Week's  
Vacation

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



# Wash. Zoning Board Denies Tele Request

(Continued from Page 1)

located in the northwest section of Washington. The case has attracted national attention because of its possible recurrence in other cities. Vote of the Board was by two to one. Principal cause of the denial, the board said, "is our belief that the evidence shows the proposed location and height of tower will affect adversely the use of neighboring property in accordance with the zoning regulations and map."

Harry S. Wender, attorney here for Bamberger, said plans will proceed in direction of the transmitter upon another site.

The hearing last Wednesday was marked by a high degree of indignation on the part of residents of the area among whose leaders was Under Secretary of the Treasury Daniel M. Roper. The most valid argument against the Bamberger plan, according to tele experts, is the danger of encompassing a large part of residential Washington in a "blanket" in which the Bamberger signal will interfere with reception of other telecasts, but this was not used by the objectors.

Their argument was primarily on grounds of commercialization of the area, property depreciation, increased traffic and even danger that tower might collapse in a storm.

It was brought out during hearing that plans are being drawn by other applicants for locating transmitter in at least two other Washington residential areas. Effect of the FCC's intended stipulation against placing towers in residential areas cannot be foretold as yet, since the Washington terrain is a difficult one for location of a transmitter in any other than residential.

# Herro Gets MBS Post As Chicago Publicity Rep.

George P. Herro was named publicity director of Mutual Broadcasting System's Chicago office yesterday, Jim Ryan, MBS publicity chief, announced.

A graduate of the University of Wisconsin, Herro went to Mutual of the American Hospital Association. He has also been connected with the American Broadcasting Company in Chicago.

George W. Clark, present manager of the New York office of WLW, Cincinnati, will join the sales staff of Mutual in Chicago on August 1. Clark formerly was manager of WLW's Chicago office for five years.

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

# NBC Overseas News Staff Has 33 Correspondents

(Continued from Page 1)

revealed that NBC has 33 overseas correspondents on the current roster with 28 additional serving in the United States.

Those overseas and their assignments follow:

London—Stanley Richardson, Chester Morrison, Edwin Haaker.  
 Paris—Paul Archinard, Roy Porter, Thomas Wolf.  
 Moscow—Robert Magidoff, Eddie Gilmore, Daniel DeLuce.  
 Cairo—Frank O'Brien.  
 Philippines—Merrill Mueller, Owen "Pat", Flaherty, Howard Pyle, Ross McConnell, Walfred Johnson, Bill Shaplen.  
 Guam—Robert McCormick, Joe R. Hainline, George Thomas Folster, Ray Clark, Jack Shelley.  
 Hawaii—James M. Wahl.  
 Chungking—Irene Kuhn, Charles Miner.  
 Stockholm—Bjorn Bjornson.  
 Fairbanks—A. D. Bramstedt.  
 Puerto Rico—Harwood Hull.  
 Berne—Max Jordan.  
 Panama—Peter Brennan.  
 Rome—Grant Parr.  
 In U. S. for rest and reassignment—Guthrie Janssen, John MacVane, David Anderson.

# Mowrey Making Tele Tour Of Western Stations

Paul Mowrey, director of television of the American Broadcasting Company, is making a tour of Western stations delivering a talk titled "Broadcasting Tomorrow." In his speech he traces the history of radio and forecasts in detail the future of television.

Mowrey has, so far, visited Cleveland, Lexington, Ky., Cincinnati, Indianapolis, Chicago, Minneapolis and, on July 16th, was in Des Moines, Iowa. On July 18th he will be in Omaha, Nebr. and on July 20th in Denver.

**WKY Covers The Biggest Part OF OKLAHOMA'S FARM INCOME**

**WKY OKLAHOMA CITY**  
 The Katz Agency Representative

# First Tele Co-op Show Announced By DuMont

(Continued from Page 1)

the DuMont station WABD. The new program will bow in September 1, in one of the half-hour evening spot between 8 and 10 p.m.

While the announcement came from Cuff's office yesterday, it failed to disclose who the sponsors of the new program will be. An effort was made to reach King; however, he, too, was unavailable for further clarification. It was learned, though, that the advertisers handled by Ruthrauff & Ryan are not among those to participate in this venture, a spokesman announced yesterday. Nor is this program to be confused with another program which currently features John Reed King, sponsored by Lever Brothers, a pioneer in the use of television as an advertising medium.

Format of the new King program will depict a "street corner" where emcee King will chat with or interview well known personality passers-by. King will intersperse his chatter with various type commercial hitherto unusual in video.

# Special Spot Series

The solid fuels administrator has prepared a packet of 72 recorded spot announcements for broadcast use later this year. Sponsorship by local sellers on fuel-saving materials is urged. Most of the discs are dramatizations.

# Mutual To Expand So. Pacific Coverage

(Continued from Page 1)

normal around-the-clock basis; however, Schechter has put the Western offices on a 24-hour alert ever since the special communique.

Schechter himself left his New York office yesterday by plane to supervise personally the set-up, which may affect an over-hauling in personnel even as far as replacements are concerned. He will be gone for one week.

Leslie Nichols, who has been one of the more active of the Mutual Pacific correspondents, and who is currently vacationing at his home in the northwest; however, Schechter has reassigned him to his post and will have him concentrate on the aerial developments of the war.

# Olsen Returns To KGY

Washington—Tom Olsen, who came to Washington from KGY, Olympia, Wash., to set up the day-by-day statistical record whereby the Treasury War Finance Division was able to check on radio performance in the Seventh War Loan, left yesterday to return to his station. Olsen was in Washington nearly three months on this assignment, and will probably return briefly in the fall to set up a similar system for the Eighth War loan.

# Showmanship brings 16,053 Customers

**YOUR PRODUCT** can have the same quick acceptance WLS gained for Ration Book Holders. Offering them once a day (7:45 a.m.) for one week, we received 16,053 requests.

These results happen year after year at WLS. From the same four-state market, including Metropolitan Chicago, a cereal advertiser drew 16,256 letters in 1939. In 1931 a candy company pulled 53,355 proof-of-purchase letters in 13 weeks. There are 237 of these *proved results* stories on file at WLS. Call a John Blair man today; find out how *your* product will get quick, consistent results in this big WLS market of 14,406,550 people.



890 KILOCYCLES  
 50,000 WATTS  
 AMERICAN AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

## Program Parade . . .

**THIS IS YOUR FBI—American.** Fri., 8:30-9 p.m., EWT. Equitable Life Assurance Society of the U. S. Taken from the files of the FBI and based accordingly on fact, this series is told and acted in a straightforward manner that holds the listeners' interest throughout. Friday's yarn concerned a gang of hijackers and the listener is taken along into the operative confidence; the criminal is identified, and then the search and trailing until he is caught redhanded, made fine radio fare. Excellent acting, direction and production.

★

**"ECHOES OF WAR"—WNYC.** 6:15 p.m., Sunday, Sustaining. Splendid public service feature which lists the army units arriving from overseas during the coming week giving arrival dates and ships on which they are traveling. In addition the program presented wire recorder interviews with New York boys from the Air Transport command arriving at Ft. Bragg, N. C.

★

**MYSTERY IN THE AIR—NBC.** Thurs., 10:10-10:30 p.m., EWT. R. J. Reynolds Tobacco Co. (Camels). Replacement for the Abbott & Costello stanza is a whodunit bragging of no particular authors or stars as far as can be heard via the copy. Story is neither worse nor better than the usual run of detective yarns and the sponsor himself does not seem to be overenthusiastic about the whole thing. Maybe he has the right approach. However there is too much talk and commercial, before the show actually gets under way. Prince Albert pipe tobacco takes a bow toward the close.

### New Mutual Series

"Time For Crime" is the title of a new series which premiered on Mutual Sunday. Sponsored by the Knox Company, for Cystex, series stars Gerald Mohr.

# Freedom Of Communications World-Wide Need, Says Fly

(Continued from Page 1)

that peace will not be possible unless freedom of expression and exchange of ideas is established at the forthcoming international telecommunication conference and eventually written into the charter itself.

"Worldwide news would, of course, be no bromidic cure-all," Fly told his University of Chicago audience. "It would, however, smoke out into the open daylight lurking troubles. With each nation aware of what is itching the other, with each cognizant of the values arrayed against each other, the chances for peace will be vastly increased. Men at long last might have a chance to act as rational animals."

Fly made the following specific suggestions for the insuring of freedom of communication:

1. Reporters should be free to roam the world—"without restriction or impediment and without even the normal visa or passport requirements," and with "a sort of diplomatic status."

2. With freedom to search out information, there must be combined the freedom to transmit information, fully and uncensored, to all parts of the world.

3. Uniform press rates must be established throughout the world at reasonable levels.

4. Tariff duties on books and magazines should be removed.

5. All duplicate taxation on royalties and other income received from books and publications should be eliminated.

6. Because "all viewpoints must stand on the same footing in the market place of ideas," a uniform rate should be established globally for all messages communicated by electrical impulse.

7. There must be instantaneous radio communication between all important areas on the globe. The London bottleneck for messages to or from the empire must be eliminated.

8. "We should recognize the need for a unification of American international carriers—cable, radio-telegraph and radio-telephone." This merger, Fly said, is being studied by a Senate Committee but is largely unknown to the public.

Includes Armed Forces Radio

9. As a nucleus for this unified worldwide system, we can use the vast communications system now operated by our armed forces when

its use as the nervous system of the war effort is over. "Its tremendous facilities all over the world must not be junked or scattered ineffectively. Hence, the need for a strong American company."

10. Television must be developed on an international scale as a part of international broadcasting.

11. Foreign quotas, against American films, already established in 42 nations, must be abolished, and with them all restrictions and censorship.

12. A "world stage" is necessary for broadening understanding among nations. "The drama is unquestionably a great art form in portraying many traits of human and national character, and some means for a wide presentation if plays in lands foreign to their origin would further that exchange of ideas which we can hope will be an unyielding pillar of peace."

#### Cites Educators Role

"The role of great universities—such as Chicago—takes on new significance," Fly said. "Here the mountains of facts and of theories can be distilled into guiding principles and enlightening propositions. Being places where truth is pursued for its own sake, the universities can keep counteracting the nationalistic tendencies to distort, oversimplify, or obfuscate. To the unfolding panorama of events, the universities, their professors, exchange students, and the like can bring the keenness of insight and the awareness of dynamic social processes which the ordinary reporter or returning traveller all too often lacks."

"The anecdotal tomes now being 'palmed off' on the public as expert treatises by men who have stayed brief periods in foreign lands are probably to be expected and are of some value at this stage in our world sophistication. But I think you will agree with me that they are not a form of intellectual endeavor that we should continue to regard as really serious."

"Freedom of communication is only an opportunity. By itself, it is nothing. If we attain it and it results only in the worldwide diffusion of comic books or astrology reports or race-track dope sheets, we may well wonder whether the light was worth the candle. Freedom to communicate will begin to mean something impressive in human affairs only when the nations of the earth begin to contribute something conducive to human welfare."

#### "Technical Refresher" Periods

In connection with the current CBS series of "technical refresher" periods for WCBW's television staff, manager Worthington Miner has devised an illustrated seven-page booklet, describing camera techniques and floor manager's signals. Subjects treated include framing, panning, trucking and backgrounds in camera use.



A warm welcome was extended ex-First Lieutenant Marshall Small of the AAF when he returned to old announcing berth at KUTA, Salt Lake City, this month. As a B-24 bomber pilot, Small has been working for Uncle Sam for the past two and one-half years, during which time he completed 35 missions in the European theater.

★

One of the first Arizona veterans to return, Duane F. Johnson, has just been promoted to continuity director of the program department at KOA Phoenix.

★

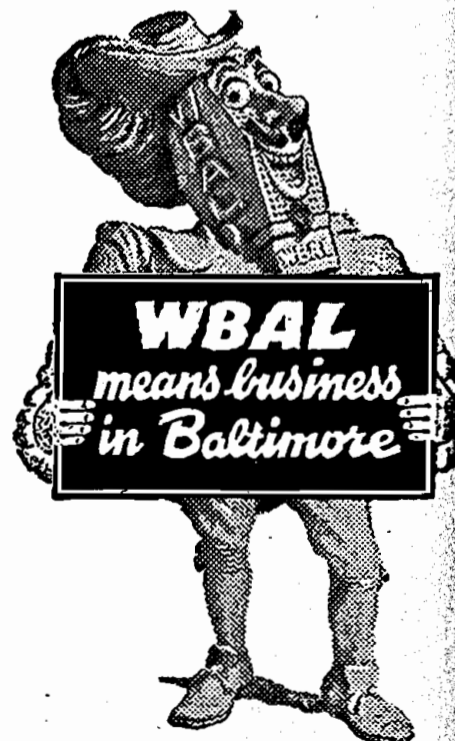
Fred Swinehart, recently of the AAF, has been added to the continuity staff at KYW, Philadelphia, to replace Paul Dougherty, also formerly of the Army Air Corps, who is leaving to study under the GI Bill of Rights. Not long out of the Marines is Dan Ferris, who has come to KYW as an announcer.

★

Milton Chase, WLW, Cincinnati staff correspondent, has returned after seven months in the Pacific.

### Tangible Shadow

WJBO at Baton Rouge, La., has signed up the Weill Dept. Store sponsor Charles Michelson's trademarked program "The Shadow" for 52 weeks. Station WLOL, Minneapolis, Minn., has signed up the program for nine weeks sustaining. The Midwest Dairy Co. has renewed sponsorship (13 weeks) over WPAD, Paducah, Ky.



Edward Petry & Co., National Representatives

this is  
**WDOD**

20th YEAR

ACCORDING TO  
EVERY  
HOOPER  
the  
OUTSTANDING  
CHOICE OF  
CHATTANOOGA  
LISTENERS

the  
STATION  
IN  
Chattanooga  
CBS

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

5,000 WATTS  
DAY AND NIGHT

Send Birthday  
Greetings To—

July 17

George Barnes      Carl Burkland  
Walter P. Burn      Charles Howard  
Ed Sims              John B. Hughes  
Jean Reister

# A PREVIEW PARADE

of RADIO and TELEVISION

Program-Planning for 1945-46

The Sixth Annual Edition of

RADIO DAILY'S

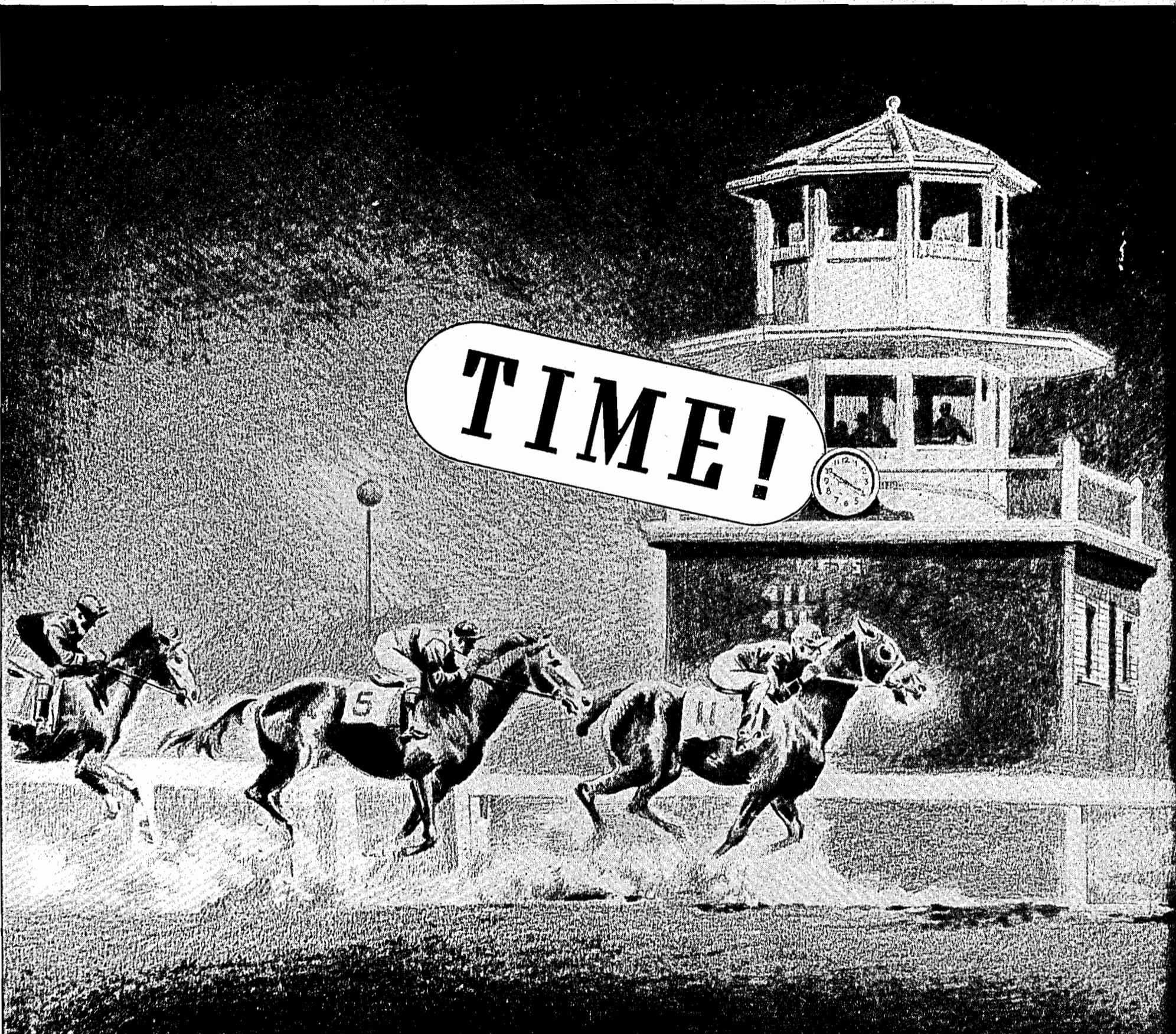
“SHOWS OF TO-MORROW”

will be published

Thursday, July Twenty-Sixth



All Forms Close on Thursday, July 19



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

Weed men lose no time in giving real meaning to "Nationally Represented by Weed & Company"—the letter-head line that means more business for sales-able stations. "Time will sell" when handled through Weed.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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



The National Daily Newspaper of Commercial Radio and Television

Vol. 32, No. 12 JUL 21 1945

NEW YORK, N. Y., WEDNESDAY, JULY 18, 1945

TEN CENTS

# Press Cancels Radio Time

## Though AM Equipment Now Available—WPB

Washington Bureau, RADIO DAILY  
 Washington—Materials and equipment are now available to AM stations for construction of most facilities required by FCC's standard of good engineering practice, WPB has told the Commission. FCC announced yesterday that licensees who have not been permitted to operate without conforming to standards, because of the scarcity of materials, must now make application for the necessary improvements within 30 days. These improvements are specified in a conditional clause inserted  
 (Continued on Page 2)

## Webbs Awaiting Sked Of "Big Three" Confab

Webbs are standing by for pickups from the "Big Three" conference in many but as yet no broadcasts have been scheduled for Morgan Kelly, who is representing all networks at the Potsdam conference, it was learned yesterday. NBC and CBS have been carrying broadcasters from Berlin, however, on their scheduled world news roundups.

## Plan Network Program On Air Force Day, Aug. 1

Plans for coast to coast radio broadcast of the Waldorf-Astoria banquet celebrating Air Force Day, Aug. 1, as claimed by General of the Army H. Arnold for world-wide celebrations are currently being completed by Major Frederick Brisson, chief, Office of Radio Production, Headquarters,  
 (Continued on Page 13)

## Going Up

North Central Broadcasting System, headed by John Boler, has outgrown its previous New York offices and has opened new Gotham headquarters. They are on the 73rd floor of the Empire State Building. Bill Ogden, formerly of NBC, joined North Central's local staff on July 11. His will be the duty of handling NBC's spot sales in the eastern territory.

## Salute

"I Sustain With Wings," Army Air Force program heard on NBC, will salute the Army Airways Communication System during their broadcast over the network on Saturday, July 21, at 10 p.m. Dramatic portion of the program will present the problems confronting the men of the AACCS in the establishment and operation of the communications system.

## Amer. Web Revamps Public Relations Dept.

Revamping of the information activities of the American Broadcasting Company under a Department of Public Relations was announced yesterday by Chester J. La Roche, vice-chairman of the web. The department, which will be under the supervision of Robert E. Kintner, vice-president, will co-ordinate publicity, public service and audience mail activities. Earl Mullin continues as manager of the  
 (Continued on Page 14)

## 'Hobby Lobby' Replacing 'Corliss Archer' On CBS

Anchor-Hocking Glass Corp. sponsors of "Corliss Archer," dramatic series over CBS Thursdays 9:30-10 p.m., EWT, will put "Hobby Lobby" in the same slot, effective Aug. 30. Reason for replacement is understood to be the sponsor's move to sell beer  
 (Continued on Page 13)

## WNAX Transfer To Cowles Paces Heavy FCC Activities

Washington Bureau, RADIO DAILY  
 Washington—Transfer of control of WNAX, Yankton, S. D., from South Dakota Broadcasting Co., to Cowles Broadcasting Company was approved yesterday by FCC. Cowles will assume control of the controlling 52 per cent of WNAX stock, the remainder of which Cowles already owns, for \$13,000.  
 Sale of controlling stock in WCLS, Joliet, Ill., owned by Walter Ashe, to seven individuals who now own

## Ending Of The Newspaper Strike Causes Decrease In Sponsored News On New York Stations

## Webbs Plan Coverage Of British Election

Because of America's interest in the results of the British election this year, the four major webs are formulating plans to cover the occasion of July 26, when the final results are expected to be announced. Special programs, both dramatic type and factual news reporting, will be broadcast, and in addition, shortwavecasts de-  
 (Continued on Page 14)

## NBC Will Broadcast Army Football Games

Exclusive broadcasting rights for the Army-Navy and Army-Notre Dame football games have been awarded NBC, Clarence L. Menser, vice-president in charge of programs, announced yesterday. Arrangements  
 (Continued on Page 15)

## Elsa Maxwell Program Gets Mutual Sponsorship

Sponsorship of the Mutual ailer "Elsa Maxwell's Party Line" has jumped to 19 stations with the recent signing of the Globe A-1 Flour Mills, it was announced yesterday. The 17  
 (Continued on Page 2)

With the sudden termination yesterday of the 17-day strike of newspaper mailers and delivery men of the New York City dailies, which affected every paper but one, public service co-operation by the local and key stations bringing additional news to the public eased off; by the end of the week extra time bought by the newspapers will also be back to normal.

While it is estimated that stations  
 (Continued on Page 14)

## Survey Interviewers Classified As Labor

Telephone "interviewers" who tabulate their findings in forms for radio rating purposes are considered industrial homeworkers and their employers are required to maintain Federal homework handbooks showing hours worked, Arthur J. White, regional director, Wage and Hour and Public Contracts division of the U. S. Department of Labor, announced. Mr. White explained that during a  
 (Continued on Page 15)

## Winchell Leads 1st Fifteen In Evening Show Survey

First 15 ratings for evening shows as of July 15 puts Walter Winchell in first place, "Screen Guild Players" second and the "Telephone Hour," third, according to Hooper. Those ap-  
 (Continued on Page 14)

## Well Titled

Washington—Herman Hupfeld's "Get Out and Buy Those E-Bonds," one of the 21 tunes written by leading song-writers for the 7th War Loan campaign, has been selected as the official war loan song for the interim period. It was announced yesterday by Thomas H. Lane, director of advertising, press and radio for the War Finance Division of the U. S. Treasury Department.

the remaining 49 per cent was approved yesterday by FCC. Ashe will receive \$8,670 for his share.

FCC explained that this action does not indicate approval of the pending application for license renewal.

The seven purchasers are Willard H. Erwin, Jr., Arthur C. Litton, Clint Litton, Calvin F. Wilson, Gerald G. Smith, Norman S. Fitzhugh, Jr., and Robert L. Bowles.

The Commission also conditionally  
 (Continued on Page 13)



Vol. 32, No. 12 Wed., July 18, 1945 Price 10 Cts.

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

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

FINANCIAL (Tuesday, July 17)

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

20 YEARS AGO TODAY

(July 18, 1925) Annual series of outdoor concerts by the United States Marine Band, given at Sylvan Theater near Washington Monument every Thursday, is aired over WRC, Washington, WJZ, New York, WGY, Schenectady.

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

Coming and Going

JOHN BOLER president of the North Central Broadcasting System, is spending a few days in New York. ARDEN X. PANGBORN, assistant manager of KGW, Portland, Ore., in New York this week on station and network business.

C. P. "PETE" JAEGER, vice-president of the American Broadcasting Company in charge of sales, is vacationing in the wilds of Connecticut, trying to feed a network line to some small-mouth black bass. JOE ALLISON, announcer on KMAC, San Antonio, is back at the station following a visit to his home town, Fort Worth.

Elsa Maxwell Program Gets Mutual Sponsorship

(Continued from Page 1) stations to be affected by the contract come under the aegis of Don Lee Broadcasting. The Globe Mills account is handled by McCann-Erickson. P. J. McKenney, president of the Mills, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting, signed the contract, effective July 16, Mondays through Fridays, 3:45-4 p.m., EWT.

Enough AM Equipment Now Available—WPB

(Continued from Page 1) in licenses issued broadcasters under the relaxed requirements in effect during the war period. Applications for frequency monitors or modulation monitors, or where two stations are operating with a common antenna or from a joint studio, need not be filed at this time.

WTRC Joins NBC Web

WTRC, Elkhart, Ind., becomes affiliated with the National Broadcasting Company as a supplementary station to the basic network effective September 1st, according to William S. Hedges, NBC vice-president in charge of stations. WTRC, the 153rd station in the NBC network, is owned by the Truth Publishing Co., Inc. Its frequency is 1,340 kilocycles; power, 250 watts. The station is licensed to operate on unlimited time.

Will Increase Short Wave Hrs. From Canadian Webs

Montreal—Canadian Broadcasting Corporation announced recently that hours of operation of its international short-wave service will be increased to 12 hours daily. The 50,000-watt transmitters will be heard in the United Kingdom and Western Europe from noon to midnight, British Daylight time. Broadcasts to France, Czechoslovakia, Holland and Germany will be increased. The announcement said that various new entertainment programs will be beamed to the Canadian occupation forces while the broadcasts to enemy and enemy-occupied countries which dealt primarily with the war now will be "transformed to programs reflecting the Canadian way of life."



Boat drill

The crew of a Canadian transport line up for rigid inspection by U.S. Coast Guard, during a life-boat and fire drill just before leaving for the war zone.

Would that most advertisers take the same precaution in radio time buying!

The smart time buyer checks his selection of radio stations every step of the way. Even when it's as open and shut as buying time in Baltimore.

Down here the job is simplified. If you want to reach the greatest number of listeners-per-dollar-spent, you simply choose W-I-T-H, the successful independent.

But even then we insist that you study the figures carefully to prove W-I-T-H is the buy.



W-I-T-H IN BALTIMORE

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

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

# WCOP

## BLANKETS BOSTON WITH BLUE BALLYHOO!

**WCOP joined the Blue Network on June 15 with a publicity and advertising campaign that Boston won't soon forget.**

### **Over the Air . . .**

**PHILCO HALL OF FAME** welcomed WCOP's new Blue affiliation by originating in Boston from Symphony Hall.

**GUY LOMBARDO** and his entire organization saluted WCOP.

**PAUL WHITEMAN** joined the Boston "Tub Thumpers" in hailing WCOP through a unique broadcast.

**WCOP** celebrated "New to the Blue" with a special half-hour show of its own.

**TOM BRENEMAN** awarded the "Breakfast in Hollywood" Orchid to BOSTON's good neighbor

in the first broadcast of this famous feature to come over WCOP.

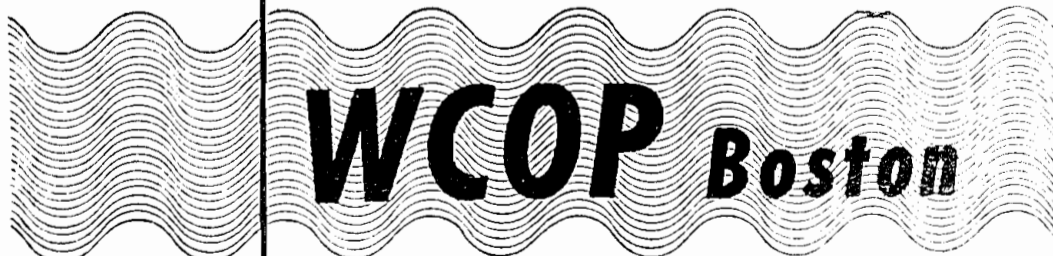
### **In the Newspapers . . .**

750-line ads in city papers for four days to publicize WCOP as new outlet for Blue shows. More ads in 32 suburban dailies and weeklies.

### **All over Town . . .**

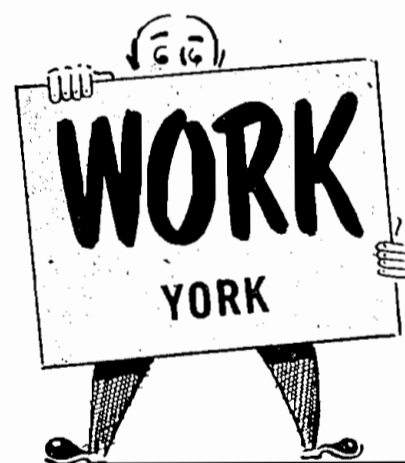
Car Cards and Dashers on Rapid Transit and Surface Cars . . . Window Displays and Window Cards . . . Fliers for Kids about Kid Programs. Hotel Lobby Displays . . . Jumbo Postals to 1500 Grocers and Druggists merchandising Blue Network advertisers.

**Press parties did the rest. We're still looking for any stone left unturned . . . there aren't!  
WCOP boosts itself, boosts its advertisers with terrific impact!**



**A Cowles Station — Exclusive Boston Blue Network Outlet  
Costs and Availability from any Katz Office**

IN PENNSYLVANIA THE  
**TRI-PENN  
MARKET**



**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**



**Reporter At Large . . . !**

● ● ● Harry James and his sponsor, we hear, aren't the only ones in the household who aren't seeing eye to eye these days. . . . What high-ranking official of the War Department is about to enter partnership in a radio agency with Dan Golenpaul? . . . Don Ameche asking for his release from the Bergen show and planning one of his own. . . . Five will get you ten that Frances Langford will be back on the Pepsodent show in the fall. Hope has a contract and he intends to exercise it. . . . Add Collector's Items: That photo in Monday's Journal-American of Van Johnson! . . . A couple of weeks ago we wondered out loud howcum nobody was trying to grab the radio rights to Damon Runyon's wonderful short stories. Today we hear there's a gold rush on with three major agencies in the bidding. . . . Prediction: Ex-WAC Sgt. Adele Clark will get the vocal spot on the Eddie Cantor show when Banjo Eyes returns in the fall. . . . Comment by ETO soldier passing through on his way to the Pacific: "Okay, fellas, now we gotta do it again for the West Coast!" . . . Cal Kuhl will produce the new Edw. G. Robinson ailer. . . . Walter Winchell due in from Hollywood this week. . . . When "The Thin Man" returns to the air, Hi Brown wants Sydney Greenstreet pencilled in for a special character—the fat man. . . . Behind all those changes on NBC's 11 p.m. news spots is none other than Brig. Gen. David Sarnoff.

★ ★ ★

● ● ● A returning GI brings back this yarn about Pfc. Mickey Rooney, who reports he is none too happy in the army. At any rate, Mickey was griping about one thing or another one day in the good old GI manner, when an officer pal of his tried to pep him up by saying: "Mickey, someday the war'll be over and you'll be back in your Hollywood home again. You'll get up in the morning to shave and you'll look in the mirror, and, Mickey, you'll like what you see there. You'll be very proud of your war record." This quieted Rooney down somewhat. "I guess you're right," he agreed "only those so-and-so's out in Hollywood'll still go on shaving!"

★ ★ ★

● ● ● Dr. Hoffman's pungent remark on A. L. Alexander's mediation show last Sunday was the eyebrow-raiser of the season! . . . Reason Bea Lillie scheduled her trip through the CBI area was to visit the grave of her son, killed early in the war and buried in India. . . . The attempted reconciliation of the Ted Steeles blew sky-high after a week's tryout. . . . A post-war enterprise that looks promising is the production of television commercials which will be a highly specialized activity. . . . Charlie Speers and Louie Quinn now writing the Philco summer show. . . . It's a girl at the Jack (NBC announcer) Costellos. . . . Ditto the Al Helfers. . . . Ralph Edwards has bought Groucho Marx's house in Beverly Hills. . . . All GI radio shows will have a Navy slant in the fall, with major nets singing the praises of the fleet. . . . Add war casualties: Adler Shoes discontinuing those lively elevator shoes spots. Claim they can't get 'em anymore. . . . Recommended: The "AAF Scrap Book" stanzas via CBS Fridays—high caliber music and writing. . . . Bill Slocum confronted with a writing problem on "Report to the Nation." Has to turn out a guest spot for a trained seal.

★ ★ ★

● ● ● When Irving Mansfield received his draft board notice, Fred Allen (whom he press agented at the time) went to bat for him and wrote a long note to Col. Tom Lewis asking him to see that Mansfield got placed in Special Services, etc. Nothing happened from the letter and meanwhile Mansfield went in, did his basic, got himself assigned and some eight months later received a medical discharge. On the very day his discharge came through, Allen received an answer from Col. Lewis asking for additional information on him. Allen wired back: "Never mind now. Mansfield just killed Guadalcanal."

— Remember Pearl Harbor —

**SOUTHWEST**

WFAA, Dallas, observed its 23rd anniversary last week with a special half-hour broadcast during which G. B. Dealy, chairman of the board of the Dallas News, received the Treasury T on behalf of WFAA, KGKO, the Texas Almanac and the news organization. Presentation was made by Nathan Adams of the State War Finance Committee.

George Case has taken over the duties of program director of KABC, San Antonio. Case came from WBBM, Chicago, where he was assistant program director as well as assistant to Walter Dreston, assistant midwest Columbia Broadcasting System executive. In line with general expansion KABC will soon acquire a new dial setting and increased power.

Appointment of George Lee Marks as program director at KTSA has been announced. Marks comes from WHAS, Louisville to replace Doug Romine who has shifted to KARK, Little Rock.

Local bond buyers were given an opportunity to see how television operates when a set was installed in the lobby of the Melba Theater in Dallas. Special booth contained the set and an attendant was on duty to answer bond purchasers' questions on the technical aspects of the art.

Starlight Stars, a new program featuring the Dallas Casino Operetta Chorus, is being heard each Sunday for a quarter-hour over KGKO, Fort Worth, with John Rosenfield, amusement editor of the Dallas News as master of ceremonies. Giuseppe Bamboscheck, director of the orchestra will be at the piano for the broadcasts.

**18,000,000**

**GUESTS A YEAR!**

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

**WFPG**  
ATLANTIC CITY, N. J.

WSTV—Staubenville, Ohio  
WFGP—Atlantic City, N. J.  
WJFA—Washington, Pa.  
WKNY—Kingston, N. Y.





# TELEVISION DAILY

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SECTION OF THE RADIO DAILY • JULY 18, 1945

## FCC TELE STANDARDS

### Tele Programming Appraisal Given

By E. B. LOVEMAN

Vice-President, Television Broadcasting Division, Philco Radio & Television Corporation)

Television programming is on the eve of great developments. The industry already has many outstanding accomplishments to its credit, but as we approach the time when receivers can be made and sold and the viewing audience multiplied many fold, it is possible to predict marked advances in the scope, calibre, and human appeal of television broadcasts in the period just ahead.

Philco station WPTZ in Philadelphia has had five different facilities for program production. These included a studio for "live" shows before the war, another for film projection, mobile units for remote pickups, and a relay unit linking New York with Philadelphia for network programs; only a few weeks ago, Philco inaugurated the first multiple-link television relay system in the

(Continued on Page 8)

### Du Mont Official Plans Tele Course At CCNY

Louis A. Sposa, program service manager of Du Mont television station WABD, will conduct a course at CCNY next Fall on the subject of television production and direction. Sposa is a veteran in television and radio work, having been with Allen B. Du Mont Laboratories, Inc., for three and one half years. He directs the John Reed King program, "Thanks for Looking," and has worked with many well known personalities at WABD.

His duties at WABD include training of agency directors and producers for television, supervising lighting,

(Continued on Page 7)

### Video Dream

The dream sequence during one of the recent episodes in the "Women in Wartime" series had all the CBS-WCBW hands in nocturnal ecstasy. Included in Jim McNaughton's set was a brand new electric refrigerator—the kind G.I.'s dream about. Upon closer examination it revealed no motor.

### Unprogrammed

Chicago — Spontaneity in television shows will one day create an entirely new approach to fun and hijinks. It's long been said "anything can happen" on Commonwealth Edison's unrehearsed "Telequizzicals" stanza, aired every other Thursday via Balaban & Katz WBKB, and last Thursday's session proved the point. Bill Anson, program m.c., announced he was going to call Jerome and Joseph Kurland of Glencoe, Ill., who own a receiving set. Unbeknown to Anson, the Messrs. Kurland were visiting WBKB and were seated in the Television Theater studio audience.

### Comic Strips Signed For Coast Tele Series

Los Angeles—Comic strips, starting this week, will become a regular Friday evening television feature over station W6XYZ, of Television Productions, Inc. (subsidiary of Paramount Pictures Inc.), according to an announcement yesterday by Klaus Landsberg, director.

"All America loves the funnies," he declared. "We believe they're a natural for television in the home, an ideal family program."

The deal just concluded by Landsberg with Sherman Montrose, Pacific

(Continued on Page 7)

### Are Radio Personalities Qualified for Tele?

By RALPH B. AUSTRIAN

(Executive Vice-President, RKO Television Corporation)

I have often been asked by representatives of many branches of the creative personnel of radio, "What does Television hold in store for me?" I think a little self-analysis along the following lines will provide the answers.

The radio actor should ask himself, "Am I an actor or just a reader of lines? Can I memorize half a hundred sides a week? Am I a master of the gesture? What is my ability to assume

### FCC's Technical Specifications Set Up For the 13 six-megacycle bands—Engineers Study Plans

### ATS Planning Series Of Panel Discussions

The American Television Society is laying plans for a series of panel discussion groups which will be inaugurated in the near future under the general chairmanship of Richard Manville. Mr. Manville and James Manilla have sent postal cards to the members of the Society inviting the members to vote on the subjects they wish covered in the panel discussions. Results of the poll should be available in about a week, Mr. Manville announced.

The discussion will be largely in the form of luncheon meetings. These

(Continued on Page 7)

### Special Vets Program Planned By WCBW-CBS

The Veterans Personnel Division of Selective Service, which deals with the replacement of discharged veterans in their former positions, or in new ones, is the subject of "Selective Service in Reverse," television program scheduled over WCBW Thursday, July 19, from 8:40 to 9:00 P.M., EWT.

Washington Bureau, RADIO DAILY

Washington—The FCC last week released to the industry its proposed technical specifications for tele operation in the 13 six-megacycle bands presently allocated for commercial operation. Several score engineers were on hand in Washington to comment upon the standards as they were unfolded, with little serious objection raised and a general feeling that the Commission proposals are a satisfactory basis from which to work. Changes might eventually be found necessary, but in general the engineers went away pleased with what they had heard.

The presentation got under way with the outlining of transmission standards, the Commission proposing that the visual carrier be 4.5 mc lower than the aural carrier, which will be 0.25 mc lower than the upper frequency limit of the channel. Standard number of scanning lines is 525 interlaced two to one, with scanning from left to right and top to bottom. A frame frequency of 30 per second and a field frequency of 60 per second are proposed, with the standard frame

(Continued on Page 7)

### Mutual Presents New Series Over WRGB Starting Aug. 1

Mutual Broadcasting System will inaugurate a series of programs over WRGB, General Electric's television station, on Wednesday, August 1. The show will be a television version of the radio show "The Better Half," now heard Monday evenings over WOR.

Tiny Ruffner is named as the emcee. The series is scheduled to run at least six weeks.

### Historic

NBC's television station, WNBT, claimed another "first" at the closing of the San Francisco Conference when it recorded at that session the address delivered by President Harry S. Truman. These motion pictures, flown to New York, included signing of the pact by diplomats of the United Nations.

(Continued on Page 8)

**DuMont Projector and Film Pickup Camera**

**Master Control Board**

**DuMont-equipped Television Truck**

**Producer's Control Desk**

**DuMont Sound Boom**

**DuMont Iconoscope Camera**

**DuMONT TRANSMITTER CONTROL CONSOLE and DuMONT VIDEO-AUDIO TRANSMITTER**

**Only the DuMont Transmitter Console offers *all* these features:**

1. 12" cathode-ray tube for observing picture quality.
2. Control buttons for individual transmitter stages.
3. Necessary meters for constant checks on operation.
4. Cathode-ray oscillographs for observing signals and individual stage operation.
5. Patch-in rack for checking individual stages and signal off the air.
6. Automatic and manual safety switches for emergencies.
7. Synchronized electric clock for time recording.
8. Automatic time recorder.
9. Intercommunication system microphone and loudspeaker.
10. Facilities for logbook and other records.

## DuMONT—FOR THE TOOLS OF TELEVISION

Simplified precision control is the design keynote of all DuMont Television Broadcasting Equipment. Typical of this bull's-eye concentration on basic essentials is the DuMont Transmitter Control Console. All meters and controls of the Video-Audio Transmitter are combined with the station monitor (formerly a separate unit) to achieve a new standard in safety, easy visibility and centralized operation. Operators can be quickly trained to attend it.

DuMont has equipped *more* television stations than any other company. Week-in, week-out, these

stations are demonstrating the high pickup and transmitting quality and efficiency, the extreme flexibility, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont has pioneered the profit pattern for peacetime commercial television...is setting the pace in television broadcasting equipment design. Climb aboard the television bandwagon today by using the DuMont Equipment Reservation Plan to insure early delivery of equipment and training of personnel. *Ride with the leader!*

Copyright 1945, Allen B. DuMont Laboratories, Inc.



ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

## Landsberg Designs New Telemobile Unit

Los Angeles—Klaus Landsberg, director of W6XYZ, Television Productions, has designed the "Landsberg Telemobile" unit, which will do away with portable suit-case equipment. Each of these "dollies" is completely enclosed, dust-proof and air-conditioned.

The "telemobile" is built of hard aluminum, is compact and includes everything necessary in way of control equipment, amplifiers, power supplies for two cameras and feeds directly into transmitter.

Each unit is easily accessible, because it is hinged and can be pulled into position for maintenance work. It is also shock-mounted to eliminate interference and damage to component parts, due to vibrations.

It also contains complete monitoring equipment, cathode-ray oscillographs and picture-viewing tubes. Entire assembly is mounted on wheels, with pneumatic tires and can be moved from studio to studio with greatest of ease and without disconnecting cables. It can be transported and operated in a small panel truck or station wagon.



KLAUS LANDSBERG

This is first tele camera built equipment designed since inception of war and clearly reflects motion picture studio influence. It is five and a half feet long, two and a half feet wide and almost three feet high. The dual panels, containing 202 tubes, are cooled by fans.

Experimentation will be conducted to find the best method of presentation for each one," Landsberg explained. "With some of these strips, television will simply take over father's job of reading the comics to the children. Others will be augmented by background music. Some may require character voices. We plan to experiment with various techniques, including a possible animation, until we have found the one best suited for each particular series."

## Comic Strips Signed For Coast Tele Series

(Continued from Page 5)

coast manager for NEA Feature Service, largest in the world, includes such popular comic strips as: Boots; Freckles And His Friends; Captain Easy; Our Boarding House, and others.

Comic strips via television were tried successfully in New York last week when the strike of newspaper deliverers barred the "funnies" from most of the homes in the Metropolis.

## FCC Television Standards Revealed At Hearing

(Continued from Page 5)

proportion four lengths horizontally to three vertically.

Further proposals are that a decrease in initial light intensity cause an increase in radiated power, that the black level be represented by a definite carrier level, that the pedestal level be transmitted at 75 per cent ( $\pm 2.5$  per cent) of the peak carrier amplitude, that the maximum white level be kept to 15 per cent or less of peak carrier amplitude, to radiate signals having horizontal polarization, that the aural transmitter have a radiated carrier power between 100 and 150 per cent of the peak radiated power of the video, and "to modulate a carrier within a single television channel for both picture and synchronizing signals, the two signals comprising different modulation ranges in frequency or amplitude or both."

### Tentative Proposals

Tentatively proposed pending later adoption were the following:

**Variation of Output**—The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both synchronizing peak and pedestal level shall not exceed five per cent of the average synchronizing peak signal amplitude.

**Black Level**—The black level should be made as nearly equal to the pedestal level as the state of the art will permit. If they are made essentially equal, satisfactory operation will result and improved techniques will later lead to the establishment of the tolerance if necessary.

**Brightness Characteristics**—The transmitter output shall vary in inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.

Median field intensity of 500 uv/m is recommended for city business or factory areas, and of 500 uv/m for residential and rural areas.

A ratio of 100 to one (desired to undesired) is proposed as the minimum for operation on the same channel, with a two to one ratio for adjacent channel operation. Stations on alternate channels or separated by four megacycles can be operated in the same city without serious interference. For the present, only ground wave intensities will be considered in determining the extent of adjacent channel interference.

The Commission urged transmitter location as close as possible to the center of the service area, with no major obstructions in a line-of-sight path over the service area. Although insufficient information is presently available concerning "blanket areas"—areas in which reception of other signals is poor because of interference from a nearby transmitter—the Commission urged that "every precaution must be taken not to locate the transmitters in a residential area." Warning was given also that

CAA approval of all transmitter plans will be required.

A spare tube of every type used in the transmitter and monitors is to be kept on hand, and where from three to five of these tubes are used, two spares must be kept. Where from six to eight identical tubes are used, three spares shall be kept, and four in cases where nine or more identical tubes are used.

### Design Requirements

Six basic requirements for design, applicable for both aural and visual transmitters, were outlined:

(1) Automatic means shall be provided in the transmitters to maintain the authorized carrier frequencies within the allowable tolerance.

(2) The transmitters shall be equipped with suitable indicating instruments for the determination of operating power and with other instruments as are necessary for proper adjustment, operation and maintenance of the equipment.

(3) Adequate provision shall be made for varying the output power of the transmitters to compensate for excessive variations in line voltage or for other factors affecting the output powers.

(4) It is preferable that all parts directly contributing to the frequency stability of the transmitters be installed in automatic temperature controlled chambers.

(5) Adequate provision shall be provided in all component parts to avoid overheating at the rated maximum output powers.

(6) Means should be provided for connection and continuous operation of approved frequency and modulation monitors.

Further details are yet to be worked out—including the allocation of frequencies among the large cities and rural areas. It is contemplated that these details be tentatively worked out and presented for formal adoption at a hearing which is scheduled to be held next month.

## ATS Plans Program

The American Television Society will present a humorous television program, "Broadway Ranch," written by Betty Ayres and Paolo Sereno, on Thursday, July 19, Raymond E. Nelson, chairman of the ATS Program Laboratory, has announced.

Sereno will direct the play. Miss Ayres is the producer. The cast includes Lyle Sudro, Alice Scanlon and Bob Jackson. Art work is under the supervision of Henry Schlosser.

## New Tele Series

"Tip the Scales," an original television audience participation program, will make its first appearance over WRGB, General Electric's station on July 23. It is a musical quiz program and was created and will be produced by Ted Beebe of the WRGB staff.

## ATS Planning Series Of Panel Discussions

(Continued from Page 5)

are to be scheduled periodically at the Hotel Sheraton. Experts on the various subjects will be appointed from among the ATS membership to lead the various panel discussions and authorities will be invited to address the members and guests on subjects pertaining to the panels.

Chairmen of the various panel groups will be appointed by Mr. Manville soon after the results of the poll are determined.

## Du Mont Official Plans Tele Course At CCNY

(Continued from Page 5)

sets and other program preparations, scheduling station and air time, checking of scripts and assignation of camera crews, in addition to his programming activities.

## DuMont Co. Producing Miniature For Toledo

Allen B. Du Mont Lab., Inc., is currently in the process of producing a miniature model of a representative post-war television station to be exhibited at the "Toledo of Tomorrow" exposition, it was announced yesterday by Herbert E. Taylor, Jr., director of transmitter sales. The miniature model will be 5 x 6 feet, constructed on a scale of one-half inch to the foot.

The tele exhibit will also include a step by step display showing the manufacture of Du Mont cathode-ray tubes, two motion picture films showing how television operates, and several designs for post-war tele receivers.

"The station, especially designed for the exhibit, shows a simple, workable, economically sound television station designed for a medium-sized operation," Taylor said, adding, "It includes two studios, one about 40 feet square and 25 feet high with accommodations for a studio audience of 160, facilities for two cameras and an elevated control room. The smaller studio, for the more intimate type of programs, has 15 x 25 feet of floor space and a smaller control room. It is 12 feet high."

The "Toledo of Tomorrow" exhibit is at the Zoological Gardens and will continue through Labor Day.

## New CBS Directors

New addition to the CBS-WCBW directorial staff is Cledge Roberts, actor-director-stage manager of stage and radio. Roberts' credits include connections with the Drury Lane Theater, Harbor Playhouse and producer Max Reinhardt. As an actor he was seen in "As You Desire Me" with Judith Anderson, "Excursion," and two Elmer Rice productions. He has also appeared in several motion pictures.

## Austrian Gives Views On Television Artists

(Continued from Page 5)

off many picture actors. The coming of the picture will kill off many "sound actors."

The radio writer must search his mind for answers to the following questions:—"I now write for a blacked-out stage, I show passage of time by sound effects, music, I rely on words-words-words. Can I write for the stage or the camera or a new combination of both called Television? Can I write for a medium which must depend more on sight than on words? Can I write in 'picture form?' Can I subordinate words to action if necessary. Can I restrict my writing which can now roam the widest horizons, because I am not now restricted by the audience's sense of sight—to a finite visual boundary?" If so, there is a place for him in Television.



RALPH B. AUSTRIAN

The radio director must ask himself, "Can I direct people on the stage or in front of the camera? Can I demonstrate with good authority the gesture I want used? Can I show how the meaning of a line of dialogue can be completely changed by the right facial expression? Can I move my actors around the stage? Can I group them artistically? Can I light a scene? Can I cast a production with an eye for acting ability as well as line-reading ability?" If so, there is a place for him in Television.

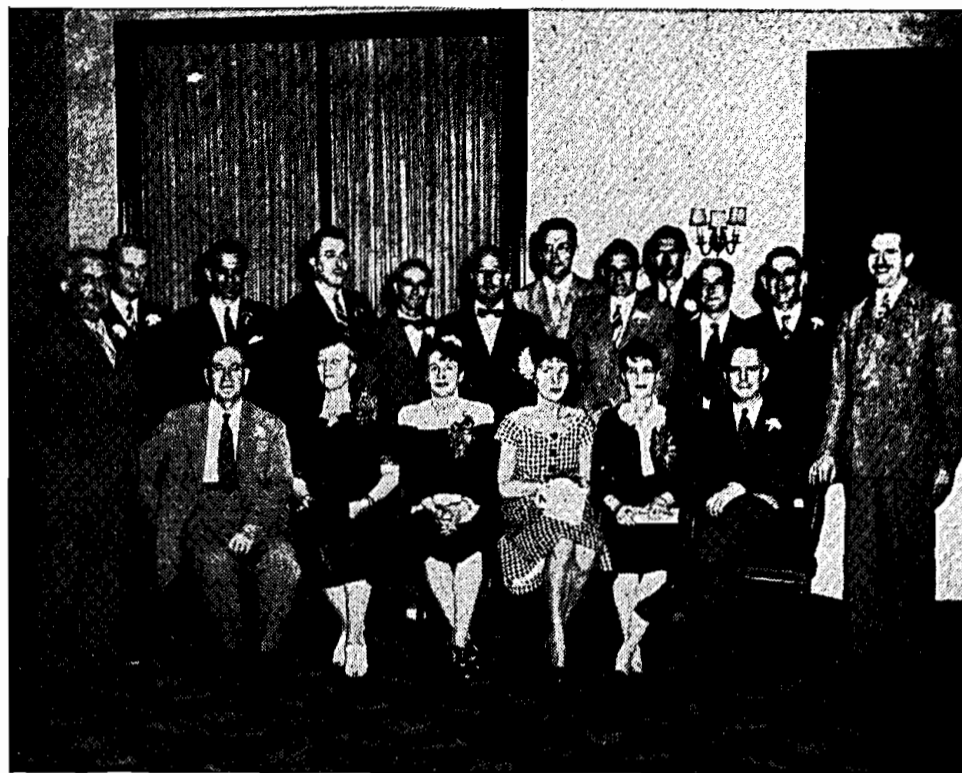
### Small Salaries To Start

If radio actor, radio writer and radio director can answer all these questions affirmatively, there definitely is a place for them in Television. Of course, in its early days Television will be poor in a financial sense. They will have to work for nominal salaries. With none or very little income at the inception of commercial Television, it is folly to expect middle or top bracket radio or stage salaries. We who are to help Television develop must see to it that the art be nurtured and helped along, as it has to be, that salaries are not raised so high as to scare away all but the amateurs during its experimental period. It is like planting a tree in January, expecting fruit in February. A tree must be nursed and allowed to grow normally, then in due time it will flourish and there will be enough fruit for everybody.

### Cites Cancellation Example

A program originating in New York called "What's New in New York" wanted to show a five minute bit from a play which had recently opened on Broadway. The idea behind the program was to encourage Television lookers to go and see the play. When

## Pioneer Television Club



Television, business and civic leaders of the Nation's capital recently formed the pioneer television club of Washington, D. C. Its objectives are to promote the progress of television in Washington. Members of the club shown in the picture are: (seated left to right): David Bapp; Mrs. Leslie B. Wright, vice-president of the club; Mrs. Olive G. Faircloth, sergeant-at-arms; Miss Ruth Mulvey; Mrs. Ruth T. Vanier, and Gordon M. Atherholt; (standing, left to right): Robert M. Buck; C. Hayward Marshall; William Neel; Lt. Col. William A. Roberts; Henry M. Fowler, president of the Pioneer Television Club; Carleton D. Smith; Edward K. Bachschmid; J. B. Dickman, Jr., Treasurer, PTC; Bainbridge Crist, Jr.; F. S. Sanford; M. Douglas Clarke, secretary, PTC, and Harry S. Wender.

it was demanded that each player receive a week's salary for this bit, the program, of course, was promptly cancelled. No one benefited.

Television, will, because of its wonderful fascination, draw to it many new, ambitious, creative individuals. Many of them extremely capable although presently unknown. It will also draw hundreds of opportunists—"me-too-boys" and incompetents. It has already. There are actors, writers and directors in Television today who shouldn't be in a high school play, and probably never were. The best way to keep Television out of the hands of the amateurs and the "let's-get-in-the-act boys," is for those professionals with the proper ability to convince themselves, their guilds and unions that here is a gold mine. They should stake out their claims, step forth and work them, but there is some digging to be done before gold is struck. When it is struck though, what a bonanza it will be!

### Bretz Returns To WCBW

Rudy Bretz, returned this week to the CBS television station, WCBW, as director-writer. Bretz was a CBS television staffer some time ago, and more recently in shortwave operation. His first assignment in the new post will be an educational series.

### Personnel Changes Announced By WCBW

Personnel set-up of WCBW, CBS television station in New York has been undergoing a change. James H. McNaughton, Hollywood freelance set designer, has been named to the post of scenic designer to replace Cleon Throckmorton. McNaughton who retired as a captain in the U. S. Marine Corps, May, 1944, has been in Hollywood designing sets for such film successes as "Valley of Decision," "The Picture of Dorian Gray," and "Ziegfeld Follies."

A veteran newspaperman, Tom O'Connor, has joined the WCBW news department as newscaster-writer. On the staff of PM, he will be seen by CBS video audiences every Thursday. O'Connor attended Harvard University on a scholarship from the Harvard Club of Southern California during which time he took out a year to work as production assistant to Elmer Rice, theatrical producer, and edit a weekly news letter.

Mrs. Sally O'Neill has been named supervisor of the newly created operations office, where she will have charge of the preparation of weekly operation sheets, program co-ordination sheets and also advance program lists.

## Tele Programming Appraisal Given

(Continued from Page 5)

world to join Washington with Philadelphia.

Before the war station WPTZ was providing the television audience with twenty hours of programs per week. These included a wide variety of public service programs, educational features and general entertainment.



E. B. LOVEMAN

One of the most successful of all regular programs was the televising of the University of Pennsylvania football games from Franklin Field each fall for the past five years. So successful were these telecasts that the viewer could sit comfortably at home and be as much a part of the crowd and the game as if he were physically present in the stadium.

Today, due to emergency war conditions, Philco's television program schedule of six hours or more per week is devoted to all-film programs, remote pickups, and relay telecasts from Washington or New York.

Approximately \$25,000,000 has been invested by the industry in research and development to get television ready for the public. As soon as the conclusion of the war permits, Philco plans to carry forward its telecasting activities on an enlarged scale in new facilities equipped with the latest cameras, lighting equipment, and a much more powerful transmitter. With the completion of its Washington to Philadelphia relay, Philco plans to bring its viewing audience many of the great news events of the day as they actually take place in the nation's capital.

### Tele Symposium

George E. Markham, manager of WRGB, General Electric's television station, and Miss Helen T. Rhodes, producer at the station, will conduct a symposium on television for the summer session of the Department of Speech at the University of Michigan in Ann Arbor on July 18 and 19. Mr. Markham's talks are titled: "You and Television"; "Careers in Television"; and "Education and Television." Miss Rhodes' talks will cover program production. They are: "Saga of 1250 Television Programs," "The Hand is Quicker Than the Eye," and "A Television Program is Born."

### Sells Radio Scripts

Chuck Holden, manager of production of CBS television station WCBW, took time out on his recent vacation in Michigan and Iowa to write a couple of radio scripts which he has just sold to network programs. The first, "Tooth For A Tooth," will be dramatized on "Casey, Press Photographer." The other, "Wide Horizons," will be done on "Grand Hotel."

BUY MORE WAR BONDS



### ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fourth of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station — established the first television relay system — presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play—and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

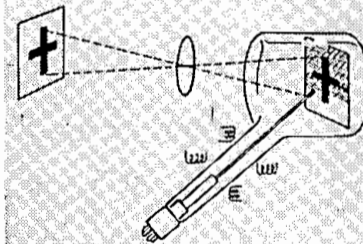
## 4. THE STUDIO CAMERA

**I**N ORDER to use conveniently the magical powers of the Iconoscope, an elaborate camera assembly is needed. Included in this must be (1) an arrangement for focusing the desired picture on the mosaic; (2) deflecting circuits that will cause a beam of electrons to scan the picture; and (3) a means of amplifying the relatively weak signal to a magnitude that can be satisfactorily fed over a cable to the control room. Moreover, all of these, and the Iconoscope itself, must be mounted in a relatively compact assembly capable of being moved easily about the studio.

Deluxe studio cameras of the type

shown above were first designed and built by RCA. Cameras of this type, produced by RCA before the war, are used today in the studios of WNBT, the world's leading television station, and in a number of other television stations. Cameras of very similar design are used in nearly every station.

When production of commercial television equipment is resumed, RCA will offer new television cameras surpassing any now in commercial use. With these new RCA cameras, using improved circuits and tubes, full freedom can be given to artistic considerations in studio programming.



*The Fountainhead of Modern Tube Development is RCA*



# RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

# Tele Program Pioneering

## Amer. Web Exec. Gives Views On Video Shows

By PAUL B. MOWREY

(Director of Television, American Broadcasting Company)

As has often been repeated, "technically, television is here, but program-wise we still have a long way to go." At present television program offerings are purely experimental and in the long run it will be up to "Mr. and Mrs. John Q. Public" to tell us just what they want or do not want to see and hear on their living room television sets. Radio today, after many years of broadcasting, its still judging the worth of their programs by the general public's opinions, or in radio parlance by "audience reaction tests." Therefore, our main television program problems are to give the public what they want orally and visually via the medium of television.

### Compared With Stage, Films

It is most important while building a television program to bear in mind that the television audience is not only listening (as in radio) but watching, too, (as in motion pictures). It must always be remembered that

in the home, unlike a motion picture theater or on the legitimate stage, the audience may be distracted from the visual portion of the program by the daily routines of house-keeping such as the door bell, telephone, baby



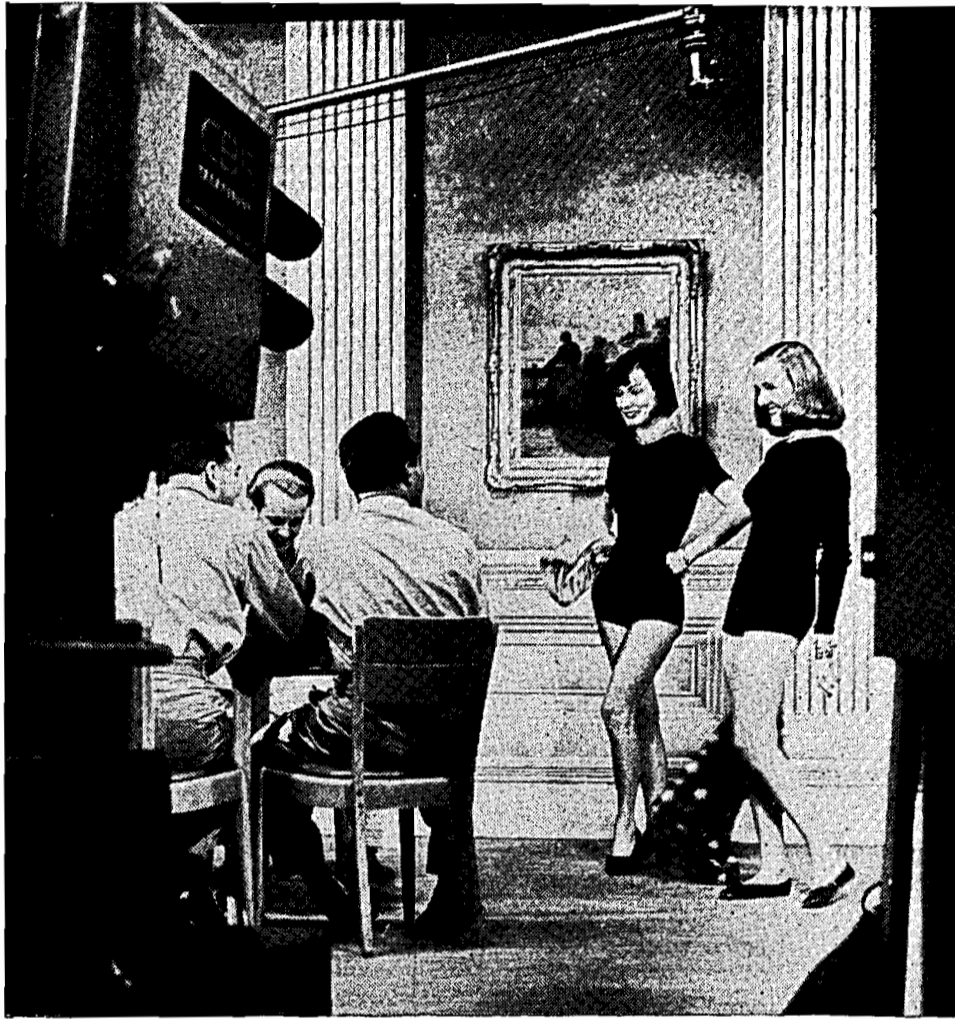
PAUL B. MOWREY

crying, etc. Thus television programs must be so adjusted that there is always visual entertainment. The plot and content must be so interspersed throughout the 15-minute or half-hour program that any housewife called away from her set for household duties may return after a lapse of time and be able to pick up the threads of entertainment and understand just what took place in her absence.

### Audience Participation Best

The best television programs to date, regardless of the stations producing them, is determined by audience polls and trade paper notices, seem to have been the audience participating programs and quiz shows with non-audience participation. This is because Mr. and Mrs. Jones like to see their neighbors, Mr. and Mrs. Brown, cast in an amusing predicament. With audience participation you have comedy, plenty of visual action and the added fact that it is a program the listener can leave and

## Tele View of the Month



Technical staff of WCBW, CBS' tele station in New York, ponder over production problems as they view two shapely models in ballet practice clothes.

return to, at will. In a quiz show, e.g. "Quiz Kids," you have the visual entertainment plus an educational factor. The home audience mentally competes with little eight-year-old Joel Kupperman in solving a mathematical problem. Mental competition is an interest sustainer, yet if the viewer is called away from his set he can always return and start anew, with the next brain-tester presented to the contestants and the television audience.

Remote programs after the war will be outstanding in the field of television programming. No other type of program, no matter how well presented, can compete with on-the-spot news happenings. To actually see as well as hear the excitement of the big news event of the day is the great advantage the television audience may anticipate. On-the-spot remote news coverage is an art all its own. It yields to no competition from any feature yet developed. Also, under the heading of remote programs, falls the category of sports broadcasting. In the televising of football, baseball, basketball games, etc., a new field of listeners and viewers is brought to

the fore. That new audience is the feminine viewer. Heretofore, while some women enjoyed attending the actual games, they didn't know enough about the sports to follow them via radio. It will be easier for women to understand the games as they see them played, and it will educate them in the field of sports.

Women's new interest in sports events, brought about through the medium of television, will be of value to sponsors who previously catered to only the male audience.

### Dramatics Not So Practical

Dramatics in relation to television programming don't seem at present to be practical. If the plot is tight enough to hold an audience to their receivers then we have the problem, as mentioned above of handling the home viewer who might be called away momentarily, only to discover, on returning, that he can't pick up the thread of play. Result—he turns to station presenting a show that he can tune in at any time.

There has been much discussion as to the use of films in television. I feel that at present the use of film does not seem to be a competitive factor

## Defines Web Policy In Television Planning

of, or to, television, because at this point no special feature films have been made exclusively for television. Even with the new large screen receivers, present-day film technique does not lend itself to this medium. Film flashbacks interspersed with a live show are plausible, but I do not feel that film as produced today will hold a television audience. The public in their homes want to see something more intimate in the way of entertainment. Future television programs will be informal presentations. As we know, radio invaded the privacy of the home with one medium, sound. Television is going to invade the home's privacy with sight and sound. This invasion of privacy is twice that of radio and in order to be successful will eventually have to be twice as attractive as radio. This is a difficult goal, but it can be accomplished.

The American Broadcasting Company chose the policy of adapting radio programs to television because it felt that the medium of television has in it a certain percentage of radio. In taking radio programs and adapting them to television, you must know when sound itself (programmatically) is good sound. You know that when a person spends \$300 for a television set he is not getting zero use out of it because he is still getting good audio (the adapted radio program). Thus, in the early stages of television our listening audience can satisfy its curiosity by seeing what the top stars of the American look like, while still hearing its favorite show.

## Lever Brothers' Tele Series Signs Off for Summer

Lever Brothers' "Wednesday At Nine Is Lever Brothers Time" series over DuMont's WABD will sign off for a full month following the July 25 telecast, 8-8:30 p.m., EWT, it was announced yesterday by Lee Cooley, television director of Ruthrauff & Ryan, and producer of the program. The program will resume tele operations Sept. 5, same time.

The closing program will be Edgar Allan Poe's "Tell Tale Heart," to be treated with a new tele technique, Cooley said. Regularly affiliated with this program series are: Joe Cross, writer, and Ted Huston, director. Spry is the commodity commercialized.

## Documentary Film On NBC

A dramatic documentary film, built on the theme that we must conquer Nazi-fascist ideas in this country, will be seen on NBC's television station WNBT Sunday, 8 p.m.

... "Television's greatest play to date" \*

VARIETY MAY 30, 1945



"Dr. Herbert Graf did a terrific job merging still pic, a choir under the direction of Bob Shaw and narration of the story . . . He built a half-hour Holy Week session which took every beholder right to church . . ."

BILLBOARD

"Fred Coe again did a swell job for the juves in a quiz which NBC called Fizz Quizz . . ."

BILLBOARD

"If anyone ever asks us where to go to learn how to present a video show, we're going to suggest that he consult NBC's producer, Edward Sobol, and Director Ronald Oxford . . ."

BILLBOARD

It makes a television station practically whistle at its work, to read the kind of reviews **WNBT** gets from the critics.

If there is any *one* reason why NBC gets kudos like these, it is probably that fifteen years of pioneering in the development of television have concentrated a mighty high percentage of television "know-how" in the NBC studios.

That is why people expect NBC to produce the finest television shows. That is why you can count on NBC to meet every opportunity television presents, and to solve every problem you might put in our hands.

**NBC TELEVISION**

**WNBT NEW YORK**

**NATIONAL BROADCASTING COMPANY**  
A SERVICE OF RADIO CORPORATION OF AMERICA

\*The **WNBT** Presentation of Robert Sherwood's "ABE LINCOLN IN ILLINOIS"



## **Radiophoto - news pictures out of the air!**

**RCA** radiophoto transmits pictures halfway around the world and prints them—in a matter of minutes!

And thanks to RCA research, pictures now come through the receiver (shown above) just about as sharp and clear as the originals themselves.

Through RCA radiophoto, today's "news shot" in Honolulu or Cairo can make tomorrow morning's front page. Or—blueprints for a disabled power generator can be flashed to London—saving hundreds of vital war production hours.

Advertisements, fingerprints, documents and letters are radiophotocod by RCA Communications—as many as 2000 a month! Even musical scores—such as the new "Trio"

by the great composer Shostakovich—are sent by faster, error-proof radiophoto.

RCA has long been a pioneer in all fields of international communications. Progress is constantly maintained by scientific research... research that is reflected in all RCA products.

When you buy an RCA radio, or television set, or Victrola—made exclusively by RCA Victor—you enjoy a special pride of ownership in knowing that you possess one of the finest instruments of its kind that science has yet achieved.



1945—London to New York—7 minutes



1926—New York to London—1 hr. 35 mins.

Notice the great improvement in clarity, as well as in speed—both results of RCA research. Radiophoto prints are no longer blurred by a "pattern." Today, they're about as clear and sharp as the original photograph snapped thousands of miles away.

# **RADIO CORPORATION of AMERICA**

PIONEERS IN PROGRESS





# Program Parade . . .

**TEN CANTEEN—WINS**, Thursday, 8 p.m. Rate sustaining show produced for managers and using a cast of youngsters from the Riverside Jamboree Canteen, Emerson, N. J. Bill Bradley handled the directing and introduced several talented youngsters. Show of this type serves to recognize youth activities and provides refreshing entertainment well. Should remain on air through summer vacation period.

★  
**VOICE OF THE ARMY—WQXR**, Sat., 9:15-9:30 a.m. Transcription series, "Names on the List." Purpose of the program is to help recruit nurses for the Army Nurse Corps. This particular program, starring Helen Hayes and competent supporting cast, showed how nurses can help to rehabilitate limbless and neurotic war veterans. Script had a lot of punch.

★  
**RADIO EDITION OF THE BIBLE—WNEW**, Wed., 6:45-7 p.m. Transcribed program produced by Congregational Christian Churches. "Give Us a King," story of the life of Saul, is improvement over the sermon-type religious airings. Scripting of program was colorfully handled, and excellent cast on hand to project Biblical personalities.

★  
**PAYHOUSE OF FAVORITES—WKRC**, Cincinnati, O., Mon., 9:30-10 p.m., EWT. An NBC-Radio Recording Division production. Sponsor, Streitmann Biscuit Co. Rip Van Winkle is one of a series of 26 dramatizations of the more familiar classics. Will Geer breathes life into the incredible role. A well written script and a workmanlike production.

## 'Lobby Lobby' Replacing 'Corliss Archer' On CBS

(Continued from Page 1)  
titles to the brewing industry and do not consider the present program the type of medium to do it. "Archer" show has been plugging home glassware.  
The Dave Elman show will have Dudley King's orchestra, and a name yet to be chosen. Program will originate in New York. William Weintraub & Co. Inc. is the agency.

# WNAX Transfer To Cowles Paces Heavy FCC Activities

(Continued from Page 1)

approved the application of Louis N. Howard and Ellis H. Howard, the Jacksonville Broadcasting Co., of Jacksonville, N. C., for a new station to operate on 1,240 kilocycles.

FCC yesterday acted favorably on applications for new developmental broadcast stations filed by Emerson Radio, New York, and Joseph F. Novy, of Riverside, Ill. The new stations will be operated on frequencies to be assigned by the Commission's chief engineer: Emerson AO, A3, and special emission for FM, and Novy, AO, A4, and special emission for FM. Both permits were granted conditionally, subject to change or cancellation.

Application of Allen B. Du Mont Labs., N. Y., for a portable mobile experimental television relay station was also granted by FCC yesterday. This station will be used in development of a television system to operate in the 480 to 920 mc region now assigned for experimental television. Frequencies will be assigned by the chief engineer, A3, special, and special for FM emissions, power of 1 kilowatt (peak) visual and aural.

Application for a new station was received by FCC yesterday from Textile Broadcasting Co., licensee of AM station WMRC, Greenville, S. C. It is proposed that the station operate between 92 and 106 megacycles subject to the applicant's approval, with a coverage of 18,300 square miles.

General Railway Signal Co., was granted construction permits and licenses by FCC yesterday, to cover 10 new experimental Class 2 portable and portable-mobile radio stations. The new stations will be operated in yard and terminal areas and along the roads of principal railroads. They will be used in research and experimentation as the application of radio communications to railroad system.

Frequencies will be assigned by the Commission's chief engineer: 60 watt power; A1, A2, A3 and special emission for FM; General Electric equipment, type TSA-60-A (modified); unlimited.

## Lawrence Lays Title Claim To 'Port Of Missing Hits'

Legal representative of Jerry Lawrence, disc jockey on WMCA, has notified the NBC programming department that the use of the title of the latter's new program, "Port of Missing Hits," is an encroachment on the prior rights of Lawrence. Lawrence, the letter says, has been using the title on his WMCA program since July 19, 1943. Prior to this date, he projected the same title on a similar transcribed program series over WOR for over a period of two years.

Will Ignore Format  
Lawrence said that the NBC program format is similar to his, too, but that he wouldn't try to do anything about that. He and his attorney, Joseph Cohen, were interested only in the title rights. The WMCA version of "Port of Missing Hits" is heard on Tuesdays and Thursdays, 12-1 p.m., and 8-8 p.m., respectively. NBC launched its "Port of Missing Hits" live format on July 14. Both formats deal with popular song successes and failures. Milton Katims and his orchestra are featured in the live program, and James Haupt produces.

## Transferred to Washington

Lt. William Erwin, a returnee, from Alaska, has been assigned to Washington, D. C. Headquarters of the Office of Radio Production under Major Frederick Brisson, chief AFORP. Erwin, former production co-ordinator for Industrial Services Division War Shows produced on the West Coast, will assist in operations of that office which includes supervision of all Army Air Forces radio shows including "The Fighting AAF," featured Sundays over the American Broadcasting Company. Erwin is a former scripter for Edgar Bergen.

## Plan Network Program On Air Force Day, Aug. 1

(Continued from Page 1)

AAF., Washington, D. C. Feature which will include a six and one-half minute talk by General Arnold is to be heard at 850 AAF banquets celebrating the 38th anniversary of that branch of the service from coast to coast. In addition to Arnold speech, the event will be carried on key networks. Current plans call for talks by Generals MacArthur, Eisenhower, Spaatz.

Other Programs Arranged  
In addition to same program salutes on leading network shows for the week preceding, dedicated to the anniversary celebration and the establishing of Air Force Day as an annual event, also being arranged. Announcement by General Arnold of the establishing of the "day" was made Monday, July 16.

Charles Wilson, president of the Air Power League, will be toastmaster of the Waldorf-Astoria banquet and will also be heard on the program broadcast.

# PROMOTION

## Mailing On Malone

In connection with Ted Malone's new morning program for Westinghouse, WROK of Rockford, Illinois, reprinted Malone's Memorial Day commentary from overseas and mailed it to a consumer list of 1,000 names. Script was set in type on a sheet 11 x 17 inches. As a follow through, WROK sent copies to leading time buyers with a note calling attention to the promotion.

## WFIL Merchandising

While covering and recording special events taking place around Philadelphia, the appearance of WFIL's special features staff is explained to those attending the events through cards which are distributed to the public. Cards explain that the event being witnessed may be featured on WFIL's public service program, "This Week In Philadelphia." Time the program is heard and dial setting is also indicated.

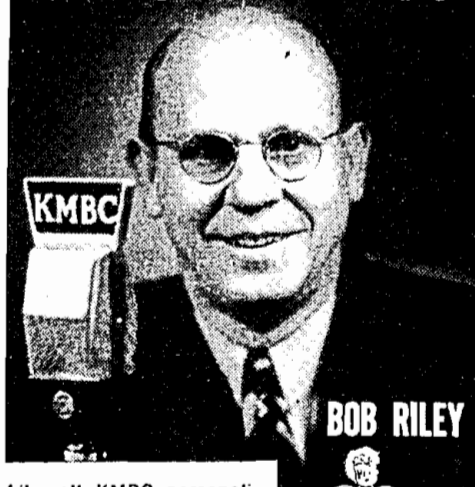
## New House Organ

Volume 1, Number 1, of WELI Life, dated July, 1945, has made its appearance. A four-page, illustrated sheet, WELI Life is dedicated to the "pursuit of better radio enjoyment" and priced at five cents per single copy. It is published monthly by the Connecticut Radio Foundation, Inc. Rudy Frank is editor. Paper will go into 50,000 in the New Haven area.

## Joins RCA Board

Wilfrid Gagnon, Montreal industrialist, has been elected to board of directors of the RCA Victor.

# STARS OVER KMBC



BOB RILEY

Like all KMBC personalities, Bob Riley is nationally publicized and nationally known! Bob, as KMBC's official marketcaster, broadcasts direct from Kansas City's livestock terminal—another exclusive KMBC feature! Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



**KMBC**  
OF KANSAS CITY

**SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS**

"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.

*Exclusive!*

**CUBS '45  
BASEBALL**

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

560 Kc. 5000 WATTS

## Strike-End Decreases Newspaper Air-Time

(Continued from Page 1)

reaped a bonanza in extra advertising from stores, theaters and newspapers themselves, a figure exceeding \$1,000,000, broadcasters also contributed considerable time to additional news without waiting for the extra revenue that eventually accrued. Every outlet in and around New York put on news in every suitable time that was open and in some cases cancelled sustaining programs to make room.

Being more or less on a day-to-day basis, time bought by the newspapers was subject to cancellation without notice, but in some instances, time bought by newspapers is being continued temporarily. The current picture as to the status of such time, follows:

"World-Telegram," has cancelled the additional time bought on WMCA and the last news was heard at 3:30 p.m. "Journal-American," on the same outlet, had not cancelled any time purchased.

### "Times" Queries Listeners

Over WLIB, the "Post," cancelled its additional time as of 1:15 p.m. Both the "Journal-American" and "Mirror," cancelled time on WINS. New York. "Times," cancelled its news period heard on WQXR, but purchased spot announcements asking listeners if their news service on the station had been satisfactory. This will continue for an indefinite period.

Over WOV, the "Journal-American" discontinued its 15-minute broadcast of news headlines and comics as of last night. Time was bought however, to announce the ending of the strike and that papers could be purchased as usual. "Herald-Tribune" discontinued extra news on WOR.

"Journal-American," on the other hand, has purchased additional time on WJZ, including station-breaks and half-minute announcements on the Ed East "Breakfast in Bedlam" participating show 7-7:45 a.m. and these will continue through Friday at least. Same newspaper on WOR purchased additional spots.

Some stations gradually cut down the additional time devoted to newspaper tie-ups such as WNEW with the Daily "News" which has a 24-hour round of five minutes of news on the half-hour. WNEW has been giving the "News" free-time on the hour during course of the strike.

Consensus of opinion in the newspaper industry is that radio came to both its and the public's aid by revealing a spirit of co-operation and public service in quickly offering time to the newspapers and bringing extra news to listeners on their own.

### Third Documentary On WOV

Arnold Hartley's third special documentary program on a current issue will be produced over WOV tonight, 10-10:30 p.m. under the title "AMG: Schizophrenia In Action," a review of the AMG's performance in Italy and Germany since the invasion of the former.

## WOMEN IN RADIO

By MILDRED O'NEILL

**I**N SPITE of her fine success in radio—in spite of all it still has to offer her—in spite of the numerous advantages of radio over the stage that so many in it feel are there, Vicki Vola is turning to the theater. Ever since she was a little girl out in Denver, Vicki has wanted to. When she got her first acting job on a station out there, her first thought was not that here was the start of a successful career on the airwaves, but rather, here was the beginning of preparation for an eventual stage career. And it's turned out she was right, for Mr. District Attorney's capable "Miss Miller" is being given a major role in George Kondolf's Fall production of "Appenine Grape," the play by Richard Maibaum which deals with the war in Italy. Not that Vicki is deserting radio entirely. She loves it, as she should—for it's been a good friend. But just the same, she's awfully happy that George Kondolf is taking a leave of absence as script chief of BBD&O to turn to Broadway and is taking her with him, along with some other radio talents he thinks should be seen as well as heard.

★ ★ ★

Amy Freeman, well-known stylist, lecturer, interior decorator and former editorial writer for women's magazines, is constantly being consulted on one thing and another. Sometimes it's about gowns—or it may be hats—or the proper beachwear. Then again, it may be about the decorations for milady's boudoir. Now along comes the Sentinel Radio Corporation to get Amy's ideas on the features madam will like best in her post-war radio—features which will take in color, design, material, size and shape. Amy is studying these points with Sentinel's engineers and production experts from the angles of home-making and housekeeping. And here again is stressed the importance of the feminine viewpoint and buying influence, both of which also pay heed to price.

★ ★ ★

The work of children has been very effective in the war effort in many ways, as individuals and through their groups. For instance, the "Tom Mix Straight Shooters" in one waste paper drive in the average American city of Fort Dodge, Iowa, contributed over fifty tons, two of which were collected by one youngster. Now these same kids—three million strong, all devoted to the real and radio life of Tom Mix—are at it again, this time on a drive to collect clothing for their less fortunate little friends in devastated Europe. Their goal is that set by the Save The Children Federation of one million pounds, and the Ralston Purina Company, sponsors of the "Tom Mix" show, is facilitating the nation-wide appeal for a "kit in a blanket." The plan is for a class, a club, or an individual youngster to wrap an outfit for a child of their own age in a blanket and send it to the Federation here in New York. The work of the Federation and the "Straight Shooters" certainly deserves the industry's co-operation, and many of these kids would make refreshing guests on programs the country over. Chances are that Europe's children will be given a lesson in the American way of life that won't soon be forgotten.

★ ★ ★

Did you know . . . that songstress Evelyn Knight has turned down an offer from the management to stay over for the succeeding show at the Copacabana in Rio? Writes Evelyn whose lovely blondness has taken the customers by storm—"it's very flattering and quite an honor, because it's the first time they've ever considered the same star for two shows." So Evelyn will be back early next month, probably in time for her latest Decca release. . . . that beautiful Jane Froman, crippled in the Clipper crash at Lisbon many months ago, is leading WHN's "Fighting Lady" poll about which we wrote some weeks back. . . . that Marga Ann Deighton of radio, the stage and screen, is guesting with Adrienne Ames on WHN today and will discuss the activities of the Foster Parent's Plan for War Orphans. . . . that Idella Grindlay Kampf, long with NBC, has been given the Exceptional Civilian Service Award in recognition of "exemplary performance of duty" as traffic manager of "The Army Hour." This is the highest civilian honor of the War Department.

## Webs Plan Coverage Of British Election

(Continued from Page 1)

pecting England during a politically critical hour will be carried.

NBC's plans will be handled by Stanley Richardson, the web's chief of the London Bureau. With him will be Chester Morrison and Edwin Haaker.

American's Arthur Feldman, also chief of the web's London office, has established special election coverage headquarters in the Reuters Building in the center of London's Fleet Street near St. Paul's Cathedral. Broadcasts of the early results will be made with a complete tabulation at the conclusion of the ballot counting.

CBS' plans are in the nebulous stage because Edward R. Murrow, who is currently in Berlin covering the Big Three event, has not made any announcement concerning the election coverage plans. However, a New York spokesman said CBS will cover all phases of the political event.

MBS will also produce special programs, according to John Whitmore, news manager, and details will be announced in the future. Whitmore said that Arthur Mann, who heads the Mutual London bureau, and currently covering the Berlin meet, is making plans for the election returns presentations.

## Amer. Web Revamps Public Relations Dept.

(Continued from Page 1)

publicity department. Harrison B. Summers, heads up the Public Service Department and Doris Hastings will have supervision of audience information. Kintner will also continue to supervise the web's news and special events department and Washington operation of the company.

## Winchell Leads 1st Fifteen In Evening Show Survey

(Continued from Page 1)

pearing on the first 15 for the first time in 1945 include "Telephone Hour," "Vox Pop" and "Contented Program." New programs listed among the 15 are "Beulah Show," Phil Harris and Rise Stevens.

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.

# EQUIPMENT

## Gets Special Award

For the development of a unique perspective chart which completely pictures the status of all sub-assembly production in each manufacturing unit, Thomas Bellavia, a foreman Emerson Radio and Phonograph Corporation, has been given special recognition by the Special Awards Committee of the company. Another second quarterly award was given to Anthony Marcell, an employee of 21 years standing, for developing time-saving ideas applied to procedures for compiling and sorting purchase orders through various departments of the plant.

## RCA Sound Systems

RCA Victor Division of the Radio Corporation of America has put out a new illustrated brochure titled "RCA Sound Systems" which presents varied uses of electronic sound systems in industry, institutions and commercial organizations. Booklet uses block diagrams to show special services rendered by sound in various types of establishments and the arrangement of control consoles, microphones and loudspeakers in different installations.

## Sentinel Dividend

Sentinel Radio Board of Directors, Evanston, Ill., announce a quarterly dividend of 15 cents per share payable July 15th to shareholders of record, July 5th.

"Sentinel will go right ahead with 100 per cent war production so long as Handie Talkies and other Sentinel produced items are requested by the Army and Navy," said E. Alschuler, president, in a letter to stockholders. When given the green light on civilian radios, Sentinel will be in a position to convert and immediately start deliveries."

## New Bendix Unit Gets "E"

A fourth Army-Navy "E" award has been won by the men and women of the newly organized Red Bank Division of Bendix Aviation Corporation, H. A. Poole, assistant general manager, announced in a bulletin board notice to employees last week.

## Appointed Distributor

Appliance Distributors of Mt. Vernon, N. Y., will handle distribution of Stewart-Warner electrical products in Westchester and Rockland Counties (New York).

Attractive—intelligent, young American woman; experienced radio broadcasting, script editing; office management. Recently resigned from Government. Interested in position as assistant to live-wire executive in radio, motion picture or public relations field; New York or Los Angeles.

Box No. 187

c/o RADIO DAILY

1501 BROADWAY, NEW YORK, N. Y.

# WHO'S WHO IN RADIO

## JUSTIN MILLER

LAST week-end the NAB presidential selection committee met in Kansas City and unanimously voted for Justin Miller, associate Justice of the U. S. Court of Appeals, to succeed J. Harold Ryan as president of the National Association of Broadcasters.

Justin Miller has literally led a life of bardom—he was an attorney, jurist, criminologist, law instructor and editor of a law journal. He was admitted to the bar in four different states: Montana in 1911, California in 1913, Minnesota in 1924 and North Carolina in 1931. In 1934 he was permitted to argue cases in the United States Supreme Court, perhaps the turning point of his career.



barrister

Between 1934 and 1936 Miller served as special assistant to the U. S. attorney general; 1935-37 he served as chairman of the attorney's Advisory Committee on Crime. He was appointed a member of the U. S. Board of Tax Appeals in 1937, and has been an associate justice of the U. S. Court of Appeals, Washington, D. C., since 1937.

The new NAB president received his A.B. from the University of Stanford, and his LL.B. from the University of Montana, his D.C.L. from Yale.

While Miller's vocational trend has been chiefly along legal lines, for the past eight years he has actively participated in radio cases that have come up before the Federal

Communications Commission. He has been a member of the appellate bench since 1937, and has penned many opinions regarding FCC radio decisions.

However, more important was the cordiality with which spokesmen of the industry accepted his presidential appointment. From Washington, D. C., came word that radio figures respect him highly. Former FCC Chairman J. Lawrence Fly said, "An excellent man for the job." Robert D. Swezey of Mutual said his past accomplishments were "eloquent testimonials to his fitness for the position." Paul W. Kesten of CBS sees his appointment as the turning point for the industry.

Justin Miller was born in Crescent City, Calif., Nov. 17, 1888. On June 20, 1915, he was married to May Merrill. They have two children, Jean Marian who is married to Edwin Ball Abbott, and a son, Merrill Justin.

## Survey Interviewers Classified As Labor

(Continued from Page 1)

routine investigation, under the Wage-Hour Law, of C. E. Hooper, Inc., the industrial homework question arose concerning "interviewers" employed by the concern. These "interviewers" work at home.

Subsequently, Regional Attorney Irving Rozen, acting for the Solicitor of Labor, ruled that clerical work such as that involved in the Hooper case must be considered to be the production of goods from materials furnished by the employer, within the meaning of the definition of an industrial homemaker. The Department of Labor long ago held that the homework regulations are applicable to bookkeepers who work at home.

Mr. White said:

"I suggest that all New York concerns in this line of business, who may not be conversant with this ruling, apply to our New York Regional office for full information and details concerning the necessity of securing Federal homework handbooks."

## Stork News

Fourth child, a son, was born yesterday to Mr. and Mrs. Dick Swift, at the Morristown (N. J.) Memorial Hospital. Father of the newcomer is program director of WABC, New York.

## NBC Will Broadcast Army Football Games

(Continued from Page 1)

for the broadcast rights to the games were made with Biff Jones, West Point football coach, by Bill Stern, director of sports for the web. The Army-Notre Dame game is scheduled for Nov. 10 and the Army-Navy for Dec. 1.

## Capitol Record For Warnow

Mark Warnow, with his "Hit Parade" orchestra, finished his first week at the Capitol Theater, New York, with the house racking up a gross of \$95,000, a record week since the current stage show policy went into effect in 1943.

### Exclusive!

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

### W-I-N-D

560 Kc. 5000 WATTS

# AGENCIES

RCA VICTOR DIVISION of the Radio Corporation of America and Kenyon & Eckhardt Inc., have terminated by mutual consent arrangements for advertising of the radio company's Tube Division, the Engineering Products Division and the Educational and Industrial and Sound Departments, effective October 15, 1945. Advertising for these divisions has been assigned to J. Walter Thompson Company effective January 1, 1946.

ARTHUR A. KOHN has become associated with Goldman & Gross advertising agency, as radio director and account executive. He has been in the advertising business since 1928, spending most of that time in the radio field. For ten years he was associated with radio stations WGES, WSBC and WCBD. He also headed his own agency for a time, later was account executive for Stack-Goble advertising agency.

E. M. BRESETT has joined Duane Jones Company. He formerly was associated with Russel M. Seeds Company.

BALTIMORE'S  
*Listening Habit*

W  
C  
B  
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President  
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.  
Exclusive National Representatives

★ ★ ★ COAST - TO - COAST ★ ★ ★

— COLORADO —

DENVER — KLZ newsman Bob Thomasson is coaching the Denver Elks American Legion baseball team, which he directed to a state championship last year. . . . July 9, KOA's "Farm Question Box" broadcast was heard for the 1014th consecutive time, celebrated by a luncheon and an hour-long anniversary program. . . . During the summer, KOA is presenting nationally famous orchestras at Elitch's Gardens on Thursdays at 10:15 p.m.

— CONNECTICUT —

HARTFORD—Ralph Klein, former continuity boss at WHTD, on returning from overseas where he was stationed with an Army quartermaster group, paid a visit to the studios. . . . Milt Berkowitz, WHTD news editor, will celebrate his 10th anniversary in that post August 1. . . . Special events department of WDRC has arranged with the Chamber of Commerce to present during this month and next six weekly programs dealing with the future of the city.

— OHIO —

CINCINNATI—During the first six months of 1945, WLW aired 541 religious and public service programs which filled 246 hours of air time or 54 more hours than were devoted to similar programs on WLW during the same period in 1944. . . . James D. Shouse, Crosley vice-president, was elected a member of the board of the Foreign Policy Association of Cincinnati and of the Better Business Bureau. . . . Toby Tuttle, featured comedian on WLW since 1940, has left to join a USO overseas cast in "Panama Hattie."

Send Birthday Greetings To

July 18

Harriet Hilliard Red Skelton
Marvin Mueller Adele Ronson
Hal Styles

— ILLINOIS —

CHICAGO—Wedding bells fading in the distance, WJJD engineer, Eddie Rynkus, returned to work last week after his marriage and two-week honeymoon. . . . Announcer Jerry Saxon insists he's lost his charm. His girl friend has enlisted in the WAC, but there's a rumored engagement. . . . Well known as an organist, pianist and choral conductor, Orville Foster has been named program director of WIND where he originally came as music director.

— WISCONSIN —

MILWAUKEE—WTMJ and the Fox Theaters were the joint sponsors of two war bond shows, June 25 and July 2, that brought in a total of \$161,300 for the purchase of war bonds. Admittance to both shows was by bond only, which were sold at WTMJ, The Journal and Fox Theaters, with an extensive promotion campaign carried on by both sponsors.

— IOWA —

CEDAR RAPIDS—Andy Woolfries, WMT news commentator, received word recently from Roche, Williams & Cleary, Inc. that his message on the Milwaukee Road War Jitters Booklet, aired but once on his Sunday noon commentary, pulled more requests than any similar announcement made on 24 other stations. . . . Winston Williams, formerly of WKBB, Dubuque, has joined the WMT announcing staff. . . . Merchandise manager Bob Breen has become a bridegroom.

— GEORGIA —

MACON—Complete local news service is now being given by WMAZ to Macon and middle Georgia with three reporters doing a full time coverage of the city to prepare copy for three "Towntalk" broadcasts daily. Outlet depends on PA wire for "State-talk" program material, but plans small town correspondents as idea develops. No sponsorship is allowed of news programs.

— INDIANA —

ELKHART—WTRC, Truth's station, will join the National Broadcasting network September 1. Acquisition of NBC programs will be gradual and all local programs will be retained in keeping with outlet's policy of giving first consideration to local interests, was announced by general manager R. R. Baker.

— CALIFORNIA —

SACRAMENTO—D. K. Arkelian of the Madera winery family was anxious to locate two former employees for whom he had new jobs. After eight weeks of fruitless search, he asked KMJ for time on the air in connection with his search. A 35-word announcement by KMJ, asking the people or someone having information about them to call the station, brought a response two minutes later from the wanted couple themselves.

— OREGON —

PORTLAND—Arden X. Pangborn, KGW chief, was the first radio man ever to be invited to speak before the Oregon Newspaper Publishers' Association. In his talk, Pangborn warned newspaper owners, looking to FM as a means of entering the broadcasting field, to do so with the viewpoint of the early 1920's rather than that of today. Pangborn now is in New York on business.

— OKLAHOMA —

TULSA—KOME's program chief Dick Campbell has inaugurated a new feature on his 11:45 a.m. newscasts called "The Tulsa Police Department Reports." KOME staffer covers the Police Department twice daily for all news of major interest. All infractions of the law are reported in a spirit of safety and law abidance.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

DAYTIME DOMINANCE

For 21 of the 40 DAYTIME quarter hours between 8 a.m. and 6 p.m. (Monday through Friday average) WWNC has more listeners than all other stations combined. For 24 of these 40 periods WWNC ratings are more than double those of the second rating station.



EXCLUSIVE!

Advertisers — local, regional and national — spend more money on KOA than on any other Denver station. That's because KOA delivers more listeners per dollar than any other way you can devise. No wonder KOA's FIRST!

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

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

WWNC 570 KC Serving Western North Carolina from ASHEVILLE Don S. Elias, Executive Director Represented by the Katz Agency



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 13

NEW YORK, N. Y., THURSDAY, JULY 19, 1945

TEN CENTS

# Schools Get Gov't Radio

## Hearst-Crosley Deal Goes To FCC Aug. 20

Washington Bureau, RADIO DAILY  
 Washington—FCC hearing on the proposed sale of Hearst Radio to Crosley was extended yesterday to August 20. A joint motion was granted to suspend the application for sale by filing a copy of the June 21st agreement. Before that date, it is hoped, the FCC will have reached a decision on the proposed sale of the Crosley Corp. to Aviation Corporation. The first step in the hearing, according to reports, will be an inquiry into the sale price of WINS by the Hearst radio interests to Crosley. This deal  
 (Continued on Page 2)

## New Network Organization Will Announce Plans Soon

Queried by RADIO DAILY on the station setup and commercial programming plans of the proposed Associated Broadcasting Corporation's network scheduled to open September 16, Leonard A. Versluis, president, in Grand Rapids, Mich., yesterday said complete plans will be announced next week. "We are still negotiating in a couple of important markets which we expect to conclude by that time," Mr. Versluis said.

## Ele Show Sponsorship Renewed for 52 Weeks

Renewal of the "Voice of Firestone Devues" on NBC's television station, WBT, for another 52 weeks by the Firestone Tire and Rubber Company, was announced yesterday by John F.  
 (Continued on Page 2)

### Look, We're On Fire!

Chicago—WBKB, Balaban & Katz television station, didn't have to go to very great lengths to telecast a fire in Chicago yesterday, in fact they simply rolled the equipment to the studio window and televised the conflagration that consumed a portion of the B & K property across the street. It was Chicago's first television broadcast of a fire.

## Prices Announced For New Receivers

First manufacturer to announce prices of post-war radio receivers is the Emerson Radio and Phonograph Corporation who yesterday released descriptions, pictures and "approximate" prices of their line of receivers. The line of receivers includes a compact set to retail around \$25; a portable set at \$35, a pocket receiver at \$25 and a phono-radio at \$85. Com-  
 (Continued on Page 2)

## Four New Stations Join Keystone ET Network

Four new stations have joined the Keystone Broadcasting System, it was announced by Michael M. Sillerman, KBS president. WKLA, Ludington, Michigan; WRLD, West Point, Ga.; KONP, Port Angeles, Wash.; WHNC, Henderson, N. C. KBS affiliates now total 205 stations, giving total primary coverage of 28,674,534 population and 5,425,345 radio homes.

## Says Tele Will Supplement Newspapers, Entertainment

Ann Arbor—Declaring that television will supplement the newspapers, the radio, theater and motion pictures but will not replace them, George E. Markham, manager of WRGB, Schenectady, spoke before a two-day symposium on television and the future conducted by the department of speech of the University of Michigan.  
 "Television can enable the audience to see as well as hear their favorite radio personalities, but much worth-

## Surplus War Equipment To Be Offered Student Laboratories At Low Cost; Material Principally AM Type

## Illinois Libel Bill Becomes State Law

Chicago—The radio libel bill recently passed by the Illinois legislature has been signed into law by Governor Dwight H. Green. Repealing a 1927 law, which prohibited slander by radio, the new bill provides maximum penalties of a \$500 fine and a year in jail on conviction of the  
 (Continued on Page 2)

## Will Discuss "Big Three" On CBS' People's Platform

"The Big Three Meeting and Europe's Future" will be the subject of the CBS "People's Platform" on Saturday at 6:15 with three guest foreign affairs experts, Stanley High, Frank Kingdon and Frank Gervasi. Lyman Bryson, director of education for CBS, will preside.

## AFN Expands Service To Troops in Far East

Paris—A China-Burma-India Service of the American Forces Network in the ETO is now in operation broadcasting news and entertainment directly to troops in the Far East, it  
 (Continued on Page 7)

Washington Bureau, RADIO DAILY  
 Washington—Valuable training in the technical aspects of radio will be made available to many young men and women who otherwise would not have this opportunity, and radio industry personnel correspondingly enriched in school science laboratories equipped with surplus radio equipment, Dr. R. R. Lowdermilk, of the U. S. Office of Education said yesterday. Plans for making surplus radio equipment available to schools will be  
 (Continued on Page 6)

## BMB Plans Schedule Of Group Meetings

First formal production schedule for the Broadcast Measurement Bureau operations were announced yesterday by Hugh Feltis, the organization's president. Under this schedule, the following will be organized and developed: advertising industry relations, code of practice, survey pre-test-acquisition of reference data, dummy  
 (Continued on Page 6)

## Assign Lt. Col. Sherdeman To Program Post with AFRS

Los Angeles—Lt. Col. Ted Sherdeman has been assigned to Armed Forces Radio Service headquarters here as assistant chief of Program Section, it was announced by Col.  
 (Continued on Page 2)

**Welcome of G. I.**  
 Welcomes accorded troops returning from Europe in New York harbor will be broadcast over NBC as a feature of "The Army Hour," Sunday, at 4 p.m. Program will also include interviews with Puerto Rican National Guardsmen in Hawaii, en route to action in the Pacific. These men have completed a stiff course of training in the United States.

**Realistic**  
 The first broadcast ever recorded during a naval engagement from a ship participating in the combat, was made by Norman Paige, American Broadcasting Company correspondent in the Pacific, on Tuesday, July 17 at 11:31 a.m. At one point, a salvo blacking out all transmission halted Paige's description of the engagement against the Japanese temporarily.



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

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FINANCIAL

(Wednesday, July 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Reports Profit

Montreal—Standard Radio, Ltd. reports net profit \$87,386 or 40.6 cents per share for year ended March 31 last compared with \$88,099 or 41 cents per share in 1943-44.

20 YEARS AGO TODAY

(July 19, 1925)

Unitarians are working toward establishing their own broadcasting station in New York City and elsewhere. They charge that the Fundamentalists influence has done everything in its power to keep them from using the existing broadcasting facilities.

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

Coming and Going

CHARLES P. HAMMOND, NBC's director of advertising and promotion, has left on his annual vacation. During his absence, James M. Gaines, assistant director of the department, will be in charge.

HERALD SODERLUND, Omaha sales manager of KFAB, Lincoln, is in town from Nebraska for conferences with Hugh Feltis at the headquarters of the Broadcast Measurement Bureau.

CPL. EDGAR H. KOBAK, son of the Mutual network president, is expected back in this country this week, following more than a year of service in the Mediterranean theater of warfare.

JAMES E. DELINE, assistant program director of WFBL, Syracuse, is back at the station after having attended the Program Managers Clinic of last week at the Columbia network offices.

WILLIAM McGRATH, promotion and television director of WNEW, leaves today on his vacation, to be spent at Cape Cod.

CAROLINE CABOT, director of shopping service for WEEI, Boston, is vacationing in Maine. In the interim, Nan Howard is subbing for her at the microphone.

CHARLES HARRIS, general manager of WGRC, Louisville, Ky., is in Gotham for a few days visiting with MBS executives.

JAY GOULD, director of farm programs for WOWO, Fort Wayne, Ind., is in Toledo this week as a guest of the Willys-Overland Motor Co. to observe a farm demonstration of that company's new civilian jeep.

JOHN W. NEW, commercial manager of WTAR, Norfolk, is on a week-long trip to Chicago and St. Louis to confer with clients and advertising agents. He recently was elected a vice-president of the Norfolk Lions Club.

C. H. CRUTCHFIELD, program director of WBT, Charlotte, N. C., is back at his desk after having spent a portion of last week in New York.

Tele Show Sponsorship Renewed for 52 Weeks

(Continued from Page 1)

Royal, NBC vice-president in charge of television. One of WNBT's oldest clients, the Firestone Company has presented 15-minute programs once a week since September, 1943. Agency for the account is Sweeney & James Company, Cleveland.

Hearst-Crosley Deal Goes To FCC Aug. 20

(Continued from Page 1)

has been under investigation by the FCC for sometime.

Later the Commission will take the reported \$22,000,000 deal of Aviation Corporation with Crosley. It is expected that the FCC will specifically inquire into the breakdown of values of WLW, WINS, and other Crosley radio holdings as represented in the transaction.

Prices Announced For New Receivers

(Continued from Page 1)

pany recently staged distributor meetings in New York and Chicago at which time the new line was presented and selling plans made for the post-war era.

Assign Lt. Col. Sherdeman To Program Post with AFRS

(Continued from Page 1)

Thomas H. A. Lewis, Commandant of AFRS.

Col. Sherdeman returned this month from 19 months in the Pacific as AFRS advisor on General MacArthur's staff. In this position he was instrumental in securing the use of Australian broadcasting facilities until Army equipment could be obtained. Col. Sherdeman organized and planned the operation of the famed Jungle Network, now known as the Far Eastern Network, and aided tremendously in establishing radio as an adjunct of military command in addition to its entertainment use.

Illinois Libel Bill Becomes State Law

(Continued from Page 1)

charge of "knowingly and maliciously" being a party to the broadcasting of libel. A definition of libel under the new law is as follows:

"A malicious defamation broadcast by radio tending to blacken the memory of one who is dead, or to impeach the honesty, integrity, virtue or reputation, or to publish the natural defects of one who is alive, and thereby expose him to public hatred, contempt, ridicule or financial injury."



Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar-spent than any other station in this five-station town.

If you want to imbed your sales store more deeply in this great Baltimore market... W-I-T-H is your anchor.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



**WCAU's** *answer to Women  
who want to be well informed...*

Women look to—listen to—WCAU's Katharine Clark for "what's going on and what it means." Right now she is in Europe, reporting what women want to know about people in the liberated countries. What they are eating, wearing, thinking. How they are reacting to the Allied Victory. She is telling the homefolks how their sons and the boys next door are adjusting themselves to new surroundings, new languages, new customs.

This is an example of the lengths (in this case, across the Atlantic) to which WCAU goes to fulfill its function as Philadelphia's Leading Radio Institution.



COVERAGE + PROGRAM = SALES

**WCAU**

50,000 WATTS • CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**



THIS WEEK we are mailing to most of our readers, the announcement of a new NBC-Syndicated women's show. It is called:

### TOBE'S TOPICS

FEATURING THE OUTSTANDING fashion authority in America today, Tobe's Topics promises to be the most successful show of its type available on a syndicated basis.

HERE IS THE PROGRAM to crack that dubious advertising manager of your local department store. It's a program to make fashion-conscious retailers sit up and listen . . . because it is the voice of authority in the fashion world . . . the voice of Tobe.

TOBE IS HEAD of Tobe and Associates, Inc., recognized by department stores all over the world as tops in authenticity. Seven hundred stores subscribe to the Tobe fashion service. She is creator of the term "stylist" and establishes fashion trends that are followed faithfully by women everywhere.

NOW, THE WARM informal, lady-next-door personality of this great fashion expert is available exclusively on this NBC-Syndicated program. Tobe discusses women and their problems. She doesn't confine her subject matter to fashion . . . but gives a broad program for getting enjoyment out of everyday living.

AUDIENCE PARTICIPATION is another outstanding feature of Tobe's Topics. Listeners are awarded prizes for winning letters (there are two each week). Give-aways in the form of recipes, exercises, parents' guides, suggested reading lists, health booklets and others are a part of the program service.

TOBE'S TOPICS is a timely show delivered to you on the NBC Orthacoustic record in time for broadcasting during a specific week. The schedule calls for 2 quarter-hour programs per week. Better be rounding up that prospect today. We expect this one to go like hotcakes.

**NBC-RRD**  
RADIO-RECORDING DIVISION

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

A SERVICE OF RADIO CORPORATION OF AMERICA



### Notes From An Aisle Seat . . . !

● ● ● The American net, we hear, is offering Mayor La Guardia to sponsors for a commentary program. . . . If the green light can be obtained from Washington, one of the war's most fantastic and unbelievable tales will be told on Mutual's new ailer, "Now It Can Be Told"—a tale of how New York missed being blown off the earth by a mere ten seconds. . . . Hildegard at Wesley Memorial Hosp. in Chicago for three weeks following major operation. . . . If plans jell, there'll be a world-wide radio salute to the late Ernie Pyle on his birthday, Aug. 3rd. . . . Earl Wilson's column the other day on Irving Hoffman is 'must' reading for the B'way and Hollywood set . . . Jack Smith signed by P & G across the board via CBS at 7:15, with Earl Sheldon's ork. . . . Commercial radio in Great Britain will get its first test in the fall . . . Kathryn Cravens, glamorous commentator who discovered 'Butch' LaGuardia's sister in Europe, got a quick invite to visit His Honor when she returns here. . . . Sammy Kaye says the troubles of Europe could be solved if there were less kings and more cabbage.

★ ★ ★

● ● ● The Morning Mail: "When I read about Ted Lawrence in a recent column," writes Bob Steele, of WTIC in Hartford, "I went straight to my scrapbook to find out how many fights I've had in the ring. You said Lawrence was the only blow-by-blow broadcaster you knew of with a pugilistic background. Well, I want you to know here is another punch-caller who learned the game the hard way. I've done boxing broadcasts here at WTIC for three years and am, by my own admission, one of the classiest. And I have a somewhat more impressive record than Lawrence boasts. He had 44 fights? I had 70 as a lightweight and welter. I fought out of Kansas City, Mo.—mainly because the fans didn't want me to fight in Kansas City. Lawrence had 40 wins? I had 40 lickings. What's more they were consecutive. Miserable as my record was, I learned the inside of the game and feel that I know it better than any microphonist now operating, with the possible exception of your Mr. Lawrence."

★ ★ ★

● ● ● Small Talk: Conover beauty, Candy Jones, survived the rigors of the Pacific jungle for five months until the day she was supposed to sail for home. Then she wound up in a native hospital with a tropical disease. She's still there. . . . The Johnny Johnstons (the singer) are knitting tiny garments. . . . First European artist to reach the U. S. since V-E Day will be Maggie Teyte, English soprano, who will guest on the Telephone Hour July 23rd. . . . Patricia Lochridge, formerly with CBS news room and recently returned from abroad as foreign correspondent for Women's Home Companion, will be interviewed tomorrow on "Feature Story" over CBS. . . . Evelyn Knight leaves Rio de Janeiro the first week in Aug. after smashing records at the Copa down there. . . . Pete Donald reports the latest B'way gag is calling up dentists to ask if they have any extra gas coupons. . . . Will Yolen new president of Publicity Club of N. Y., succeeding Bill Maloney. . . . A club in Las Vegas has offered Julie Styne and Sammie Cahn, the hit songwriting team, ten grand to write a popular tune with the name of the club in the title . . . In Abner Greshler's partnership deal with Sam Stiefel, he retains the management rights of the Wesson Bros. for radio. Incidentally, we hear the comics are set for their own show on CBS starting in Oct.

★ ★ ★

● ● ● Hal Block swears he heard this one on one of those man-in-the-street interview stanzas. The guy with the mike stopped a seven-year-old youngster and asked him jokingly if he wanted to be president. The kid thought it over and then replied seriously: "No, I'm quite satisfied with Pres. Truman!"

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

TWO new "Man-on-the-Street" programs have started on local stations within the past two weeks, both broadcasting from theater lobbies. Hugh Douglas handles the "Lite Gossip Club" from the Oriental Theater for Lite Soap Co. of Aurora, on WCFL. Business placed through L. W. Ramsey Co. Al Collins handles "Have You Got It" from the Palace Theater for Good Housekeeping Shops, Inc. on WIND. Business placed through Leo Manheimer Agency.

From July 23 through 29 WMAQ will present six exclusive broadcasts giving the complete story of play in the \$60,000 All American golf tournaments staged at the Tam O'Shanter Country Club in Chicago. Bill Stern, Klevé Kirby and Jack Gibney will handle broadcasts.

Pierre Andre has left Chicago for what he expects to be permanent residence in Hollywood.

### Sees Tele Supplementing Newspapers, Show Biz

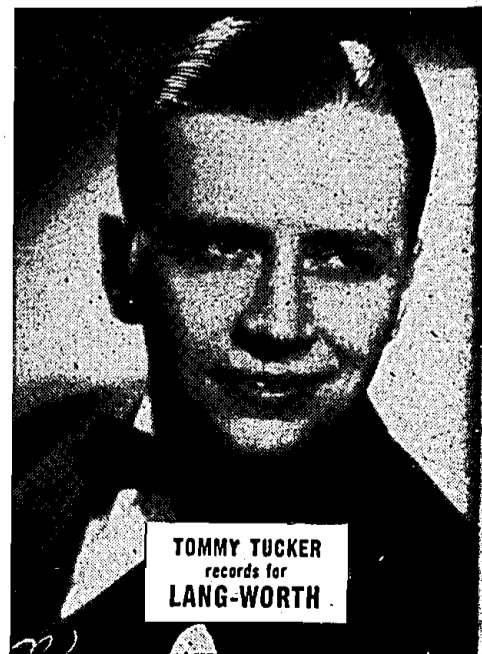
(Continued from Page 1)

day films, except as stations present films as such."

Television, which is a combination of all these other media, Mr. Markham continued, must find its level of acceptance and usefulness. One of the fields in which television may serve is that of education where it can make the best available to the many.

### Dunphy To Broadcast Races

Sportscaster Don Dunphy draws the assignment to do racing commentaries on WHN six times weekly Monday through Saturdays from 6:15 to 6:30 p.m., beginning today. Series will be broadcast under the sponsorship of the Triangle Publications Inc., who are publishers of racing forms and the Morning Telegraph.



TOMMY TUCKER  
records for  
LANG-WORTH





### Swear In Wills Monday As 7th FCC Member

Washington Bureau, RADIO DAILY

Washington — William R. Wills, former Republican Governor of Vermont, will take the oath of office Monday morning as the seventh member of the FCC. He succeeds Norman S. Case, former Rhode Island Governor, who had served on the FCC since 1934. Wills was confirmed by the Senate last week, and was sponsored chiefly by the Vermont Senator, Warren R. Austin.

Appointment of Austin to the Supreme Court vacancy left by the resignation of Justice Owen Roberts is considered highly likely here, with the distinct possibility that Wills' tenure on the FCC may be cut short by his appointment to fill out Austin's Senatorial term.

### Stork News

Los Angeles—KFI Program Manager Don McNamara, became the father of an eight pound boy, born at the California Hospital, July 16th. Baby has been named Edwin Dexter. This is the McNamara's fourth youngster.

### Dealers to Meet

The Radio and Electronic Dealers and Servicemen's Association Inc. will hold a meeting on July 25th at the Temple Auditorium, Brooklyn, N. Y.

### Gets Marconi Post

Montreal—William Hopkins has been appointed comptroller of the Canadian Marconi Company. Mr. Hopkins has been with Marconi for more than 20 years, for 15 of which he held the post of chief accountant.

### Tomlinson Returns To NBC

Edward Tomlinson, South American authority and formerly associated with NBC in 1932, is returning to that network as commentator and advisor on inter-American affairs, it has been announced by William F. Brooks, director of news and special events. A few weeks after assuming his new post July 25, Tomlinson will leave with Brooks on a 16,000-mile plane trip to the various capitals from Mexico to Argentina.

Lt. Colonel Brooks Watson has been named program manager of WMBD, Peoria, Illinois. Watson has been on the Army's inactive list since October, 1944 when he completed two years' duty as head of the radio department of European theater public relations. Before receiving his commission, he was administrative assistant to Colonel E. M. Kirby, radio chief. Watson has been director of WMBD's news department.

Chief Specialist of the United States Coast Guard Irving Jaffee has received his honorable discharge. Sports announcing on a New York station is next on the agenda for Jaffee, who has been in the service for three years. Jaffee is the undated Olympic and World's speed ice skating champion.

"Double or Nothing" bandleader is Victor Pelle, not to long ago of the famous 45th "surrounded Battalion" at Salerno. Glancing around during a recent broadcast, he discovered that one of the contestants was a former buddy of his in the outfit.

### New Mystery Series Set For Mutual Web

"Crime Is My Pastime," a new 15-minute series, will be sponsored over Mutual by the Knox Company, for six weeks, beginning July 22, 4:30-4:45 p.m., EWT. Format of the program will feature newspaper reporter Gerald Mohr on weird, adventurous assignments, Richard Hill Wilkinson will write the series which will originate from Hollywood. Wally Ramsay will produce the programs with Len Salvo providing original background music. Rod O'Connor will announce. Morgan and Company is the agency for Knox.

"Crime Is My Pastime" replaces "What's the Name of That Song?", which is being sustained in the Sunday 10:30-11 p.m., EWT, spot.

# WMT

## Gives You The Largest Population

### (1,131,782\*)

## Within Its 2.5 MV. Line Of Any Station in Iowa

### at the lowest cost per listener!

\* STATION (B) 50,000 WATTS--1,018,035  
STATION (C) 50,000 WATTS-- 430,628

Population Figures  
Based on 1940 Census



Represented by KATZ AGENCY

**Exclusive!**

**WIBG**

990 ON YOUR DIAL

**Athletics  
and  
Phillies  
HOME GAMES**

PHILADELPHIA

## Schools Will Receive Surplus Gov't Radio

(Continued from Page 1)

furthered by a special Committee of Education, headed by Dr. Lowdermilk, which met here July 16 and 17. Announcement of the meeting of this committee, named by the Office of Education, was made by the FCC yesterday.

The committee reported the FCC endorsed the suggestion made at the June 18-20 conference on utilization by education of surplus equipment that "the basis of surplus communications equipment acquisition by educational institutions be such as to preclude the possibility either of disposing of it, either by sale, gift or trade-in, to any individual, corporation, organization or institution other than a Federal or state agency empowered by law to receive it, or of using it for other than *bona fide* educational applications."

As chairman of the educators committee, Dr. Lowdermilk said that before their next meeting, scheduled for August 20, members will make up lists of the types of equipment schools want, and match these with surplus property lists.

Many problems must still be solved said Dr. Lowdermilk, before these materials can be distributed for maximum educational value. Some means must be established for determining whether schools wishing to purchase surplus equipment are financially able to purchase new models. Though schools have been given first chance at this equipment after the armed services, and the Federal and state governments, consideration is also being given to making preferential prices for educational users.

Committee members were in agreement, said Dr. Lowdermilk, that prices on surplus equipment for educational use should not exceed 20 per cent of the cost of a new item in common supply or 40 per cent the cost of a new item in short supply.

What this reduced price will be is still to be determined, he said, but it will be as low as the law allows. He explained that such considerations as the cost of disposal inspection, shipping, and reconversion, if any, enter into the establishment of these prices. Prices must be low, he said to accomplish the committee's primary objective of making this equipment available to those schools which would otherwise be unable to obtain it.

Very little FM transmitting equipment is going to be available to schools, according to Lowdermilk, because the Army has more AM than FM equipment. The Army is hanging on to the FM material it has, and most of its surplus will operate on the educational bands without extensive reconversion.

Not many FM receiving sets will be available either, but both AM receiving sets and AM station equipment, the latter for laboratory purposes only, will be available.

Members of the committee are: Carl Menzer, director of WSUI, State Uni-

## TELEVISION PROGRAMMING

By SAMUEL H. CUFF  
(General Manager, Du Mont Television Station WABD)

Any appraisal of television programs which have been presented up to now would require a double answer. As experience, a contribution to knowledge of programming which will save long, trying hours and huge sums of money after the war, the praise of these programs must be limitless and unstinted. Yet, as finished artistic expression, producers and station officials are among the first to admit that there will be considerable improvement. More funds, more experience, newer facilities and a greater reservoir of competent personnel will all contribute mightily to this improvement soon.



SAMUEL H. CUFF

The fertile minds of advertising leaders from numerous agencies and their clients have helped feed the hopper of television experience. Fashion shows and films, comedy and commercials, dancing and drama, institutional, quiz, variety, educational, patriotic and sports programs—these are but a cross-section of the material that has been broadcast from WABD in recent months.

If any trends could be delineated at this early stage of television's programming development, they would be toward a maximum of flexibility. Producers and stations are hungry for greater knowledge about the power that television can exert in helping shape buying habits, educational development, cultural back-

versity of Iowa, Iowa City; Paul R. Haeseler, Central Technical High School, Newark; Dr. Charles E. Palmer, superintendent of Dover High School, Dover, Ohio; H. C. Dillingham, professor of electrical engineering, A. & M. College of Texas; W. O. Leffell, assistant professor of electrical engineering, University of Tennessee, Knoxville, and William H. Radford, associate professor of electrical communications, Massachusetts Institute of Technology.

Also present at the conference were Dr. Kenneth Howard, assistant deputy administrator, Surplus Property Board; H. L. Naylor, technical supervisor, and James J. Green, equipment engineer, of the Reconstruction Finance Corp.; Edward Brecher, legal department, Federal Communications Commission, and Henry Alves, educational radio service of the U. S. Office of Education.

grounds and entertainment techniques. They are eager to explore the vast, untried aspects of programming, willing to sample a programming style and then move on to new ones, even though they may be completely sold on the virtues of the ones they have discovered for accomplishing their objectives.

### Trends Noted

There are other trends, often minor and often augurs of future developments. These are for greater variety in and deviation from titling and credit presentations, for increasingly effective commercials, for implanting more and more firmly brand names, labels and trade marks. There is a growing sureness in quick, clean dissemination of knowledge. More and more frequently do we see television pictures which are beautifully composed, artistically conceived. Pace is being mastered as the rudiments of television programming becomes instinctive with an enlarging number of producers. Crudeness in expression via the new medium is being displaced by sensitivity and delicacy, strength and positiveness.

Equally encouraging is a trend in the television audience. It has loyally watched television programming progress and patiently participated in our early experiments. Its taste is being upgraded in almost direct ratio with the pace of improved television broadcasts. The audience compares television with the other entertainment media it knows, and its criticisms and encouragement is helping close the small remaining gap between the new and the fully mastered media.

### Tomorrow's Television

And what's ahead? From this view, the television of tomorrow presents increasingly encouraging hopes. As material for new facilities is released and replacements are made in our present equipment, we will find the medium to be increasingly obedient and amenable to the will of programming agencies. Limitations will be peeled away and the scope of television will be widened appreciably.

The limited funds which are often expended on television programs must be amplified when the audiences become larger and the benefits to be derived from the broadcasts become proportionately greater. This, too, will mean much to the improvement of television via valid sets, better costumes and make-up, more expensive scripts and talent and the attraction of a greater number of expensive, creative mentalities to supplement the work of those pioneers now working in the medium.

Artistically, television is certain to become even more satisfying in the future than it has been in the past. By integrating motion picture portions with the television programs emanating from the studio, the special limitation imposed on the programs by the studio will be transcended and yet the intimacy of the studio broadcast will not be lost.

Tomorrow's television will probably be the most satisfying home en-

## BMB Plans Schedule Of Group Meetings

(Continued from Page 1)

exhibits. In addition, Feltis plans another countrywide trip, purpose of which will be to draw into the fold the 200 stations that have not registered with BMB. However, this trip will be postponed until Feltis will be in the position to take with him all the information regarding the BMB set-up which was inquired about by the 200 non-members.

The production schedule calls for a meeting of the technical research committee on July 25, for discussions on sampling, allocations, expanded definition of BMB measurement and suggestions of major market independent stations. This session will be under the supervision of John K. Churchill, the aggregation's general manager and research director.

To establish advertising industry relations, the committee designated will prepare a prospectus, presentation and an educational program. Linnea Nelson, radio time buyer for J. Walter Thompson, will be in charge.

The development of a practice code will proceed under the jurisdiction of Feltis himself.

Organizational set-up, i.e., completion of staff, designation of duties and responsibilities, and production of manual of procedure for personnel. This will also come under Churchill.

Survey specifications and the development of a place code system, latter to include cities, counties and subdivisions of counties; and a survey pre-test, to include copy development, ballot development and actual field survey for experimental results, will be headed by Churchill.

Paul F. Peter, executive secretary, is organizing the library set-up and will be in charge of the dummy exhibits which will contain place reports, station reports and maps for the trade's and stations' clarification.

## Lt. E. Velazco Leaves Navy; Returns to Musical Prod.

Lieut. Emil Velazco, division officer in charge for Navy films in Washington, has returned to civilian life after serving the Navy since December 1942, and is now associated with the musical scoring of industrial films produced for General Motors. Lieut. Velazco was responsible for the musical scoring of such Navy films as "Chief Neely Reports to the Nation," "Aircrewman" and Sixth War Loan films. He has a film library of his own compositions and is nationally known as an organist and orchestra leader.

entertainment medium yet placed before the public. It will be unaffected, completely mastered, intimate and artistically honest. Tomorrow we will be able to look back upon the groping, early period of television, through the end of which, we are now passing with a warm and affectionate satisfaction.

# AGENCIES

**NCA ARTISTS, LTD.**, is inaugurating a new department to specialize solely in the sale of talent for, and creation of, programs in the commercial transcription and spot announcement field. This new transcription talent department will be coordinated by Ted Green, who has a background of many years of experience in the field of transcriptions and spot announcements.

**MOONAHUE & COE, INC.**, has added to its executive staff John Anderson, formerly of Ruthrauff & Ryan and ED&O.

**HIVERETT C. BRADLEY**, who has had a broad experience in the agency field as an account executive and was with Pedlar & Ryan and Compton Advertising, Inc., has joined Dancer-Fitzgerald-Sample. He will function as account executive on one of the Dexter & Gamble products handled by Dancer-Fitzgerald-Sample.

**CLAUD F. WEIMER** has joined Her & Bowman Advertising Agency, Columbus, O., in an executive post, dealing chiefly in industrial relations, with emphasis on developing labor-management programs and policies for the agency's clients. He also will confer with the agency's client publication department, which edits and publishes house organs.

**CHARLES W. KUCKER** has joined Criterion Service as vice-president in the Chicago office. He has been associated with Lorenzen & Thompson, Chicago.

**ARRANT ADVERTISING, INC.**, has been appointed to handle advertising for E. R. Squibb & Sons, International American Corp. The account executive is Douglas Humphries.

## Blake Promoted at NBC

Richard Blake has been named copy director of the NBC advertising and promotion department, Charles P. Hammond, director of the department, announced yesterday. Blake joined the staff of NBC in May, 1944, as copywriter.

## General Electric Reports Business of Past 6 Months

Orders received by General Electric Company during the first six months of this year amounted to \$695,496,000 compared with \$811,023,000 in the same period of 1944, a decrease of 14 per cent, President Charles E. Wilson has announced.

In pointing out that orders received for the second quarter of the year were 24 per cent less than those for the first quarter, Mr. Wilson said: "The downward trend in orders may be expected to continue temporarily, possibly at an accelerated rate, as we enter another phase of the war. Our backlog, and, I think, that of industry generally, is still large and a temporary decline in orders need not cause any great dislocation if, simultaneously, industry is given the freedom to design and plan for new products to take up the slack as these backlogs disappear. The timing of this relaxation of controls is particularly important because on it depends the whole balance of our economy—the degree to which industry can provide jobs to keep up employment and turn out sufficient products to prevent runaway price levels."

## Mester Brothers Hearing Next Wednesday At FCC

Washington Bureau, RADIO DAILY

Washington—Hearing on the transfer of control of WOV, New York, from Arde Bulova and Harry D. Hensel to Murray and Meyer Mester, for \$300,000, is now definitely scheduled for next Wednesday. The FCC has already announced that it will deny the sale application on the grounds that the Mester Brothers do not appear to be fit applicants for the WOV license, and the hearing is in the nature of an appeal from the FCC decision.

The Mester Brothers had filed to purchase WOV once before, in 1942, but had withdrawn that application when it was set for hearing. Their sale request was refiled last winter.

## CBS Begins 2nd Series Of Program-Mgr. Clinics

Thirty-six program directors of stations affiliated with CBS gathered here yesterday for the second in the series of three Program Manager Clinics conducted by the network under the direction of Douglas Coulter, vice-president of the web in charge of programs. The clinics are held Wednesday, Thursday and Friday.

## YMCA Spot Series

Young Men's Christian Association has just released a 16" recording to stations throughout the country of six one-minute spot announcements by the following personalities: Tallulah Bankhead, Eddie Cantor, Katharine Cornell, Canada Lee, Walter Huston and T/Sgt. John Guros, repatriated prisoner of war. Recording deals with the Y.M.C.A. War Prisoners' Aid effort and the National War Fund.

## AFN Expands Service To Troops in Far East

(Continued from Page 1)

was announced today at AFN headquarters.

Almost two hours of news and entertainment go to the Orient every day from AFN's London studios, supplementing broadcasts already provided on the spot by the Armed Forces Radio Service. The Pacific service from the ETO was instituted by the Information Branch, I & E Division, upon discovery that reception from Europe was superior to that afforded from San Francisco.

News is shortwaved from New York, recorded in AFN's London studios and shortwaved to the Pacific. Bombay reports that news originating there has circled the globe and returned to India via AFN in less than two hours. In addition to world, home-town and domestic news from the States, the China-Burma-India broadcasts utilize parts of musical and variety shows recorded by the Armed Forces Radio Service in the States, radioed to London and picked up for relay to the CBI.

The announcers whose ETO voices are becoming familiar to G.I.'s in the Far East are Sgt. Ford Kennedy, formerly of WCCO, Minneapolis, Minn., who handles the news, and Pfc. Sloan Finley, Southern Association Baseball announcer from WMC, Memphis, Tenn., who broadcasts the latest baseball scores and sports news for Pacific consumption.

## Montreal Tramways Install Shortwave Signal System

Montreal—The Montreal Tramways Company is installing shortwave radio equipment on its emergency vehicles so that these may keep in constant communication with a central station at Headquarters. By using this system which is playing such an important part in modern warfare, the company hopes to improve its service by reducing the time lost by interruptions of traffic caused by accidents, fires, broken trolley wires, processions, flooded subways and vehicles stalled on tracks.

## Developmental Station Approved For Raytheon

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday granted the application of the Raytheon Manufacturing Co., of Waltham, Mass., for a developmental station in New York. This station is to be used as one anchor of a huge micro-wave relay system planned by Raytheon for the post-war period, a coast-to-coast network relaying FM, tele, facsimile and other radio services.

## Guesting on WMCA

Isabella Beach's guest on her July 24 program, 9:03-9:30 a.m., will be Father John P. Poland, back from Europe as representative of the War Relief Services Committee of the National Catholic Welfare Conference.

# EQUIPMENT

## Gets Navy Contract

Detrola Radio Division of International Detrola Corporation has been appointed to build 40,000 small radio receivers within the next few months for recreational use by United States Navy men in Pacific waters, F. W. Johnson, vice-president in charge of manufacturing announced. The receivers are a modification of the Detrola-designed five tube AC-DC post-war table model. Wave band coverages are 540 to 1,600 kilocycles and six to 18 megacycles. The set is housed in a metal cabinet and all wiring is tropicalized against humidity deterioration. There is provision for use of an external antenna to increase range. A handle is included for easy carrying.

## Elect Officers

C. Russell Feldmann, president and board chairman of International Detrola Corporation, has been elected chairman of the board of directors of the Rohr Aircraft Corporation, President Fred H. Rohr announced. William Alfs, of Detroit, Detrola vice-president and general counsel, was named a Rohr director. Rohr and J. E. Rheim, Rohr vice-president, recently were elected to the Detrola board.

## Lear Appointments

Garrard Mountjoy, who has been in charge of Research and Development work in the Radio Division of Lear, Incorporated, has been advanced to take charge of all research and development work in the New York laboratories of Lear, Incorporated, according to an announcement by William P. Lear, president of the company. Richard A. Marsen, previously in charge of the company's research activities, other than radio, has resigned to spend all of his time as patent counsel, and will continue to act in that capacity for Lear.

**WDOD**  
20th Year  
CBS  
107.1  
CHATTANOOGA  
5,000 WATTS DAY AND NIGHT

first in Chattanooga in  
LISTENING AUDIENCE  
ADVERTISING VOLUME  
PUBLIC SERVICE

Denver Ranks 29th  
in Effective Buying Income  
among U. S. Cities

# KLZ

DENVER  
CBS 560 KC.  
REPRESENTED BY THE KATZ AGENCY

## SAN FRANCISCO

"DINK" TEMPLETON has revealed that two new sponsored programs are starting this month over KFRC-Don Lee.

"Page One," a daily newscast with emphasis on the Pacific war, will feature Mutual War Correspondent Arthur Primm. It is being sponsored by the 134 Chevrolet dealers of Northern California and will be heard over nine Mutual stations for 15 minutes Monday through Friday. The Campbell Ewald Advertising Agency is handling the account.

The second new program is the "Happy Valley Barn Dance," a Hill Billy show with Don Davis acting as emcee under the name of Tex Randall. It will be heard Monday, Wednesday and Friday from 10:30 to 11 p.m. A one-year contract for the program has been signed by Granville's, Jewelers, through the Kelso Norman Advertising Agency.

Major David McNutt, formerly of the KPO-NBC Press staff, leaves Monday for Manila, to take his new job of radio director for the Far Eastern Air Forces under General Kenny. Major McNutt was stationed at Hamilton Field before receiving his new assignment.

Merrill Mueller scored a beat when he shortwaved from Manila to the KPO-NBC newsroom in San Francisco the story of the seven Japanese spies recently executed. The Japs were believed plotting to assassinate General MacArthur. Mueller's short-wave report came in three days ahead of the wire service stories.

Songstress Peggy Lane, and emcee Bill Baldwin of KPO's "Light and Mellow" program, and pianist Glen Hurlburt and other radio artists including singer Inez Dorene have organized the "NBC Caravan." Every week-end during August and September they will give a series of volunteer shows for California War Chest rallies. The group will be flown to key cities in 16 Northern California cities every Saturday during the two months to put on outdoor shows. Recently they flew to Chico in an Army bomber and presented a sample show for the county chairmen gathered there to plan the drive.

George Fenneman, KGO announcer and emcee of "Fenneman's Night Club," has been transferred to the Hollywood staff of the American Broadcasting Company, beginning his duties there on July 15th.

Send Birthday  
Greetings To—

July 19

Frank Hodek Irene Hubbard  
Merlin H. Aylesworth  
James Millas

## COAST-TO-COAST

— UTAH —

SALT LAKE CITY—KSL presented as a guest recently Joseph Manning, 100-year-old civil war veteran who told of being in the Ford Theater the night Lincoln was shot. . . . Technician Vincent Clayton "recovered" the charred body of a mouse from a line meter selector switch on KSL's 50,000-watt transmitter without interrupting the broadcast. . . . Howard Jackson, guitarist on the ZCMI "Fashion House" program has become bridegroom to Betty Fellows. . . . A new baby girl has arrived at the home of station relations chief Murdoch and Mrs. M.

— WEST VIRGINIA —

PARKERSBURG—WPAR is celebrating its 10th anniversary this week with special programming opened by the local Sunday News which carried pictures of the entire staff as well as a story on the anniversary. . . . CHARLESTON—WCHS continuity writer Elizabeth Camp is on a 30-day leave of absence to join her husband in Washington. Major Camp is on a leave of absence from overseas duty.

— TEXAS —

DALLAS—Hostess for WFAA and KGKO, Letitia Johnson, has transferred her station interests to Pontiac, Michigan, where she will go to take over duties as wife of Cliff Reynolds, WGAC announcer. . . . KGKO's "Starlight Stars," weekly quarter-hour, has gone into its third season of broadcasting well known stars from the summer operetta series.

— PENNSYLVANIA —

PHILADELPHIA—WIBG chatter: Johnny Henninger, chief engineer, is vacationing in Reynoldsville. . . . Roy Neal and Chuck Thompsan, announcers now in the Army, are still trying to get together in Germany. They've missed each other time and again by hours. . . . When Rupe Werling said "Hi Gene Graves" to one of the announcers the other day, Doug Arthur said "There's no such thing" . . . Henry Chapin, author and newspaperman, is the new WCAU "Reading Reporter."

— MASSACHUSETTS —

BOSTON—James R. Elliott is WCOP's new night news editor, having come from WHOM, New York. . . . WEEI sales promotion chief Guy Cunningham patriotically spent his vacation in his own backyard with his family in Medfield. . . . "Yankee Minutemen," a new series of interviews with commercial and industrial leaders by Lester Smith, special events head of Yankee Network, was inaugurated on WNAC July 17.

— CANADA —

EDMONTON—CFRN helped young Edmonton to solve its own recreation problems by giving six thousand teen-age boys and girls who banded together to form the "Edmonton-Teens" Club, their own radio show, sponsorship for which three local firms were in competition. . . . WINNIPEG—Shirley Chivers, in charge of traffic for CKY, was married last month to Reg Beach, for CKY, commercial manager of CJGX, Yorkton, Sask.

— DISTRICT OF COLUMBIA —

WASHINGTON—WINX presented a new series July 15 titled "The Lawyer Speaks." Program is heard Sundays at 4:30-5:00 p.m., with a discussion format varying each week. Nathan M. Lubar, State Director for D. C. acts as moderator. . . . WOL promotion department, unable to find quarters in the same roof as all other departments, has had to move several blocks down the street to 1835 K Street, N. W.

— VIRGINIA —

RICHMOND—Employees of WRVA not only subscribed 100 per cent to the 7th War Loan drive, but met their quota to the tune of 105 per cent of the amount subscribed. . . . WRVA commentator H. B. Kenny's tribute to Lt. Aleda E. Lutz has been incorporated in the Congressional Record for June, 1945, by Congressman Fred Crawford representative from Michigan.

## SOUTHWEST

POST-WAR will find KFRO, Longview, in a new building, with new studios and offices. James R. Curtis, president of the station, has already acquired the building.

Sam Bushman, former president of Program Builders Associates of Philadelphia, and responsible for the "singing commercial," is now a staff sergeant stationed at East Kelly Field.

Construction is nearly complete and engineering tests will soon be under way at the new KABC transmitter, which will give the station 50,000 watts daytime and 10,000 watts at night.

Cowboy radio singer and screen star, David Largus McEnery, has filed a petition in District Court to have his given name changed to Red River Dave McEnery. Heard twice daily as Red River Dave over WOAI, he also carries on a cowboy song album business.

## KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

## EVENING LEADER

Of the 120 NIGHT-TIME quarter hours between 6 p.m. and 12 midnight, Monday through Friday, WWNC has top rating for 103 periods . . . a higher rating than all other stations combined for 41 of these quarter hours.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

# WWNC



## 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director

Represented by the Katz Agency

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 32, No. 14

NEW YORK, N. Y., FRIDAY, JULY 20, 1945

TEN CENTS

## FM, Tele Groups Confer

### Radio Observance of 'Air Force Day' Set

East to coast radio programs, currently being planned, will honor "Air Force Day" Aug. 1 as proclaimed annually by General of the Army H. H. Arnold for world-wide celebration. The event will be observed as the anniversary of the Signal Corps order of Aug. 1, 1907, "to study the flying machine and the possibility of adapting it to military purposes." This 38th anniversary will be saluted on all national network broadcasts produced by the Office of Radio Production. There are "The Fighting AAF," in which combat reporter teams

(Continued on Page 3)

### NBC Committee Meets With Web Executives

Members of the NBC Stations Planning and Advisory Committee concluded a two-day meeting at NBC headquarters yesterday. Committee sessions were presided over by Niles G. Bonnell, president, with station executives discussing various problems of individual stations in their association with the network. Committee

(Continued on Page 2)

### Audience Participation Show to Debut On CBS

A new audience participation show titled, "Give and Take" will debut on the CBS network on Saturday, August 25, from 10 to 10:30 a.m. John D. King will be the master of ceremonies. Program will be sponsored by Chef Boy-Ar-Dee Quality Foods,

### Spanish Edition

General H. H. Arnold's Sunday night radio program, "The Fighting AAF," featured on the American Broadcasting Company network, is having its most suitable sequences done in Spanish for playing on South American programs as part of our Good Neighbor policy. Program dramatizes activities of the Air Corps with broadcasts of actual missions.

### Old Timers

James Melton's "Star Theater" program will be completely devoted to antique motor cars on Sunday, July 29, 9:30 p.m., EWT, via CBS, in honor of the Carnival Meet of the Veteran Motor Car Club of America. Antique car owners from all parts of the country will gather in Fairfield, Conn., on July 28 and put their archaic motors through their paces.

### Tele Testing In N. Y. Launched By NBC-RCA

Plans for the first full-fledged television field tests in the New York metropolitan area using higher frequencies as proposed by the FCC allocations will be conducted by NBC in collaboration with RCA Laboratories, Dr. C. B. Jolliffe, vice-president in charge of the RCA Laboratories, announced yesterday.

The tests which will be conducted atop the Empire State Building will employ a new television transmitter

(Continued on Page 2)

### Midsummer Xmas Party Set On Breakfast Club

Chicago—Don McNeill and his Breakfast Club cast will give a midsummer Christmas party on their Wednesday, July 25 broadcast for 25 servicemen whose duties overseas kept them from their families last

(Continued on Page 5)

## Postwar Market For Radios Revealed In Curtis Survey

Philadelphia—A national survey which reveals a substantial post-war market for radio has just been completed by the Curtis Publishing Company under the direction of Donald M. Hobart, it was announced yesterday.

The survey, which is based on complete interviews with families in 35 states and 118 urban centers, was started some time ago by The Curtis Publishing Company, under the direction of Donald M. Hobart, when it

## Sub-Committees On Technical Standards Will Report Conclusions To FCC; Four Video Problems Cited

### Two Stations Tie In Contest Awards

Promotion departments of WROK, Rockford, Ill., and WGAG, Augusta, Ga., tied for first place in the awards given by Larus & Brother Company, Richmond, Va., for the best campaigns in the interest of the Guy Lombardo-Chelsea cigarette program heard Tuesday nights on the American Broadcasting network.

The contest for the best station

(Continued on Page 6)

### BMB's Financial Plan Approved By Committee

BMB's financial status has been approved by the finance committee, which includes Roger Clipp of WFIL, Philadelphia, chairman; Leonard Bush of the Compton Advertising agency, and Lowry Crites of Gen-

(Continued on Page 3)

### 'Cavalcade' Format Shift Forecast For Fall Season

When "Cavalcade of America" returns to the fold next month, the format of the program will be directed at an audience hitherto not had

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—Ironing out of disputed points in the FCC's proposed engineering standards for FM and tele is under way in various sub-committees of the engineers' informal hearing. The second session of the hearing on FM and facsimile will be held August 1, with the tele session a day later. Conclusions and recommendations of the sub-committees will be reported at these meetings. It is expected that standards for facsimile will also be

(Continued on Page 3)

## New FM Allocations Discussed By FMBI

Effect of new allocations on FM broadcasting and the present broadcasting status of stations is outlined in a bulletin issued yesterday by the FM Broadcasters, Inc. The statement and listing of stations follows:

"Existing FM stations will eventually have to move 'upstairs' into the new frequency band assigned to the

(Continued on Page 5)

## Canadian Radio Reps Meet To Discuss RTPB

Montreal, Canada — Forty representatives of Canadian Radio Manufacturing and Communications Companies met at the Ritz-Carlton Hotel in the first panel discussions under

(Continued on Page 6)

### Public Service

In an effort to promote post-war employment the American net will launch a new series "Jobs After Victory" beginning Saturday, Aug. 11, at 7 p.m. Program is being presented for 52 weeks by the Committee for Economic Development. Neil Jacoby, who holds the office of secretary of the University of Chicago, will act as moderator on the program.



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

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**FINANCIAL**  
 (Thursday, July 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177 3/8	177	177	+
CBS A	36	35 1/4	36	+
Crosley Corp.	36 1/4	36 1/4	36 1/4	-
Farnsworth T. & R.	14 7/8	14 3/4	13 7/8	+
Gen. Electric	42 3/4	42 1/8	42 1/4	+
Philco	34 3/4	34 1/4	34 3/4	+
RCA Common	12 3/4	12 1/2	12 1/2	-
Stewart-Warner	18 1/8	18	18	...
Zenith Radio	35 1/4	35	35 1/8	+

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/8	8 1/8
Stromberg-Carlson	17 5/8	18 3/8
WCAO (Baltimore)	27 1/2	...
WJR (Detroit)	25	26

**20 YEARS AGO TODAY**

(July 20, 1925)  
 A recent letter to the Brooklyn "Times" recalls some old-time broadcasting, such as: "First station in this vicinity was WDY at Roselle Park which broadcast each evening and carried a special program Friday nights. There was also WJZ in Newark which aired victrola music until the tubes got blue. Next to grace the ether was WAAM."

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

**Coming and Going**

**RICHARD MCGRENUS** of Sioux City, Canada, is in town for a few days conferring with Stanley J. Wolf of Rockhill Radio.

**CECIL D. MASTIN**, general manager of WNBZ, is in town from Binghamton to attend the current Program Manager Clinic at CBS.

**WALLACE GOLDSMITH**, manager of McCann-Erickson's Havana office, is in Gotham conferring with agency executives.

**JIMMY DOLAN**, assistant to Ted Husing, CBS sportscaster, leaving for Philadelphia, where he will assist in the coverage of the Garden City Racing Meet at Camden.

**JOSEPH A. SHORT**, program director of WHCU, Ithaca, N. Y., has joined the executive contingent currently in New York on business.

**VICKEE RICHARDS**, singing star of Mutual's "Summertime Melodies," off to Cherry Point, N. C., to entertain the Marines stationed there.

**KARL HOFFMAN**, program director of WKBW, Buffalo, N. Y., has returned to his upstate offices following a few days in town.

**MILTON B. KAYE**, producer; **ELLEN WILLIAMS**, traffic manager, and **JOHN JAEGER**, chief announcer, all of WNEW, are spending this week on vacation.

**ANNE GWYNNE**, Hollywood actress, a vacationer in San Antonio.

**ROBERT J. ANTHONY**, director of promotion at WHN, leaves tonight for a vacation in Oneida, N. Y.

**JIM MAHONEY**, station relations manager of the Mutual network's western division, is visiting affiliates in Nebraska, Kansas and Iowa.

**GEORGE HERRO**, publicity director of the Mutual network's Chicago office, is in New York for conferences with Jim O'Bryon, publicity director of the web.

**MARK HAAS**, sales promotion manager and publicity director of WJR, Detroit affiliate of CBS, is spending this week in Gotham on station and network business.

**W. P. WILLIAMSON**, president and general manager of WKBN, Youngstown, Ohio, is back at the station after having attended last week's session of the CBS program Managers Clinics.

**MURIEL DIBBLE**, of the publicity staff at Compton Advertising, Inc., is vacationing at Lake Pleasant, N. Y.

**TOM HARKER**, account executive, and **CARL OSWALD**, publicity field representative, for Mutual's Coca-Cola account, are in Chicago lining up broadcasts to originate from the Windy City.

**FRED WEBER**, general manager of WDSU, has returned to New Orleans from a trip to Mexico City, where he spent three weeks.

**Tele Testing In N. Y. Launched By NBC-RCA**

(Continued from Page 1)  
 capable of developing five kilowatts of output power at 288 megacycles, Dr. Jolliffe said plans for the test in New York City were made known to the FCC at a hearing in Washington last October and since then engineers have carried on experiments in the Princeton area, where RCA Laboratories are located.

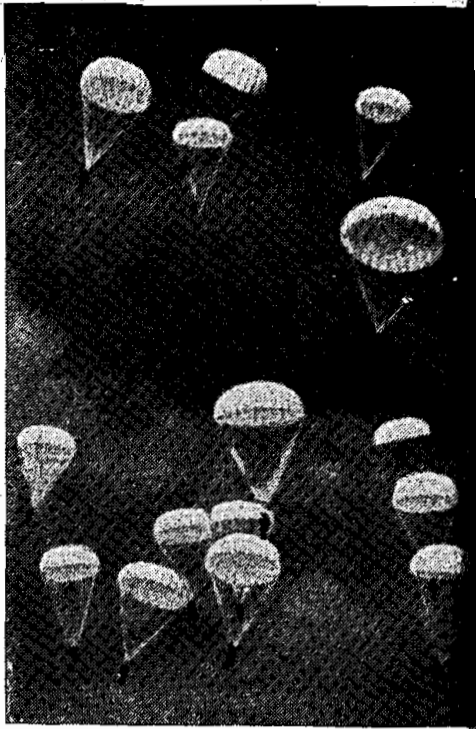
**Hanson Explains Plan**  
 O. B. Hanson, vice-president and chief engineer of NBC, declared: "Our intention in erecting this transmitter is to ascertain the service area of, and to make other observations regarding, a transmitter operating in these higher frequencies and to make a record of our findings."  
 The experimental antenna being installed atop the Empire State Building, it was explained, will in no way affect the regularly scheduled television broadcasts from there by NBC's pioneer station WNBT. The television audience in the area will be unable to pick up the test broadcasts which will be received only on specially-designed receivers in possession of the survey engineers.

**"Early American" Theme On New WRC Program**

Washington—"Way Back When," a half-hour musical and dramatic show, one of the most elaborate local programs ever attempted, will be launched over WRC Saturday evening, Manager Carleton D. Smith, announced yesterday. The program is in line with Smith's policy of expanding WRC's local programming for more elaborate and for more "live" shows. It will feature early American folklore, with a dramatic skill each week.

**NBC Committee Meets With Web Executives**

(Continued from Page 1)  
 members are: G. Richard Shafto, WIS, Columbia, S. C., chairman; Arden X. Pangborn, KGW, Portland, Ore.; Nathan Lord, WAVE, Louisville; Harold Wheelahan, WSNM, New Orleans; Richard Lewis, KTAR, Phoenix; Edgar Bell, WKY, Oklahoma City (not present); and Stanley Hubbard, KS'IP, St. Paul, Minn. (not present).



**The air's full of them!**

That's an interesting shot of a mass parachute jump. Literally, the air is full of them as the boys hit the silk.  
 And often the air is full of other things . . . radio shows, for instance.  
 Down here in Baltimore, in a five-station town, the competition to be listened to is fairly keen.

At that, W-I-T-H . . . the successful independent . . . produces the greatest number of listeners at the lowest cost per listener of any other station in town.

**Coverage**  
 ...in Philadelphia

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

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

# Furtis Studies Market For Post-War Buying

(Continued from Page 1)

cent one without a phonograph attachment. A few will buy both types more than one.

### 95 Per Cent Own One Radio

Over 95 per cent of the families now own at least one radio. Replacement possibilities in this market are indicated by the fact that about one of every ten of those who now own a radio-phonograph combination expect to buy a new one of the same type, and nearly one-sixth of those who own a radio without a phonograph attachment will replace these sets. The median age of the sets owned by those who say they will replace them is now four years for the radio-phonograph combination, and eight years for radio without phonograph. The market for the latter type radio will be essentially replacement, but for radio-phonograph combinations will be largely new customers.

### Purchase Prices Given

The prices these prospective purchasers expect to pay for radios are shown below:

Estimated Expenditure for Radios With Phonographs	
Amount of Expenditure	Per Cent of Total
Under \$50	1.1
\$5-\$99	11.9
\$10-\$149	14.9
\$10-\$199	14.6
\$10-\$299	16.7
\$300 and over	8.6
Don't know	32.2
Median	\$170

Estimated Expenditure for Radios Without Phonograph	
Amount of Expenditure	Per Cent of Total
Under \$25	5.2
\$5-\$49	6.9
\$5-\$74	15.0
\$5-\$99	7.5
\$10-\$149	17.2
\$150 and over	13.2
Don't know	35.0
Median	\$93

While these price ranges may appear to be high, they are significant in that they indicate that the anticipated availability of pending new technical developments in radio—such as frequency modulation and television—influence purchaser opinion of expenditures.

Attractive—intelligent, young American woman; experienced radio broadcasting, script editing; office management. Recently resigned from Government. Interested in position as assistant to live-wire executive in radio, motion picture or public relations field; New York or Los Angeles.

Box No. 187  
c/o RADIO DAILY  
1501 BROADWAY, NEW YORK, N. Y.

# FM, Tele Committees Meet To Discuss Technical Policy

(Continued from Page 1)

proposed for discussion by the engineers.

The industry-FCC committee named to conduct a further study of the allocation phase of tele standards began its meeting at the Commission offices Wednesday and is expected to remain in session through Monday. The principal problems confronting the committee as outlined by Virgil R. Simpson, assistant to the FCC's chief engineer and chairman of the committee are:

1. Making television available to the maximum number of people.
2. Determining station separation.
3. Determining service ranges.
4. Regulating Geographic distribution.

Simpson expects that some conclusions will be reached by Monday.

### Committee Meets Today

An industry committee on equipment standards headed by J. E. Brown of Zenith, is meeting today with Cyril M. Braun, chief of FCC's non-standard broadcast application section, in New York. As the engineers agreed on the Commission's major proposals for video regulation, this committee is concerned primarily with clarifying minor technical points. Among the questions to be considered are the measurement of power and radiation characteristics and various means for determining compliance with standard signal requirements.

The FM committee, headed by Braun, will meet Monday morning in Washington to try to reconcile the

many conflicting opinions expressed at the general hearing on FM. Most significant of the questions to be considered are the protection of weaker field intensities, and establishment of separate sets of standards for rural and metropolitan stations. A suggestion from the floor at the hearing that station protection should extend to a minimum signal of 20 microvolts instead of to 50 as proposed by the Commission, met with wide approval. Adoption of this extension would mean fewer stations, but better elimination of interference.

### Committee Personnel

Members of the FM committee are: Dr. G. R. Town and R. H. Williamson, both of General Electric, Schenectady; Stuart Bailey, Washington, D. C.; Paul DeMarc, Washington, D. C.; James McNary, Washington, D. C.; Virgil R. Simpson, assistant to the chief engineer of the FCC; Curtis Plummer, assistant to Braun; Ralph Renton, chief of the equipment and projects section, FCC engineering department; Edgar F. Vandiver, technical information director, FCC engineering department.

Members of the allocations committee on television are: Virgil R. Simpson chairman; Kenneth A. Norton, of the Office of the Chief Signal Officer; Charles H. Singer, WOR, New York; F. J. Bingley, Philco Radio Corp., Philadelphia; Thomas J. Carroll, Office of the Chief Signal Officer; James T. Veatch, SCA; W. S. Dutera, NBC, New York; H. S. Copperthwait, FCC; W. H. Bauer, FCC.

# BMB's Financial Plan Approved By Committee

(Continued from Page 1)

eral Mills, Minneapolis. The committee, which met yesterday at the New York office, also approved the recommended operating budgets for the quarterly period of July, August and Sept.

Clipp also disclosed that the billing operation of station subscribers was proceeding according to schedule, with the first assessment of \$143,015 paid up by 199 stations.

Following a tabulation among BMB's subscribers, four systems of payment were decided upon: five per cent of the subscribers chose the two-year subscription plan; 55 per cent chose the method whereby they make annual payments of 1945 now and the 1946 payments next year at this time; 20 per cent chose the method whereby they make payments the first half of 1945 now and quarterly payments thereafter; 20 per cent to make payments of the first half of 1945 now and monthly payments thereafter.

Conferring with the committee yesterday were Hugh Feltis, president; John Churchill, director of research, and John Wright, auditor. Financial operation of the Bureau to date and planning of the allocation of its funds

# 'Cavalcade' Format Shift Forecast For Fall Season

(Continued from Page 1)

by this series, it was learned yesterday from a spokesman at BBD&O, agency producing the program. The program will continue with the dramatization format as in the past; however, instead of projecting subjects that require heavy writing, lighter fare will be stressed, it was said.

In addition, "Cavalcade" will continue to utilize Hollywood glamor names, it was pointed out. Scripts are currently being prepared for the return engagements of Bob Hope, Bing Crosby and several others who have affected the rating of the program favorably. Early this week, the agency account men working on the Du Mont program conferred with the sponsors. The first "Cavalcade" program will be broadcast August 27, same time on Monday (which the sponsor currently occupies) 8-8:30 p.m., EWT, over NBC.

for the operation of the industry project during the years 1945-46 were also reviewed. Definite recommendations of this nature will be considered by the executive committee at its next meeting, August 6, and approved by the board Sept. 11.

# Radio Observance Of 'Air Force Day' Set

(Continued from Page 1)

overseas are working on special pickups based on the theme; "Wings Over The Nation"; "20th Air Force Time"; "Hello Mom"; "I Sustain The Wings"; "Flight to the Pacific"; "AAF Scrapbook"; "Return to Duty" and "Army Air Forces Band" (weekly broadcast from Bolling Field, Washington, D. C.)

Arrangements for the broadcast of the Official Air Power League banquet in New York (with speeches picked up from Generals MacArthur and Eisenhower overseas; Generals Arnold and Spaatz and Mr. Charles E. Wilson of Air Power League as toastmaster) are also being completed. General Arnold's speech on the occasion will be heard at 850 similar banquets celebrating the event from coast to coast in key cities. Commercial network programs which will feature complete programs dedicated to the occasion include "America In The Air" (CBS); "Quiz Kids" (ABC); "Men of Vision" (CBS); "Freedom of Opportunity" (Mutual); Salutes will be featured on "Report to the Nation" (CBS); "We, the People" (CBS); "The First Line" (CBS); "Service to the Front" (CBS); "Mr. & Mrs. North" (NBC); "Detect & Collect" (CBS); "Town Meeting of the Air" (ABC); "Armstrong Theater of the Air" (CBS); "Vox Pop" (CBS); "John Charles Thomas" (NBC); "Tommy Dorsey" (NBC); "Radio Reader's Digest" (CBS); "Lowell Thomas" (NBC); "H. V. Kaltenborn" (NBC); "Your America" (Mutual). Sustaining network and local programs will also present musical and dramatic salutes.

### Janet Blair On Dorsey Show

Janet Blair will guest on the Tommy Dorsey program Sunday at 8:30 p.m. on NBC.

**WHO SAID INFLATION?**  
**W-I-N-D delivers**  
**79%**  
**MORE**  
**daytime audience**  
**PER DOLLAR**  
**IN 1945 than in 1943**

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**  
 5000 WATTS Chicago 560 KC.

# LOS ANGELES

By RALPH WILK

**M**O. SMITH, who has been on leave of absence since May 1942, returns to the recording section of the engineering department at NBC. Smith has been engaged in secret work for the U. S. Government in the Southern California area during his leave.

Ralph L. Power Adv., after 15 years in 407 I. N. Van Nuys Building, will move to suite 332 in the same building. On the same date it will open a direct mail division at 767 Castelar Street, Los Angeles.

Vocalovely Martha Mears, who was the premiere "pin-up" songstress on Columbia's "G. I. Laffs," has been signed as a regular member of the comedy crew. She will assist Emcee Bill Gargan in airing G.I. humor each week, as well as handling the ballad assignments.

Announcer Dick Joy did five t.c. shows this week and still had time to hold conferences with network and Palm Springs bigwigs regarding the new Palm Springs station he owns with radioite Don McBain. Incidentally, Joy and McBain have several important huddles coming up in the next few days which may decide with which major network they will affiliate. They plan to open their desert station in October.

## Special Radio Installation Given Can. Military Hosp.

Montreal—An imposing 30-tube twin-radio console which will provide a choice of music and entertainment to 125 bed patients at Ste. Anne's Military Hospital when the employees of RCA Victor Company turned the gift installation over to hospital authorities.

The centrally located console, together with the entire system of bedside "plug-ins" was voluntarily designed, constructed and installed by RCA Victor employees and was presented to the patients of St. Anne's in "grateful appreciation of the Service they have rendered to their country at so great a sacrifice."

The RCA delegation, headed by J. M. Patience, general superintendent, included: Victor Walker, who was responsible for the organization of the entire project; R. R. Kroetch, designer and supervisor and Frank Therrien, Jr., constructor of the twin-receiver. These men together with Bert Wills, Bert Fines, Wilfred Lengelback, Bob Smillie, Duncan Clarke and many others gave their own time to the work which was completed last week.

## 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 . . . !

● ● ● RCA-Victor has a terrific feud on its hands because Dinah Shore, their ace recording star, is burning at the sensational build-up being given Betty Jane Bonney. Betty Jane is the future Mrs. Herb Henlin, who is recording boss at Victor. . . . Radio Directors' Guild has started negotiations with the nets. Guild is asking \$100 base pay, while the nets would like to settle for \$75. . . . Contrary to all denials, Bob Gillham will leave Paramount to join J. Walter Thompson as vice-president, as soon as they can get a replacement. He'll probably run the coast office. . . . Because the OPA has been deluged with criticism they have tacked up a placard on the wall of their reception office in Washington reading: "We Didn't Bomb Pearl Harbor!" . . . The Ray Bolgers fooling the rumor-mongers by being a cooing couple at dinner. . . . Hilarious line in "Pride of the Marines" when John Ridgeley says to John Garfield: "You live alone—and look it!" . . . John Wildberg trying to lure Clark Gable here for his new show, "The Hump" . . . Despite those reports, Adler Shoes only discontinuing those elevator spots for the summer. . . . Magazine Digest in September will hammer the daylight out of television in an article tagged: "You Wont Want Television" . . . Harry Wismer signed for the Forest Hills Nat'l Tennis matches in Sept. for 3rd year in a row. He'll also do New Years Sugar Bowl for 4th year.



● ● ● Monica Lewis, who starred in Chesterfield's CBS show, will guest on their NBC ainer Thursday. . . . Bob Hannon will pinch-hit for Frank Munn on "Waltz Time" for seven weeks while the latter vacations. . . . Larry Brooks, star of "Song of Norway," comes from the same hometown as the Sinatra of his day, Rudy Vallee-Westbrook, Me. . . . Betty Hutton is telling her pals she's engaged to Ted Briskin, of Chicago—but his pals say it's a bit premature. . . . Gus Edwards seriously ill again. . . . Ditto Ted Lewis' wife, Ada. . . . Cass Daley's option will not be picked up by her sponsor. . . . Mickey Rooney's slated medical discharge won't come through. He is currently on a pass between Jeep Show chores in Paris.



● ● ● Memos of a Midniter: RCA show, "Music America Loves Best" has picked up considerably since T. Dorsey took over the emcee honors. Tommy talks along in a pleasing, leisurely manner and doesn't wear out his welcome with that punch-you-between-the-eye routine so many of them use. . . . Another show that's picked up plenty of acceleration lately is the Jerry Wayne ainer. Too bad it's headed for pasture just as it's really hitting its stride. . . . Glad Sigmund Romberg took our hint to refrain from reading lines on his program. His music is more than eloquent. . . . New York more glamorized than ever with Lucille Ball, Ann Rutherford, Judy Garland and Connie Haines among the visiting firemen. . . . Notice to Rockefeller Center tenants who are waiting for more office space: The Government office space in Rockefeller Center has been renewed for another year. . . . Milton Karle V-mails from Germany that "the best femme vocalist on that side is Beryl Davis, heard over BBC and AEF stations." She's a Jack Leonard discovery. . . . John Tillman, former CBS announcer, now a Pfc. in the Army Radio Service, doubling at the swing shift at Lockheed on a Flying Fortress assembly line. . . . Gilda Gray, the shimmy queen of another era, planning a comeback via the ether. She'd be a natch for television. . . . Walter Compton readying a tome, "This Giddy Whirl," a sort of 'try and stop me' collection of anecdotes, etc., gathered during eight years as Mutual's official White House announcer. Novel should pack a punch with personal glimpses of FDR, Pres. Truman, plus the entire Washington scene as viewed during the past history-making decade.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**M**OULTON KELSEY, news commentator on WMAQ and WCFL, is standing by, ready to leave momentarily for Burma. Ann Hunter, back from her overseas jaunt for WAIT.

Charlie Lyon, NBC announcer, trying to cash a \$5 check that is three feet in size, and tastefully decorated with Gene Baker's picture.

Easter Straker has joined the WIND production staff as assistant to Orville Foster, program director. She was formerly program director of WSOY, Decatur, Ill.

The perennial favorite, "Light Out," returned to NBC for an eight-week period starting Saturday, July 14th.

On the WCFL "Presenting Nikki Kaye" program, 50 tickets were given away to the film, "Ecstasy" playing at the studio theater over 28 weeks. The following day, the board of censors closed the picture as being "indecent."

Beverly F. Fredendall, transmission engineer of the NBC central division and a veteran of 16 years with the network, will resign effective September 1, to join Frederick Hays & Co., Inc., Poughkeepsie, N. Y. No replacement for Fredendall has been announced by Howard Lutgens, central division chief engineer.

Hedda Hooper, Hollywood columnist sponsored by Armour & Company, will switch her Monday evening gossip series from CBS to American at 7:15 p.m., CWT, starting September 10. Account is handled by Foota Cone & Belding.

Ford Motor Company beginning September 30, starts the Ford's Sunday Evening Hour, September 30, 8 to 9 p.m., CWT over the American Broadcasting Co., through J. Walter Thompson. Detroit Symphony orchestra probably will be featured.

## Zenith Personnel Change

A. V. Duke has been appointed assistant to H. C. Bonfig, vice-president in charge of household radio for the Zenith Radio Corporation, it has been announced by Mr. Bonfig. Coming to Zenith in 1928 as a member of the accounting staff, Duke has served the company in various capacities.

Exclusive!

CUBS '45  
BASEBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS



## SAN FRANCISCO

THIS is vacation time at KGO with eight members of staff now away various "sunburn" spots. They include T. B. "Bev" Palmer, KGO manager; Lorraine Jenevein, continuity editor; Tony Morse, staff announcer; Eleanor Higby, traffic manager; Ethel Carlund, continuity department; Doris Mathisen, promotion and publicity secretary; Barbara Conner, traffic department, and Lee Owen, sales representative.

The KFBK (Sacramento) Radio Summer School opened this week with 100 teachers enrolled for the three weeks course.

Bert Silen, KPO-NBC manager of News and Special Events, is chucking over Jap stupidity as shown in recently released news photos of Gen. Hainwright broadcasting announcement of American surrender to the Japs over "Station KZRH, Manila." Silen owned and operated the 5,000 watt KXRH, and helped to blow it up on Dec. 21st before the Japs arrived. He was interned at Santo Tomas prison and rescued by American Rangers.

Canada Dry Ginger Ale, Inc., has assumed local sponsorship of "Tony Morse-News" broadcast daily Monday through Friday. J. M. Mathes, Inc., New York, is the Advertising Agency handling the account.

Barbara Tate, announcer John Grover, and the crew of "Through a Woman's Eyes," including producer Ethel Bell and engineer Thomas Watson, gave their latest broadcast aboard the Maritime Service training ship U.S.S. Golden State.

### Midsummer Xmas Party Set On Breakfast Club

(Continued from Page 1)

Christmas. Arranged through the cooperation of the American Broadcasting Company with Marshall Field & Company, Chicago Department Store, and Swift & Co., which sponsors the 8:30 to 8:45 portion of the Breakfast Club, the party will be complete in every festive detail—even to mistletoe. The studio will be lavishly decorated with holly and bunting and there will be a Christmas tree, Santa Claus and mounds of beribboned gifts for the servicemen and their wives and children. The gifts ranging from household articles and wearing apparel to games and toys will be provided for by Marshall Field & Company. The 25 servicemen will be selected by the Army, Navy, Marine Corps and Coast Guard.

#### Breakfast Included

Fifteen will be accompanied by their wives and children, while 10 will be married men who are still separated from their families. A breakfast will be provided after the broadcast. On hand to evoke the holiday spirit will be, in addition to hostmaster Don McNeill, Sam Cowley, songstress Nancy Martin, Fran Hunt Fanny Allison, Baritone Red Foley and Ed Ballantine's orchestra.

## Effect Of New FM Allocations Outlined By FMBI In Bulletin

(Continued from Page 1)

service by the FCC but owners of pre-war sets can expect service for quite a while in the present band. The stations will continue to broadcast on their usual frequencies until the FCC decides to clear out the band from 44 to 50 megacycles which is to become the No. 1 television channel. FM stations will still be able to give service to present set owners through an interim allocation plan which the FCC has provided between 42 and 44 megacycles.

#### Assignments Listed

"When you no longer find your favorite FM station at its usual frequency, look for it in the range between 42 and 44 megacycles—the bottom of the dial. The frequency assignments which will most probably be in force there are as follows:

42,100 kc.: KALW, Board of Education of the San Francisco Unified School District, San Francisco, Calif.; WGFM, General Electric Co., Schenectady, N. Y.; WMTW, The Yankee Network, Inc., Boston, Mass.; WNYC-FM, City of New York, N. Y.; WNYE, Board of Education, City of New York, Brooklyn, N. Y.; WWZR, Zenith Radio Corp., Chicago, Ill.

42,300 kc.: WFIL-FM, WFIL Broadcasting Company, Philadelphia, Pa.; WTIC-FM, The Travelers Broadcasting Service Corp., Hartford, Conn.

42,500 kc.: WBAM, Bamberger Broadcasting Service, Inc., New York, N. Y.; WBOE, Cleveland City Board of Education, Cleveland, Ohio; WBEZ, Board of Education, City of Chicago, Chicago, Ill.; WEHS, WHFC, Inc., Chicago, Ill.; WHNF, Marcus Loew Booking Agency, New York, N. Y.; WNBFFM, Wylie B. Jones Advertising Agency, Binghamton, N. Y.

42,700 kc.: KYW-FM, Westinghouse Radio Stations, Inc., Philadelphia, Pa.; WABW, Associated Broadcasters, Inc., Indianapolis, Ind.; WTAG-FM, Worcester Telegram Publishing Co., Worcester, Mass.

42,900 kc.: WBKY, University of Kentucky, Lexington, Ky.; WGNB, WGN, Inc., Chicago, Ill.; WGYN, Muzak Radio Broadcasting Station,

Inc., New York, N. Y.; WIUC, University of Illinois, Urbana, Ill.; WFMN, Edwin H. Armstrong, Alpine, N. J.; WBZA-FM, Westinghouse Radio Stations, Inc., Springfield, Mass.; WIP-FM, Pennsylvania Broadcasting Co., Philadelphia, Pa.; WOWO-FM, Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.

43,300 kc.: WABC-FM, Columbia Broadcasting System, Inc., New York, N. Y.; WBBM-FM, Columbia Broadcasting System, Inc., Chicago, Ill.; WBZ-FM, Westinghouse Radio Stations, Inc., Boston, Mass.; WQXQ, Interstate Broadcasting Co., Inc., New York, N. Y.

43,500 kc.: KOZY, Everett L. Dillard tr/as Commercial Radio Equipment Co., Kansas City, Mo.; WCAU-FM, WCAU Broadcasting Co., Philadelphia, Pa.; WDRC-FM, WDRC, Inc., Rochester, N. Y.; WLOW, John Lord Booth, Detroit, Mich.; WSBF, South Bend Tribune, South Bend, Ind.; WTNT, WWSW, Inc., Pittsburgh, Pa.

43,700 kc.: WABF, Metropolitan Television, Inc., N. Y., N. Y.; WBCA, Capitol Broadcasting Co., Inc., Schenectady, N. Y.; WDLM, Moody Bible Institute of Chicago, Chicago, Ill.; WEAFFM, Nat'l Broadcasting Co., Inc., New York, N. Y.

#### Yankee Web on 43,900

43,900 kc.: KHJ-FM, Don Lee Broadcasting System, Los Angeles; KDKA-FM, Westinghouse Radio Stations, Inc., Pittsburgh, Pa.; WDUL, Head of the Lakes Broadcasting Co., Superior, Wisconsin; WELD, WBNS, Inc., Columbus, Ohio; WENA, The Evening News Association, Detroit, Mich.; WGTR, The Yankee Network, Inc., Boston, Mass.; WHFM, Stromberg-Carlson Co., Rochester, N. Y.; WMIT, Gordon Gray, Winston-Salem, N. C.; WMLL, Evansville On The Air, Inc., Evansville, Ind.; WPEN-FM, Wm. Penn Broadcasting Co., Philadelphia, Pa.; WSM-FM, The National Life and Accident Ins. Co., Nashville, Tenn.; WBRL, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.; WMFM, The Journal Co., (The Milwaukee Journal), Milwaukee, Wis.

### "1945 Questions, Answers" Treated In RCA Booklet

When it comes to brochurizations of past accomplishments and future intentions, few promotional departments can equal the workmanlike jobs that are produced by RCA. And RCA has just come up with a new one: "RCA—What It Is (and) What It Does" with a sub-head "1945 Questions and Answers."

The cover is produced in four colors: aqua background, with lettering and design done in brown, black and silver. Editorial and photographic content is carried out on coated stock, with attractive border designs carried out in black and green. Editorial content gives a break-

### Davidson Gets Post At KECA, Los Angeles

Los Angeles—William J. "Bill" Davidson, has been named program manager of KECA, Clyde Scott, general manager announced. Davidson fills the post left vacant when John Edwards moved to the American Network recently. Rollo Hunter succeeds Davidson as production chief at KECA.

down of the financial report of 1944 and the outline of RCA's post-war ambitions. Another "chapter" is devoted to "some of the RCA 'firsts' in radio pioneering." NBC and tele station WNBT also play a prominent role in the informative brochure.

## EQUIPMENT

#### Michigan Distributor

The newly-formed Peninsular Distributing Company at Detroit, Michigan, headed by J. H. Ryall, Ray M. Whyte and Clyde A. Buck, president, vice-president and treasurer respectively, has been named distributor in Michigan for the Bendix Radio products.

#### Repair Sales Manager

Harry L. Huntley has been appointed headquarters repair sales manager of the 34 plants of the manufacturing and repair department of the Westinghouse Electric Corp., it was announced yesterday by H. F. Boe, vice-president. Huntley's offices will be in Pittsburgh.

#### New Meck President

Henry Hutchins, for 15 years head of sales for National Union Radio Corporation and recently resigned from that post, has been elected president of John Meck Industries Sales Corporation of Chicago, Illinois. Hutchins will handle the Meck national sales.

#### Technical Appointment

F. F. Sylvester has been appointed technical director in charge of research and engineering for Reeves-Ely Laboratories, Inc., of New York City and affiliated companies, according to announcement by Hazard E. Reeves, president. Sylvester comes to the new post with a well-rounded background of engineering and commercial business experience.

### Major Knox Manning Returns To CBS-KNX Mike

Los Angeles—"Knox Manning Reporting," which brings Major Knox Manning to CBS-KNX microphones after a three-year absence during which he spent a great deal of time overseas in command of the first camera to go abroad, took to the air July 16 and will be heard Mondays through Fridays, 5-5:15 p.m. It is sponsored by Central Chevrolet Company and contract was placed through the Michael Shore Agency, Los Angeles. It is for 52 weeks.

Chicago's

**BEST NEWS SERVICE AP-UP-INS**

**W-I-N-D**

560 Kc. 5000 WATTS

# COAST-TO-COAST

## — NEW JERSEY —

**PATERSON**—Bill Bohack, WPAT's chief announcer has ordered two gold frames for letters he has received from G.I. fans in Bologna, Italy and the South Pacific. Both letters, arriving simultaneously, were from former radio men. . . . WPAT has a new music director-librarian, replacing Jay Seymour. Her name is Mary Kennedy.

## — NEW YORK —

**ALBANY**—WOKO wound up the Mighty 7th with a special remote from the launching of the cruiser Albany at Quincy, Mass. . . . **ROCHESTER**—Joan Dexter, soprano on WHAM, has received a special request from the "Guadalcanal Padre," Lt. Comm. Gehring, to record Ave Maria so he may have music with his services on board ship. . . . **WHITE PLAINS**—Joan Schneider holds first full-time woman's announcing berth at WFAS, and in addition holds a third-class operator's license.

## — OHIO —

**DAYTON**—Two school mates got together at the WHIO mike recently. They were June Wetzel, known professionally as June Dayton who played Corliss Archer in "Kiss and Tell," and Adele Louise Unverferth of the WHIO staff who interviewed June for listeners. . . . **WING** has a new daily morning feature titled "Welcome Home" which features news about the Dayton area returning servicemen.

## — PENNSYLVANIA —

**PITTSBURGH**—KQV has signed Hickey Park promoters for four full-hour broadcasts to feature the various sporting events and attractions at the Park. . . . **PHILADELPHIA**—KYW's "Valley Forge Caravan," hour long musical piloted by Don Bennett, has received its third award. This time the Adam Scheidt-sponsored program was cited by the War Finance Committee of the Treasury for aiding in the industrial division drive of the 7th.

## — TENNESSEE —

**NASHVILLE**—WSM commentator and sportscaster Irving Waugh, now attached to MacArthur's headquarters, has been commissioned a Captain. Waugh is completing plans to cover the Pacific fronts with a portable wire recorder. His Army Commission is temporary as a means of protection in the event of capture by the Japs.

## — MISSOURI —

**KANSAS CITY**—Program of teacher internships under sponsorship of NAB and the American Association of Schools and Departments of Journalism has gone into operation at KMBC. . . . **ST. LOUIS**—As a public service, KKOK devotes the last five minutes of Dr. Hughes newscast to up-to-the-minute report on European troopship departures and arrivals in New York, Monday through Friday. Redeployment groups are listed by unit identification.

## — NEW YORK —

**NEW YORK**—"New Yorkers At War" is the title of WMCA's new thrice-weekly series featuring personal news of metropolitan area G.I.'s overseas, starting July 20, 7:45-8 p.m. . . . Edmund Anderson, producer of WHN's "Gloom Dodgers" variety review will give listeners a chance to hear the best in hinterland talent in a "new-to-New York-talent" spot on the show each week.

## — CANADA —

**SASKATCHEWAN**—CKBI played host to Saskatchewan radio men Hal Crittenden of CKCK, Regina, Bill Speers, of CKRM, Regina, Carson Buchanan, CHAB, Moose Jaw, and Vern Dallin, CFQC, Saskatoon, who after touring the city, motored to Prince Albert National Park for golfing and fishing. . . . Corrine Edwards is holidaying in the East. . . . George Kergen of production is also taking a two-week rest. . . . Newest member of the staff is Mark Starbird of Toronto, announcer.

## — WASHINGTON —

**YAKIMA**—KIT's new receptionist Marian Clark plans to do a show of her own in the near future. Marian was starred in the KVAN war bond show "Songs My Mother Taught Me." . . . **SEATTLE**—KJR, concluding the greatest programming activities of any of the past war loan campaigns, accounts directly for more than a million and one-half in sales during the 7th.

## — ALABAMA —

**BIRMINGHAM**—WSGN cancelled all commercial newscasts last week when the composing rooms of the city's three dailies walked out. News gathered jointly by the three papers was pooled and aired over the station twelve times daily. . . . Tom Helm, formerly with WDLP, Panama City, Florida, is now a member of the WSGN announcing staff. . . . Mary F. Childers has succeeded Flay McPherson as publicity manager. Flay left to be married.

### 'Queen Elizabeth' Arrival To Get WNYC Coverage

Arrival of the liner Queen Elizabeth from Europe, with servicemen who are being redeployed to the Southwest Pacific, will be covered today by two special broadcasts over WNYC, the municipal station. The first broadcast, scheduled for 12 noon, will be a color story of the liner's entrance into the New York Harbor by Joseph Fischler; the second, at 6:15-6:30 p.m., will be interviews with the servicemen at Pier 90 by Mike Jablons, special events and news director of WNYC.

# AGENCIES

**WILLIAM ESTY & CO., INC.**, preparing heavy Fall campaign for both Pacquin, Inc., makers of hand cream, and Thomas Leeming & Co., manufacturers of Ben-Gay. Radio is not as yet included in the list of media to be used.

**LEONARD MARSHALL** has joined J. M. Mathes, Inc., as head of the export department. He formerly was associated with Canada Dry International, Inc., in charge of advertising and promotion.

**LIEUT. COL. JAY COOKE**, AUS (retired), will deliver an address at the luncheon meeting of the Advertising Men's Post, American Legion, which will be held Monday in the Hotel Lexington.

**ATHERTON & CURRIER, INC.**, has appointed to its executive staff Lynn B. Clarke, formerly of the Caples Company.

**MARY LOUISE JONES** who was secretary to Milton Biow of the Biow Advertising Agency and who has also been assistant to Worth Kraemer of WGKV, Charleston, has joined Adam J. Young, Jr., Incorporated.

**VAUGHN FLANNERY** has been retained by Compton Advertising, Inc., as consultant to the agency's art department. This move marks the return of Mr. Flannery to the agency field after an absence of your years. He resigned from Young & Rubicam, Inc., in 1941 after having been art director and a member of the plans board since 1929. Prior to that, he held a similar position with N. W. Ayer & Sons.

**ANDREW JACKSON HIGGINS** has appointed McCann-Erickson Inc. to handle the advertising of Higgins Industries, Inc. The account will be serviced jointly with the Bauerlein Advertising Agency of New Orleans.

### Canadian Radio Reps Meet To Discuss RTPB

(Continued from Page 1)  
the newly formed Canadian Radio Technical Planning Board. Three committees were formed by the two panels to study various phases of the radio industry including television and frequency modulation as they apply to Canada.  
The panel dealing with transmitter problems was under the chairmanship of J. B. Knox, Montreal chief engineer of the special products section of RCA Victor Co., Ltd., and the panel concerned with radio receiver problems under the chairmanship of A. B. Oxley, Montreal, chief engineer of RCA Victor Co., Ltd. The board was formed this spring under the chairmanship of Reginald Brophy, formerly of Canadian Marconi Company and now of Toronto who acts as adviser to the Canadian radio industry.



First G.I. to join the Philco Corporation of Philadelphia, Pa., under a point-system discharge is Ted Safford who at the time of his release on 104 points was a technical sergeant. Safford's job is that of operator with the Philco television station WPTZ. Prior to volunteering for the Army in 1940, he was a musician. Electronic training received in the service fitted him for his present post.



Victor Batson who saw a year and one half of Army service, has joined the announcing staff of WSGN, Birmingham, Alabama.



New comer to the KGO, San Francisco, production staff is Irwin Kauffman. Kauffman was formerly with the OWI as producer for KRHO, Hawaii. He was released from the AAF in 1944 with the rank of flight officer. Prior to entering the service, Kauffman operated a Hollywood talent agency and free lanced in writing and producing for NBC and KFWB in Hollywood.



After serving his country from 1942 to 1945, Nat Heckler is now announcing for WHYN, Holyoke, Massachusetts. Heckler was at Guadalcanal and the Fiji Islands. Before entering the service, he worked as an emcee.



After 34 months' in public relations for the Marines, Emerson S. Smith is returning to his old post as program director for KDYL, Salt Lake City, Utah. Native of Nebraska, Smith went to KDYL in 1939 from San Francisco where he was special events announcer for NBC.

### Two Stations Tie In Contest Awards

(Continued from Page 1)

promotion campaign was inaugurated on April 15 and closed on June 15. Fifty-three of the 180 American stations carrying the program participated in the contest.

Second place honors went to KTOK, Oklahoma City. Twenty-five other stations receiving honorable mention will also participate in the prize awards. Through the tie for 1st place WROK and WGAG will each receive a \$500 war bond. KTOK will receive \$250 in bonds and the twenty-five other stations will each get a \$25 bond.

Awards were announced following the judging by trade press editors at a luncheon yesterday at the Waldorf-Astoria Hotel in New York. Among those attending the luncheon was Henry Legler and Don Gibbs of Warwick & Legler agency who handle the account and Joseph Wiggins, advertising manager for Chelcea.

### Send Birthday Greetings To -

July 20	
Irving Fields	Murray Forbes
Henry W. Lango	Don Stevens
July 21	
Elsto Hiltz	Allyn Joslyn
Fulton King	Art Franklin
July 22	
Joe B. Carrigan	Audroy McGrath
Shirley Howard	Jack Edwards, Sr.



## *Peace terms every man should make NOW!*

**The war is still on . . . and will be for some time to come.**

But right now—before the war ends—every man in America has an unprecedented opportunity to make terms with himself for his own peace . . . his peace of mind.

For *now*, as never before, a man should look at his wife and family and say, "What can I offer them for the future?"

*Now*, as never before, a man should look at his house and worldly goods and say, "How can I improve these so my family may better enjoy life?"

*Now*, as never before, a man should look at tomorrow and say, "How can I best prepare for some unforeseen emergency which might affect my family?"

And *now*, as never before, every man in America has a

chance to answer all these questions—an opportunity to provide for the future.

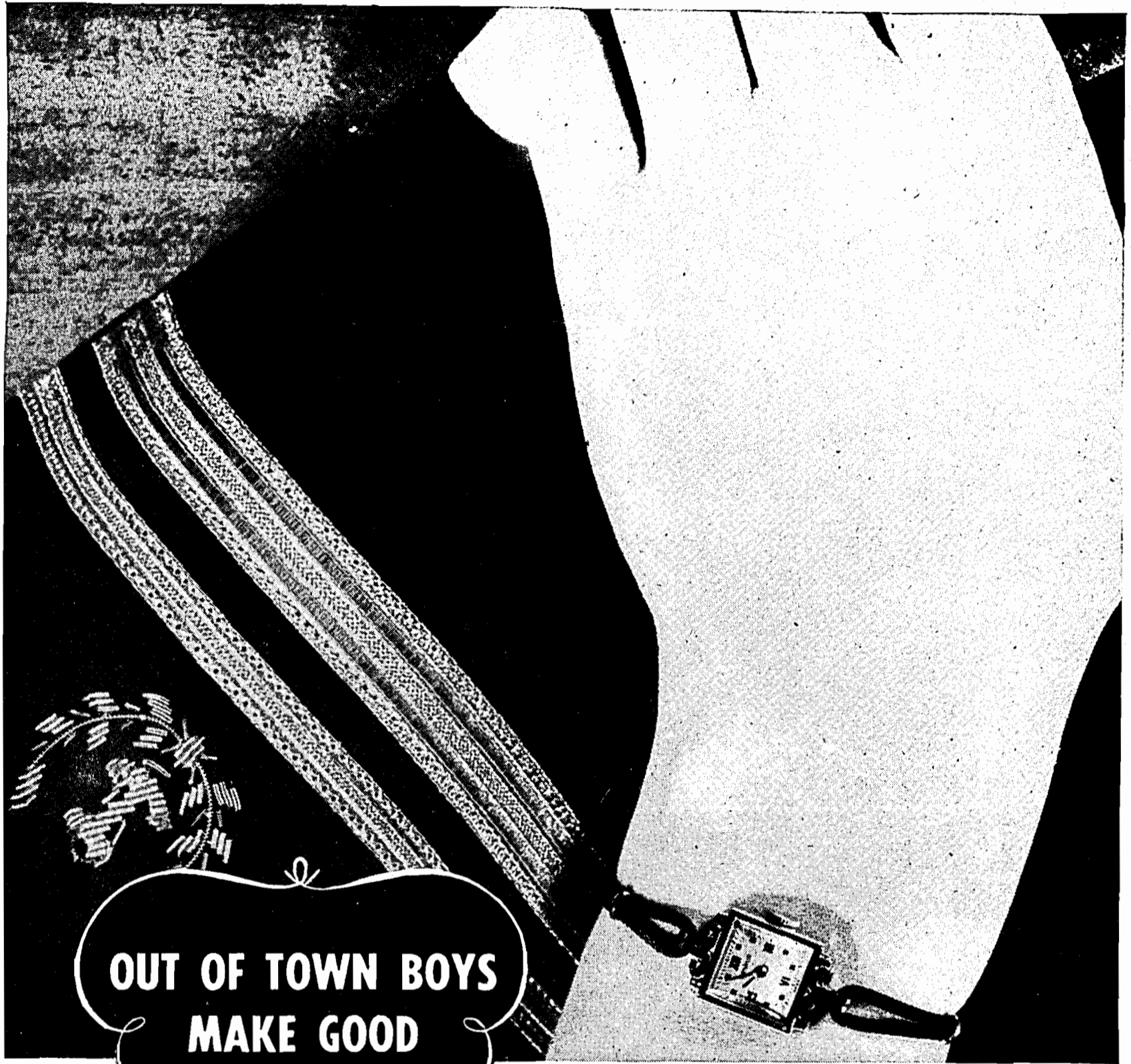
**That opportunity is War Bonds.** No doubt you are buying War Bonds through the Payroll Saving Plan. Arrange to buy *more* War Bonds. All you can afford. *More* than you thought you could afford.

What's even more important—don't cash in those War Bonds before they mature. Stick them away in a safe place—and forget about them till you can reap the full harvest on them.

**Now is the time to make your plans for peace of mind.** It's something you owe yourself . . . owe your family. Buy War Bonds and hold onto them!

### **RADIO DAILY**

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



**OUT OF TOWN BOYS  
MAKE GOOD**

## TIME ON OUR LOG

Benrus time is *the* time and Benrus time on WFBR is 22 times weekly. For since 1939 the Benrus Watch Co.\* has been telling the time on WFBR, Baltimore's big home town station.

When anyone as time conscious as Benrus stays on one station six years—that station must do a job. And

that sums up the home town story of WFBR—it does a job—year in and year out.

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

\*Agency: Young & Rubicam, Inc.

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

**WFBR**



VOL. 32, NO. 15

NEW YORK, N. Y., MONDAY, JULY 23, 1945

TEN CENTS

# Radio Chalks Up Record

## New Dep't Set Up At NBC By Trammell

Formation of a Planning and Development Department of the National Broadcasting Company to meet changing conditions in the art of radio broadcasting," was announced Friday by Niles Trammell, president of NBC.

William S. Hedges has been transferred from his position as vice-president in charge of stations to the new position as vice-president in charge of the Planning and Development Department.

Easton Woolley, assistant to the vice-president of the stations department. (Continued on Page 8)

## Second FM-Tele Session Set By FCC in Capital

Washington Bureau, RADIO DAILY  
Washington—The second session of the FCC's informal engineering hearing will be held August 1, 1945 with respect to FM and facsimile, and August 2, 1945 with respect to Television. The meeting will be held in Conference Room "B" in the Departmental Auditorium on Constitution Avenue. Reports of the sub-committees on FM and Television will be available for consideration at that time.

## West Coast Writers Group Continues Wartime Service

Los Angeles—Hollywood Writers Mobilization, organized primarily to keep civilians and servicemen informed on the issues and problems of the war, and comprised of 3,500 (Continued on Page 3)

### Samaritans

Fan club members, it seems, sometimes do better than harass celebrities for autographs. Danny O'Neil's wife and child were leaving for Detroit this week just as Danny was scheduled for his Starlight Roof appearance. His fan clubbers eased his anxiety by making baggage arrangements at the Penn Station, picked up the Pullmantickets, taxed Mrs. and Jr. to the station, purchased reading matter, and saw them off.

## Educational Tele Experiments Set

Experiments to probe the potentialities of dissemination of education and culture through the use of television and educational films will be conducted by CBS Television and Encyclopedia Britannica Films with a series of four programs on WCBW, New York, beginning August 7.

CBS and Britannica Films are conducting experiments with a view to programming a regular television-film educational series during the fall (Continued on Page 8)

## RCA-Victor Will Launch Pre-Selling Ad Campaign

Launching of a national advertising campaign designed to stimulate and hold the customers' interest in RCA Victor radio and phonographs until the actual merchandise can be (Continued on Page 2)

## NAB Report On Industry Participation In Seventh War Loan Indicates Unprecedented Support

### NAB Board Meeting In Wash., Aug. 6-7

The NAB board of directors will meet in Washington, August 6 and 7, at the Hotel Statler. Most important business will be the receiving of the report from the special committee to select a new president, which will inform the board of its choosing Justice Justin Miller to head NAB. There will be a general discussion of future (Continued on Page 5)

## Engineering Staff Changes Announced by CBC

Montreal—Announcement has been made of several changes within the engineering division of Canadian Broadcasting Corporation. M. L. Poole has been appointed projects engineer, a new position at Keefer Building, Montreal. Mr. Poole came (Continued on Page 2)

## Envisions Radar Network For Airplane Traffic

New Rochelle, N. Y.—Predicting that radar network systems, developed for the control of warplane traffic, will make "all weather flight" a reality after V-J Day, L. A. Hyland, (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Radio support for the Seventh War Loan exceeded in dollar value, time and effort the industry's huge contributions to earlier bond drives, NAB reported Friday. Total time and talent value was set at \$23,513,742 for the drive period, it was announced. Of this figure, individual stations and their advertisers contributed broadcasts valued at \$16,743,572, and (Continued on Page 5)

## Bright Tele Outlook Predicted by Mowrey

Denver—Speaking before a radio forum at the University of Denver on Friday, Paul B. Mowrey, director of television of the American Broadcasting Company, gave an insight on "Broadcasting Tomorrow" with special emphasis on the potentialities of television. Reviewing the development of radio during the period following the first (Continued on Page 5)

## 'Grand Hotel' To Campana For Year Over CBS Web

Campana Sales Company, face cream manufacturers of Batavia, Ill., has signed a 52-week contract for a Saturday half hour from 1:30-2 p.m., CBS, starting Oct. 6. In that slot will (Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Fifth AM Web On Horizon

By CHARLES MANN

WHILE most of the industry anticipated a fifth network under the aegis of FMers, the unexpected announcement from Leonard A. Versluis, owner of WLAV, Grand Rapids, that a new AM network with stations in 26 major markets will make its debut September 16, of this year, operating on a 16-hour-per-day schedule, echoed throughout the country. The new web will come under the

title Associated Broadcasting Corporation, of which Versluis is president. While the call letters of the independent stations to be affiliated with the network were withheld, leading stations in New York, Chicago, Cincinnati, Baltimore, Philadelphia, Washington, Los Angeles and San Francisco are among the affiliates-to-be. And because of Associated's prior (Continued on Page 3)

### Souvenirs

Montreal—Marcel Ouimet, CBC correspondent now in Berlin has forwarded to Dr. Augustin Frigon, general manager of the corporation, a letter written in Hitler's headquarters on the Fuehrer's personal stationery, enclosing as souvenirs three souvenirs in the form of decorations bearing the swastika which Hitler conferred on soldiers for heroism.

### All-Inclusive

President Truman's fondness for music covers a wide range, according to the collection of three "Truman Favorites" played recently on a program over WQXR. They are: George M. Cohan's "Over There," the Toreador Song from Bizet's opera "Carmen" and "Chi Mi Frena," which is the famous "sextette" from Gaetano Donizetti's opera "Lucia di Lammermoor."



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FINANCIAL (Friday, July 20)

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

Stork News
A daughter, the third child, was born July 18 to Delmar Nuetzman, the radio actor, and Mrs. Nuetzman.

20 YEARS AGO TODAY

(July 23, 1925)
One of the most important functions developed by radio is its adaptation to educational purposes. Adult education is the theme of many interesting programs; New York University created the first air college on WJZ; Washington State College is broadcasting courses over KFAE, its own outlet; KGO, Oakland, is devoting one evening a week to educational material.

Connect in Connecticut
WDRG
HARTFORD, CONNECTICUT
WDRG-FM

Coming and Going

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, is expected back today from a vacation spent in Guilford, Conn.

O. JOE OLSON, publicity tycoon of Columbus, and of Ohio State University, has left on his vacation. He has elected to take a month.

ROBERT WOLFE, assistant radio director of Kenyon & Eckhardt, has left for the West Coast to straighten out the Borden Company's program difficulties.

FRED B. COLE, American Broadcasting Company announcer, accompanied by his wife and daughter, has left town for three weeks on Cape Cod.

SULLIVAN SAGES, program manager and production director of WMBS, Uniontown, Pa., was in Gotham last week to attend the Program Managers Clinic of CBS.

MARION BRECHNER, formerly of the Arthur Meyerhoff agency in Chicago, and wife of Lt. Joseph L. Brechner, of "The Fighting AAF," official Army Air Forces radio show, returned yesterday from Chicago, where she underwent an operation.

JOHN CHURCHILL, research director of Broadcast Measurement Bureau, leaves today for Toronto to attend the technical committee of the Canadian Bureau of Broadcast Measurement on Tuesday.

GUTHRIE JANSSEN, NBC war correspondent, has left for Guam on a trip that will include stopovers to study new bombing techniques at air fields in England, Germany and China.

WEST M. WILLCOX of WHOM, is back from a two-week trip to the midwest.

ROBERT F. DOUBLEDAY, agricultural director of WFBL, Syracuse, is vacationing in Potsdam (New York, U.S.A.), where he is teaching a class in radio at the State Teachers College.

SAMMY KAYE, with his swing-and-swayers, is filling an engagement at the Downtown Theater in Detroit.

JOSEPH J. HERGET, program director of WCHS, Charleston, West Va., is back at the station after having spent a few days in New York on business.

FRED BATE, manager of NBC's international division, has left on a combined business-and-vacation trip to Minneapolis.

Engineering Staff Changes Announced by CBC

(Continued from Page 1)
to the CBC from CKLW, Windsor, joining the Keefer staff in the operations department in February, 1939. In 1941, Mr. Poole was named Ontario regional engineer which position he has filled until his present appointment. A graduate of the University of Michigan, he has had long experience in all phases of radio engineering. As he is presently acting as co-ordinator of the Havergal Project, he will not take up his duties in Montreal until the job in Toronto is completed.

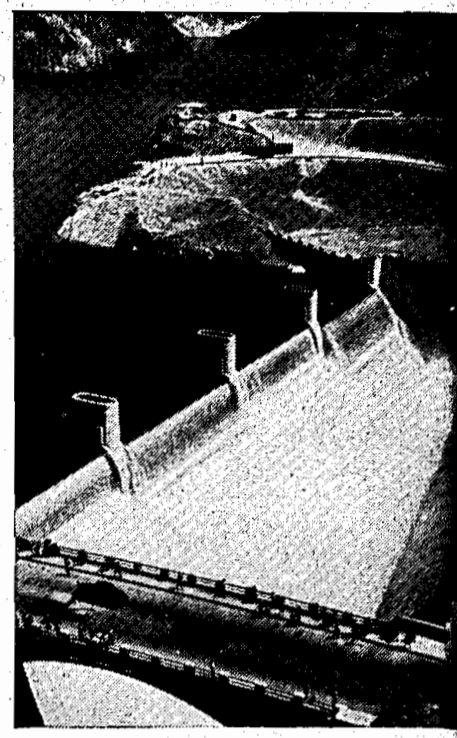
The position of Ontario regional engineer has been abolished and the region divided into two areas, the head of each reporting directly to the operations engineer at Keefer. Howard Hilliard has been named supervising engineer, Toronto area, and Max Gilbert will continue as chief operator of the Ottawa area. Mr. Hilliard has been with the CBC since 1938, starting as a junior broadcast operator at Toronto studios, subsequently being appointed chief operator in 1943. Mr. Gilbert joined the CBC in 1935 at Toronto and, in 1943, was transferred to Ottawa to act as chief operator at Ottawa studios.

Envisions Radar Network For Airplane Traffic

(Continued from Page 1)
executive engineer of the Bendix Aviation Corporation, addressed a meeting of the New Rochelle Rotary Club last week. Hyland believes that in addition to ground installations at all principal airports shortly after the war, commercial planes will carry radar equipment which will enable them to "see" their ground path at all times. He pointed out that radar works as well at night as in the day time and through fog as in clear weather with phenomenal accuracy. It is one of the outstanding developments of the present World War.

RCA-Victor Will Launch Pre-Selling Ad Campaign

(Continued from Page 1)
put on sale will be launched in magazine starting July 28, T. J. Bernard, advertising manager of the home instruments division of RCA, announced Friday. The campaign is tied in with the company's current television receiver advertisements being run in cities where television broadcast service is available.



6 years to fill

Early on the morning of August 6 Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There's a lesson in that story for advertisers.

You've been telling consumers about your products... even when you didn't have too much to sell during the last five years. You've been building up background.

If you've been using W-I-T-H in Baltimore radio... you'll have the satisfaction of knowing that you've been reaching more listeners-per-dollar-spent, all that time.

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

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

★ THE WEEK IN RADIO ★

Fifth AM Web On Horizon

(Continued from Page 1)

main to the abbreviated identification "ABC," the American Broadcasting Company may find itself without a shortened handle.

**New NAB Prexy:** After months of unsuccessfulness, the NAB presidential selection committee finally merged with J. Harold Ryan's successor. He is Justin Miller, associate justice of the U. S. Court of Appeals. Miller's vocational activity has been largely in the legal sphere. During a period of eight years he served as an attorney at the U of So. California (1927-1930) and at Duke University (1931-1935). More recently he has participated in radio cases that have come up before the FCC, and has rendered many opinions re FCC radio decisions. His appointment was welcomed warmly by representatives of the industry.

**Newspaper Strike:** When the 17-day strike of newspaper mailers and delivery men of metropolitan New York families ended early last week, independent and key station broadcasters were able to relax, since most of the stations increased the number of newscasts considerably as a public service to listeners. Many of the temporary sponsors cancelled their commercials, but several newspapers continued sponsorship. It is reported that the stations' take was way over \$1,000,000.

**Spotshots:** The WPB released instructions for those wanting permission to construct radio receivers for home use—under terms of Priorities Regulations 25 and "spot authorizations" plan. . . . James L. Fly, former chairman of FCC, wants free-

dom of communication throughout the world. . . . Television's first program to be offered for co-operative sponsorship will be WABD's "King's Corner," starring John Reed King. . . . Armed Forces Radio Service is expanding its quarters at Los Angeles. . . . FCC has ok'd the transfer of WNAX, Yankton, S. D., to Cowles Broadcasting. . . . NBC has the exclusive airing rights for the Army-Navy and Army-Notre Dame football games. . . . Robert E. Kintner, vice-president of American, is newly in charge of co-ordination of publicity, public service and audience mail activities. . . . Walter Winchell was the top man, according to Hooper's rating of July 15. . . . MBS starts a tele series August 1, over WRGB titled "The Better Half." . . . Comic strips are a new regular feature over tele station W6XYZ, a Paramount Pic affiliate. . . . Strike at Columbia Recording ended in favor of the recorders. . . . MBS is negotiating for a full-time outlet in Cincinnati. . . . OWI has been given a budget of \$35,000,000 for current fiscal year. . . . Barry Rumple, manager of NBC research dept., resigned to become director of research for NAB. . . . NAB considering Oscar awards to radio performers, performances, etc. . . . "Cavalcade" is changing format for new NBC series. . . . NBC-RCA will soon begin television field tests in the metropolitan N. Y. area.

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

West Coast Writers Group Continues Wartime Service

(Continued from Page 1)

radio, press and screen writers, will not demobilize as was anticipated, because directors of the aggregation feel they have a bigger job ahead of them—that of "clarifying the issues and the goals of peace."

Emmet Lavery, chairman of the Writers Mobilization, said, "The end of the war will not be the end of the job, so far as writers in Hollywood are concerned. Clarifying the issues and the goals of peace will be a bigger job than clarifying the issues of war. We handled a wide variety of assignments for every type of war agency. It seems to us that writers particularly have a special responsibility in the post-war era. We write the speech of people in the world over—or we do, at least, when we know our job. So it seems clear enough: the better writers know each other, the better chances for a changing world to know itself. We have learned a little more about each other—the whole 3,500 of us. We like working together, and we don't propose to stop."

The Writers Mobilization will continue to write and produce films and

Kizis Joins Sales Staff On Mutual On Aug. 1

Frank Kizis joins the national sales staff of the Mutual Broadcasting System effective August 1st according to Z. C. Barnes, vice-president in charge of sales. Mr. Kizis was formerly with CBS for 12 years. Prior to that he was assistant secretary to Herbert Hoover and William Fox of Fox Films.

radio programs hand-in-hand with government agencies. Currently WM is co-backing with the U. of California the Hollywood Quarterly magazine, an adult publication about the screen, radio and television; also, it is conducting seminars, and working closely with the War Activities Committee and the Hollywood Victory Committee for the projection of patriotic efforts.

To date, the Writers Mobilization has written 1,050 radio scripts; produced 910 Army and Navy camp sketches; written 891 War Bond and blood bank speeches; produced 350 posters and slogans, produced 195 documentary and short subject films; written 116 feature articles on war activities, composed 60 songs and put out 29 war agency brochures.



Meet WHB's Ed Birr— of our "Client Service Department"

At WHB we've always called the sales department the "Client Service Department"—simply because that's the purpose of our salesmen: to serve our advertisers.

And when World War II "cleaned out" WHB's sales staff, we looked around for a trained and experienced man who knew advertising, merchandising and selling. In Chicago, the same War had wiped out Ed Birr's slate of national accounts.

WHB's Don Davis knew Ed Birr's background in transportation, in agency work, in direct advertising, point of sale display and dealer development. "Come with WHB and see how you like radio", he invited . . . and Ed Birr took to radio as a duck takes to water.

Since 1942, Ed has developed two of the highest-rated co-operative shopping programs heard in the Kansas City area: "THE PLAZA PROGRAM" for the merchants of Kansas City's exclusive Country Club Plaza district . . . and "MARY JANE ON PETTICOAT LANE", for down-

town department stores and specialty shops located on Eleventh Street, Main to McGee.

Ed also pioneered in the development of "Help Wanted" advertising, by radio, for Kansas City's war industries—and has helped to secure thousands of workers for vital war plants.

He has also helped both large and small merchants with soundly-planned radio campaigns of programs and spot announcements.

If you have a tough problem to lick—shortage of merchandise to be explained, good-will promotion, or the problem of stepping-up sales, Ed Birr can help you. His background of experience in merchandising, advertising and selling includes many major products.

You'll enjoy doing business with WHB—"the station with agency-point-of view." At WHB, every advertiser is a client who must get his money's worth in results.

If you want to sell the Kansas City market, WHB is your happy medium.

For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:



- KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161
- NEW YORK CITY . . . . . 400 Madison Avenue . . . . . Eldorado 5-5040
- CHICAGO . . . . . 360 North Michigan . . . . . FRAnklin 8520
- HOLLYWOOD . . . . . Hollywood Blvd. at Cosmo . . . . . HOLlywood 8318
- SAN FRANCISCO . . . . . 5 Third Street . . . . . EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK  
 Kansas City • Wichita • Salina • Great Bend • Emporia  
 Missouri Kansas Kansas Kansas Kansas

## LOS ANGELES

By RALPH WILK

WEST COAST dialers are proving eager participants in the poetry corner featured by Steve Allen and Wendell Noble, KHJ-Don Lee's early morning funsters on the "Smile Time" show, who call their morning indulgences in rhyme "Verse Could be Worse" or "Rime Does Not Pay." The zany pair have invited their listeners to contribute nonsense verse to the novelty feature, and the two report an interested response on the part of would-be poets in their humour-loving audience.

Leo Tyson has resigned from his post with the research staff of the American Broadcasting Company's sales department, it has been announced by Don Searle, net veepee. Tyson is considering opening his own talent and management agency.

Ira Cook now broadcasts three consecutive hours nightly from Music City. From 9 to 10, he's heard on Music Box over KPAS, and from 10 to midnight, he emcees Dance Time over KFAC.

"Three Men on a Mike," a new variety show idea, has been developed by Dave Ormont, Alan Mann and Joe Yocam, staff announcers at KFWB, and is being angled for by several agencies. Written by Ormont, the program features comedy, music and banter. Bert Fiske, KFWB staff pianist, is scheduled as a regular on the show. At the request of the agencies, an audition disc of the show is being cut this week.

Ernest Gill, musical director for the American Broadcasting Company, takes off for June Lake in the Sierras August 17th for his first two-week vacation in five years. He'll do some concentrated trout fishing.

Elsie Louise Smith, secretary of Don Lee's Director of Station Relations Pat Campbell, has left KHJ to assume the role of bride and homemaker. Miss Smith was married to Lt. Merton K. Matthewson, Jr., July 14th, and will make her home in Bakersfield, Calif., where Lt. Matthewson is stationed awaiting further orders.



### Notes From An Aisle Seat . . . !

● ● ● Only thing standing between Marilyn Maxwell and one of the top shows on the air is that Metro won't give her the green light. . . . Danny Thomas won't be renewed on the Fanny Brice show next season. . . . A Hollywood producer is making arrangements to make a comedy picture out of the true laugh situation of the Nazi officer who, in his surrender terms, asked for the latest releases of all the Basie recordings. . . . Sidney Whipple gets the Ernie Pyle column. Understand the syndicate figures he's the logical guy because he and Ernie were the same size. . . . Lew Parker says that the Hollywood producer who owns his contract is trying to trade him in for two good interior sets—because of the decorators strike. . . . Doris Gilbert, talented radio writer, is now just as hot on the RKO lot as she was in her network days. . . . Annamary Dickey, the opera glamour gal who turned down many packages of folding money in movie offers, will make one for free—for the Army. . . . Maurice Duke producing pictures for Monogram starring his new discoveries—the 'Dead End girls'—the Ross Sisters. Coast reports say they're terrific. . . . Betty Hutton, worried about health, went to a Chicago heart specialist. He took tests and said she'd probably outlive most men in Hollywood. . . . Nick Keesely, CBS program sales manager, helped set the deal for John Reed King's new show starting in August. He also has another biggie on the fire which should be closed within a day or so—a five-times-a-weeker.

★ ★ ★

● ● ● We love Sidney Skolsky's tale about the producer who was having a story conference with a couple of writers. "I've got a terrific idea," blurted out the producer suddenly and then just as hastily dismissed it. Pacing the floor some more, he again broke out with "Here's an idea," only to shake his head and murmur it wasn't so good. Finally he turned to the writers and complained: "I've been getting plenty of ideas. Now, why don't you fellows get some?"

★ ★ ★

● ● ● Goody Ace's take on the Danny Kaye aircer will be \$3,700. No decision yet as to the Harry James' replacement on the show, with Dave Rose the favorite to go in. . . . Walter Lurie, of Blaine-Thompson, building several new shows which should net the agency some new sponsors. . . . Paul Mosher, Kay Kyser's personal rep, in from Hollywood for a couple of weeks. . . . David Hale Halpern, v.p. of Henry Souvaine, Inc., plotting a big deal with a sponsor never before on the air. . . . The new Austin which arrived from England the other day, as the first post-war auto to come off the production line, does 40 miles on a gallon and holds seven pints of oil. . . . Mark Warnow's son, Morton, a former German prisoner, will start a writing career as soon as he gets his Army discharge. . . . Tommy Dorsey and Buddy Rich no longer speaking—either on or off the bandstand. . . . Van Cleave has written an original march accepted by J. Edgar Hoover as the official FBI march. . . . Peggy Mann inked for Alka Selzter Aug. 6, 7, 8 and 9th. . . . Peter Lorre says the toughest part of working with Sydney Greenstreet is keeping out of his shadow. . . . Overheard: She's the kind who whispers in your ear sweet nothing-doings. . . . Mary Ann James, protege of star makers Tim Gayle and Eddie Jaffe will be renamed Breathless Mahoney and will open her eastern singing career at Tirman's Conn. Casa Manana by the Waterfall.

★ ★ ★

● ● ● John Chapman told it in a recent Collier's close-up of Mike Todd: A drama reporter endeavoring to check on one of Todd's enterprises, stated: "Your creditor says the show is losing money, and your publicity man says it's cleaning up. What about this?" "All I can say," replied Todd, "is that both departments are functioning perfectly!"

—Remember Pearl Harbor—

## SOUTHWEST

THE Karl Hoblitzelle Scholarship Fund of \$50,000 goes for the fourth time to the University of Texas Radio House. Scholarship is given annually by the Dallas head of Interstate Theaters, Inc., and provides work scholarships for 30 students who compose the musical unit and chorus of Radio House. Programs are aired over the Texas Quality Network as well as independent stations throughout the state.

One of San Antonio's recent brides was Rena Blackmore, who forsook managing traffic for WOAI to become the bride of Lieutenant Eric Lind.

"Fashions In The News," a woman's program featuring Katherine Netting, has made its debut over KMAC, San Antonio, under sponsorship of Browns Dress Shop with airings quarter-hourly Tuesdays and Thursdays.

Brooke General Hospital has started a new series over KABC, San Antonio, of 25 minutes of music by the 365th Army Service Forces Band playing to patients at the hospital. Group's other program is "New Horizons" over WOAI.

### Jim Ameche Stricken

Jim Ameche, stricken with appendicitis, following the presentation of "Romance and Rhythm" on CBS Thursday night was rushed to the Wickersham Hospital where he is reported doing nicely.

sell  
Durham  
N.C.'s  
3rd city  
quickly  
with

WDNC



OWNED BY  
DURHAM HERALD-SUN  
NEWSPAPERS

Represented by Howard H. Wilson Co.



"You better come with us—WFDF Flint just announced the new ration points!"



## Radio Support Of 7th Exceeded All Drives

(Continued from Page 1)

Work shows and "national spot" programs were valued at \$6,770,170. It was pointed out, too, that these figures do not include the "tapering" period of about one week following the formal closing of the drive at the end of June. Value of time and talent contributed during this period was estimated to exceed greatly the time and talent contribution during the "warmup" period from June 1-12, when the dollar value was estimated at \$1,577,549. This figure was not included in the drive total.

Most popular of the Treasury discs, according to NAB, was the series of after-hour Treasury salutes, with 843 playings. Second was the five-minute "Sing for the Seventh" series, with 25,677 playings; the quarter-hour "Music for Millions" discs counted 1,455 airings, and the three-minute "Buy Bonds" discs 1,875 airings. The five-minute "Songs for Today" were played only 422 times, the four-minute "Buy, Buy Bonds" 52 times and the five-minute "Buy, Buy Bonds" 100 times, according to NAB.

One-minute Treasury spots, both live and recorded, were heard 641,710 times, NAB reported, with two-minute spots aired 14,264 times and three-minute spots 4,955 times.

Most frequent length for special drive shows was 15 minutes with 1,244 such programs reported. Next were the five-minute shows (8,664), seven-minute shows (3,317) and the one-hour shows (3,226). There were 18 one-hour special shows.

Longest show was 17 hours, with broadcast at 15 1/4 hours, 15 hours, 11 1/2 hours, 6 1/4 hours and six hours. There were two seven-hour shows and two one-hour shows. There were 25 three-hour shows and 68 two-hour shows.

## Band Hotel' To Campana For Year Over CBS Web

(Continued from Page 1)

Featured the dramatic program "Band Hotel," originating at WBBM, Chicago. Wallace-Ferry-Hanly, Chicago advertising agency, placed the news.

## Farewell For Bud Barry

American Broadcasting Company executives, departments heads and personnel, gave a farewell party Tuesday night for Charles G. "Bud" Barry, who is leaving the New York office to head the network's Washington operations. The party was held at the Stockholm. Walter Kiernan, master of ceremonies and short speeches were made.

## WANTED

Announcer wanted by Southern station. Salary and talent. Excellent opportunity for good man. Box 189, Radio Daily, 1501 Broadway, New York 18, N. Y.

## Mowrey Speaks At Denver 'U' On "Broadcasting Tomorrow"

(Continued from Page 1)

World War, Mowrey, said that we are on the threshold of new electronic developments as a sequel of World War II. He said "there will be another invention to supplement—and probably to replace radio. This invention is what we all know as television."

"Many questions have arisen as to what the quality of a television picture will be post-war," Mowrey continued. "From all indications the picture quality will be good enough to satisfy the American public. One of the big problems in television is going to be to satisfy the public program-wise."

### Cites Network Policy

"In present day experimentation many types of programs and program presentation have been attempted," Mowrey said. "The American Broadcasting Company has adopted a policy unlike some of the other major companies in television and that is, attempting to adapt successful present day radio programs for television. Our reasoning has been along the lines that the television program does include a percentage of radio. In other words, when being entertained by means of television, a certain percentage of this entertainment comes to you through the medium of radio. Therefore, the American Broadcasting Company feels that in the early days of video, they can at least present good radio sound from an entertainment standpoint. The public is

at least partially satisfied and while this is going on, further, experimentation can be made from the sight standpoint, but the public does not lose its investment completely by seeing and hearing an entertainment presentation which is 100 per cent experimental.

"Another form of television programming which seems to have gone over fairly well with the public is the presentation of remote (on the spot) programs. It is here that the television industry will probably give the greatest incentive to the public to buy television receivers. In this form of program, television has no competitor. It is the only medium in the world that can present instantaneously a news, historical or national event as it happens. In other words, Mr. and Mrs. Public can sit in their home and witness such things as the Normandy burning at its pier, the last game of the World Series or the signing of the peace treaty.

"Television now is beginning a new and exciting era for the American public. A medium utilizing sight, sound and motion in one form of presentation is about to be launched in a serious, commercial way. The challenge with this forceful medium of giving the public the best in program service—concentrating on public service, education and entertainment—is the greatest challenge that has ever been given into the hands of the radio industry."

## Charges Radio Cutback In War Accented Programs

Criticizing advertisers and program directors for reducing the number of war-accented programs since the advent of V-E Day, Jerry Devine, writer-director of "This Is Your FBI" series on American, declared that the vital responsibility which radio must shoulder, now and in the post-war era, of informing the American public on current problems cannot be overemphasized.

"The period following V-E Day saw a number of such shows eliminated and the tendency of networks and agencies alike may be to do away with all shows other than those of strictly entertainment nature, following victory over Japan," he declared.

In the aftermath period, when "there will naturally be fewer organized, concerted efforts, the task of presenting public service shows, of helping to build permanent peace and security, must fall to the individuals who control broadcast material," Devine pointed out. The industry owes this not to the American people alone, but to itself to maintain the high standards it has set during the war, he concluded.

Devine has served for two years as civilian consultant to the War Department on radio public relations and last year was elected president of the Radio Directors' Guild.

## Lewis Leaving WEA After Aug. 3 Program

Robert Q. Lewis leaves his WEA morning program after the broadcast of Fri. August 3, 8:15-8:30 p.m., CWT, it was learned over the weekend. It was pointed out that "Listen To Lewis" program, heard across the board, enjoys one of the highest ratings between his hour and 10:30 a.m. However, that doesn't faze Lewis, who is eager to collaborate on a musical with two other radio men, production of which is expected to hit Broadway in the fall. Fifty per cent of the quota set for the program's sponsorship was filled, it was learned. Where contracts will not have expired, sponsors will release the program from its commitments. Plans have not been made for the program's replacement.

## Joins MBS Publicity Staff

Larry Bell is the newly appointed member of Mutual's publicity staff, according to the announcement Friday by Jim O'Bryon, publicity director. Bell's duties will be closely allied with Abe Schechter's news and special events department in dispatching domestic and foreign news releases. He was formerly with Kenyon & Eckhardt, and prior to that he worked on Washington, D. C., New York and western newspapers.

## NAB Board Meeting In Wash., Aug. 6-7

(Continued from Page 1)

policies, especially in view of the approaching relaxations on broadcast equipment, and of the Wigglesworth bill to make the selling of time for controversial issues virtually obligatory upon broadcasters.

The Wigglesworth bill and the recent FCC decision criticizing the "controversial matters" portion of the NAB code will be discussed also by the code committee July 31, in a meeting here.

## Will Direct Series

Homer Fickett has been appointed to direct the U. S. Steel Corporation's "The Theatre Guild On the Air" series when it bows in over the American Broadcasting Company, Sun., Sept. 9, 10-11 p.m., EWT, it has been announced by Theresa Helburn and Lawrence Langner, co-administrators of the Theatre Guild, Inc. Fickett has directed such programs as "March of Time," "Cavalcade of America" and "This Is My Best." Batten, Barton, Dustrine & Osborn is the agency.



MUTUAL BROADCASTING SYSTEM

JOHN EMMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc. Exclusive National Representatives



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

Olympic and world skating champion. Years of sports writing and radio experience available for sports and special events announcer, guest appearances, etc.—Irving Jaffee, c/o Radio Daily.

★  
WAC songstress with limited experience as a professional radio and dance orchestra singer before the war seeks employment as a radio singer or with a dance band.—"WAC," c/o Radio Daily.

★  
Radio script writer and publicist recently returned from overseas service in the Air Corps seeks employment in or around New York.—ICL, c/o Radio Daily.

★  
Honorably discharged veterans seeking to avail themselves of RADIO DAILY's free want ad service are asked to give their names, address, branch of service, in submitting their want ads.

### Summer Tele Substitute For Lever Show Chosen

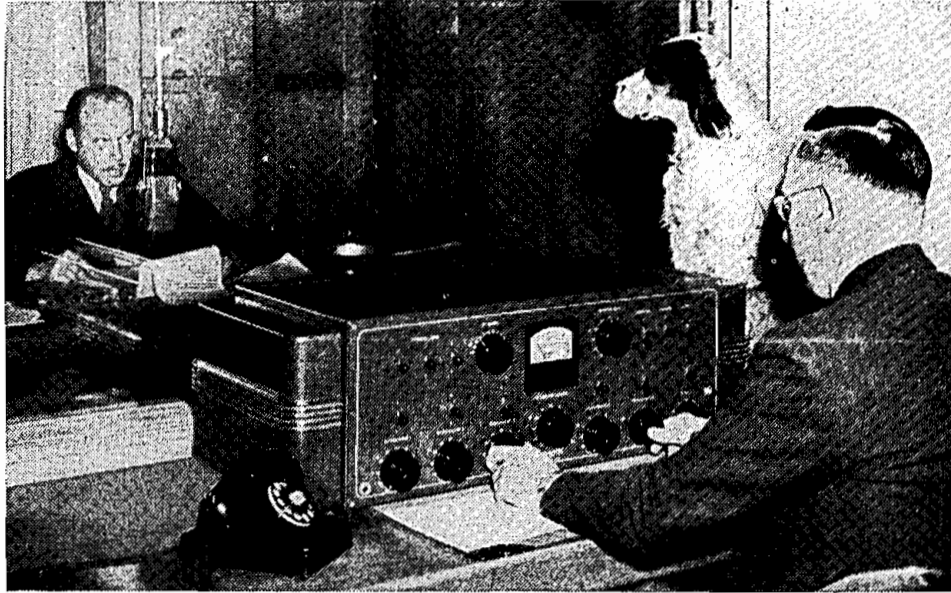
Summer replacement for Lever Brothers' Du Mont television program, during the month of August, will be a series of interviews with writers of current sellers titled "Author! Author!", it has been announced. The program will be heard for five consecutive Wednesdays beginning Aug. 1, WABD, 9-9:30 p.m.

First guesting on the program will be Margaret Haymes, author of "The Haymes Way," the book on acting. Mrs. Haymes is the mother of Dick Haymes, singer. Leesa Perrin will fence the series. Program will be written and directed by John Hewlett, director of the United States Rubber Company's WABD program. Ruthrauff & Ryan is the agency for the Lever "Wednesday At Nine."

### Directors Rejoin NBC

Wynn Wright, NBC national production manager, has announced the return of two radio directors to the production division as production directors—Howard Keegan and Jack Hill. The former has been in radio since 1932 and directed such programs as "Lights Out," "The Guiding Light." The latter was formerly with the web's Chicago office and more recently with the Bob Hope show, "Mirth and Madness" and "Truth or Consequences." Ira Avery, NBC production director, has resigned to join the production staff of BBD&O.

## PICTURE OF THE WEEK



Most faithful listener of Corey Thomson, CFCF, Montreal, is "Girl," his English setter. The dog sits near the loudspeaker in the studio control room daily with eyes fixed on her master throughout his newscast.

### Tam-O-Shanter Tourney Getting Big Chi. Cover

Chicago—The All-American Golf Tournament, to be held at Tam O'Shanter Country Club will be brought to listeners through seven direct-from-the-scene exclusive broadcasts by NBC and its key Chicago affiliate, WMAQ, it has been announced by William Ray, NBC central division news and special events manager. The George S. May Company, business engineering firm, which underwrites the three tournaments: the open, the amateur and the women's will sponsor the broadcasts with Bill Stern, NBC sports director and sportcaster, at the mike. First of the two pickups will be over WMAQ Saturday, July 28 from 6 to 6:30 p.m., CWT. The second will be on the full NBC network, including WMAQ, Sunday, July 29 from 5:30 to 6 p.m., CWT, Jim Duffy is the agency. First of the tournament broadcasts will be NBC sustainers Thursday, July 26 5:40 to 5:45 p.m., CWT, and Friday, July 27, 5:40 to 5:45 p.m., CWT. The other three pickups, which will include a WMAQ sustainer and two network sustainers, will be heard on Saturday, July 28. The WMAQ pickup will be heard from 2 to 2:30 p.m., CWT, and the NBC program from 2:30 to 2:45 p.m., CWT and from 3:45 to 4 p.m., CWT. Announcers Klevé Kirby and Jack Gibney, in pack-set pickups direct from the course, will be heard with Stern on the broadcasts of July 28 and 29.

### MBS Postpones Hypnotism Show

"Ralph Slater, hypnotist, scheduled to start on Mutual last Saturday, was postponed for the reason that program details are not yet adapted for broadcast purposes.

### CBS 'School Of The Air' Shifting To Late Afternoon

Columbia's "American School of the Air" is being made available to a still larger audience than it has had over the past 15 years, as the Monday-through-Friday educational series shifts from its previous morning period to a late afternoon half-hour, 5 to 5:30 p.m., EWT, as of October 1, when the program starts its 15th year on the air.

The time change, announced by Douglas Coulter, CBS vice-president in charge of programs, will place the program in a peak listening period for young people, as well as at an hour when a larger adult audience is available.

In arranging this shift, Columbia has completed its plan to make the hour from 5 to 6 p.m., Mondays through Fridays, one of its most attractive periods for family listening. The second half of the hour will continue to be occupied by "Cimarron Tavern" and "The Sparrow and the Hawk," heard respectively at 5:30 and 5:45 p.m., EWT.

### Dunstedter Leaves Service After 37 Months In AAF

Lt. Col. Eddie Dunstedter, nationally known organist and orchestra leader, who has been in the Army Air Forces for 37 months, is currently in the process of leaving the armed forces. Dunstedter came into the service originally in June, 1942, for the purpose of establishing the musical activities of the Western Flying Training Command. During that time he has, in addition to other assignments, been leading an AAF orchestra on several coast-to-coast official Army Air Forces radio presentations.

## AGENCIES

DAGGETT & RAMSDALL, maker of toilet preparations and cosmetics, will introduce a new line of bath preparations in 1946, William Bonyun, vice-president and general manager, declared at the close of the annual sales meeting held last week. The new line, featuring a new fragrance, will include cologne, bath powder, bath oil, soap, talc, bath salts and sachet. McCann-Erickson, Inc. is the agency.

FOOTE, CONE & BELDING has engaged Stephen Czufin as account executive on The American Tobacco Company account. For the past three years Mr. Czufin has been in charge of Lucky Strike printed advertising at the agency.

FARREN L. HASEMEIER, vice-president in charge of sales, for the Wilcox-Gay Corporation, radio manufacturers, has announced his company's appointment of The Cramer-Krasselt Co., Milwaukee, to serve as advertising and merchandising counselors for Recordio home recording radios, blank recording discs and Recordio point play-back needles. Coincident with the announcement was the news that both Recordio distribution and promotion were being greatly expanded. An extensive trade and consumer advertising campaign has been approved and is scheduled for an early release.

RUSSELL CASE, of the William Morris Agency, will leave for the West Coast soon to conduct background music for Dinah Shore's next Victor Recording date on August 8th. Case will pilot a large orchestra for this session scheduled to number approximately 30 musicians. He recently completed similar chores for Perry Como and Betty Bonney. Additionally, he has just been placed in charge of all arrangements for Raymond Paige's Kraft summer show.

DAY TUTTLE, one of the directors in Young & Rubicam's radio department, is announcing his resignation from the firm, to take effect on August 3. Tuttle's credits at Y. & R., where he has been for three years, include writing commercials for Johnson & Johnson, Sanka Coffee, Grape-Nuts and other accounts . . . and directing "Bright Horizon" for a year and a half, "William and Mary," (the Cornelia Otis Skinner-Roland Young cut-in on the Dinah Shore show), "The Molle Mystery Theater" for a season, and "The Aldrich Family."

BROOKE, SMITH, FRENCH & DORRENCE, INC., Detroit and N. Y. advertising agency, has been selected to handle the advertising account of the Mullins Manufacturing Corporation, beginning with the 1946 program, Marshall Adams, advertising and sales promotion manager revealed last week.

The Answer to Radio's

Production Planning For Fall and Winter

Will be Found in

The Sixth Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

published

Next Thursday, July Twenty-Sixth



# Educational Tele Experiments Set

(Continued from Page 1)

and winter over WCBW, Worthington Miner, manager of CBS television, announced.

Plans for the series of four programs which will be observed by leading figures in government, agriculture and science were worked out with Dr. V. C. Arnsperger, vice-president and director of research and Dr. Miller McClintock, consultant in education to Britannica Film Company.

### "Hunger" Is Theme

The premiere program in the experimental group will combine a Britannica film on agricultural techniques through the centuries with a script for live performers prepared by Rudolph Bretz and Edward Stasheff of the WCBW-CBS staff. Entitled "Hunger Takes No Holiday," the production will be directed by Mr. Miner.

"While the use of educational films by television cannot compete with their scientific use as classroom aids because they can neither be employed on a curriculum basis nor be used in the necessarily intensive way in which they are employed by schools, Britannica officials believe that they should have wide acceptance and value as a general educational stimulant," Dr. McClintock said.

### New Approach Seen

This series also will mark a new approach to the use of films in television. In the programs, Britannica's films will be interwoven throughout the dramatic framework so that the films flow out of the drama as a visualization of the dialogue. The aim of this experiment is to create a unified impression and lend to the largely factual material of the film a dramatic and emotional quality that will relate the film to modern problems and give it the impact of urgency and immediacy.

### NBC Production Changes

The addition of two directors to the NBC production division has been announced by Wynn Wright, national production manager. They are Howard Keegan, previously associated with NBC from 1935 to 1937 and Jack Hill who returns to the network after many years of directorial experience with NBC in both Chicago and New York. Production director Ira Avery has resigned to go to the BBD&O agency.

Send Birthday Greetings To—

July 23

Jackson Beck      John Blair  
Earl Gammons     Gwyneth Nell  
Gale Page          Lillian White

# COAST-TO-COAST

### — CALIFORNIA —

**SACRAMENTO**—Francis Conrad, member of the faculty of a radio summer school being conducted by KFBK of the McClatchy Broadcasting Company, is the son of Dr. Frank Conrad who operated the first licensed radio station. His memories begin with setting up the station in their garage in Pittsburgh in 1919. He is now station relations manager of American Broadcasting Company's western division.

### — IOWA —

**CEDAR RAPIDS**—Centennial Harvest, a series of public service programs celebrating Iowa's 100-year mark to be aired over WMT beginning Sept. 8, is being developed in a radio workshop conducted by Jean Stout Brown under the auspices of the Cedar Rapids Radio Council. Fifty representatives of council organizations are doing creative work for Fall programs with each organization developing a program to tie in with the series.

### — GEORGIA —

**WAYCROSS**—WAYX's activity in the Seventh War Loan drive resulted in the sale of more than a quarter of a million dollars in bonds, which is reported to be more than half of the "E" bond quota for Ware County. . . . **LA GRANGE**—Home and road games of the Atlanta Crackers are now being aired by WLAG, La Grange, and WJHO, Opeliga, Alabama. Play-by-play is being fed by WTAL, Atlanta, with Ted Fen and Charlie Roberts at the mike.

### — COLORADO —

**DENVER**—KOA will air two special half-hour night-time shows, saluting the annual Frontier Days Celebration in Cheyenne, Wyoming and will make several remotes direct from the arena from which the celebration originates, between July 24 and 28. . . . Henry Orbach returned to KFEL July 16 as news manager after holding a similar post with the American Broadcasting Company in Hollywood. Orbach was the first KFEL news manager in 1934.

### — CONNECTICUT —

**HARTFORD**—The WDRC mail recently brought a letter addressed to chief announcer Larry Colton from the County Jail. Letter, elaborately and carefully written in Old English style, was signed by nine inmates of the institution and requested seven different recordings to be played, ending with the comment, "Your program breaks the monotony up here." Colton's program referred to is "Music Off the Record," every weekday from 3 to 4 p.m.

### — CANADA —

**NEW WESTMINSTER**—Lillian Jackson and Anne Papay have joined the staff of CKNW to handle continuity and traffic, respectively. . . . **TORONTO**—Newest addition to CKEY's announcing staff is Alan Miller who takes over for John B. Stinson who has decided to freelance, Miller is a Montreal man with a broadcasting and newspaper background. . . . **SASKATCHEWAN**—CKBI's new programs include The Singing Lady, Something For The Boys, Exhibition Board Presents, Hebrew Evangelization, and Modern Romances.

### — ILLINOIS —

**CHICAGO**—Ervin Victor, better known to WJJD "Breakfast Frolic" listeners as "Uncle Ervin" has returned to WJJD after three years of free-lancing in the South and on the West Coast, to resume duties as announcer on the ten-year-old "Breakfast Frolic," 4 to 7 a.m. daily. . . . **WIND** reports that Captain Michael Fielding, its news commentator on special overseas assignment, has been rescued from behind Jap lines and just returned to Delhi, India.

### — NORTH CAROLINA —

**ASHEVILLE**—WWNC's "Moore General Varieties" program which originates at the Army's Moore General Hospital in Swannanoa every Thursday evening, is taking a seven-week hiatus during July and August. . . . **GREENSBORO**—In reply to constant demand for more hillbilly music, WBIG is presenting Charlie Monroe and His Kentuckians every morning, Monday through Friday. . . . Format of "Luncheon at the Mayfair" heard over WBIG Wednesday afternoons, has been changed from quiz-reply to Peggy Kinney at the baby grand.

### Bill Downs To Pacific

Bill Downs, CBS correspondent, who has covered the ETO up to V-E Day, is the web's first correspondent to be redeployed to the Pacific theater, where six other CBS reporters are currently operating.

# New Dep't Set Up At NBC By Trammell

(Continued from Page 1)

ment, has been appointed director of the stations department.

Mr. Hedges will continue to report to the vice-president and general manager. He will continue as vice-president in charge of company operations in the absence of both the president and the vice-president and general manager. He will assume such other duties as may be assigned to him from time to time by the president or the vice-president and general manager.

### Staff To Be Named Soon

Mr. Hedges will announce the staff of his new department in the near future.

Sheldon Hickox will continue as manager of the Station Relations Department and Harry Woodman will continue as manager of the Traffic Department. Both Mr. Hickox and Mr. Woodman will report to Mr. Trammell as director of stations.

Mr. Trammell said it is contemplated that the personnel of Mr. Hedges' new department will make all necessary studies and develop such plans as may be necessary for our future broadcasting operations. "These studies and plans," he added, "are to comprehend all changes in existing sound broadcasting operations as well as all new services now in prospect for the post-war period."

THE GREATEST STARS IN THE WORLD APPEAR ON RADIO'S GREATEST TRANSCRIBED SHOWS!

SEE PAGES 33-34-35-36 OF THE

"SHOWS OF TOMORROW" THURSDAY, JULY 26

"HOLLYWOOD'S OPEN HOUSE"  
"THE WOMAN"

"RADIO THEATRE OF FAMOUS CLASSICS"  
THREE SUPERB HALF-HOUR SHOWS

Produced By

Kermit-Raymond

C O R P O R A T I O N

14 E. 52nd Street, N. Y. City (22)

ELdorado 5-5511

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 32, NO. 16

NEW YORK, N. Y., TUESDAY, JULY 24, 1945

TEN CENTS

## Link Field Name To Web

### Wm. Wills Takes Oath As Member Of FCC

Washington Bureau, RADIO DAILY  
Washington—Ex-Governor William Wills, Republican of Bennington, Vermont, yesterday took his oath of office as a member of the FCC to succeed Norman S. Case. He was appointed by President Truman on June 12 and confirmed by the Senate July 12. The new Commissioner served two terms as Governor of Vermont—from 1911 to 1943, and from 1943 to 1945. He was born in Chicago on October 26, 1872, of Vermont parents who returned to Vermont with him when he was still a small boy. He was educated in  
(Continued on Page 5)

### Guest Commentators Set To Fill In For Kennedy

Five magazine editors and three press association newsmen will substitute for John B. Kennedy when he leaves his American web news analyst post for a vacation, August 6 through 17. The lineup of Kennedy's guest commentators is as follows:  
Harry Faris, editor-in-chief of International News Service, will be at  
(Continued on Page 7)

### Edgar Twamley Named WLIB General Manager

Edgar H. Twamley has been appointed general manager of WLIB, it was announced yesterday by Ted O'Thacker, president of the station. Twamley was formerly director of WBEN, Buffalo and more recently associated with the Office of  
(Continued on Page 7)

### Speed

Chicago—The transporting time for records between the radio recording division of the NBC central division, in Chicago, and the RCA-Victor division of RCA in Camden, N. J. has been cut from five days to one with the inauguration of the New York non-stop air express route, according to Frank Chizzini, manager of the radio recording division.

### Popular

Armed Forces Radio Service have increased to 1,000 the pressings of each recording made by a member of Sports Broadcasters Association, Bill Slater, revealed yesterday. The sports records are made every ten days and distributed for the exclusive use of men in Army, Navy and Marine hospitals.

### Trip Abroad Approved For 14 Radio Execs.

Washington Bureau, RADIO DAILY  
Washington—Wires went out last night from NAB to confirm the list of 14 top radio figures who will leave next month for an Army-sponsored tour of war-torn Europe. The trip has been definitely scheduled now, and take-off time will be between Aug. 11 and 15. The group will include 14 industry leaders, with final confirmation of their plans to go still awaited from a few. Full list may be available today or tomorrow.

### Langley Gets WOR Post As Manager of Research

Cortlandt J. Langley, formerly general manager of B. H. Grant, national research organization, has been named manager of research at WOR, R. C. Maddux, vice-president of the station, announced yesterday. Prior to his association with Grant, Mr. Langley acted as confidential agent for the late Charles M. Schwab for three years.

## No Change In WLW Policies Will Follow Sale—Babcock

Washington Bureau, RADIO DAILY  
Washington—"We have no intention of changing the operation policies of station WLW unless we have to," Irving Babcock, president of the Aviation Corporation, told the FCC yesterday as the Commission opened its hearings on the proposed sale by Powel Crosley, Jr., of WLW, Cincinnati, and other Crosley properties to the Aviation Corporation for \$22,000,000. The hearing will continue today. Attempts by the FCC attorney,

## Rumored That Marshall Field, Publisher, May Become Active In Formation Of Associated Network

### Propaganda Group Active in Radio

Wichita—Exponents of the school of thought that we are headed toward federal bureaucratic encroachments on individual rights and liberties are exploiting Cecil B. De Mille and Upton Close through the medium of transcriptions under the sponsorship on the "Town Hall Committee of  
(Continued on Page 7)

### Spencer Elected To Board Of Cooperative Analysis

A. K. Spencer, of J. Walter Thompson, is the fourth agency member to be elected to the board of governors of the Co-operative Analysis of Broadcasting, Inc., it was announced yesterday by A. W. Lehman, president.  
(Continued on Page 7)

### Expand Serial Shows On NBC West Coast Web

Hollywood—Prompted by results achieved by their quarter-hour daytime serial, "Aunt Mary," broadcast over NBC's Western Division stations, Safeway Stores have taken steps to  
(Continued on Page 2)

Marshall Field's name was linked to the proposed Associated Broadcasting Corporation's network yesterday when it was learned that the publisher had been approached to take an active part in the formation of the new web. Field owns WSAI, Cincinnati, and WJJD, Chicago, and for  
(Continued on Page 6)

## Radio Covers Flood In Jersey-N. Y. Area

Radio coverage of the flood areas which included northern New Jersey and eastern New York yesterday resulted in co-operative broadcasts of WOR and WPAT, Paterson, N. J. When WOR was unable to originate lines at the scene of the floods, Sidney Flamm, general manager of WPAT, put facilities of his station at  
(Continued on Page 2)

## Twenty-Five Web Stations Share in Contest Awards

Twenty-five runner-up winners in the promotion contest staged among American Broadcasting Company stations carrying Guy Lombardo-Chelsea cigarette program were announced  
(Continued on Page 2)

### The Clef

Presentation of a "Clef," the musical world's counterpart to Hollywood's Oscar, will be made to each of the composers of the 10 top songs of the year. The Award Concert will take place in Carnegie Hall on Sept. 28, under the supervision of George Goodwin, director of Tune-Dex. The "band of the year" will be chosen to perform the 10 songs at the concert.

Leonard Marks, to get Crosley, Babcock and other witnesses to break down the overall price to reveal how much of the total was for WLW, its 21 tele relay and international stations were unsuccessful. Likewise, no answer as to value was elicited concerning the value of the Crosley contract to buy WINS, New York, for \$1,700,000.

Babcock said that since this property was not yet a part of the Crosley  
(Continued on Page 5)



Vol. 32, No. 16 Tues., July 24, 1945 Price 10 Cts.

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

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

FINANCIAL

(Monday, July 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

20 YEARS AGO TODAY

(July 24, 1925)

When Major Bowes, hard-headed Capitol Theater executive with the harsh voice stepped up to the WEAF mike the other night to pinch-hit for "Roxy" as leader of the Capitol gang, he became an instantaneous hit. Thus ended the search for some one to permanently replace S. F. Rothafel.

Expand Serial Shows On NBC West Coast Web

(Continued from Page 1)

supplement it with another five-day-a-week strip show, "Doctor Paul," starting August 13th. Booked to directly follow the former program, the two dramas will fill out a solid half-hour of commercial radio time aimed directly at women listeners and plugging various products.

Additional time on NBC outlets has been purchased through the Ruthrauff & Ryan agency to extend coverage over NBC Pacific network stations, with transcriptions spotted later in cities not covered by the "live" broadcasts.

"Doctor Paul" will take over the time now used by "Aunt Mary" (3:45 to 4:00 p.m., PWT), with the latter show moving up to newly booked quarter-hour (3:30 to 3:45 p.m.). This move is calculated to hold over the greater part of "Aunt Mary's" regular listening audience for the subsequent strip.

Addition of the new show is of special interest in that it, as well as "Aunt Mary," will originate on the West Coast.

On the sponsor's end, in planning the expansion, were E. F. Becker, Safeway's director of advertising and J. C. Hildreth, manager of the Bristol Advertising Service division of Safeway. Both programs will be produced for Safeway and their agencies by C. & F. Radio Productions.

Radio Covers Flood In Jersey-N. Y. Area

(Continued from Page 1)

the disposal of Paul Killian of the WOR special events department. Throughout the day yesterday stations in New York and New Jersey issued weather bulletins and gave data on highway conditions. Sunday WEA, WJZ and WABC issued warnings to motorists regarding the blocked highways in the Albany-Pittsfield area.

Two Guest Shots for Gibbs

Georgia Gibbs has two guestings scheduled for this week: the Army Air Forces program "Wings For Tomorrow" over MBS tonight at 10:30-11 p.m., EWT, and the Edward Everett Horton show over NBC, Thurs., 9:30-10 p.m., EWT.

Twenty-Five Web Stations Share in Contest Awards

(Continued from Page 1)

yesterday by David Alber, public relations representative for the Larus and Brother Company, Richmond, Va. The 25 stations who will receive \$25 war bonds are:

WISH, Indianapolis; WOWO, Ft. Wayne, Ind.; KFMB, San Diego; KXOK, St. Louis; WJW, Cleveland; KXEL, Waterloo, Iowa; WSAZ, Huntington, W. Va.; KEX, Portland, Oregon; KFEQ, St. Joseph, Mo.; WTJS, Jackson, Tenn.; WSAI, Cincinnati, Ohio; KCMO, Kansas City, Mo.; WINN, Louisville, Ky.; WTRY, Troy, N. Y.; KMA, Shenandoah, Iowa; WLOF, Orlando, Fla.; WJBO, Baton Rouge, La.; WBML, Macon, Ga.; KGFF, Shawnee, Okla.; WHTD, Hartford, Conn.; WMOB, Mobile, Ala.; KRIS, Corpus Christi, Tex.; WBAL, Baltimore; KXYZ, Houston, Tex., and WING, Dayton, Ohio.

It was previously announced that WGAC, Augusta, Ga., and WROK, Rockford, Ill., tied for first place in the contest with third prize going to KTOK, Oklahoma City. First prize of a \$500 bond went to each station and a \$100 bond as third prize.

Whiteman Protege

Gloria Agostini, youthful artist on Paul Whiteman Radio Hall of Fame show, will emerge from a band musician's anonymity to a featured spot as harp soloist in "Harp Fantasy," over WJZ-American, next Sunday at 6 p.m. Featured spot for Miss Agostini is in line with Whiteman's policy to give young creative musicians opportunities for recognition.

Advertisement for KLZ Denver, featuring a logo with a woman's face and text: 'City College of New York Award of Merit for most effective institutional commercial program. REPRESENTED BY THE KATZ AGENCY'



Thanks

We're glad that smart time buyers have a streak of some of that you-know-what that's illustrated by the picture.

For they were the boys who scrapped to keep us on many a radio list.

They ignored the razzle-dazzle of big-name call letters . . . and stayed right in there saying, "But your big buy in Baltimore is an independent. Look at these W-I-T-H facts."

Those facts are available to anyone who has a sales problem in this, the country's sixth largest city.

If you want to reach more listeners for every dollar you spend . . . W-I-T-H is your buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RELL

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

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

# It Happened July 15th!

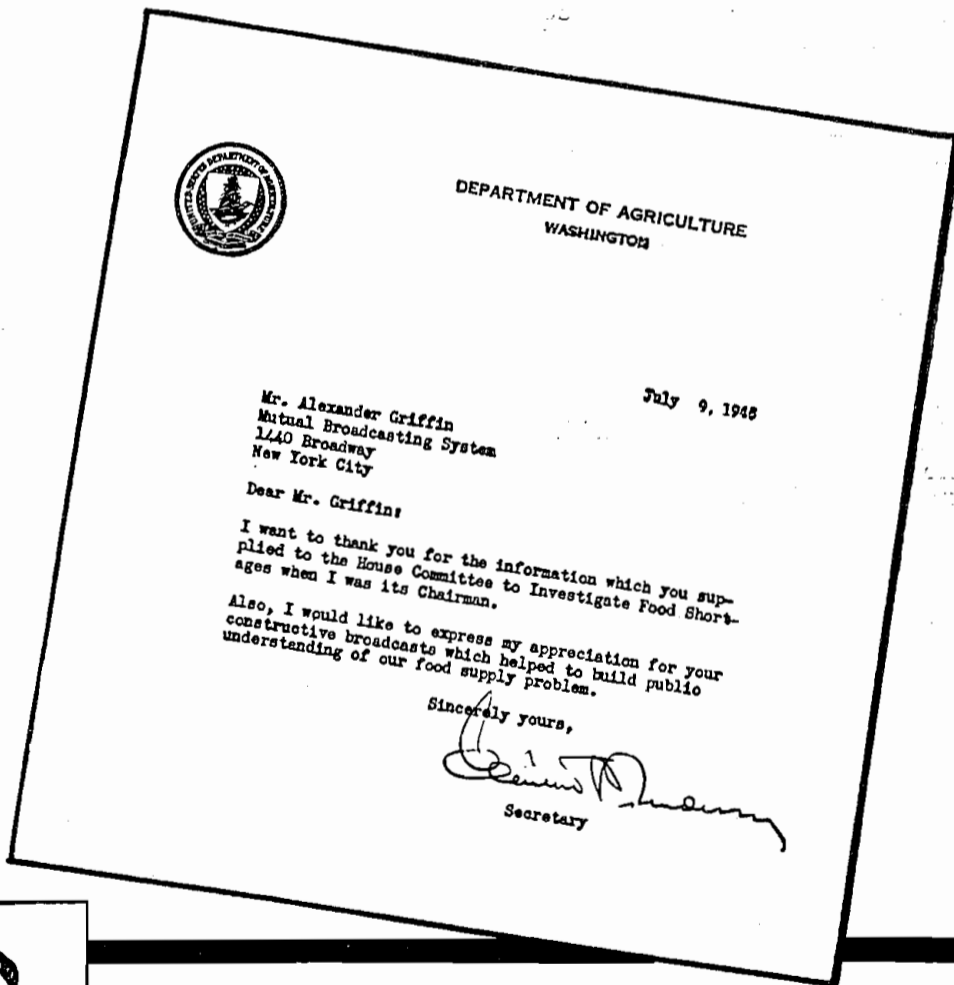
July 15th the OPA announced, **EFFECTIVE IMMEDIATELY**, the reduction of **BUTTER Ration Points** from 24 to 16.

★ ★ ★

"**GRIFFIN REPORTING**" does NOT claim sole credit for this "easing," but Alexander Griffin HAS been practically alone in staging a continued, unrelenting, smashing **BUTTER CAMPAIGN** on behalf of Mrs. America since May 26th!

Write, wire or phone

BENEDICT GIMBEL, JR.—WIP, Philadelphia,  
for National or Co-op Sponsorship details.



## "GRIFFIN



## REPORTING"

Heard over MUTUAL

Mondays thru Fridays - 3 p.m. E.W.T.

## AGENCIES

**D**UN & BRADSTREET, INC., is suing to inquirers a set of operating ratios covering 50 retail and service lines based on its nation-wide survey of retail outlets in 1939, the 1939 operating figures being more typical of the competitive conditions and therefore more useful to a newcomer in a retail venture. The purpose of the brochure is not only to help the veteran and the war worker returning to business, but all small business ventures, which constitute the bulk of the 2,000,000 names in the Dun & Bradstreet Reference Book.

MADISON ADVERTISING COMPANY, New York, has been appointed by Somach's as advertising and sales promotion counsel to their chain of five women's apparel style stores in Allentown, Bethlehem and Easton, Pa.

GEORGE CLARK, who had been employed in the eastern office of WLW, is leaving his position to join the Chicago office of the Mutual network.

THE FORD MOTOR COMPANY has appointed Kenyon & Eckhardt Inc., as one of their advertising agencies, effective immediately.

SAUL KRIEG, has resigned from Paramount Pictures' exploitation department to join Phillips H. Lord, Inc. as publicity manager.

F. K. BEIRN is rejoining Dancer-Fitzgerald-Sample to serve as an executive in the New York office. Beirn had, until his recent resignation, been with Grant Advertising, Inc. in charge of the Grant operations in the New York and Detroit areas. Prior to that he was with Dancer-Fitzgerald-Sample in Chicago.

ROY S. DURSTINE, INC. has been engaged as advertising agency for Schoble Hats, Inc., Philadelphia, Pa., makers of men's hats.

*Fourth Week's  
Vacation*

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



### Take Me Out To The Ball Game . . .!

● ● ● Old Jawn J. McGraw undoubtedly squirmed in his grave as Syd Eiges' NBChumps dropped a close decision to Herman Pincus' tired trade press pushovers at the Polo Grounds Saturday afternoon in a game highlighted by broken bats, misjudged fly balls, 'house' umpiring, Pincus' private rooting section and hot dogs between innings. The final score was 16 to 15, or 15 to 13 or 14 to 15, we just can't seem to recall. Despite a sorrel-topped, Army-bound fireball who belted a homer for NBC practically every time Pinkey threw the ball in his general direction, Pincus' palookas won, which was the main idea. Watching the lad out there on the mound, you'd think there were a couple of scouts from the Dodgers on hand. Comedy relief was furnished by Fred (Double Drawers) Stengle, whose batting form resembled a cross somewhere between Honus Wagner and a marinated herring. Surprise of the game was that it lasted the full route. From the way it started, it was 6, 2 and even that they'd never get by the 1st inning and that only a sudden shower could bring an end to the 'contest.' To show the contempt NBC held for their opponents, they didn't even start their crack hurler, Ernest de la Ossa, director of personnel, who used to pitch Class D ball for Binghamton and was the property of the Yanks. Further evidence of this game contempt is shown by the fact that they used Geo. Wolf out on 2nd—and neglected to give him a basket. However, he did get one hit—a beauty—in self-defense. In sum, Pincus hit the bat right on the end as Geo. ducked, sending the ball smashing through the infield to the pitcher's box. He almost made first on it too, but he was thinking of his play or something at the time and neglected to run. The game only served to emphasize two points: First, that it pays to bring your own umpire—and secondly, the boys should stick to soft ball. In fact, they shoulda stood in bed!

★ ★ ★

● ● ● It's Jerry Wayne's story about the stock company player who knocked himself out by playing in a show, rehearsing another and planning a third all at the same time. The payoff came when he fell dead asleep right in the middle of a show. The stage manager and director in the wings plus the cast finally got him up and began to throw cues at him frantically. Coming out of the fog, he looked into the wings helplessly and said: "I know the line—but what the devil is the play!"

★ ★ ★

● ● ● Small Talk: Mann Holiner wants producer billing on the air before he'll sign with the Danny Kaye show. Deal has also reached an impasse regarding the weekly stipend. . . . Monica Lewis becomes a bride this Friday, the lucky gent being the recording man, Bob Thiele. . . . Dinah Shore will be the voice in a Walt Disney epic called "Make Mine Music" . . . Johnny Thompson flying to Chicago to take over Jack Owens' chores on the Breakfast Club, while the latter is ailing. . . . Saul Krieg, formerly with Paramount exploitation, now with Phil Lord. . . . Jack Hurdle will direct Joe Palooka, if and when. . . . Marty Goodman, of the Wm. Morris factory, is handling "Stork Club" owned by Danny Seymour and Lee Segall. . . . What's all this talk around that General Foods will change the name of Post Toasties in the fall! . . . Phil Spitalny cancelled a 10-concert tour due to transportation difficulties. . . . Charles J. Durban, producer of U. S. Rubber television shows, and John Hewlett, writer-director of same, made television history with their last week's airing, in a demonstration of a highly exciting shipwreck scene televised at the studio! . . . Judy Garland's sister, Dorothy, is suing a N. Y. nite spot for breach of contract. She had a two-week contract, and was cancelled out after one nite. . . . Laurette Taylor, star of B'way's greatest hit, "The Glass Menagerie," is tiffing with the management—she isn't satisfied with her billing. . . . Gloria Swanson is the latest of the glamour gals to try out for a gossip show on the air. She just cut a record with Eddie Nugent.

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**T**HE Chicago public library has requested copies for its reference library of scripts of WBBM's "It Happened in Chicago" series, aired five days from 6:15 to 6:30 p.m., CW. The scripts will be filed with the Library's pamphlet collection of historical and biographical material and personal anecdotes pertaining to Chicago, where they will be available to the public. Program is sponsored by Gassman Bros., Inc., Chicago.

William C. Meyers has been appointed sales promotion manager of WGN, it was announced by Norman Boggs, WGN sales manager.

Announcer Pierre Andre of the American Broadcasting Company central division, leaves for the West Coast August 1, where he will continue his radio work. Andre celebrates his 15th year in radio—all of it in Chicago—in August.

Ervin Victor, better known to WJJD "Breakfast Frolic" listeners as "Uncle Ervin," has returned to WJJD, after three years of free-lancing in the South and on the West Coast, to resume duties as announcer on WJJD's ten-year-old "Breakfast Frolic" program, aired from 4:00 to 7:00 a.m. daily.

Placement of the half-hour transcribed program, the World's Most Honored Music, and new orders for 118 station breaks were included in the new business announced last week for station WMAQ. The Longin Wittnauer Company (Longines and Wittnauer watches) through Arthur Rosenberg Company, Inc., began sponsorship of World's Most Honored Music, a program of transcribed classical music featuring the Longin symphonette conducted by Michel Piastro on Sunday, July 15. Program will be heard Sundays, 10:30 to 11:30 p.m., CWT for 52 weeks.

**WHO SAID  
INFLATION?  
W-I-N-D delivers  
79%  
MORE  
daytime audience  
PER DOLLAR  
IN 1945 than in 1943**

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**  
5000 WATTS Chicago 56



# No Change In WLW Operating Policy Following Sale To AVCO-Babcock

# Wm. Wills Takes Oath As Member Of FCC

(Continued from Page 1)

(Continued from Page 1)

holdings, the contract had not been valued either plus or minus. A separate hearing on this proposed sale—which involves in addition to the sale price a guarantee of \$400,000 worth of time to the Hearst interests over a 10-year period—will be held next month by the FCC.

### Programming Discussed

The question of WLW programming was brought up by Marks, who presented for the record an analysis of WLW programming during the week of June 3. Total commercial time was revealed to have been 78.7 per cent, and total network time—both sustaining and commercial—was shown to be 51.5 per cent. Bulk of the sustaining time was shown to be at the most popular listening hours, with 100 per cent commercial time on week days between 1:00 and 6:00 p.m.—of which five hours, four and one quarter were devoted to "soap operas," or detective dramas. Sunday morning likewise was 100 per cent commercial and evening hours throughout the rest of the week except Saturday 9.3 per cent commercial. The Saturday evening period from 10:00 to 11:00 was 80 per cent commercial.

Although it was not flatly stated, it was obvious that the Commission did not feel that this log indicated the most desirable balance between commercial and sustaining time. Babcock, however, expressed his full confidence in the station management—which he intends to keep on (including manager James L. Shouse).

### Babcock Modest

"I know I am just beginning to learn about broadcasting," he said, "but I do feel that their policies must have been sound for them to have progressed as far as they have." He revealed, too, that Crosley will remain as a member of the WLW board of directors.

Crosley pointed out that broadcasting is only a minor portion of the Crosley enterprises, which last year grossed \$98,000,000. Radios, refrigerators, household appliances of other types, and automobiles, make up the most important part of the business. Babcock revealed that in his original planning to purchase the company,

he had not intended to buy WLW and the other broadcasting properties, Crosley, however, insisted upon selling the whole package, he said.

Babcock said his company has no specific plans for FM or tele operations but said he expects his company to keep abreast of new developments in broadcasting. He outlined the widespread activities of the Aviation company—including research, building of ships, planes, appliances and many other products—and said he does not believe that broadcasting will prove to be beyond "our capacity." Crosley has applications pending for several FM and tele stations.

He added that his company has never used radio for advertising purposes, adding that if it should decide to do so, the time will be bought at regular station rates.

### Discuss WLW-WINS Tie-up

Questioned regarding possible network-type operation with WLW and WINS as the two anchor stations, Babcock said his company has no such plans. Instead, he said, he will follow the type of policy Crosley had in mind—with an exchange of programs between the two stations but generally independent operation.

Babcock said the wartime developments of Crosley research—still classified—in radar, broadcasting and other electronic arts were one of the important features of the Crosley properties which made them so attractive to purchase. He spoke in glowing terms of the fine conditions—both physical and administrative—of WLW.

R. J. Rockwell, broadcast engineering director for Crosley, estimated that the physical properties of WLW, if sold today, would bring \$1,242,663. On the other hand, replacement of all WLW equipment and buildings would cost today—along with the land—\$2,003,748. That this is only a small portion of the actual value of the station—including all considerations

—is indicated by the following table showing WLW income during the past four full years:

	Broadcast Revenues	Broadcast Expenses	Broadcast Income
1944..	\$3,887,967	\$2,587,627	\$1,300,340
1943..	2,671,477	2,202,300	1,469,177
1942..	3,338,157	1,996,102	1,342,055
1941..	3,139,100	1,605,545	1,533,555

Babcock revealed that AVCO is borrowing \$25,000,000 from 10 different banks to finance the purchase, and does not propose to issue stock to repay these loans. Intention is to pay them off from earnings.

Victor Emanuel, chairman of the AVCO board of directors, will be heard this morning.

### Benjamin Seutter

Benjamin Seutter, 51 years old, Little Neck, Long Island, Press Wireless night traffic superintendent and one of the most widely known veteran wireless telegraph operators in America, died in the Queens General Hospital last Thursday, after an illness of several weeks.

Mr. Seutter was a holder of world's records for rapid radio reception, had served with the United States Navy and was the first operator to receive a radio S.O.S. from an airplane. At one time he was on the staff of a trans-Atlantic radio receiving station of the New York Times. He had been with Press Wireless since 1931.

Mr. Seutter is survived by his widow, Mrs. Mildred Seutter, a son Carl, an ensign in the Navy, and a daughter Johanna.

Burial was in Kansas City.

### Bampton and Dorsey Guests

Rose Bampton, soprano of the Metropolitan Opera Company, together with Jimmy Dorsey, will guest on Tommy Dorsey's "RCA Program" Sunday at 4:30 p.m. over NBC.

### Wedding Bells

Joe Rines, producer of the Judy Canova radio show, packaged by Sherman & Marquette, Inc., announces the marriage of his daughter, Barbara to Hank Weber, ex-Lieutenant in the Army Air Corps Tuesday, July 24th.

the public schools of Vermont and has honorary LLD degrees from Norwich University, the University of Vermont, and Middlebury College. He was in the dry goods business from 1900 to 1915 when he entered the real estate business. He had been president of the William H. Wills Insurance Agency, Inc., Bennington, Vermont, since 1928. He was a state Senator from 1931 to 1935, president pro tem from 1935 to 1937. He was elected Lieutenant Governor in 1937 and Governor in 1941, was re-elected in 1943.

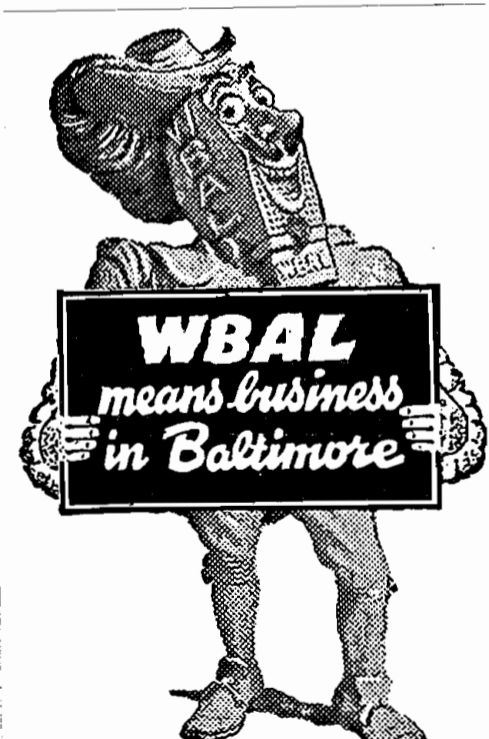
### 32nd Degree Mason

He is a trustee of the Vermont soldier's home and the Vermont junior college, president of the board of trustees of the Diocese of Vermont (Episcopalian); incorporator of the H. Wm. Putnam Hospital, director of Goshen camp for crippled children. He is junior warden of St. Peters church (Episcopalian) of Bennington, a 32nd degree Mason, past potentate of Cairo Temple, Odd Fellow, a member of the Elks and a member of the Bennington Business Men's Association.

Commissioner Wills was married to Hazel McLeod in 1914. They have one daughter, Anne, the wife of naval lieutenant Stanley Pike, of the U. S. Navy.

### Capt. Fishell With AFRS

Los Angeles — Captain Richard Fishell, USMCR, has reported to Armed Forces Radio Service and placed on duty in the Shortwave section, it was announced yesterday. Capt. Fishell recently returned to the United States from duty as the Recreational Officer of the 2nd Marine Air Wing on Peleliu.



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

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

*Your* SALES DOLLARS TRAVEL FAR • •  
 Ben Ludy, GEN'L. MGR. .. when you use them on  
**WIBW**  
 The Voice of Kansas  
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**1st CHOICE**  
 IN CHATTANOOGA IS  
**WDDO**  
 20th YEAR  
 CBS  
 5,000 WATTS DAY AND NIGHT  
 PAUL H. RAYMER COMPANY  
 NATIONAL REPRESENTATIVES  
 first IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

## Program Parade . . .

**COUNTY FAIR—American.** Tues., 7:30-8 p.m., EWT. The Borden Co. Intended to catch both the youngster and grownup, this show moves along in lively fashion as a combination of quiz and other audience participation stunts. Locale is the midway of the county fair and Jack Bailey as the barker, does a creditable job. Production and material is good and the emcee seeks to let the listeners in on what's going on at all times. This should be further cemented whenever possible.

★

**RAYMOND MOLEY—WJZ.** Sunday, 8:15 p.m. Authoritative but far from thrilling in his commentary on the week's news. Moley's background as an author, lecturer and erstwhile New Dealer saves him from classification as being of the run-of-the-mill type of . . . news commentators.

★

**RUTH and NELL RANKIN—WNYC.** 6 p.m., Sundays. Cultured voices in vocal duets reminiscent of Sarah and Nellie Kouns of the Palace variety days. Girls heard in classical selections with Coenradd Bos at the piano. Class programming for Sunday evening listening.

★

**TREND:** Excellent use of the wire recorder in covering dramatic action events of the Army Air Force on the "Fighting AAF" program heard on American last Sunday indicates the potentialities of this development in radio. The wire recordings included flight in a bomber over Japan; demolition work of the AAF in Germany and interviews with a So. Pacific bomber crew returning home. Recordings were clear, clean and comparable to live radio.

### Peterson Quits American; Joins Schwimmer & Scott

Chicago—R. S. Peterson, general manager of the American Broadcasting Company's central division since its separation from NBC in 1941, and associated with NBC for 11 years preceding, will join the Schwimmer & Scott Agency, Chicago, as business manager on Aug. 1, it has been announced by E. R. Borroff, vice-president in charge of American's central division. Peterson's duties in the central division office, until his successor is appointed, will be divided between F. J. Coveney, who will assume the duties of auditor and handle all accounting, credit and financial functions, and F. J. Dickensen, who will assume the position of office manager and in addition will handle personnel and purchasing.

### WANTED

Announcer wanted by Southern station. Salary and talent. Excellent opportunity for good man. Box 189, Radio Daily, 1501 Broadway, New York 18, N. Y.

## Versluis Elaborates On Plan For New Network Next Fall

(Continued from Page 1)

sometime has had representatives looking over other radio properties in the East.

Leonard Versluis, president of the new web, is due in New York today for conferences, with independent station operators and probably will see Mr. Field's representatives at that time. A Field representative was reported conferring yesterday with independent station owners who might become associated with the new web.

### Field Name Seen Vital

Art Harre of WJJD, Chicago, one of the Field radio properties, said yesterday that the station had no affiliation plans with the new network other than to continue agreement to take programs which they have had in association with the Michigan network. Right now the Chicago station is carrying only one program on Saturday morning's "Children's Bible Hour" which stems from the Grand Rapids headquarters of the Associated network.

In New York radio quarters it was the consensus of opinion that the fifth network had a chance to succeed if the prestige of the Field name and money might be linked to the operation. The Field radio holdings in Chicago and Cincinnati would be important properties in the physical setup of the new web. Then too the publisher's newspapers, PM in New York, and the Sun in Chicago would be of value in furtherance of the web.

### Stress Public Service

Announcing the executive personnel of the Associated Broadcasting Corporations proposed network and plans for a program department organizational meeting in New York, Versluis, president of the web, yesterday confirmed plans to start operation on September 16.

"The program format of ABC will lay stress on public service features with programs definitely in the category of 'public interest, convenience and necessity,'" Versluis said. "Programming will include a tabloid of a successful independent station operation, such as news on the hour, nationally known commentators, sectional and intersectional sports events, education, civic affairs, name bands, and will in addition, provide a new avenue of expression for undiscovered talent."

Executive offices of the operation will be maintained in the Keeler Building in Grand Rapids, Mich., with branches in the Chanin Building, New York; Carbon & Carbide Building, Chicago and the Wilshire Center Building in Los Angeles, according to the announcement.

Announcement of the network is heralded as expansion "from its present pre-occasion trans-continental activities." During the past year and one half Associated has been releasing religious programs over 150 independent stations on a per-program basis. The nucleus of the new chain

will be basic outlets in principal cities, Versluis explained. They will be keyed from New York, Chicago, Washington, Hollywood and Grand Rapids.

### N. Y. Stations Contacted

It is known that representatives of the proposed network have contacted WMCA and WOV in New York and offered participation as affiliates. Neither station, however, has signed with the web but have offered the sale of time "if available" for the origination of shows. In Chicago the web sponsors have been endeavoring to close a deal with WJJD. This station carried some of their religious programs on a per-program basis.

Versluis announced his associates in the new network enterprise as follows:

"Roy C. Kelley of Grand Rapids, Mich., a business associate and major stockholder in the Associated Broadcasting Corporation, and president of the Wolverine network, will occupy the position of executive vice-president and, in addition to his multiple duties, co-ordinate the sales activities of all offices.

### Connor Program Head

"Richard F. Connor of Hollywood, formerly chief of station relations division, domestic radio bureau, OWI in Washington, and director of station relations of Mutual Broadcasting System, has been named vice-president and immediate assistant to Mr. Versluis in the overall operation, as well as being directly charged with the responsibility of programming the network.

"Clayton W. Kuning of Grand Rapids, prominently identified for many years with the banking industry in New York and the midwest, and who for the last year and a half has been serving as vice-president and general manager of the ABC network, will continue in that capacity.

"William G. Henderson, of Grand Rapids, Michigan, has been appointed vice-president and director of station relations. He has been engaged in handling contractual matters in the formation of the new chain.

### Newkirk Vice-President

"Van C. Newkirk, vice-president in charge of the West Coast, for many years program director of the Don Lee Broadcasting System, and identified with the radio industry for almost a quarter of a century, heads up the regional activities on the Pacific slope.

"Eugene Kramer, formerly with NBC; Adam Young, and Joseph Hershey McGillvra offices, heads the New York sales office. George Funkey, for 11 years supervisor of engineering at CKLW, and more recently in charge of a contingent of 46 engineers building transmitters for the armed forces overseas, has been named chief engineer and traffic supervisor. All offices are being augmented with additional personnel."



MM3/c Jean Chalmer who received her honorable discharge from the Navy January 16 last is the first ex-service woman to be employed by WOR. Jean can be found daily in the publicity department wearing her service button.

★

Major Summers T. Carter who joined the armed forces in 1942 has returned to his old job in KYW, Philadelphia, major control. Carter was squadron commander in the AAF and flew many times over the "Hump" of China where he was stationed for over a year.

★

Tom Moore was the first WIBG announcer to enter the service and was the second to return when he resumed his job July 23. Moore who was a First Lieutenant in the Air Corps, received the Air Medal and Distinguished Flying Cross with Cluster for his work over Germany.

★

Harry Prue, a radio technician with WSPD, Toledo, before enlistment in the Navy, has returned to the station after being given a medical discharge.

★

Harvey Harding, SU1/c for three years during which time he produced, announced and directed WOR's "The Navy Goes To Church," is now back in civilian life and featured on WOR-Mutual Sunday afternoon in a music series.

### Promotion at KFWB

Los Angeles—Al Gordon has been appointed as assistant to Bill Ray, KFWB program manager, and will be in charge of night operations, was announced by General Manager Harry Maizlish.

### "Shadow" Renewals Announced

Thirteen-week renewals of Charles Michelson's "The Shadow" ET series have been taken up by the following: Acme White Lead over KGVC Missoula, Montana; over WCHS Charleston, W. Va.; over KDFN, Casper, Wyoming; Nehi Bottling over WSTV, Steubenville, O.; Acme White Lead over KGHL, Billings, Montana.

Every 24 Hours

51

SPONSORED  
NEWSCASTS  
UP-AP-INS

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

# Guest Analysts Set To Fill In For Kenney

(Continued from Page 1)

Kennedy's microphone on Monday, Aug. 6. Edward Maher, editor of Liberty Magazine, will be heard on Wednesday, Aug 8, and DeWitt McKenzie, Associated Press war analyst, on Thursday, Aug. 9. William Birnie, editor of Woman's Home Companion, will round out the first week of Kennedy's vacation by substituting on Friday, Aug. 10.

### Kennedy In Philly Aug. 7

Ralph H. Heinzen, former Paris manager for United Press, will discuss the news on Monday, Aug. 13, followed by Lawrence Spivak, editor of American Mercury, on Tuesday, Aug. 14. William L. Nichols, editor of This Week Magazine, will be heard on Kennedy's place on Wednesday, Aug. 15, and Daniel D. Mich, executive editor of Look Magazine, will be the speaker on Thursday, Aug. 16. Birnie will return for a second broadcast on Friday, Aug. 17.

During his first vacation week, Kennedy will be heard at his regular time from Philadelphia in a special broadcast marking United States Maritime Day on Tuesday, Aug. 7. He will resume his regular microphone duties on Monday, Aug. 20.

# Edgar Twamley Named WLIB General Manager

(Continued from Page 1)

Strategic Services. He succeeds Elias Godofsky, who resigned several months ago to organize his own FM station. During the past few months Harvin Berger, the station's secretary, has been acting general manager. WLIB is owned and operated by Dorothy Thackrey, publisher of the New York "Post."

### Navy on Television

Chicago—The United States Navy will present a full-hour version of its weekly "The Recruiters" television show on WBKB, today at 7:45 p.m. Special 3/C Bill Thompson, formerly of the Fibber McGee and Molly show; woman 3/C Ada McKee, WAVE song star, and S1/C Ep Roller, formerly of Mutual, will be among the entertainers.

# COAST-TO-COAST

### —LOUISIANA—

NEW ORLEANS—New and enlarged Convair show made its bow over WWL July 18 titled "Convair Gives You Music." Format includes music by Irvine "Pinky" Vidacovich and orchestra with vocals by Dottie O'Dair and Bob Donet. Comedy is supplied by bayou song linguist "Placide." New sponsor of WWL's "World of Music," thrice weekly transcribed series, is the Gus Mayer Company.

### —NEW HAMPSHIRE—

MANCHESTER—Bill Mitten, former Camden and Boston newscaster and Massachusetts daily newspaper editor, has joined WFEA as news editor. He is also doing the 12 noon and 6 p.m. newscasts. . . . PORTSMOUTH—"Surrender at Sea," a booklet compilation of Charlie Gray's spot news stories on surrender of Nazi submarines at Portsmouth Navy Yard, is being distributed by Ken Rand of Colonial Laundry, sponsor of WHEB's "Community News." Booklet was assembled and edited by Dal Wyant, promotion director.

### —INDIANA—

INDIANAPOLIS—C. Walter McCarthy, president of the Indiana Broadcasting Corporation and general manager of the Indianapolis News, has been named a trustee of Indiana University for a three-year term. . . . Millie Jones of Farnsworth WGL, also known as Grace Carlson, has been released from secretarial duties to concentrate on air activity. She is also doing spot work in the continuity department. . . . Mary Ann Herber is another newcomer to the WGL continuity staff.

### —MINNESOTA—

MINNEAPOLIS—WCCO has two new fathers—Burt Hanson, featured tenor on the "Sunrisers" program, of a boy, and Ed Viehman, announcer, of a daughter. . . . Wedding bells will ring in the near future for Charles Kunze of the engineering staff and Ruth Jensen of traffic. . . . Newcomer to the announcing group is Jack Stanley, as also is Travers Bayley, who comes from WEAU, Eau Claire.

### —NEBRASKA—

OMAHA—Ray Clark, chief newscaster of WOW has been cited by Major General J. L. Bradley for "excellent work in preparing home-town records for WOW listeners." Clark was the first war reporter sent to the Pacific theater as a representative of a single station. . . . KOIL admits to being stumped. An advertiser recently requested "a station break between God and Truman."

### —MISSOURI—

ST. LOUIS—New KMOX arranger for Seth Greiner's orchestra is Marshall Ocker, 18-year-old trombonist formerly with the Stan Kenton orchestra. . . . Robert T. Convey, president of KWK, was recently elected to the board of directors of the St. Louis convention and publicity bureau. . . . KANSAS CITY—New KCMO series is "Teen Town Jamboree," in co-operation with the Welfare Department's youth program.

### —MISSISSIPPI—

COLUMBUS—WCBI has been selected to plan and conduct the formal opening of Masonic Field, new municipal airport. Radio will be used extensively to publicize the opening. Bob McRaney, Mid South Network general manager, will act as emcee. . . . CLARKSDALE—Formal opening of the new radio center of WROX is being held this month. . . . TUPELO—Kansas Milling Company has bought three daily newscasts over WELO.

### —FLORIDA—

JACKSONVILLE—Charles H. Small, member of the staff of the Jacksonville Journal, has been named publicity director of WJHP, key station in the John H. Perry loop of Florida stations. Small will also broadcast a veterans' program. . . . MIAMI—Major Milton C. Scott of the AAF is back in town on leave after 22 months in the British Isles where he has been doing radio communications work. Scott is former chief engineer at WIOD.

# Propaganda Group Active in Radio

(Continued from Page 1)

Wichita." Sponsors claim De Mille's ETs are now heard on 21 stations in 15 states and that Close's address which will be delivered in the Wichita Forum on Friday, July 27, will also be offered in transcription form. Placing of the De Mille and Close platters to individual stations on a sustaining basis marks the launching of a campaign to expand the organization into a national organization, according to William A. Larner, Jr., national executive secretary of the committee.

# Spencer Elected To Board Of Cooperative Analysis

(Continued from Page 1)

Spencer's appointment fills the vacancy created by a recent amendment of the organization's by-laws which now requires four agency and four advertiser members on the board, instead of three on each. Spencer's nomination was made by the AAAA. He has been chairman of the committee on radio broadcasting for the AAAA and on the radio advisory committee of the War Advertising Council.

# WANTED

A station that needs management and sales.


This advertiser has made money operating an independent station for many years, both for the owner and himself. Station desired should be in the radius of 250 miles of New York. Write RADIO DAILY, Box 190, 1501 Broadway, New York 18, N. Y.

## Send Birthday Greetings To

July 24

- |                   |                |
|-------------------|----------------|
| Bill Bates        | Templeton Fox  |
| Chuck J. Grant    | Jerry Wayne    |
| Glenn Riggs       | Hildegard Dyer |
| Hollace Shaw      | Allen Klaus    |
| Arthur B. Donegan |                |

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



**THE**  
**JAMES L. SAPHIER AGENCY**

**ARTISTS' MANAGER FOR MOTION  
PICTURES, RADIO AND TELEVISION  
IS NOW OCCUPYING ITS PERMANENT  
QUARTERS IN BEVERLY HILLS,  
CALIFORNIA**

**JAMES L. SAPHIER AGENCY  
9538 BRIGHTON WAY  
PHONE, CRESTVIEW 1-7231**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 32, NO. 17

NEW YORK, N. Y., WEDNESDAY, JULY 25, 1945

TEN CENTS

## German Radio Round-Up

### AVCO Sets \$5,500,000 for Radio Expansion

Washington Bureau, RADIO DAILY  
Washington—Aviation Corporation prepared to spend \$5,500,000 for broadcasting expansion, Victor Emanuel, chairman of AVCO's board of directors told the FCC yesterday at the wind-up of testimony on the \$200,000 sale of the Crosley Corp. to AVCO. Oral argument between counsel will be heard by the Commission August 2, Chairman Paul McClellan announced.

McClellan asked Crosley and AVCO attorneys to prepare arguments as to whether the public interest would be served.

By transfer of WLW to the commission (Continued on Page 7)

### Listening Study In N. Y. Reveals Summer Decline

Listening audience in Greater New York fell eight per cent below June audience this year, according to "Radio Audience" survey series. Last year the July audience was down approximately 20 per cent from June audience.

Two factors account for the decline (Continued on Page 3)

### New Ala. FM Outlet; Other Activities At FCC

Washington Bureau, RADIO DAILY  
Washington—Application for a new radio station in Birmingham, Ala., has been filed at the FCC by George Johnston and George Johnston, Jr., doing business as Johnston Broadcasting Co.

Application for relinquishment of license (Continued on Page 3)

### Dramatized Health

As part of the nation-wide health education program being conducted by the National Tuberculosis Association and affiliated organizations, a transcribed series of 13 dramatic plays is being produced by the group titled "The Constant Invader." The series will be broadcast this Fall over approximately 275 outlets, all of which are supplying the time gratis.

### Cold Platters

Washington—Ice and its importance in war and peace is the subject of a series of quarter-hour transcriptions to be prepared by Leo J. Parlin, Washington producer, for the National Ice Public Relations, Inc. Production starts next week with top government officials to be heard on three minute spots during the shows. The series is under the supervision of Robert E. Harper, advertising director for National Ice Public Relations, Inc., and will be offered stations shortly.

### Elliott Returns To RCA As Gen'l Mgr. Of Sales

Joseph E. Elliott, vice-president in charge of sales and advertising for Schick, Inc., has been appointed general manager of the RCA-Victor home instruments division, Frank M. Folsom, executive vice-president of RCA, announced yesterday. In this capacity Mr. Elliott will direct all activities connected with the design, engineering, production, distribution and

(Continued on Page 3)

### Survey On Radio Sales Reveal Postwar Market

Chicago—A survey conducted in 17 large cities by the John Meek Industries, radio manufacturers, revealed that 25 per cent of those asked the question, "Where will you buy your

(Continued on Page 3)

### RMA Official Comments On Pricing Policy Of OPA

R. C. Cosgrove, president of the Radio Manufacturers' Association, and vice-president and general manager of the Crosley Corp., has declared that the radio manufacturing industry has been confronted with various obstacles which are keeping the manufacturers from drawing up a pricing formula with the Office of Price Administration that will permit recouping the increased costs over pre-war levels. Cosgrove asserts that

### Reveal Staff Changes In American Zone; Disposition Of Nazi Equipment Also Is Disclosed

(Exclusive to RADIO DAILY)

Bad Nauheim, Germany—Alfred L. Hollender, formerly of WJJD, Chicago, and attached to the overseas division of OWI, succeeds Brewster Morgan, former CBS writer-producer-director, as chief of Radio and Communications, in the American zone in Germany. Morgan is returning to the United States after having participated in the closing ceremonies of ABSIE on July 4. In line with the Hollender appointment the staff of American radio executives who are in charge of operations in Germany were revealed. The service of Psychological Warfare is now called Information Control Services with Gen. McClure,

### Field Spokesman Gives Views On Web

Chicago—Spokesman for Marshall Field yesterday admitted that negotiations were under way to place programming facilities of WJJD at the disposal of the new Associated Broadcasting Corporation's network but

(Continued on Page 2)

### 'When Girl Marries' Leads Top Ten July Daytime Show

First of the top ten week-day programs according to the Hooper survey is "When A Girl Marries." Other daytime show ratings in the order named include "Portia Faces Life," "Young Widder Brown," "Ma Per-

(Continued on Page 3)

former chief of PWD now chief of the new Information Control unit both for the theater and U. S. Group CC. Gen. McClure's deputy is Colonel William Paley, president of CBS on leave, and his assistant is Douglas Schneider, formerly with WRUL.

Colonel Samuel R. Rosenbaum, formerly president of WFIL, Philadelphia

(Continued on Page 7)

### FMBI Won't Appear At Hearing Monday

Washington Bureau, RADIO DAILY  
Washington—While the FMBI board yesterday decided definitely that it will not submit a brief or appear as a unit at the oral argument next Monday on the FCC's proposed new regulations for FM, there was apprehension here that there will not be sufficient representation of individual broadcasters at the session. This is an extremely important session for the

(Continued on Page 2)

### Home—And Lighter

Boston—Cedric Foster, Mutual and Yankee networks' news analyst, has returned from a 34,000-mile tour of the Pacific war theater tired and lighter, having lost 24 pounds during the rugged trip. He was accredited to both the Army and the Navy, and for a month of the three months abroad he served on an American aircraft carrier cruising just off the coast of Japan.

(Continued on Page 3)

# Tomorrow... "Shows Of Tomorrow"



Vol. 32, No. 17 Wed., July 25, 1945 Price 10 Cts.

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

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FINANCIAL

(Tuesday, July 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson.

20 YEARS AGO TODAY

(July 25, 1925)

Frank Wright and Frank Besinger, popularly known to the radio audience as The Radio Franks, have been in Miami, Florida for a number of months. They are now back in Gotham and being heard in their weekly song-sessions over local airwaves. . . . Designers of receiving sets are working on the improvement of selectivity.

No FM Brief Or Testimony Planned For Hearing Monday

(Continued from Page 1)

future of FM, since these rules will have to be lived under for years to come, industry and Commission figures feel, and it is important that the Commission hear from as many FM broadcasters-to-be as possible.

Travel Restrictions Vital

Travel restrictions are certain to keep a number of broadcasters away who would like to appear and be heard on specific points in the Commission proposals. But, it is feared, in too many cases it is apathy or failure to study the proposals carefully, which will result in light representation.

No official action was taken by the FMBI board yesterday, although it was voted to notify members once again of the importance of the Monday session and that since the Commission is anxious for individual argument rather than the expressions of trade associations, FMBI will neither file a brief nor take the floor. Less than a quorum of the board was present, with only four directors on hand.

Will Discuss Rural Coverage

Indications are that the most concerted argument will come on the Commission's proposals regarding coverage for rural stations. The proposed limiting of stations to coverage of only a single metropolitan area is unworkable in most sections of the country, the broadcasters feel. They point out that in cases where metropolitan areas are 60 or 70 miles apart, this restriction could mean no rural coverage for portions of the in-between area.

Broadcasters would decide it was to their advantage, they predict, to become urban stations, with the rural coverage suffering as a result.

Channel Reservation Accepted

While there are likely to be arguments on most of the points, most broadcaster strength will probably line up on the question of rural coverage, the proposed reservation of 20 channels for late comers in FM, and the stipulation that in cases where there are no satisfactory alternative transmitter sites a licensee must agree to share his site with a competitor. In the case of the second, broadcasters say, they would not object if the 20 channels were to be specifically reserved for returning servicemen—but FCC has not indicated that this is the case.

There is serious doubt that FCC has the legal right to require sharing of transmitter sites, but it is not likely that the opposition to his proposal will be as strong as the protest against the other two points.

To Argue Programming

Another objection which will probably be raised is to the Commission proposal that at least one hour of the afternoon and evening period be devoted to programming not duplicated elsewhere either on AM or FM facilities. The objection that this constitutes dictation in the matter of programming will probably be heard, although it is not likely that this will be a major objection.

Field Spokesman Gives Views on Web

(Continued from Page 1)

denied reports that Field was buying a substantial piece of the web.

It is known here that several other independent stations are reserving their decisions on the new web affiliation pending confirmation of Field participation in the plan. Among them are said to be WMCA, New York; KFWB, Hollywood, and stations in Minneapolis, Philadelphia, Baltimore, Washington and Boston.

Denying that Marshall Field would have financial interest in the proposed

Associated Broadcasting Corporation, Leonard A. Versluis, president of the new network group, in New York yesterday confirmed that negotiations had been carried on with Field's WJJD in Chicago for program time on the station.

Mr. Versluis, together with Richard F. Connor, vice-president and director of programming and William G. Henderson, vice-president and director of station relations, are in New York for conferences concerning station affiliates and programming. The executives, who will return to Grand Rapids, Mich., on Thursday are also interviewing prospective network operating personnel with a view to future operations.



Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many "buzz bombs" that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story . . . for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs . . . and it won't take you long to get the low-down in Baltimore radio . . . if you use the successful, independent W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WEVD 5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

Advertisement for WDAS featuring the text 'AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS' and an illustration of a man in a suit holding a microphone.

# Seek New FM Outlet; Other Activities At FCC

(Continued from Page 1)

control of KSAL, Salina, Kansas, also was filed. R. J. Laubengayer proposes to sell stock amounting to 37 per cent to Hutchins Publishing Co. for \$130,000.

Blanford Radio Co., of Norton, Va., filed with the Commission for a new station to be operated on 1,450 kilocycles with power of 250 watts, unlimited.

Licenses for new development stations were issued to "Voice of Alabama," WFXFM, in Birmingham, and The Journal Co., of Richfield, Wis., W9XF.

# NBC Changes Title Of New Recorded Show

Following receipt of a letter from Jerry Lawrence's attorney stating that the WMCA disc jockey has prior rights to the title "Port of Missing Hits," NBC title searchers have decided to change the title of their new musical program to "Hits and Misses" in order to avoid any conflict. However, NBC title searchers informed RADIO DAILY yesterday that Lawrence does not have any priority to the title "Port of Missing Hits," because the title was projected over WJZ in 1938 (July 7 and 8) on Dr. Frank Black's program, at which time WJZ was affiliated with the then Red Network (NBC). Whereas Lawrence's claim goes back to the period of 1940-41, when the title was first projected over WOR.

# RMA Official Comments On Pricing Policy Of OPA

(Continued from Page 1)

lowed manufacturers over their pre-war prices."

Declaring that "the Government agency revealed a complete lack of appreciation of what actually enters into the cost of getting into domestic radio production at this time," he declared that manufacturers were much concerned over delay in working out price formulas.

### Industry "Bottleneck" Seen

Spokesmen in the trade said that failure to set up a pricing structure for radio parts manufacturers could bottleneck the whole industry. It was pointed out that most radio manufacturers purchase their accessories from outside companies, and their difficulties in arriving at costs have been increased by lack of OPA price formulas for parts. Although a little progress has been made re cabinets, other paraphernalia, such as tubes, condensers and transformers, have not yet received OPA attention. After showing that there are approximately 400 different components that constitute the civilian radio receiver, it was claimed that the OPA promised to categorize the components into 16 different classifications for pricing. However, no action has been forthcoming since that was promised, it was said. Consequently, the smaller manufacturers who purchase the majority of parts from outside sources confront themselves with the greatest reconversion cost problem.

Cosgrove pointed out that figures compiled by OPA show a potential demand for only about 5,000,000 radio sets. The industry is aware of the fact that costs must be pared to the absolute minimum and prices kept as low as possible, he said, and cited the historical background of radio manufacturing as proof that low cost and low price were standard operations.

Washington Bureau, RADIO DAILY

### Jacobs Replies

Washington—Information necessary for the setting of receiver ceiling prices is being compiled as rapidly as possible and should be on hand soon,

# 'When Girl Marries' Leads Top Ten July Daytime Show

(Continued from Page 1)

kins," "Stella Dallas," "Life Can Be Beautiful" and "Breakfast in Hollywood." The report also discloses that the average daytime sets-in-use to be 13.3. This is 1.1 less than the previous report and 0.2 more than a year ago.

# New WOR Program

Lanny and Ginger Grey, novelty singing duo, will start a new 15-minute series over WOR, Sat., August 4, 5:45-6 p.m. Roy Ross, one-man band, will also be featured. Jerry Lawrence will announce. William Morris is the agency.

# Elliott Returns To RCA As Gen'l Mgr. Of Sales

(Continued from Page 1)

sales of radios, television home receivers and phonographs. Mr. Elliott was formerly associated with RCA before joining the Schick organization. In 1935 he was a record sales representative in the Chicago territory and a year later was appointed district manager of the New England area. In 1939 he was assigned to Camden as assistant field manager and a year later became sales manager of the radio, phonograph and television dept.

# Survey On Radio Sales Reveal Postwar Market

(Continued from Page 1)

next radio?" said that they would buy them from radio stores, five per cent said that they would buy their post-war radio from department stores, six per cent to music and furniture stores and 64 per cent were uncertain. The survey also indicated that radio sales in the first full post-war year of production will total to between \$250,000,000 and \$500,000,000.

Daniel Jacobs, OPA radio price chief, said yesterday in reply to an attack upon the agency made Monday by the RMA president, R. J. Cosgrove. Cosgrove had charged that OPA's delaying tactics threatened to set the radio manufacturing industry far back in its reconversion effort. The delay responsibility is that of the industry, Earl Morse, of OPA's electrical parts unit said.

Jacobs revealed also that an order is now awaiting clearance at OPA which will mean an 18 per cent increase in an important factor determining the ceiling price for cabinets. The actual increase will vary according to the cabinet or type of cabinet.

### Morse Blames Industry

Lack of price adjustments for radio components makes the setting of new ceilings on radio sets impossible, said Jacobs. He stressed, however the terrific job the electric parts division had in determining prices for such a diversified industry, and expressed his confidence that they were supplying the necessary information as quickly as possible.

Morse said the delay in fixing new prices for components can be "squarely laid at the industry's door."

"We have received no application for individual adjustment of ceiling prices and no answers to an industry-wide questionnaire distributed to the tube manufacturers," Morse said. He added that a questionnaire directed to the manufacturers of other parts has been approved and will soon be in industry hands.

### Military Cutbacks a Factor

Answers to these questionnaires are vital in determining whether prices will be increased or decreased, Morse said, but he held out little hope of any increase in price ceilings.

Jacobs said the manufacturers who buy most of their components outside their own plants have been alarmed by extensive military cutbacks in the industry, but that there has been no general release of the materials they need for parts.

# Listening Survey in N. Y. Reveals Summer Decline

(Continued from Page 1)

smaller loss in 1945 from June to July than in 1944," according to the survey. The June 1944 level was high for that year because of D-Day, June 6, 1944. Both June 6 and June 7 were survey days that month. This year the July level is probably high because of the newspaper strike which occurred simultaneously with the survey week.

# Blessed Event

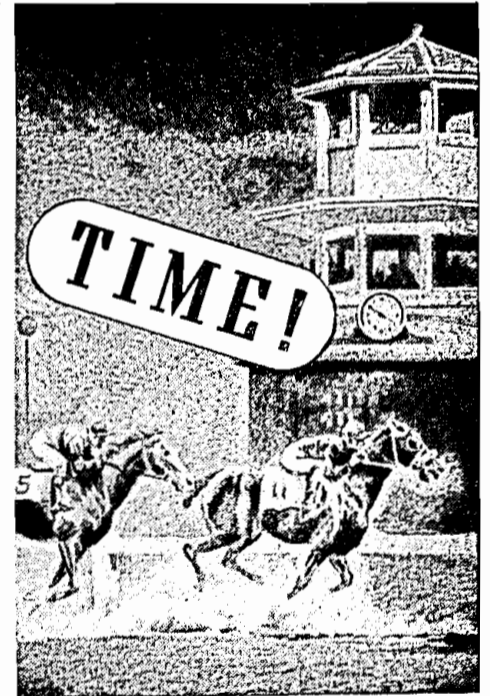
Another son, their second, was born to Captain and Mrs. James B. Kobak last Friday at Harkness Pavillion. Capt. Kobak is the son of Edgar Kobak, president of Mutual.

**KEN WRIGHT**  
and WKY's  
Kilgen organ are a  
musical combination  
known and enjoyed  
for years throughout  
the WKY area.

**WKY**  
OKLAHOMA CITY  
The Katz Agency  
Representative

**WANTED**  
**PERSONAL SECRETARY**

To work in New York for radio office. Experience in any of the following will be helpful: station relation, bookkeeping, syndication, production, recording, or music. Neat, references, pleasant personality. Write and give full particulars, Box 191, Radio Daily, 1501 Broadway, New York 18, N. Y.



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES

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



**THE WINNING CBS  
AFFILIATED STATIONS**

- WDNC (Durham) First Place in *overall promotion* among local channel stations.
- KLZ (Denver) Second Place for *overall promotion* among regional channel stations.
- KRNT\* (Des Moines) Third Place for *overall promotion* among regional channel stations.
- WRVA (Richmond) Third Place for *overall promotion* among clear channel stations.
- WTAG (Worcester) First Place for a *single promotion* among regional channel stations.
- KTUL (Tulsa) Third Place for a *single promotion* among regional channel stations.
- WIBX (Utica) Second Place for promotion of the *7th War Loan* among local channel stations.
- KTUL (Tulsa) Second Place for promotion of the *7th War Loan* among regional channel stations.
- WBNS (Columbus) Third Place for promotion of the *7th War Loan* among regional channel stations.
- KFAB (Lincoln) Third Place for promotion of the *7th War Loan* among clear channel stations.

\*A CBS affiliate when considered for award.



**THE WINNING CBS  
OWNED STATIONS**

- WEEI (Boston) First Place for *overall promotion* among regional channel stations.
- WCCO (St. Paul-Minneapolis) Second Place for a *single promotion* among clear channel stations.
- WABC (New York) Third Place for a *single promotion* among clear channel stations.
- WEEI (Boston) First Place for *overall promotion* among all-network owned and operated stations.
- WCCO (St. Paul-Minneapolis) First Place for a *single promotion* among all-network owned and operated stations.
- WABC (New York) Third Place for a *single promotion* among all-network owned and operated stations.

ado



# LEADERSHIP!"

A few weeks ago several hundred executives of America's leading advertisers and advertising agencies passed expert, critical and detached judgment on 112 promotional exhibits submitted by U.S. and Canadian radio stations to *The Billboard's* Eighth Annual Station Promotion Competition.

Then they cast their ballots.

*They gave 16 awards to 12 stations of the Columbia Broadcasting System.*

They gave 10 awards to 6 stations of Network B.

They gave 7 awards to 7 stations of Network C.

They gave 6 awards to 4 stations of Network D.

They gave 4 awards to 4 non-network stations.

They gave 2 awards to 2 stations of the Canadian Broadcasting Company.

*This is the 7th station competition since the beginning of 1945 in which stations of the CBS network have given unassailable evidence of striking leadership.*

The score speaks for itself.

It confirms the faith which these same advertisers and agencies have consistently maintained in the energy and enterprise of this network.

And it demonstrates once more that *leadership is not an accident.*

To both its affiliated and its owned member stations, Columbia offers its heartfelt congratulations for achieving this conspicuous recognition of their promotional efforts.

To *The Billboard* and its competent and comprehensive jury goes our deep appreciation for their discerning judgment.

*This is CBS...*

*The Columbia Broadcasting System*



## AGENCIES

**JANE WARING KALMUS**, formerly associated with Tom Fizdale, Inc., has joined the Hutchins Advertising Agency, New York, in charge of publicity for the Philco account, it has been announced by the agency. Before joining the staff of Tom Fizdale, Inc., as assistant director of radio in September 1944, Mrs. Kalmus was assistant magazine editor in the press department of the National Broadcasting Company.

**JOHN WILSON**, formerly production manager at McCann-Erickson, has joined the radio department of Grant Advertising Inc.

**THOMAS W. DEALEY**, formerly an art director with D'Arcy Advertising Agency, St. Louis, has joined the art department of Hillman-Shane-Breyer of Los Angeles. In his past work with the D'Arcy Agency, Mr. Dealey has directed art work on such accounts as Budweiser, Owens-Illinois Glass Company, Libbey Glass Company, Western Cartridge, Winchester Repeating Arms.

**LT. EDWARD T. NETTLETON** has just rejoined the staff of the Charles W. Hoyt Company after a three year leave of absence spent with the U. S. Navy. He was an Armed Guard Officer in charge of Navy gun crews on merchant ships.

**KORAL LABORATORIES, INC.**, Mt. Vernon, New York, makers of Koral tooth powder, has retained Raymond Spector Company, Inc., as its advertising agency. The extensive use of spot radio is planned. Six times-a-week participation in "Fitzgeralds" on WJZ and three times-a-week in Arthur Godfrey's program WABC, New York, have already been purchased.

**SHERMAN & MARQUETTE, INC.**, New York, has completed arrangements for a special publicity and promotion campaign by David E. Green Associates, New York. Included in the radio accounts which will be the subject of promotional and publicity campaigns are "The Judy Canova Radio Show," "Terry And The Pirates" broadcast, "The Theatre of Romance," and the "Bill Stern-Colgate Sports Newsreel."

"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.



### Reporter At Large . . . !

● ● ● Don't believe those Abbott & Costello 'reconciliation' reports the gazettes have been battling around. The boys are colder than a mother-in-law's kiss and only a minor miracle can weld them together again. Meanwhile they've got two years to go on their Universal pact and another season with Camel's. That talk about there being a 75-25 split is also a lotta eyewash. Fact is the split is right down the center in everything except pictures. There the deal is 55-45 with Costello on the long end. Should the team finally part, don't look for Lou to adopt another partner. He swears he'll continue on as a single when and if the break comes. . . . Speaking about feuds, Hedda Hopper and Edith Gwynn aren't exactly exchanging love notes. The gals hit hard too. . . . Understand that "Maisie," originally booked in as a summer replacement for Berle, may remain on as a regular. Meanwhile, Berle has at least three big time sponsors casting fond glances in his direction. They figure—and we do too—that given a fair shake in the time, Berle could very easily land up there in the first division. There isn't a funnier guy in the business for our dough and why that personality was never projected over the air (the way it is in a theatre) will always come under the head of a mystery to us. . . .

★ ★ ★

● ● ● General custom in the transcription field is to turn out inexpensive shows—mainly because the producer has to finance the show first and then go out and sell it. Ray Greene, of Kermit-Raymond, takes a radical departure from this course with "Hollywood's Open House," first big-time variety show being put on records. Show features Enric Madriguera's ork, Jim Ameche as emcee, and vocals by Harry Cool, Pat Gilmore and Jerry Cooper, alternating. Each week a movie 'name' guests along with a 'name' comic plus a dramatic spot on a Hollywood film. On a recent show, for instance, in addition to the regular N. Y. company, they offered Jack Benny and his whole cast.

★ ★ ★

● ● ● Small Talk: Somebody sold W. C. Fields on the idea of drinking nothing but milk. So what happens? The guy winds up with food poisoning. . . . S/Sgt. Jack Hurdle going out to Chicago next week to direct "Sports Disc," being done by the Athletic Branch of the Army Special Services Division in association with the Sports Broadcasting Ass'n. Top names in the sports world will be used as gueststars. . . . Summer slump murdering the ratings as usual. "Mr. D.A.," which was 24 on the Hooper in March, slid to 10.1 in the latest report. . . . Dean Jagger's "One Foot in Heaven" shifts to Thursday nites at 10:00 on the American net. . . . Sidney Ascher will guinea pig a series of hay fever experiments slanted toward relieving sufferers at least 85 per cent. . . . Jeweler Otto Gruen's postwar watches will have 24 hour markings on the dials because he believes that millions of vets will be accustomed to telling time that way. . . . George Goodwin's "Clef" awards at Carnegie Hall on Sept. 28th will go to writers of nation's ten best songs of the year. . . . Joan Edwards being elevated to stardom on the "Hit Parade" with a healthy tilt in salary. . . . Jane Kalmus, crack publicist with Fizdale, has joined the Hutchins Advtg. Agency in charge of press work for the Philco account. . . . Publicity Club of N. Y. having a shindig at the Astor today in honor of their new Pres., Will Yolen. . . . Ted Cott, WNEW program director, looking for a couple of writers. . . . Since Walter Craig, radio director at Benton & Bowles, is looking around for an executive assistant, why doesn't he turn around in his own office and spot Vera Eikel, his current Girl Friday. She's one of the best liked gals in the biz. . . . The Lionel Standers have dated the Stork. She's the former Jan Smart. . . . James C. Petrillo's daughter, Marie, married Capt. Frank DeRosa in Chicago this week. . . .

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**NATIONAL Farm Safety Week** from July 22 to 28, by proclamation of President Truman will be served by WGN with a series of special interviews by Hal Totten, WGN farm program director, on his program, the WGN Farm Hour, Mondays through Fridays, 6:00-6:30 a.m., CWT.

E. R. Borroff, vice-president of American Broadcasting Company central division; Gil Berry, manager of American's central division, and Roy McLaughlin, manager of WENR, are vacationing in Northern Wisconsin.

The NBC Chicago Radio Record division is now writing, producing and recording a series of 78 quarter hour programs featuring the Art Van Damme quintette and songstress Louise Carlyle. First NBC syndicated series to be produced in its entirety by the Chicago recording division, the Art Van Damme quintette and Louise Carlyle, will be available under sponsorship during the latter part of August. Series is produced by Paul Gibbs, central division production director, announced by George Starnes, announcer, with scripts by Roy Carman, assistant continuity editor of the central division.

Something new in radio promotion is the stunt recently inaugurated in the Milwaukee area by station WISN and the independent packing house super-markets grocery chain. The plan calls for large wall displays in each of the stores featuring WISN programs sponsored by firms whose products are sold in the grocery stores.

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

**WFPG**  
ATLANTIC CITY, N. J.

WSTV—Staubenville, Ohio  
WFPG—Atlantic City, N. J.  
WJPA—Washington, Pa.  
WKNY—Kingston, N. Y.



**German Radio Picture  
Drawn By Hollender**

(Continued from Page 1)

phia is head of Radio Luxembourg; Liam Burke Miller, former NBC public service head, is chief of Radio Stuttgart and Joseph Ravotto, who led radio in OWI-PWB, Mediterranean, is running Radio Munich.

**Luxembourg Key Station**

present the organization has 10 stations under way in Munich, Stuttgart and Frankfurt with Radio Luxembourg acting as the key station. Considerable German equipment was found intact with two 100 kw medium stations at Stuttgart, two 100 kw medium at Munich in addition to four 50 kw powered short wave sets and an experimental laboratory.

Although Frankfurt was badly damaged the American radio forces have been able to put into operation a mobile one kw and intend to set up a couple of 20 kw medium wave stations before long.

**German Mobile Units**

Investigation has revealed that the Germans were great on mobile instruments. Thus far the Americans have captured two 20 kw medium wave instruments each mounted in about 10 trucks (complete with studios) and have found a 120 kw set mounted in 11 box cars. The German radio was never finished and is now being put in shape by ICS forces.

**Operates As Network**

The whole network in Germany operates as the United Nation's network which feeds from the Voice of America in New York and with stations in Luxembourg. In addition, each station has a number of local originations devoted to local military Government announcements, news of the region and some music. Talks of local labor and farm workers, religious speakers and world news. Everything broadcast is non-political.

**Work With AF Web**

Another aspect of the German radio is the assistance being given the

**AVCO To Spend \$5,500,000  
To Expand Radio Activities**

(Continued from Page 1)

control of a company whose chief interests are in manufacturing and investments rather than in broadcasting.

(2) By sale of WLW and other broadcast properties of Crosley without specifying the price for these properties.

A third issue to be argued is the wisdom of an arrangement whereby most of the proposed principal officers and directors of Crosley under AVCO management would be non-residents of the Cincinnati area and busy with business other than broadcasting.

Emanuel's figure of \$5,500,000 for broadcasting expansion is roughly the cost of fulfilling Crosley applications for FM and tele stations now on file with the Commission amounting to \$2,135,000, plus the proposed cost of WINS, which Crosley has contracted to buy for \$1,700,000. Also considered in the figure is the estimated cost of the international shortwave stations owned by defense plant corporations and operated by Crosley, in case AVCO should decide to take up Crosley's option to buy this property.

Emanuel, closely questioned as to program policies his company could be expected to follow, admitted he "didn't know what a soap opera was."

Emanuel said he felt the change of ownership would improve rather than damage the public service value of WLW. In addition, he said, the know-how of James Shouse, Crosley broadcasting manager; Cosgrove, Crosley manufacturing manager, and Crosley himself, all to be members of the board of directors under AVCO ownership, and the six AVCO directors, including Emanuel, would bring new life into the business. "Although we have not engaged directly in broadcasting, I feel we are suited to it. We have been engaged in Aviation development, forward-minded, you might say, in a romantic business. We

American Forces network. The AFN already has a 100 kw medium wave station at Munich and a one kw at Frankfurt. Another 100 kw will be turned over to them at Stuttgart as soon as the damage done by retreating Germans is repaired. Another 2,500 watt job is being rehabilitated at Coblenz and some additional 10 kw transmitters have been ordered from the States.

are not afraid to gamble on new developments."

When asked whether he would still approve expenditure of such a sum for broadcasting expansion if it offers little chance for revenue, Emanuel said he did not consider broadcasting on a par with other business ventures.

There is a higher responsibility to the public involved, he said, and his company is willing to take a chance on WINS, which has been losing money, on FM and on tele, which he called "a speculation."

Questioned about programming plans, Irving L. Babcock, president of AVCO, said he thought the distinction between commercial and sustaining program was an artificial one, that he felt commercial sponsors often provided the better programs.

Asked what he considered desirable sustaining programs, Babcock mentioned religious, educational and public discussion programs of both local and national interest. When Commission Attorney Leonard Marks pointed out that virtually no time on WLW's best listening hours is devoted to such programs, he was non-committal as to future allocation of program time.

Reminding Emanuel that 15 or 16 per cent of Crosley's total assets are in the broadcasting property and about 19 per cent of its total earnings, and that the broadcasting business will be earning steadily while AVCO's other ventures go through reconversion plans, Porter asked if AVCO intended to rely on this steady income to tide them over the change-back to civilian production. Emanuel's answer was "it certainly wouldn't hurt any."

**Meck Plan Announced**

John Meck, president of John Meck Industries, Inc. of Plymouth, Indiana, has announced that the company plans to produce 20 different types of receivers in plastic and wood cabinets which will include three types of radio chassis. According to Meck, if the present WPB production ruling remains unchanged, company will be able to start production of 2,000 sets a day as of October 1.

**Transferred to Chicago**

Scott Keck, sales representative of the NBC Radio Recording Division in New York, has been transferred to the NBC Radio Recording Central Division in Chicago, it has been announced by Willis B. Parsons, assistant sales manager.

**WANTED**

Announcer wanted by Southern station. Salary and talent. Excellent opportunity for good man. Box 189, Radio Daily, 1501 Broadway, New York 18, N. Y.



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

Music commentator, author, pianist, musicologist with degrees from Yale and Vienna, concert and radio experience, seeks position for a New York or Connecticut radio station in Program Department. Write: Radio Daily, Veterans Want Ad Box No. 10.



Television consultant and director, age 30, training and experience in New York's foremost television station. Films for television, experimental projects and various types of live shows suitable for television. Write: Radio Daily, Veterans Want Ad Box No. 11.

**BALTIMORE'S**  
*Listening Habit*

**W  
C  
B  
m**

**MUTUAL BROADCASTING SYSTEM**

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

**NOW OUR ABC'S about KOA**

According to Billboard Magazine KOA doesn't miss any bets when it comes to advertising and merchandising the station to the trade and audience.

No wonder KOA's FIRST!

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

*Send Birthday Greetings To*

July 25

Ralph Dumke	Nan Grey
William Gernannt	Al Pearce
Hal Peary	Bill Shea
Claire Wallace	

---

# The president of a radio station seeks capable assistants

● We are opening a new station in Richmond, Virginia. We have good jobs for good people who will help run a successful station.

We need engineers . . . control room operators and announcers.

If you'd like to be associated with an aggressive group, this may be for you.

If you're an engineer or control room operator, please write about your experience. Tell your story completely. A

photograph of yourself will interest us too.

If you're an announcer, send along a record of your voice. You can cut a disc from one of your present shows . . . or make a special audition record. You, too, will be expected to write a complete story of your experience.

With our present knowledge of the business of putting on good entertainment and practical experience in selling time . . . with good people like yourself on the staff . . . your future is assured.

**Tom Tinsley • W L E E • President**

**BROAD - GRACE ARCADE BUILDING • RICHMOND 19, VA.**

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 32, NO. 18

NEW YORK, N. Y., THURSDAY, JULY 26, 1945

TEN CENTS

## Program Increase Shown

### Case Against Mesters Repeated At Hearing

Washington Bureau, RADIO DAILY  
Washington—Qualifications of the Mester Brothers, Murray and Meyer, received a thorough going over yesterday in oral argument before the FCC to determine their fitness to operate station WOV, New York. Proposed denial of the \$300,000 sale of the Mestram Corporation to the Mesters, Arde Bulova and Harry D. Henkel, was announced by the Commission March 8. The Commission was satisfied that the Mesters are persons who may be expected to operate WOV in the public interest.

Charles B. McGroddy, lawyer for Edward O'Dea, holder of 25 per cent  
(Continued on Page 135)

### NLRB Decision Upholds Closed Shop At WFTL

Washington Bureau, RADIO DAILY  
Washington—Upholding the closed shop issue at WFTL, Miami, the War Labor Board yesterday issued a decision in which it was stated that the board was not bound by Florida right-to-work amendment.

The national board affirmed the decision of the Atlanta regional board, directing continuation of a closed shop  
(Continued on Page 2)

### West Coast Package Firm Has Film Stars On Board

West Coast Bureau, RADIO DAILY  
Hollywood—Marshall-More Inc., has been formed here to package radio shows. Officers are: president, John Marshall, a former producer and writer; vice-president and general manager  
(Continued on Page 2)

### Stranger?

A short two years ago, Johnny Thompson was pounding the pavements of Chicago unable to get even an audition at station after station. He entered WENR again this week—as featured singer on Don McNeil's "Breakfast Club" show six times a week, substituting for Jack Owens, who is seriously ill. He's also been signed for the five-weekly "Song Salesman."

### Honored

T/Sgt. Hal Brown, overseas announcer for "The Fighting AAF," heard over the American network Sundays at 8:30 p.m., now attached to the 20th Air Force in the Marianas, has just been awarded the Air Medal for his participation in combat missions. Brown is a former staff announcer and manager of KERN, Bakersfield, Cal., and is a member of one of the ten overseas teams assigned to the radio series.

### British Election News Set For All Networks

Four major networks will give unprecedented coverage to the British election returns today because American listeners have evinced particular interest in the political situation of Great Britain. NBC will carry special commentaries and reports direct from London and will intersperse the regular program schedule throughout the day. However, specially accented programs are: 8-9:15 a.m., EWT; 10-10:15 a.m.; 12-12:15 p.m.; 1:45-2 p.m.  
(Continued on Page 135)

### MCA Adds 2 Departments For Television And ETs

Music Corporation of America has added two new departments, it was announced yesterday by Herb Rosenthal, radio director. The new departments are: television and transcription. The television department will  
(Continued on Page 2)

### MVN, Agricultural Network, Begins Operations August 15

New Mississippi Valley Network, linking 76 stations in 12 middle and northwest states, will begin operation on August 15, John Boler, of St. Paul, president, announced in New York yesterday. First programming of the agricultural web will be a full hour from 6 to 7 a.m., CWT, six days a week under the title of "Mississippi Valley Farm

### Addition Of Tele And Post-War Features Believed Influential In 20% Jump In "Shows Of Tomorrow"

### WAC Sets Campaign For War Effort Aid

In an effort to keep the American advertisers harnessed for the duration of the war to home-front information campaigns, representative co-operation of these advertisers has been enlisted by the War Advertising Council, after a three-day joint session with the U. S. Army and Office of War Information. Plans call for the  
(Continued on Page 135)

### FCC Confirms WBYN Sale; Purchase Price, \$204,674

Confirmation of the sale of WBYN, Brooklyn, to the Evening News, Newark, N. J., was issued by the FCC in Washington yesterday. The sale price was given as \$204,674 for 71 per cent of the common stock and 52-6/10 of the preferred. Stockholders were listed as Peter Testan, Mille Testan, Sabitan D' Angelo, Rae Kronenberg.

### Associated Web Officials Will Announce Stations

Officials of the Associated Broadcasting Corporation announced yesterday the web's station lineup, program policy and other details about the organization would be released  
(Continued on Page 2)

Sixth annual edition of RADIO DAILY's "Shows of Tomorrow," published today, reveals a wide selection of programs in 18 categories as offered by networks, stations and independent producers throughout the country.

Approximately 700 shows are listed with synopsis of the content, plus other pertinent data. This is nearly a 20 per cent increase in the number of programs listed over that of the fifth edition and includes for the first time television and post-war categories as well. Actual number of shows submitted (some arriving too late) exceeded the 900 mark.

Trend is heaviest toward adult dramatic series, musical, shows, sports quiz and feminine angles, in the order named.

### Sees Growing Field For Web Co-op Shows

With the advent of the complete release of hitherto restricted materials, following the end of the war, which will put local retail merchandisers in a salable disposition once again, Stanley C. Florsheim, director of the American network's co-operation  
(Continued on Page 5)

### Butcher Leaving CBS To Write Book On War

Captain Harry C. Butcher, USNR, vice-president of the CBS who has been on leave with the Armed Forces serving as Naval aide to General  
(Continued on Page 2)

### Restful

With the humidity at 88 and up, Irwin Rossee, p.a. for the Madison Square Garden boxing bouts, decided to rest for a while in Stan Lomax's office at WOR, and give his advance story on the Tippy Larkin-Willie Joyce fight tomorrow. He arrived just as the Lomax sanatorium was being moved, and was drafted for the toughest spell of labor in 12 months.

"Shows of To-Morrow"... in this issue



Vol. 32, No. 18 Thurs., July 26, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

# FINANCIAL

(Wednesday, July 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179 5/8	178 1/2	179 5/8	+ 1 3/8
CBS A	37	37	37	+ 5/8
Crosley Corp.	36 1/4	26 1/4	36 1/4	- 3/4
Farnsworth T. & R.	15	14 1/2	15	+ 3/4
Gen. Electric	43	42 3/8	43	+ 3/4
Philco	34 3/8	34 3/8	34 3/8	.....
RCA Common	12 1/2	12 3/8	12 3/8	.....
Stewart-Warner	18 3/8	18 1/4	18 1/4	+ 3/8
Westinghouse	43 7/8	43	43 1/2	+ 1/2
Zenith Radio	35 1/4	35 1/4	35 1/4	.....

OVER THE COUNTER

	Bid	Asked
Du. Mont Lab.	7 3/8	8 1/8
Stromberg-Carlson	17 3/4	18 3/4
WCAO (Baltimore)	28	.....
WJR (Detroit)	25	.....

### New ET Show

Charles Michelson Radio Transcriptions has just completed "A Date With Music," a musical show of 130 quarter-hour transcribed programs, starring Phil Brito and a galaxy of network stars. Audition samples are now ready for part or complete series.

### 20 YEARS AGO TODAY

(July 26, 1925)

Power of WLS' Chicago, "Dinnerbell R.F.D." program, being broadcast daily from 12 to 1 p.m., has been determined by means of an aired questionnaire. Returns indicated that at least 3,000 people tuned into the program every day.

### WANTED

Announcer wanted by Southern station. Salary and talent. Excellent opportunity for good man. Box 189, Radio Daily, 1501 Broadway, New York 18, N. Y.

## WLB Decision Upholds Closed Shop At WFTL

(Continued from Page 1)

shop agreement which the A. F. & L. radio broadcast technicians had negotiated with a previous owner.

The WLB held that laws of the United States are superior to state laws or State Constitutions and acted, it said, under mandate of the Smith-Connally War Labor Disputes Act to settle labor disputes that might affect the war effort.

## Associated Web Officials Will Announce Stations

(Continued from Page 1)

this week-end. Leonard A. Versluis, president of the network, is returning to Grand Rapids, Mich., today and Richard F. Connor, vice-president and director of programming, is remaining in New York temporarily to complete organizational plans. The new web is scheduled to go on the air September 16 with a network of 26 stations.

## MCA Adds 2 Departments For Television And ETs

(Continued from Page 1)

come under the head of Roger Carlin, formerly with the OWI, Paramount Pictures and producer in the legitimate theater.

The transcription department, which will indefinitely confine itself to the packaging of jingles and commercials, will be supervised by Ted Greene. Activity in the television department is under way and several programs, musical and dramatic type, are being designed for telecast over CBS' WCBW, NBC's WNBT and Du Mont's WABD.

## New Coast Package Firm Has Film Stars On Board

(Continued from Page 1)

manager, John More, formerly head of Republic Studios' radio exploitation department; secretary and treasurer, Donald Montgomery; board of directors, James Cagney, Robert Montgomery and Elliott Nugent.

The company has opened offices at 6500 Yucca Street, Hollywood, and is preparing formats for 10 shows.

Every 24 Hours

**51**

**SPONSORED**

**NEWSCASTS**

**UP-AP-INS**

**W-I-N-D**

**CHICAGO**

**560 Kc. 5000 WATTS**

## Butcher Leaving CBS To Write Book On War

(Continued from Page 1)

Dwight D. Eisenhower, has resigned his post at the network, Paul W. Kesten, CBS executive vice-president announced yesterday. Under an interim arrangement Capt. Butcher will act as consultant to CBS on public relations and related matters.

Captain Butcher's resignation was prompted by his commitment to write a book on his experiences under General Eisenhower. The book will be published later in the year by Simon & Schuster.

Captain Butcher represented the Supreme Allied Command at the surrender of the Italian fleet to Admiral Sir Walter Browne Cunningham in September, 1943, and was also present at Reims, France, when the German High Command signed the terms for unconditional surrender. He has been with CBS since 1930 as director of the network's Washington office. In 1934, he was made a vice-president.

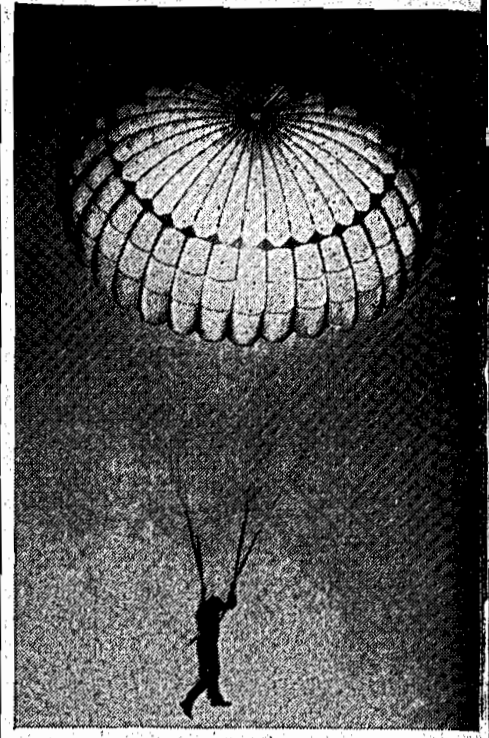
In March, 1933, Captain Butcher authored the phrase, "Fireside Chat," for the first radio speech to the people by President Franklin D. Roosevelt.

## Jean Tighe To Bolling Field

Jean Tighe, vocalist with the Guy Lombardo orchestra, next Wednesday will take a group of entertainers to Bolling Field, Washington, D. C., where all will participate in ceremonies marking the 38th anniversary of the AAF.

## Keck Joins NBC—Chicago

Chicago—John Scott Keck is a new addition to the sales staff of the NBC central division recording department. He formerly was announcing supervisor at NBC in New York.



# Where he wants to land!

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

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

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

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

## Coverage

...in Philadelphia

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

# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

**8<sup>TH</sup>  
CONSECUTIVE  
YEAR**

# **J-A** **BASEBALL REVIEW** **over YANKEE stations**



*Sponsored by*



**ALLES & FISHER**  
*Makers of*  
**J-A and '63**  
**CIGARS**

Vernon Williams, Nelson Churchill and Fred Lang dramatize the highlights of one or two important innings of a local major league Sunday game, give scores and highlights of all American and National League games, and a brief summary of the outstanding game of the day. New England's most popular Sunday baseball review.

*Another Yankee Partnership for 1945*

## **THE YANKEE NETWORK, INC.**

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.



Last November, when we charted the course for the new THESAURUS, we were building the foundation for a totally new idea in the transcription industry. Needless to say, this definite step in the direction of exclusive, network-calibre music for local programming caused no small amount of comment . . . favorable and unfavorable. But because we had based our whole policy on the actual needs of stations the country over, we knew we were right.

There was no guesswork in building the new THESAURUS. Our 5-point plan, which has become a virtual charter for America's No. 1 Musical Program Service, is the result of a nation-wide survey of local programming requirements. Radiomen in 250-watt stations . . . in 50 KW stations . . . in metropolitan centers . . . in rural communities were asked their opinions about the "ideal" musical library service. This cross-section of opinion was resolved into the THESAURUS 5-point plan:

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

First came *The Music of Manhattan* . . . then the *Allen Roth Symphony of Melody* was expanded into full program dimensions. *Slim Bryant and His Wildcats* came next; then *Music Hall Varieties* . . . and now *The Salon Concert Players*.

There are many others. In all 48 programs per week, each designed for commercial sponsorship . . . which become exclusive to THESAURUS, subscribers in their communities. Let us fill you in on the further advantages of a real service in musical programming . . . NBC THESAURUS.



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



### Sunkist Sidelights!

● ● ● Judy Canova, who recently returned from a 10-day War Bond tour in the East, where she made personal appearances at the Yankee Stadium and in Washington, is still singing the praises of the Colgate-Palmolive-Peet representatives who tossed a swell

### Los Angeles

shindig for her at the 21 club. Attending the affair were many film personalities, including Lucille Ball and Frank Morgan. Judy, who will be back on the air the first week in September for the same sponsor, is about to start work in Columbia's flicker, "Hay Foot, Straw Foot." . . . ● Comedians Wendell Niles and Don Prindle, along with Producers Bill Lawrence and Cecil Underwood and Announcer Ken Niles have returned to Hollywood from a three-day fishing trip in the Sierras. . . ● Opie Cates, music director and comedian on "Meet Me At Parky's," has given up trying to make a quiz kid out of his seven-year-old son, Robert. After spending an hour explaining to him the facts of the San Francisco conference, he asked the youngster what he thought of the worthy undertaking. "Not much," the lad replied. "Sounds too much like school."



● ● ● Van Heflin, Fred Brady, Don Searle, Clyde Scott, Art Linkeletter, George Fisher, Milt Samuel, Louise Froylen, Maury Folodare, Evelyn Bigsby, Jimmy Wallington, Tom Wallace, Bobbe Valentine and Don Bernard were among the guests at the cocktail party tossed by Arline Francis at the Hollywood Plaza. The "Blind Date" femcee wore a big orchid sent her by Don Searle, American's Western vice-president. Bob Hall and Gordon Williams, of the American press department, made their debuts at the party as photographers. . . ● Jeff York, known as the man of the many voices, refused to be annoyed t'other day when called on to pinch-hit for Jim Hadlock, KGER's "Inquiring Reporter." When the cue was given to start the broadcast, York found himself without an interviewer, so he promptly went into one of his other characters and interviewed himself while a crowd gathered. From there on out the program continued with the usual routine.



● ● ● It's quite a coincidence—Marvin Miller and Michael Roy, co-announcers on the Billie Burke program, "The Gay Mrs. Featherstone" were both born on July 18, 1913, Marvin at 5 a.m. and Michael at 2 a.m. They learned of their similar birthdays when they reported for the July 18th show. . . ● Harry Koplun, Producer Howard Blake's assistant on the "Meet The Missus" show, is handling the program while Blake is vacationing. By the way, the Blakes are expecting the Stork in October. . . ● During the Summer vacation of his Thursday show, Bob Burns will keep himself busy presiding as mayor of Canoga Park, supervising the extension of his already-large farming enterprises and carrying out his plan to plant memorial trees—each one dedicated to a San Fernando Valley hero—along the main streets of the Valley towns. . . ● Edmund MacDonald, who is Inspector Burke on American's "Murder Will Out," shaved off his mustache for a film role at PRC, only to fill a casting appointment at another studio the next day to learn that the mustachio was necessary to the part. ● Tommy Dorsey's guests on his RCA show July 22 were Jack Benny's vocal star, Larry Stevens, and the King Sisters. . . ● Don Searle gagged up his birthday greeting message to American's commentator James Abbe writing "Congratulations on your 80th birthday." Abbe, in return, wired promptly, "You must be thinking of Westminster Abbey." (Note—Abbe is in his early sixties.) . . . ● Tex Ritter is all smiles, because his Capitol recording of "Green Grow The Lilacs," traditional folk song, was voted Number One on Hal Horton's Western Hit Parade over KRLD, Dallas, the first week it was released.

—Remember Pearl Harbor—

## AGENCIES

SMITH, BULL and McCREERY, L. Angeles advertising agency, plan to open offices within a year in London, Paris and Berlin. A representative of the firm will make a survey on the scene as soon as travel accommodations can be made and conditions become more normal.

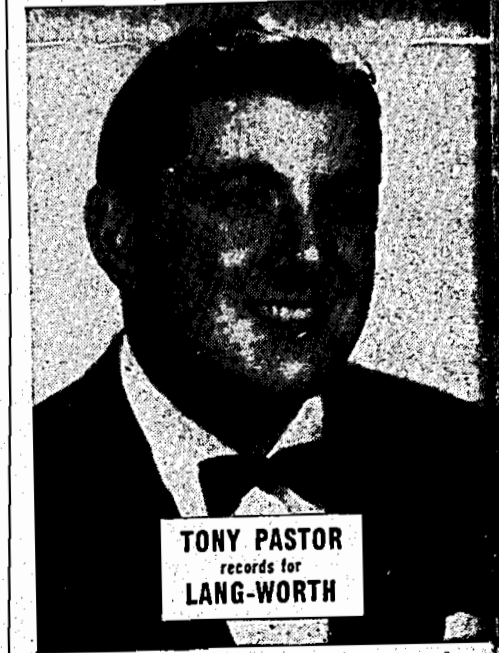
"We anticipate that British broadcasting will go commercial in the near future," said Dick Smith, senior member of the firm. "From present indications, other European capitals will follow the American system of broadcasting. Meanwhile, we are negotiating to secure time on Radio Luxembourg."

With branch offices opened recently in New York and San Francisco, Smith, Bull and McCreery are making arrangements to open additional branches soon in Chicago, Washington, Seattle, Portland and Spokane.

KJBS, San Francisco, has engaged Headley-Reed Company to serve as its national advertising representative beginning August 1.

THE MADISON ADVERTISING COMPANY, New York, has been appointed by Sutton Sales Inc. to direct the advertising of its men's toiletries division.

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



TONY PASTOR  
records for  
LANG-WORTH



# Florsheim Growing Field for Web Co-op Shows

(Continued from Page 1)

The department, and Bert J. Hauser, director of Mutual's co-operative department, are both currently drawing the blueprints for greater expansion of their respective departments. Having seen the selling power of radio during the past few years, Florsheim asserts that the local advertiser will participate in radio advertising on an unprecedented scale—a scale which may eventually equal that of the national radio advertiser. During 1944, radio net time sales on the national network basis came to approximately \$121,500,000; local radio time sales reached a figure close to \$83,000,000, he pointed out, emphasizing the fact that the local merchandiser has had less to sell during the past few years, while the national advertiser, in many cases in the same predicament, was only interested in keeping the name of the product before the public. Florsheim pointed out that his department's gross income during 1945 will have increased two and a half times the figure of 1944—which should be about four million dollars.

Mutual's Bert Hauser is currently making a survey among the 273 affiliated stations in an effort to determine the type programs the local advertisers want to sponsor. Mutual will not discontinue to add extra news programs (until recently the most available of all co-operative programs made available), it was pointed out. As a matter of fact, Abe Schechter, director of news and special events, is now at the West Coast studying news programs which originate from the Pacific. A revamping may be in order when he returns to the New York office.

Both Mutual and American have 11 programs which are offered to local advertisers. NBC and CBS, although active in co-operative programs, offer only four and three programs to their affiliated stations, respectively.

**WANTED**—Large organization needs experienced executive to sell radio programs. Must be well-grounded in market research, rating analysis, etc. Advertising agency experience preferred. Substantial salary available. Summarize qualifications in first letter. Box No. 193, Radio Daily, 1501 Broadway, New York 18, New York.

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

# SHOWS OF TOMORROW

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# Agricultural Web To Start On Aug. 15

(Continued from Page 1)


William Ogden, account executive in New York; E. Iverson, secretary, and Jeanne Fagan, publicity director. States covered by the web include Montana, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan and Indiana.

### Bester Writing Play

Alfred Bester, writer of the "Charlie Chan" series heard over the American network, is currently writing a three-act mystery play titled "Fris-kie," scheduled for production by Chick Vincent. Ed Begley and Leon Janney, featured in the Chan series, have been penned in for the leads. Vincent is producer-director of "Charlie Chan."

### Michelson Signs Show

KNOE, Monroe, La., has sold the Charles Michelson transcribed series of "My Prayer Was Answered" to Moore's Tailoring for 13 weeks. Kay Preparations will sponsor the ET of "A Date with Music" over WMAS, Springfield, Massachusetts, for thirteen weeks.

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

**WEBR**  
 *In  
Buffalo  
It's  
WEBR*  
BUFFALO COURIER  
EXPRESS STATION  
MUTUAL NETWORK  
FOR  
FULL COVERAGE  
LOWEST COST  
REPRESENTED BY WEED & CO.

## Program Parade . . . .

"REVEILLE" — WABC. 5:05-6:30 a.m., EWT. Daily except Saturday, sustaining. Here is a program for the early riser of recorded music interspersed with comment and news. The personality of Don McDonald at the microphone helps to make for pleasant listening.

☆

PREMIER—WEVD. Tues., 10:30-10:45 p.m. New summer series carrying the title of "Premier," presents each week a comedy, drama, fantasy or horror show, in 15-minute format. Short running time makes for a fast program and the one heard Tuesday night was presented in three scenes with a good variation of characters. Cast was unusually strong and plentiful for an indie outlet, while the script and production by Edward Ludlam was equally good.

☆

VICTOR BORGE SHOW—NBC. Tues., 9:30-10 p.m., EWT. S. C. Johnson & Son Co. Summer replacement for Fibber McGee & Molly, finds a breezy half-hour of Continental type of material and gags, plus fancy piano-playing and kidding at the instrument as well. Borge had an excellent piece of opening material concerning a letter from a member of K-9 Corps and then almost spoiled it by outdoing Bob Hope in a gag of questionable good taste. On the whole the program was good entertainment.

☆

THE HAUNTING HOUR — WFMJ, Youngstown, Ohio. Tues., 10-10:30 p.m. Sponsor Penner Furniture Co. ET program produced by NBC-RRD. "Date With Destiny" is the story of a vagabond who wants to return, after many years, to his estranged wife, but it's too late. Acting and production were on a laudable plane, but the script was often wordy or vague.

### WRITER

(Radio News and Features)

Seeks commercial woman's show assignment. Excellent experience includes newspaper reporting, feature writing, plus radio news. Box 192, Radio Daily, 1501 Broadway, New York 18, N. Y.

*Exclusive!*

**CUBS '45  
BASEBALL  
W-I-N-D  
CHICAGO  
560 Kc. 5000 WATTS**

## Chicago Commentary

• • • Chicago—When Hildegard entered Wesley Hospital here for an operation she found a basket of flowers from an admirer with a note: "I hope this is not a holdover engagement." . . . Ell Henry, American Broadcasting Company's Chicago publicist, and his staffers, Jerry Baxter and Dean Linger, are taking several bows on their Christmas-in-July Breakfast Club stunt which is hitting the jackpot plenty with the newspapers and newsreels. What could be more of a "natural" than a mid-year Yuletide party for GIs who were far from home and family last Christmas? . . . Jules Herbuveaux, NBC Central Div. program director, and Mrs. H. are celebrating their 25th wedding ann'y. . . . Dr. Gerhard Schacher, Chi. news commentator, was gifted with a cigar humidor made from a panel of London's bombed guildhall on the occasion of his 1,000th broadcast recently. Humidor was a joint gift from M-G-M newsreel commentators Bill Stern, John B. Kennedy, Sidney Walton and Adelaide Hawley. Dr. Schacher was an economist for Lloyd's of London before turning radio commentator. . . . The bobby soxers flocking to see Andy Russell at the Oriental Theater call themselves "Russell Sprouts." . . . The Hoosier Hot Shots, back in town after their latest sojourn in Hollywood, where they completed the fifth of a series of eight for Columbia, have had their shots preparatory to embarking on a USO overseas tour the end of this month.

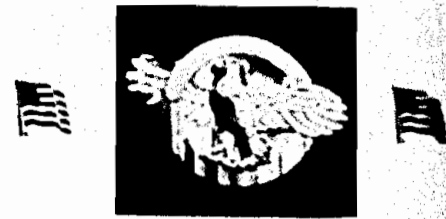
☆ ☆ ☆

• • • Post-war Department: Breakfast Club emcee Don McNeill recently received a request for two tickets to a July, 1950, broadcast of his morning variety show. . . . The Mills Brothers, augmented by Brother Harry, who has rejoined the quartet after two years in the service, are mulling a bid for a December date at the 51 Hundred Club. . . . Radioites were generous in their praise of the excellent job turned in by Bernard (Whitey) Berquist, NBC staff pianist since 1928, when he stepped in as an emergency conductor on two NBC programs from Chicago studios. Joseph Gallicchio, regular baton waver on "We Came This Way," weekly dramatic series, and pinch-hitting for vacationing Dr. Roy Shield on Roy Shield and Company, was suddenly hospitalized with a kidney ailment. Notified at 11 a.m. on Tuesday that he would take over the latter show at 11:05 that night, in addition to the other broadcast Thursday night, Berquist stepped in, whipped up the necessary arrangements and came off with flying colors. . . . Paul Harvey, WENR news analyst, has come up with this slogan for the Eighth War Loan: "The war is neither won, nor done, nor fun for anyone." . . . "Biggie" Levin, the agent, and Eddy Howard, the bandleader, are making their bow as music publishers with a number titled "For Sale," by Howard and HESSIE SMITH. . . . For the first time in 15 years, Curley Bradley, NBC actor and cowpuncher-crooner, will not make that annual trek west to visit his mother. Right now, there's no way for him to get to the coast, short of riding a horse.

☆ ☆ ☆

• • • Lionel Hampton and his band are booked into the College Inn for two weeks, starting Sept. 7. . . . Given five stars and the general's uniform, one of Wayne King's brass men could pass for Ike Eisenhower. . . . Lulu Belle and Scotty, famed National Barn Dance hubby and wife duo, are back in Chi. again after vacationing in their North Carolina mountain hideaway. . . . Chicagoan Teddy Phillips' new 16-piece band has been signed by MCA. . . . Songstress Nancy Martin guest stars at the suburban Park Ridge Summer Festival Saturday night, Aug. 4. . . . NBChicago engineers are rar'n to go on television as a result of the hard-boiled course in television techniques which they have been taking for most of the past year.

☆ ☆ ☆



New member of the WCAE Pittsburgh production department is Tom Clark, recently discharged from the Army after spending three years in the ETO. Tom was with the 34th Infantry, 3rd Infantry and with the 4th Armored Division, saw action in African, Sicilian, French and Belgium campaigns.

☆

Another newcomer at WCAE, Tom [Name obscured] wagon, who hails from Slippery Rock, Pa. has been an ex-serviceman since 1941. He has joined the announcing staff.

☆

After two years service as a Public Relations Officer in the U. S. Marine Corps, Captain Murray Martin has returned to inactive duty and has established his own publicity and sales promotion organization at 2 West 46th Street, New York. Captain Martin saw service in the South Pacific with the First Marine Division, Fleet Marine Force.

☆

Bob Kelly, whose 111 points for 24 months in the Army, 43 of which were spent in the Pacific, earned him an honorable discharge, has joined KPO's, San Francisco, guest relations staff. While in the Army, Kelly worked on the 24th Corps Daily News Sheet and wrote scripts for "Hello, Hawaii," a network program with Army talent.

☆

Cy Smith, once again a civilian after two years in the Army, has joined KGW Portland, Oregon, as staff announcer.

## Want Representation

FOR YOUR SHOWS  
in the  
PACIFIC NORTHWEST?

— ♦ —

We Cover  
Washington — Oregon  
Idaho — Alaska

Actively — Intelligently  
TRANSCRIPTIONS — SCRIPTS

**Barry-Sherman Co.**  
400 UNIVERSITY BLDG.  
SEATTLE 1 WASH.

# WAC Sets Campaign For War Effort Aid

(Continued from Page 1)

Resignation of 10 Army officers who will participate with the Council's regional sponsorship chairmen in key cities throughout the country. In addition to the newly-assigned officers, the Council's own staff has been supplemented by three full-time men: A. Smith, F. M. Legler and Gerry Martin, whose services have been contributed by The New Yorker Magazine, MacFadden Publications and NBC. Their headquarters will be in the Council's New York office.

The New York office will have two of the Army officers, appointed by the Second Service Command, and the other eight will call on advertisers and agencies in their respective service commands.

The officers will emphasize chiefly the nine Army campaigns currently in the Council docket: the Job Ahead-Japan; Security of War Information; U. S. Infantry; V-Mail; Christmas Packages for Men Overseas; WAC Recruitment; Honorable Discharge Emblem; Veterans' Readjustment, and Veterans' Assets.

In approving the new setup the War Department said: "The War Advertising Council has long been an active, strong and dependable ally of the War Department. The saving in time, personnel and money due to the co-operation of this splendid organization can never be truly measured. Through its activities, millions of dollars worth of sponsored advertising have been obtained for many War Department projects, including the several recruiting campaigns, V-Mail, Security of War Information, Conservation, Christmas Packages, and U. S. Infantry.

"Last year, American business contributed more than \$300,000,000 in sponsored advertising to 62 home-front campaigns. Approximately 25 per cent of those were Army programs. Currently 34 per cent are Army programs, 11 in number. The

# British Election News Set For All Networks

(Continued from Page 1)

round-up session with NBC representatives in London and Washington. Stanley Richardson, Chester Morrison and Edwin Haaker from London and William McAndrew from Washington. At 11:15-11:30 p.m., EWT, Richard Harkness, from Washington, will interview a prominent British political writer re the significance of the election results.

CBS' coverage will be projected over the following programs: 8-8:15 a.m., EWT; "The World Today" news feature at 6:45-6:55 p.m., EWT, and the "Feature Story" program at 4:30-4:45 p.m., EWT. Edward R. Murrow, CBS correspondent in Berlin covering the Big Three event, may come through with a special shortwavecast.

Mutual's coverage will include four special shortwavecasts from London, to be made by Mallory Browne at 9:03 a.m., 10:01 a.m.; 11:05 a.m., and 1:05 p.m., EWT. In the event the election returns will not have been completely tallied, further reports will be handled by both Browne and Arthur Mann, who heads MBS' in London.

American's Arthur Feldman, chief of the web's London office, has established special election coverage headquarters in the Reuters Building in the center of London's Fleet Street, from where all results and color features will emanate.

BBC schedule is as follows: 8-8:02 a.m. for election headlines; 8:02-8:17 a.m., Radio Newsreel; 9-9:30 a.m., newscast; 12-12:15 p.m., also newscast; 1:05-1:15 p.m., official summary of election results; 2-2:02 p.m. election headlines; also at 4-4:02 p.m. Newscasts will be as follows: 5:45-5:50 p.m.; 6:45-7 p.m.; 9-9:10 p.m.; 10:45-11 p.m., and 12:30-12:45 a.m., all EWT.

tremendous scope of this sponsorship activity is obvious from these facts alone. The importance of this expanding program cannot be over-estimated, and we are confident General Witsell and his committee will take full advantage of all the benefits that will accrue to the War Department, and the over-all war effort, through the appropriate use of the facilities of the Council and the enthusiasm of our officers in the field.

"We wish to assure the War Advertising Council of our appreciation of their past assistance, and express our confidence in the success of our future joint activities."

# Case Against Mesters Repeated At Hearing

(Continued from Page 1)

of Wodaam stock, intervening in support of the Commission's proposed denial, cited admitted violations by the Mesters of OPA price ceilings, also short-weighting and mis-labeling of their salad oil products. He contended that good moral character is requisite to the holding of a broadcasting license.

The FCC general counsel, Rosel Hyde, claimed one of the brothers had perjured himself under oath at the previous hearing in further proof of his unfit character.

Phillip Hennessey, lawyer for the Mesters, replied that all the standard requirements of the Commission, as listed in the form filled out by the Mesters to accompany the application for sale, had been satisfactorily met.

A further complication in the sale of foreign-language station WOV is the suit now in litigation in New York courts. In this suit O'Dea claims that an agreement he signed waiving his option to buy WOV was voided when the first application for sale was withdrawn and that the option still is in force.

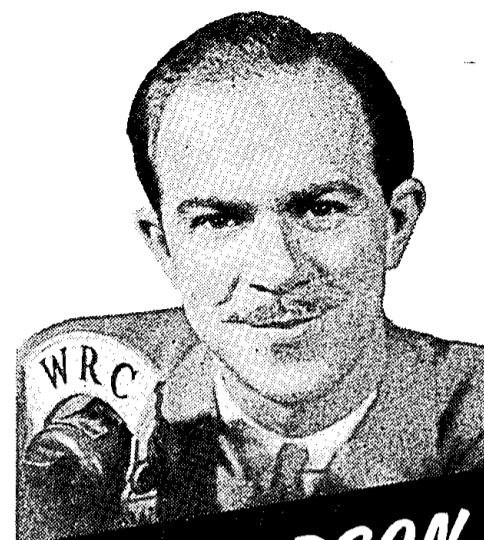
# Elected to RCA Post

Election of Eugene F. Haines as assistant Treasurer of the Radio Corporation of America and manager of the RCA Victor Treasury Department was announced by Frank M. Folsom, RCA executive vice-president in charge of the RCA Victor Division, following a meeting of the Board of Directors. Mr. Haines has been with RCA Victor and predecessor companies for 44 years. He joined the Victor Talking Machine Co. at Camden, N. J., in 1901, as an office boy for the company.

# Send Birthday Greetings To

July 26

- Gracie Allen Charles Butterworth
- Buddy Clark John J. Karol
- Ruby Mercer Don Voorhees
- Carl O. Wyman Stacy Harris



**BILL HERSON**  
Every WEEKDAY MORNING  
6 to 9 a.m.

# First CHOICE of Washington Agencies!

When local advertisers place one minute announcements to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

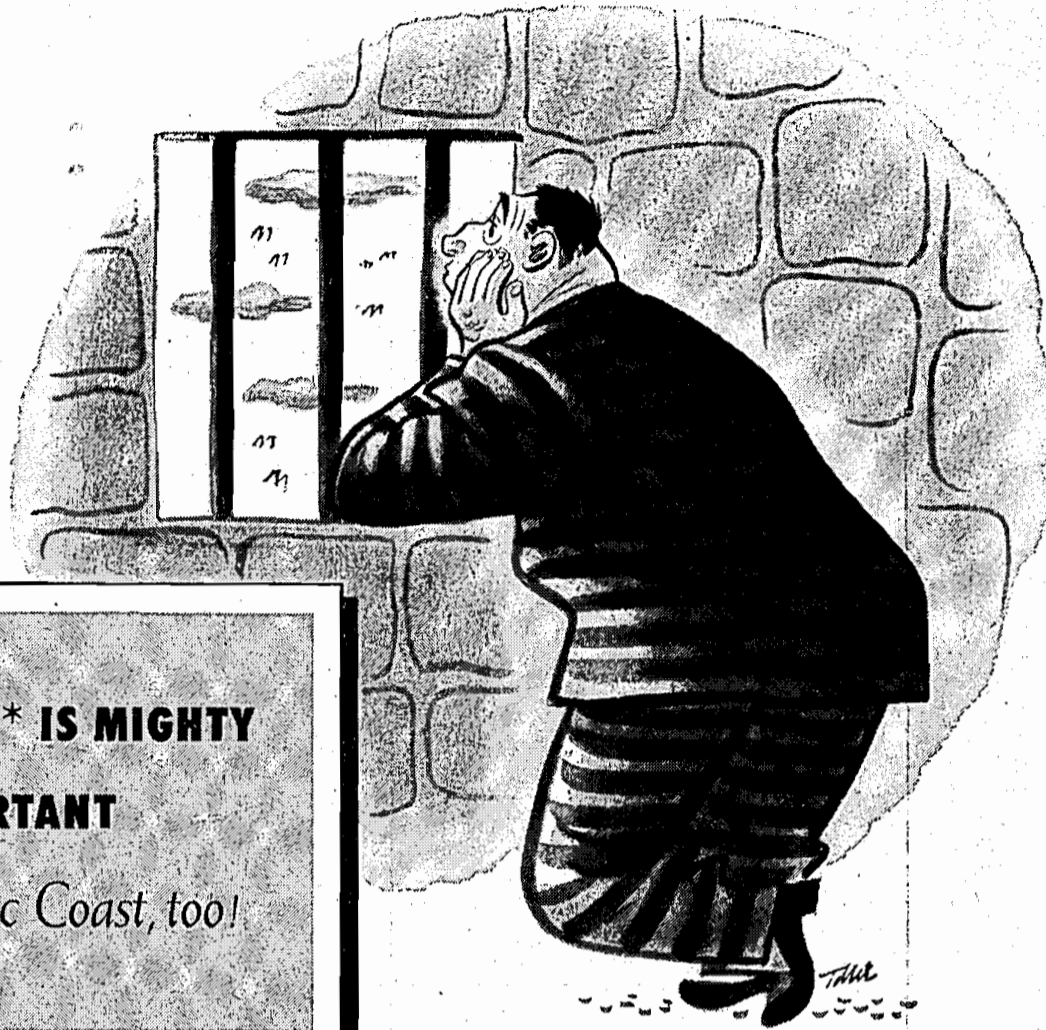
Local preference makes Herson your No. 1 spot buy.

**1 CHOICE IN CHATTANOOGA IS**

**WDD**  
20th YEAR  
CBS  
5,000 WATTS DAY AND NIGHT  
PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES  
First IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

**exclusive!**  
**WIBG**  
990 ON YOUR DIAL  
Athletics and Phillie's HOME GAMES  
PHILADELPHIA

**FIRST in WASHINGTON**  
**WRC**  
Represented by NBC SPOT SALES



**THE OUTSIDE\* IS MIGHTY  
IMPORTANT**  
*on the Pacific Coast, too!*

**\*Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.**

ALL 4 networks cover the "inside market" of the Pacific Coast, but only Don Lee completely covers the "outside market" (where half the retail sales are made).

How come? Because most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of the other networks doesn't work.

Don Lee is the only network with enough stations (39) to do the job. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific

Coast) showed 60 to 100% of listeners in the "outside market" tuned to Don Lee stations.

Coverage of the "inside half?" Don Lee has that, too. Regular Hooper reports of the "inside market" reveal that during 1944 all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

All of which goes to prove that a good radio show on Don Lee has more listeners than the same show on any other network on the Pacific Coast.

*The Nation's Greatest Regional Network*



THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*  
5515 MELROSE AVE., HOLLYWOOD 38, CAL.  
Represented Nationally by John Blair & Co.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 19

NEW YORK, N. Y., FRIDAY, JULY 27, 1945

TEN CENTS

## FM Arguments Revealed

### Three Station Deals Get Approval Of FCC

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the sale of KFPY, Spokane, Wash., by Frances R. Synons, Arthur J. Bright and Francis R. Synons, E. J. Craney and the Spokane and Eastern branch of Seattle First National Bank, to Craney, the Craney-controlled Queen City Broadcasting Corporation and John L. Wheeler, Los Angeles lawyer, son of Sen. Burton K. Wheeler, Montana. Price for 9.9 per cent of the outstanding capital stock was \$348,497.

Senator Wheeler, as chairman of the powerful Senate Interstate Com-

(Continued on Page 3)

### WQXR Signs Wanamaker For Heavy News Sked

John Wanamaker department store has purchased three news programs daily over WQXR for a period of 52 weeks, effective July 30. Store will sponsor "World Wide News Review,"

15-minute summary of headline news and feature stories, heard 9-9:15 p.m. and two daytime news broadcasts at 8 a.m. and 12 noon. Stan Roberts will handle the early show

(Continued on Page 4)

### Press Wireless Files Motion On Rate Matter With FCC

Press Wireless, Inc. has filed with the FCC a motion to dismiss the order of the Commission asking that the company show cause why its present international radiotelegraph and other rates should not be reduced;

(Continued on Page 3)

### Heard Here

Clement R. Attlee, leader of the Labor party which swept into power in yesterday's counting of Britain's election results, made his last broadcast in the United States over the Columbia network, Saturday, May 12 (3:30-3:45 p.m., EWT). He spoke from San Francisco where he was attending the United Nations Conference as a member of the British delegation.

### Telecast Of Battle

First dramatic pictures of enemy suicide planes attacking United States ships off Okinawa will be seen over NBC's television station WNBT when the recently released Navy film "The Fleet That Came To Stay" is telecast. Lt. Collier Young, USNR, who was with the fleet at Okinawa and who wrote and produced the film, will appear in the WNBT studios to introduce the film and to give a personal narration of his experiences off Okinawa.

### OWI To Stop Editing Of Monitored Reports

Washington Bureau, RADIO DAILY

Washington—OWI will discontinue selecting and editing for radio and press the monitored reports of enemy and other foreign broadcasts with which FCC's Wartime Intelligence Service has supplied them, Neil Dalton, director of OWI's Domestic Branch announced yesterday. Instead of discontinuing the service entirely, said Dalton, the Domestic Branch will send out on its wire original copy

(Continued on Page 2)

### New NAB President To Be Entertained On Coast

Los Angeles—Justin Miller, new president of NAB, will be guest of honor at a luncheon Aug. 1, at which Sidney N. Strotz of NBC will be host. Members of Hollywood radio colony have been invited to attend.

### Results Of Election In Britain Get Complete Coverage In U. S.

U. S. networks and stations yesterday gave full coverage to the British election, on both regular news broadcasts and special announcements, the opening guns beating the wire services by half an hour in presenting the totals. On CBS, Edward R. Murrow, European news chief, Larry Lesueur and Douglas Edwards were heard on several broadcasts from London. CBS shortwave listening post supplied election figures as

### Ten Briefs Ready For Hearing Monday And Tuesday Forecast Opposition To Proposals Of The FCC

### Junior C. Of C. Week Plans Salute To Radio

Washington Bureau, RADIO DAILY

Washington—The nation's Junior Chambers of Commerce will join in recognition of radio as a medium of free speech during Jaycee Radio Week, August 26-September 1, according to an announcement by Henry Kearns, president of the United States Junior Chamber of Commerce.

"1945 marks the silver anniversary of two great and vital forces in the

(Continued on Page 8)

### Zenith Announces Backlog Of \$57,000,000 For Radios

Zenith Radio reports a backlog of \$57,000,000 in orders received for civilian radios to be delivered as soon as possible after reconversion, according to word sent to stockholders by

(Continued on Page 4)

### Market For Radio In Spain Described By Biz Weekly

Washington Bureau, RADIO DAILY

Washington—There is great demand in Spain for all kinds of electronic products and keen interest in imports

(Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—A forecast of the various ideas concerning FCC proposals for FM regulation which will be put forth in the hearings Monday and Tuesday of next week was given yesterday in a group of 10 briefs filed by broadcasters. Chief targets of the opposition were the proposal that a six-hour minimum operation be required per day, that FM broadcasters be required to program a full hour each afternoon and evening or original material not duplicated by any

(Continued on Page 8)

### Broadcaster Urges Altered FM Schedule

In a memorandum submitted to the FCC yesterday, Elias I. Godofsky, former president and general manager of WLIB, urged that requirements be altered so that a minimum of 10 hours of broadcasting daily by FM stations be necessary.

Godofsky, who has before the Com-

(Continued on Page 3)

### Trip To South Pacific Set For Free-Lancers, Execs.

Names of radio executives and free-lancers who are to be flown to Pacific battle areas shortly were revealed yesterday by the Army. The junketers will acquire first-hand informa-

(Continued on Page 5)

### Deserved Tribute

Paying tribute to Ernie Pyle on his birthday next Friday, WQXR will broadcast from 2:15-2:30 p.m. the "Treasury Salute" which dramatizes some of the incidents which made Pyle beloved by servicemen. Burgess Meredith, whom Pyle personally approved to portray himself on the movie screen, will be heard on the program in the part of the famous war correspondent.



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

Starring On Atlantic Spotlight

Georgie Jessel and Dorothy Kirsten, soprano of concert and operatic stages will star on New York portion of BBC-NBC's "Atlantic Spotlight," Saturday, 12:30 p.m., EWT. Will Fyffe, Scotch humorist, Jimmy Messini, favorite singing guitarist of Continent will share London spotlight. Two-way show is heard simultaneously in Britain and America.

20 YEARS AGO TODAY

(July 27, 1925)

WLS, Chicago, is planning to conduct a radio letter contest next month, object of which will be to draw from farm people their statements of experience, impressions and the use of radio on the farm. Prizes of receiving sets and equipment will be offered.

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

Coming and Going

HARRY MAIZLISH, general manager of KFVB, Warner Brothers station in Los Angeles, is in New York on station business. He'll be here for about two weeks.

TED GIMBEL, son of Benedict Gimbel, Jr., president of WIP, Philadelphia, has returned from a year of overseas duty with the American Field Service in Europe.

MERLE S. JONES, vice-president and general manager of WOL, Washington, D. C., is in New York for talks with the national representatives of the station.

TOMMY McDERMOTT, producer of Benton Bowles "Glamour Manor," is back at his office in the agency's headquarters following a brief visit to Boston.

RUSSEL CASE is leaving for the West Coast, where he will work on music for Dinah Shore's forthcoming Victor Recording release.

EVELYN PEIRCE, chief supervisor for daytime radio for Compton Advertising, Inc., is vacationing at Nantucket.

SIDNEY N. STROTZ, vice-president of NBC in charge of the western division, and LEWIS S. FROST, his assistant, journeyed from Hollywood to San Francisco last week to confer with John W. Elwood, general manager of KPO.

DAVE DRISCOLL, director of war services and news at WOR, has left on a vacation of three weeks. Edythe Meserand will be in charge during his absence.

BILL WARE, account executive of the North Central Broadcasting System, off on a short business trip to Detroit, Cleveland and Akron.

HOWARD PHILLIPS, producer of WMCA's "Five Star Final," is vacationing at Provincetown, Mass. His pinch-hitter is Beatrice Mellicker.

HAL NORMAN, announcer on KFH, Wichita, Kans., is spending a few days in Kansas City recording for Calvin Film Studios.

FRANK O. MYERS, general manager of KCMC, Texarkana, Tex., is back at the station after having spent two weeks in New York on station business.

American Reports Income Fort Co-Operative Dept.

Gross income for the American's co-operative department, under the supervision of Stanley C. Florsheim, for 1944 came to approximately one million for talent and three million for time.

Stoopnagle On 'Star Theater'

Col. Lemuel Q. Stoopnagle will appear Sunday as guest on the "Texaco Star Theater" over CBS at 9:30 p.m. Another celebrity will be Ralph Di Palma, champion automobile racing driver of the last generation.

OWI To Stop Editing Of Monitored Reports

(Continued from Page 1)

for editing by press and also by radio. Dalton said that if users wish to pool their handling of this material in either Washington, New York, or San Francisco, OWI will co-operate to make that feasible. The copy will be received almost simultaneously in the three cities, according to Dalton. OWI will bear the expense of the wire to the three cities.

All points wishing to continue receiving service or having any suggestions about the operation of the new method were requested to notify Dalton.

Special Shows On WNYC To Salute AAF Birthday

In commemoration of the 39th anniversary of the U. S. Army Air Forces, WNYC, the municipal station, will broadcast three special programs: Tues., July 31, 6-6:30 p.m., "Hangar Breeze Session," featuring a veteran from each of the Army's overseas combat Air Forces; Wed., August 1, 2:30-3 p.m., "Air Forces Day," and during intermission of the Stadium concert on August 3, a final salute will be carried. Corporal Dick Pack, formerly with WNYC, will produce the programs.

FINANCIAL (Thursday, July 26) NEW YORK STOCK EXCHANGE. Table with columns: High, Low, Close, Net Chg. Includes stocks like Am. Tel. & Tel., CBS A, Crosley Corp., etc.

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



Camera study

That's a U.S. Navy sub. It makes a fascinating study for the camera.

But do you see anything wrong with the picture?

Most people who first see the picture exclaim, "Look at that torpedo crossing the bow!"

But that's just part of the reflection on a sullen swell.

But there's one picture that has no second guesses in it... no doubtful reflections... and that's the part W-I-T-H plays in the Baltimore radio picture!

Delivering as it does... the greatest number of listeners for the lowest cost... W-I-T-H is the top buy in this five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

## Three Station Deals Get Approval Of FCC

(Continued from Page 1)

merce Committee is a key figure in radio legislation.

Control of WSJS, Winston-Salem, N. C., was restored to Gordon Gray, owner of 99.8 per cent of outstanding common stock in the Piedmont Publishing Company, licensee of the station. The Commission consented to relinquishment of control of the company by the surrender by preferred stockholders of Piedmont of each share of the present outstanding five per cent cumulative preferred stock, five shares of the new three per cent non-cumulative second preferred stock, and \$6.66-2/3 per share in cash (\$60,300) which is a dividend on the old preferred stock.

Control of WKNE, Keene, N. H., was bought by M. S. Wilder, owner of 49 per cent of outstanding voting common stock and 100 per cent of non-voting preferred stock by the issuance by WKNE Corp., to Wilder of 190 shares of unissued voting common stock and payment of \$2,525 cash for surrender to WKNE of 205 shares of Wilder's preferred stock.

### New ET Firm Elects Officers

Aldert van der Molen, president of Alpha Records, Inc., reveals that Louis Nurko has been elected vice-president in charge of Artists and Repertoires by the board of directors of the newly formed recording outfit, specializing in authentic Latin-American music.

Eddie Saulpaugh has been appointed recording director and Alfredo Antonini musical director.

## Broadcaster Urges Altered FM Schedule

(Continued from Page 1)

mission an application for an FM station, also urged that the FCC refrain from reserving 20 channels for future FM use and to "forget the idea of extended coverage for metropolitan stations." Godofsky told the FCC that his plea is made in the interest of FM if it is to be encouraged instead of stifled.

In his letter to the Commission, Godofsky also wrote that the Commission should issue a "sense of the Commission statement" to the effect that ownership, operation or control of both AM and FM stations serving substantially the same area would constitute a concentration of control inconsistent with democratic objective. He further suggested that no rule be promulgated until after the 1950 census indicates whether or not the number of FM sets in use in a given area equals or exceeds the number of AM sets in use.

Godofsky further declared that the proposal to reserve 20 channels for future FM broadcasters "favors the do nothings" against the toilers; that it accrues substantial benefit to a group which may be "playing safe" while others take the risks.

As to extended service areas for metropolitan stations, Godofsky stated he opposed it because "monopoly of entertainment and information will be created; it creates unfair competition and economic hardship based upon coverage rather than programming. In effect it recreates the AM problem of 'clear regional channel and superpower'."

As to the Commission's proposals on program duplication, multiple ownership, network regulations and use of common antenna sites and the community and rural station plan, Godofsky termed them all "sound."

## Press Wireless Files Motion On Rate Matter With FCC

(Continued from Page 1)

the original order was entered July 10.

Petition for dismissal was based on three main grounds. First that the order did not give the company the 30-day period for a reply as required by law; second, that the order was not sufficiently clear and certain to permit the company to prepare a reply, and third, that the order was inopportune.

Regarding the third point, Press Wireless states that so far as is known, none of the users of its services have complained that charges were too high. Petition says that the present earnings of the company are distorted by wartime conditions and do not constitute a fair basis for the action of the Commission.

### Edwards Film Out Aug. 1

"Radio Stars on Parade," RKO's film which stars Ralph Edwards and his "Truth or Consequences" radio program, is scheduled for trade release Aug. 1. Frances Langford also is featured in the production.



You may never be home-sick for Ft. Dodge. . . .

But throughout every nook and cranny of the country there are thousands of men and women who pine for Ft. Dodge and the good, rich land of Iowa. . . .

So, now you can well imagine how hearts were gladdened on the night of February 28, 1945, when Fulton Lewis, jr., broadcasting over Mutual from FVFD, Ft. Dodge, Iowa, told his millions of listeners about progressive Ft. Dodge . . . the rich farm land . . . the wide streets . . . fine schools . . . the hard working people. . . .

Harold Schill's aunt heard it in Pomona, Calif. . . . Mrs. Dan Townsend heard it on a graveyard shift and wondered if Danny could hear it somewhere at sea. . . . Bob Sherwood, now 88, and last of the Barnum circus clowns, listened in N. Y. and wrote a letter to Mayor Poole about his youthful days in Ft. Dodge. . . . P. S. Barnes of Weathersfield, Conn., heard Lewis and wrote his sister back home. . . . Bob Hoyer tuned in at Jacksonville and wrote KVFD. . . . Mrs. Jim Black wrote son Irving from Pasadena . . . in Florida the folks next door came in to tell Carl Aabye about it . . . WPB heard it in Washington and threw an orchid to KVFD for its scrap drive successes. . . .

Which all goes to prove that people *listen to* and *believe in* Fulton Lewis, jr.\*. . . tagged by many "the greatest reporter alive today."

\*This is he



Still available for sponsorship in a few key territories. For immediate details—Phone, write or wire:

Cooperative Program Department  
**MUTUAL BROADCASTING SYSTEM**  
1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.  
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

## STARS OVER KMBC



HENRY GOODMAN

Like all KMBC personalities, Henry Goodman is nationally publicized and nationally known! Henry, as a member of KMBC news department, compiles his newscasts not only from A.P. and U.P. wire services—but from 200 string correspondents throughout Missouri and Kansas. Hitch your advertising to a "Star." Phone Free & Peters, Inc.

**KMBC**  
OF KANSAS CITY

**SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS**

## LOS ANGELES

By RALPH WILK

**G**EORGE FISHER, whose Hollywood Whispers program is presented over KECA Monday through Friday nights, is writing Hollywood articles for four fan magazines.

CBS correspondent Harry W. Flannery authored an article in the current issue of the Free World magazine titled "The Enemy Behind San Francisco." Flannery is at present on a tour of the China-Burma-India theater of war.

Chuchu Martinez, Latin-American singer, will record 16 sides for the Boris Morros firm, American Recording Artists during 1945. Martinez starts recording stint immediately.

Wilbur Hatch will take over the musical assignment on the half-hour CBS show, "The Electric Hour" for the Summer series, while Robert Armbruster takes a well-earned vacation. Program stars Francia White, soprano, and Felix Knight, tenor. Frank Graham is the announcer.

Franz Waxman, noted composer and conductor for Warner Bros. Pictures, will conduct Sunday's civic concert at Exposition Park, to be broadcast by KFWB. The 45-minute broadcast will also be carried by the Armed Forces Radio Service. The concert is one of a series of five sponsored by the County of Los Angeles in cooperation with the Musicians' Association of Los Angeles to stimulate public interest in music.

Jean Hersholt, star of Columbia's "Doctor Christian" series, has returned from a visit to his native Denmark, where he conferred with high government officials concerning post-war reconstruction in that country. Hersholt resumed his weekly broadcasts on the "Doctor Christian" show recently.

### WQXR Signs Wanamaker For Heavy News Sked

(Continued from Page 1)

and Albert A. Grobe the noon program. Contract was placed direct.

Wanamaker store, by coincidence, was the station's first commercial account 10 years ago when it was known as W2XR. At that time the store sponsored a series of one-hour symphonic programs of recorded music.

Lisa Sergio's "Column of the Air" has been renewed by Parfums Weil Paris, effective Sept. 4, through the Kelly-Nason agency. Other sponsors continue their respective sponsorship of Miss Sergio's news programs heard at various times during the week.

**WANTED**—Large organization needs experienced executive to sell radio programs. Must be well-grounded in market research, rating analysis, etc. Advertising agency experience preferred. Substantial salary available. Summarize qualifications in first letter. Box No. 193, Radio Daily, 1501 Broadway, New York 18, New York.



### Radio Is My Beat . . . !

● ● ● Harry James and his sponsor are reaching the Hatfield-McCoy stage. James insist on playing Meadowbrook while the sponsor is just as firm on his playing from hospitals. . . . Biggest bombshell of the week was the report about Eli Oberstein going back to Victor. And after all that mud-slinging a few years back! . . . Insiders getting a chuckle or two out of that agency exec who hasn't told his star yet that a big deal practically set for him had fallen through. The star is going around telling everybody that the show is 'in'—while the exec is wondering how he can tip his mitt. . . . The day when well-known instrumentalists can sit in on jam sessions is over in New York—at least so far as nite clubs are concerned. This month's Local 802 Journal has an edict making it verboten. . . . Were those FBI men questioning some of Louie Prima's men last week? . . . Rose Marie landed the lead spot in Milton Berle's new musical, "Spring in Brazil." Also signed is Done Arres, of WHN's "Gloom Dodgers" . . . Believe-it-or-not, an agency commissioned a songwriter-about-town to write a number for a nite club chanteuse with the following instructions: "It must be lewd, hawdy, suggestive, a little dirty—with a patriotic ending!"

★ ★ ★

● ● ● Radiokays: NBC's "Tin Pan Alley of the Air"—a songwriter's Utopia. . . . Kate Smith's Columbia disc of "There You Are." . . . Danny O'Neil's warbling on CBS. . . . Dan Seymour's exciting Mutual series, "Now It Can Be Told." . . . Frankie Carle's profile in the current "Look" mag. . . . The terrific hypo in Bert Wheeler's Mutual show since he added those new writers. We knew all along the guy was great. All he needed was a break in material.

★ ★ ★

● ● ● A large cosmetic outfit wants Gloria Vanderbilt Stokowski for a chatter program on the air but poppa says noooooo. . . . Agency execs willing to bet their last buck that the Groaner returns to the air in the fall. . . . Du Mont television planning a video production unit in Hollywood. . . . Mary Astor's ailer, "Mary Christmas," suffering from scriptitis. . . . Hollywood is having its hands full trying to find a gal to portray Tokyo Rose. Altho' some femmes will play baddie roles, there's a limit they say. . . . Hal Wallis' discovery, Lisbeth Scott, not only has been lined up for six mag covers, but will be glorified with a full-page photo in Life's July 27th issue. . . . Dave Elman's auction show on Mutual takes on a sponsor in Sept. Show shifts to Monday nites Aug. 6th. . . . Cosmopolitan Records moving into new quarters on W. 56th street next week. Ralph Berson doing the public relations and advertising. . . . Lon Clark gets the lead on "Lights Out." . . . Benny Goodman very hot for a fall show. . . . It's now Timothy J. Marques, if you please! . . . Lindsay MacHarrie, producer of "We, the People," leaving for the Pacific any boat now, with Ted Adams pinch-hitting. . . . Harry Moss, the booking agent, has turned lyric writer. Lopez will do his tune, "You'll Be Sorry," on Spotlight Monday nite from Ft. Dix.

★ ★ ★

● ● ● Filler Dillers: Bill Stern cracks that he doesn't know what food is being dished up for the Big Three at Potsdam, but he hopes they're definitely cooking Hirohito's goose, too. . . . Phil Spitalny knows a Hollywood producer who isn't making a film about the Barbary Coast. . . . Judy Canova says with the meat situation as it is the only chops she's been licking lately are her own. . . . Harry Wismer wonders whether you heard about the caterpillar with only one hair. He wasn't fuzzy, wuzzy? . . . Van Cleave, says that Radio Row can forgive a fellow for tooting his own horn if he manages to change the theme once in a while. . . . Dean Jagger maintains that many of our femme stars would be quite spic if they had less span.

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**R**OBERT W. MILLER, former La Salle Street executive, newspaperman and member of the Henri Hurst and McDonald agency, Chicago, has joined the American Broadcasting Company's central division in its sales department, it has been announced by Gil Berry, network sales manager.

The 8:45-9:00 a.m. (CWT) Monday-through-Saturday musical clock program on WMAQ has been renewed for 52 weeks by Evens Fur Company, through State Advertising Agency, effective July 2. Other WMAQ renewals are the Kc Jamboree, Saturday morning song and patter session (10:15-10:30 a.m., CWT) starring Curley Bradley as singer emcee, sponsored by Jacques Manufacturing Company, which drew another 52 weeks over 74 NBC stations, effective August 4, through Leo Burnett Company, and "The Voice of the Dairy Farmer," heard Sundays from 12:00-12:15 p.m., CWT over 39 NBC stations, with a 13-week extension from its sponsor, American Dairy Association, through Campbell-Mithun, Inc., effective July 29. Latter program features a news commentary by Clifton Utley and farm comment by Everett Mitchell, NBC central division agriculture director.

Robert D. Carman, a member of the NBC central division continuity staff for the past two years, has been appointed assistant to William Murphy, continuity editor. Carman succeeds Myron Golden, who resigned to join Grant Advertising, Inc.

### Zenith Announces Backlog Of \$57,000,000 For Radios

(Continued from Page 1)

E. F. McDonald, president of the company. At the same time it was stated that a backlog of \$73,000,000 in unfinished government contracts for highly essential military equipment was also on hand.

At a meeting of the board of directors, all present officers were re-elected and two new offices were created. Harvey Tullo, director of purchase was elected vice-president in charge of purchasing and Sam Kaplan, credit manager and assistant treasurer, was elected assistant vice-president.

McDonald maintained his stand on television as he has on various occasions expounded—that it "was only around the corner for the stock salesman."

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



# AGENCIES

**WARD WHEELOCK**, Los Angeles, advertising agency, has signed Hall to handle national publicity in the Masquers Club's new radio program which goes on the air the 11. Unusually heavy buildup for the program is planned, with large amount of advertising space pegged on national publications and newspapers. Hall office also handles public relations for the Academy of Motion Picture Arts and Sciences.

**PHILIP DOELKER**, formerly a director with CBS, has joined McCann-Erickson, as an assistant radio producer, it was announced yesterday. Lloyd O. Coulter, vice-president in charge of radio. Doelker will assist Carlo DeAngelo on Westinghouse's Red Malone series.

**YOUNG AMERICA FILMS, INC.** recently organized by Young America magazine to produce and distribute a complete service in visual education for schools—including 16 mm educational films, film strips, projectors and other equipment—announces the appointment of Raymond Spector Company, Inc. as its advertising counsel.

**W. B. GEISSINGER**, vice-president and manager of the Los Angeles office of BBD&O, has named Tom Dillon as copy chief for that office. Dillon started with BBD&O 10 years ago as copywriter in Minneapolis. More recently, he has served as copy chief and creative head of the BBD&O office in San Francisco.

## Market For Radio In Spain Described By Biz Weekly

(Continued from Page 1)

From the United States, Robert Brandin, of the U. S. Embassy in Madrid reports in the current issue of the Foreign Commerce Weekly. "While simple mechanical component parts are usually made locally, essential components are imported, mainly from Germany, The Netherlands and the United States," he says. "While domestically manufactured parts are accepted by the domestic market, foreign goods are preferred when available."

No tubes are produced in Spain. Before the war tubes were imported from European countries, but receiving sets are now being designed to use present and receiving sets were designed for these tubes. The present tendency in receiving set production, says Brandin, is toward sets adaptable to the use of either European or American tubes. Since the

## WANTED

Announcer wanted by Southern station. Salary and talent. Excellent opportunity for good man. Box 189, Radio Daily, 1501 Broadway, New York 18, N. Y.

# Results Of Election In Britain Get Complete Coverage In U. S.

(Continued from Page 1)

The CBS log was as follows: 8-8:15 a.m., Allan Jackson in New York and Murrow in London; 9-9:15 a.m. Pickup from London; Lesueur and Edwards from London; 11 a.m. bulletins with latest return, N. Y.; 12-12:15 noon, Kate Smith programs with returns; 1:30-1:45 p.m. London pickup, Lesueur, during Margaret MacDonald "Radio Newspaper," N. Y.; 2:15 p.m. bulletin, Churchill sends resignation, N. Y.; 4:30-4:45 p.m. "Feature Story," with Murrow from London, also Edward and Lesueur, and 6:45-6:55 p.m. pickup from London on "The World Today."

### Morrison Heard

With the opening the NBC network at 8 a.m., EWT, the "World News Round-Up" had a London pickup with the election news. Chester Morrison was heard from London also at 10 a.m. and at 1:45 p.m. Two more London pickups were heard at 6:30 p.m. and 6:40 p.m. Another took place on the John W. Vandercook commercial which starts at 7:15 p.m. W. W. Chaplin was heard from N. Y. at 1:45 p.m. with comment and reaction pickups from London, Washington and Berlin.

Analysis and comment was heard on the Lowell Thomas broadcast 6:45 p.m. and by H. V. Kaltenborn at 7:45 p.m. At 11:15 p.m. Richard Harkness in Washington was heard in a two-way conversation with a British political expert in London.

Mutual had Mallory Browne, on from London at 9 a.m. with three minutes of returns and news during Frazier Hunt program; again at 10 a.m. on Henry Gladstone news program; 11 a.m. on Arthur Gaeth show and 1:05 p.m. on Royal Arch Gunnison news program. Arthur Mann from Berlin gave local color on reaction there at 3:38 p.m. but this was carried only on WOR. Also carried by WOR was the proclamation to Japan, given out from Berlin.

Two American Broadcasting Co. foreign correspondents were on the air early yesterday morning with the news and returns of the election which returned Churchill to his seat in Parliament but not his cabinet. Arthur Feldman in London, ABC

war cut off the supply, tubes have become practically unobtainable in Spain.

There are about 25 domestic manufacturers of radio receivers, but only 10 produce in quantity because of lack of machinery and raw materials.

The number of radio sets actually in use in Spain is about 750,000 mostly in large cities. About half of these are equipped to receive shortwave. Practically all new sets are being equipped for both long and shortwave reception. Receiver stocks on hand early in 1945 were very small and imports had virtually ceased, according to Brandin.

There is no market, according to Brandin, for television or FM equipment in Spain.

chief there rigged up a broadcasting station on the editorial floor of Reuters, on Fleet Street and he was enabled to send to the U. S. first-hand news that the Prime Minister had not been returned to office. This broadcast was made at 8:30 a.m., EWT and again at 8:55 a.m. Feldman was able to give what were close to final figures showing that Labor had won 350 seats and the Conservatives fewer than 200 seats in the House of Commons.

In the afternoon at 2:53 p.m. Donald Coe, network staff man in Berlin reached the New York news room of American and frantically yelled he had an important message to air. The web broke into The Fitzgeralds' program with the Truman, Churchill, Chiang-Kai-Shek ultimatum to Japan to surrender. Again radio was ahead of the wire services.

American network also had several special broadcasts and commentators were heard throughout the day commenting on the turn of the British election. Pickups were made from the Capital as well as London and Berlin throughout the day.

### Yankee Web Coverage

Boston—The Yankee network news service was in direct contact by telephone with London the evening of July 25th, giving as much attention to the history-making election in Great Britain as if it were a home election.

They brought the vote to Yankee network listeners throughout New England from the time WNAC, their key station opened at 6:00 a.m., also recapitulations, changes and trends. Shortly after 7:00 a.m., fully an hour ahead of the press services Leland C. Bickford, editor-in-chief declared on the basis of figures compiled by the news staff that Churchill had been defeated for Prime Minister. Yankee also had access to information from the Reuters wire.

## Trip To South Pacific Set For Free-Lancers, Execs.

(Continued from Page 1)

tion as to actual battle and behind-the-lines conditions for use as background in radio programs. They will be out of the United States about 30 days.

Names and connections of those who will take the trip follow:

Milton Wayne—Batten, Barton, Durstine & Osborn, Inc., New York; Nahtan Cufts—Ruthrauff & Ryan, Hollywood; Edwin L. Dunham—NBC, New York; Joseph T. Ainsley—WBBM, Chicago; Les Mitchell—Freelance, Hollywood; Lindsay Macharrie—Young & Rubicam, New York; Hobart Donovan—Freelance, Hollywood; Burr Lee—Freelance, Chicago, and Earle McGill—Radio Directors Guild, New York.



*first in War!*



*first in Peace!*

KGW's initial broadcast, 23 years ago, featured opera stars . . . since then the station has had many "FIRSTS" in music. Backbone of KGW's "620 Time" War Bond show is this fine orchestra, directed by Abe Bercovitz. KGW was FIRST in Portland with a symphony broadcast. Shown here, in 1932, staff technicians checking details of symphony concert.

**first**

*in Audience Influence!*

KGW has always preferred sensible, day-by-day public service to flash-in-the-pan stunts. Soundness of this policy is proved in the gratifying results achieved by KGW advertisers.

ONE OF THE GREAT STATIONS OF THE NATION

**KGW**  
PORTLAND, OREGON



REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

## SAN FRANCISCO

**M**MERRILL MAEL is a new member of the KSFO announcers staff. He comes to San Francisco from the Northwest where he served on the staffs of KIRO, KEVR and KOL in Seattle. For the past two years he has been chief announcer for Seattle's KOMO and KJR.

A new quarter-hour program titled "At the Balalaika" is being sponsored over KGO Sundays at 12:30 p.m. by the Balalaika Restaurant of San Francisco. It features all Russian music, both vocal and instrumental. The account is handled by the Don Steele Agency.

Wally King, popular KSFO announcer who serves as emcee at the Stage Door Canteen on Monday evenings, has just been awarded a special two-year pin commemorating his nearly 1,000 hours of service in this worthwhile cause.

Joseph J. Weed, president of Weed & Co., spent three days here conferring with officials of KSFO and the Associated Broadcasters Inc. The Weed advertising agency represents KSFO in all states east of California, Oregon and Washington.

The Albert S. Samuels Company, jewelers, of San Francisco and Oakland, are reviving their old discussion forum "What Do You Think" over KGO starting July 21st. It will be heard every Saturday night from 8 to 8:45, and will feature discussions of current topics with Bill Gwinn serving as moderator. Art Linkletter was the former emcee for the show.

Wilt Gunzendorfer, manager of KSFO, has just announced the addition of Harland Frederick to the station's list of commentators. Frederick, an associate professor in American History at the University of California, was formerly a newscaster and commentator on KLX, Oakland, and covered the UNCIO for that station and KGER in Los Angeles. He will be on KSFO twice daily, Monday through Friday at 8:15 a.m. and 5:15 p.m. for 15-minute programs.

Pat Flaherty, NBC correspondent in the Philippines and only correspondent in the Southwest Pacific awarded a combat patch, has arrived here on his first holiday in 19 months. He was with the American Rangers when they liberated prisoners at Santo Tomas prison, and there met Bert Silen, former NBC correspondent in Manila and owner of KZRH, NBC affiliate. Silen had spent three years at Santo Tomas and Flaherty was so intent on getting his story that he and Silen were isolated from the Rangers and pinned down under Jap fire for several hours. They finally crawled to an old army jeep, and all by themselves drove through enemy territory to an army mobile radio transmitter where they broadcast the dramatic story of the liberation.

## Claudia Walden Cast

Claudia Walden has joined the cast of the NBC serial, "Lorenzo Jones," in the role of "Alice."

## WORDS AND MUSIC

By HERMAN PINCUS

**F**OR years Ork Pilot Mickey Katz and his Katz-N'-Jammers have been rib-tickling the nite-spot habitues in and around Cleveland way but it wasn't until the zany aggregation hit the one and only Broadway that his star started to zoom with the speed of our new jet-propelled planes. Movie-star Betty Hutton, after auditioning numerous bands, selected Mickey and his orchestra to accompany her on an eight-week overseas tour . . . this band, handled by Morrey Davidson of the Stan Zucker office, will bear watching.

★ ★ ★

**RADIOLOGY:**—Irene Beasley, after two years on CBS with her "Neighbors" show for Wesson Oil and Snowdrift, has asked the Agency for permission to withdraw the program from consideration for a third year due to other commitments. . . ● Radiolites have discovered a new retreat for surcease from the travails of Radio Row. . . Milton Berle is the latest to have discovered Grey's Inn located at Jackson, N. H. and will go there to work on his new radio show for the Fall. . . ● Al Helfer who handles the play-by-play announcing chores for Yankee and Giant home games, via WINS, is in line for a newsreel job. . . ● While waiting last Tuesday for Sigmund Romberg at the NBC studios, we walked smack-dab into the pre-view of a Basch Production "Four-Star Revue." . . this half-hour audience participation program, fempced by charming Frances Scott, proved a smartly-paced bit of divertisement with songs by Frank Parker and Kay Lorraine and music by Jacques Renard's orchestra . . . in short, the program has Hooperpersonality. . . ● Scripter Janet Huckins, who was brought east from the coast where she authored several successful radio dramas, is doing a sweet job on the "Crooked Square" whodunits MBSponsored by Lee Hats Sundays via Mutual (starring Roger DeKoven). . . ● Clifford Goldsmith, creator of "The Aldrich Family," is readying a play, "Mr. Cooper's Left Hand," due on Broadway about October 15.

★ ★ ★

**TIN PAN ALLEY-OOPS:**—Buddy Morris is quite proud of a letter he just received from a Bomber Crew 'somewhere in the Pacific,' who ask permission to name their ship, "Sentimental Journey" after the hit tune authored by Bud Green, Ben Homer and Les Brown . . . of course permission was granted. . . ● George Bennett, professional manager of Brown & Henderson, has just acquired from Billy Hueston and Ernie Breuer, a novelty titled, "The Doodle-Bug Song" which was started on the coast and looks like a Hit-Parade possibility. . . ● Maestro Teddy King (recently honorably discharged from the Armed Forces) took his newly-formed novelty band (together but two weeks) into the Plantation Room of the Hotel Dixie in Gotham and amazed us with his clever routine of musical clowning. . . and some of the bistro operators might send their waiters to observe the courteous service given by that room's staff of waiters. . . ● Adrian Rollini trio will open a new dining room at the Hotel Victoria, Oct. 6 with several air shots weekly. . . ● The Asch Record Album, "Ballad Of Franklin D. Roosevelt," with vocals by Tom Glazer, belongs in every home. . . ● The Big Three (Robbins, Feist and Miller music companies) has representatives strategically located throughout the country who visit 125 Key Cities every 30 days . . . brother, that's coverage—and music sales promotion at its best. . . ● Look for sensational recording developments soon from Nat M. Abramson, WOR dynamo . . . his dally confabs with Music Biggies at the Hotel Astor aren't devoted to discussions of the weather. . . ● The Bob Emmerichs (he's the composer of "Our Love," "Hurry Home" and other hits) are readying to welcome Sir Stork a second time. . . ● Leeds Music may start on a ballad, "Just Before The Dawn," placed five years ago and written by Evelyn Chase and Artie Jones. . . ● Betty Barrie and Vaughn Horton are collabbing on the musical score of a Broadway Production "Across the Range," which Miss Barrie will produce. . . Ray Smith, WMCA songster will star.

## SOUTHWEST

**M**MRS. JANE KURZ has been named assistant to Fred Perry, merchandising manager of WOAI, San Antonio. Mary Louise Boortman has been added to the station's continuity staff.

Truett Kimsey, technical director for the Texas State Network, has gone to San Antonio to supervise construction of the new KABC transmitter.

A series of three weekly programs aired from the studios of WFAA, Dallas, to the Texas Quality Network feature the songs of the Imperia Quartet, composed of Ivan Wayne, Jack Prigmore, Jerry Scoggins and George Kent. Programs are sponsored by the Imperial Pure Cane Sugar Co.

Newest sponsor for the WFAA Early Birds program is the Premier Oil Co. Broadcasts are aired three times weekly over the Texas Quality Network. Among the other program sponsors are the Taylor Bedding Co., The Cameron Lumber Co. and Menzies & Co.

Bill Laurie, genial operator of KNET, Palestine, proud of becoming the local Mutual outlet. Laurie is well known in the southwest, formerly being program director and announcer for several stations in San Antonio prior to buying his own station.

With the lifting of the ban on "Man in the Street" interviews KABC, San Antonio, is introducing a new angle to this type of broadcasts. Participants on the show have the opportunity of winning either a recording of their portion of the broadcast, or a ticket to one of the local Interstate Theaters. In addition a Worry Bird is offered to the winner of the toughest question of the day. Broadcasts are handled by Alec Chesser in front of the Majestic Theater.

## WOAI Wooing Listeners In Announcement Tiein

San Antonio, Texas—Realizing that all too frequently the title of a show is insufficient to retain listener interest, WOAI here is attempting to thwart dial twisters by inserting carry-over announcements before each program. These five-second carry-overs are scheduled before the chair break and station identification.

Specific information is given about the program to follow from advance publicity received by the station. These announcements inform listeners of guest stars, a special event or highlights of a musical program. For example, this evening at about 9:29 p.m., CWT immediately following the "Dunninger" show there will be an announcement to "stay tuned for the golf star Byron Nelson, guest on Bill Stern's Sport Newsreel."

Originator of the idea is Hugh A. L. Half, president and general manager of WOAI.

## PROMOTION

### Award Winners

The four persons who are credited with NBC's tele station WNBT with winning three major 1944-45 American Television Society awards decorated the brochure which was recently put out by the station's promotion department. They are: Edward Sobol, Gerald C. Oxford, Ernest S. Colling and Paul Alley. Each picture is accompanied by a brief, but auspicious-sounding biography. Each man is shown sitting industriously at his desk, and the head declares that "it's all in knowing HOW . . ."

### Co-operative Hunt

Brazier Hunt, MBS commentator, has been brochurized, and attractively so. The web's co-operative department wants potential sponsors to know that (according to the cover) Brazier Hunt is "A Great Name," "A Great Commentator" and a "A Great Radio Program." Photographs inside show the correspondent talking to a young person as Gen. MacArthur, Dr. C. D. Coe, Gen. Aguinaldo and Walter D. Brantley.

### WMT Farm Story

History of the WMT, Cedar Rapids, Iowa, farm department, as developed by Andy Woolfries, farm service director, is going out in illustrated book form to agencies and advertisers. Eachure contains an explanation of the "WMT Sunrise Hour" program, together with rates. Photographs present the best girl and boy winners in a recent Perry Heifer Contest and the young winners they won.

### Television Pamphlet

A four-page pamphlet titled "Television as a Career," with a bibliography of recent literature on television and illustrated with pictures taken at WRGB, has been prepared by the transmitter division of the General Electric Company. It is available on request to the publicity section of G. E. in Schenectady.

### Twenty Year Club

The third issue of the "Twenty-Year-Club of Pioneers in Radio Broadcasting" has come out and Syd Eiges, manager of NBC's press department, has sent out copies to radio editors throughout the country. The publication lists the biographies of approximately 200 persons who have gained recognition for their pioneering contributions to the broadcasting medium. Copies of the third annual edition are made available to radio editors' libraries by H. V. Kaltenborn, founder of the Twenty-Year-Club.

### Myers Upped At NBC

Robert Myers, budget officer of the National Broadcasting Company, has been appointed assistant to the vice-president in charge of finance, as announced by John H. MacLachlan, NBC vice-president in charge of the department.

## WOMEN IN RADIO

By MILDRED O'NEILL

**B**EHIND the announcement by Eleanor McClatchy who is president of the McClatchy Broadcasting Company of California and Nevada that Frances Frater has become a member of the program department of the company is the idea of a rather unique job being held by a woman. A group of radio theaters are being set up at the company's five stations in which local talent will be trained and developed for the presentation of radio plays when the war is over. The five stations that will house these little theaters are KFBK in Sacramento, KMJ in Fresno, KWG, Stockton, KERN, Bakersfield, and KOH in Reno, Nevada. Frances' job will be to supervise the groups of young hopefuls. She will also be in charge of voice and diction instruction for all announcers. This is a "must" for them all. And Frances has a background well mated to this work. She's studied the theater in Europe and the Orient—she worked on Northwestern University's radio education project and in the workshop of New York University—she conducted a radio work shop at Sacramento College—directed numerous college plays—taught diction—and until recently, had charge of radio education in the Sacramento public schools.

☆ ☆ ☆

When Helen Mack took over the job of producing NBC's "A Date With Judy" over a year ago from her husband, she became the first woman producer of an NBC-Hollywood program and at the same time started a fourth career in as many branches of show business. Career is surely the correct word, for also when the new Marlin Hurt and Beulah show took to the CBS airwaves this month, Helen was holding the stop-watch for it, too. She's the same Helen Mack, well-known to theater-goers, both legitimate and movie, as well as to that tremendous audience who daily tuned their radios to the popular serial, "Myrt and Marge." In the meantime, she married Hollywood radio production man, Tom McAvity, and after a year as "Marge," retired to await the birth of her second son, Tommy, Jr., who's now three years old. For a couple of years she was simply Mrs. McAvity and concentrated all her attentions on Johnny, the eldest, and the two Toms, Senior and Junior. But the attraction of show business was still there and when press of work made Tom McAvity give up production of the Judy show, it didn't require much persuasion to get Helen to take over. Under her capable guidance, that show reached a peak this past season of 16.2.

☆ ☆ ☆

It's a cute little tale—that about Carol Stewart who thought she could sing and was quick on the trigger. Carol is the songstress who takes her cues from Helen Mack on the Marlin Hurt show. She was doing sound effects for CBS when she met Marlin Hurt. Her prettiness attracted him. Of course, he might have been thinking out loud when, looking at her, he said, "if you could only sing." But that was all Carol needed and she did just that—with the result that a year later she was selected for this new show. And this is by no means the first professional singing that Carol from Dallas has done. At one time she sang with the late Lenny Cahn's band. All of which reminds us of the story about the music lover who married an opera star of yesteryear because she had such a beautiful voice. Forever after his swan song had to be "for heaven's sake, sing!"

☆ ☆ ☆

Here's a new one on the Governor of North Carolina. It seems that a group of girl reporters of WRAL in Raleigh were headed for a big bond show at the airport. Suddenly they found themselves in the middle of some forty odd thousand souls, traveling the two-lane highway, all with the same destination in mind. Prospects were hopeless for getting through, when suddenly, screaming motorcycles were heard coming down the road—the Governor was fast approaching. But just as fast did our gals put on their thinking caps and the second the official car passed, they cut out behind it. Of course, it was clear sailing to the airport from there on. So now, the story is being told how the Governor of North Carolina ran interference for the WRALs.

☆ ☆ ☆

## EQUIPMENT

### Enlarging

Hoffman Radio Corp., of Los Angeles, late in July started construction on a new plant annex, the lease of three other buildings and the purchase of a new fireproof, two-story building, for use in repackaging naval goods and handling surplus commodities for the Defense Supplies Corporation.

"The idea behind the new office and engineering building adjacent to Plant No. 3 is to consolidate production facilities under one roof. The move enables the factory to accomplish this purpose with 65,000 sq. ft. on one level and under one roof. The other new plant, No. 5, will give us a total of 150,000 sq. ft.," says H. Leslie Hoffman, president.

### Philips Appointments

Arie Vernes has been appointed executive vice-president and general manager of Philips Export Corporation, in addition to his post as secretary which he will continue. Vice-presidency has gone to J. H. Otten who will also act as assistant general manager and assistant secretary. A. J. Heubach has been named treasurer following the resignation of Miss T. Naber, who will continue as vice-president.

### Service Appointment

J. J. Anderson has been named assistant service manager of the electric appliance division of the Westinghouse Electric Corporation of Mansfield, Ohio, to succeed J. A. Vasar who has been transferred to the Westinghouse Electric Supply Company. Anderson has been identified in the air conditioning and commercial refrigeration field with the company since 1937.

### New RCA Line

A complete line of dry batteries will be added to the RCA list of products beginning this month, according to an announcement by L. W. Teegarden, general manager of RCA Victor's Tube Division. New line will be placed with RCA tube and parts distributors and dealers associated with the industry, orders to be filled on allocation.

### Distributor

New distributor of Stewart-Warner home radios in 23 Central Ohio counties has been announced by the radio division of the Stewart-Warner Corporation. Owned and managed by William S. Moore, William's Wholesale Distributors will serve dealers in the Newark and Columbus territory.

### Shaw Joins NBC—Chicago

Chicago—Melvin Shaw, formerly a free-lance writer and actor in California, has joined the central division of NBC as continuity writer, filling the staff vacancy created when Robert Carman recently was named assistant continuity editor.

## FM Arguments Set For Hearing Monday

(Continued from Page 1)

other station—FM or AM, that the Commission consider the idea of ordering—at some time in the future—that common ownership of AM and FM stations in the same area be ruled out, and that FM licensees must share transmitter sites with competition in cases where no equally good site is to be had.

Only one of the 10 indicated that the ban on joint ownership of AM and FM facilities might be desirable—but even there the suggestion was that consideration of such a move be deferred for some time yet. This argument was advanced by the Greenfield, Mass., "Recorder"—an FM applicant.

### Object to Time Minimum

Objections to the six-hour minimum operating time were brought by Westinghouse, NAB and WIP—FM, Philadelphia, in each the feeling being that it would work an undue hardship on many FM broadcasters just getting started if they should be forced to keep on the air that long.

As for the proposal that an hour of non-duplicated programming be scheduled after each afternoon and evening, there was expression by Westinghouse, NAB, ABC and Richard Evans of the Scranton-Wilkes-Barre-Pittston, Penna., Broadcasting Co., that this represented an invasion of program prerogatives by the Commission. FM, according to ABC, is still a young industry and will suffer by contrast to AM if it is not permitted to use programs of equal quantity. The suggestion is that FM programming will not be as good as AM programming except for that which is used jointly. ABC suggests that the two-hour non-duplicating program idea might be adopted but without restriction as to time these programs should be aired—in other words, any time between 6 a.m. and midnight.

### Wants Chain Regulations

Also on the theory that FM development would be hampered, ABC has opposed immediate invocation of the chain broadcasting regulations. Their imposition now would be "premature," ABC said.

The Greenfield "Recorder," Westinghouse and NAB all opposed the provision regarding sharing of transmitter sites. The Commission has not legal power to adopt such a policy, they maintained.

Both Westinghouse and WMCA, New York, okayed the Commission suggestion to reserve 20 channels in the FM band for later assignment, while ABC and NAB registered their opposition.

Westinghouse questioned the Commission's proposal to divide the band in three ways—for rural, semi-rural and metropolitan stations. An allocation plan, Westinghouse says, should mean serving the greatest number. The FCC proposals, it feels, would limit coverage. It suggested that broadcasters be divided into only two groups—low-powered transmitters

## COAST-TO-COAST

### —NEW JERSEY—

**NEWARK**—Nationally famous "Junior Town Meeting of the Air" will become a WAAT-Newark weekly feature this Fall, with the co-operation of North Jersey schools and Kresge-Newark store, under direction of educational director Robert B. MacDougall. Series will give students the opportunity for self-expression on subjects of current-interest to youth.

### —NEW YORK—

**NEW YORK**—With Harold John Adonis acting as forum director, WINS is presenting the series "The Doctor Discovers" each Tuesday evening at 9:15, sponsored by the Essex Medical Foundation, a non-profit research organization. Speakers heard include physicians, educators and scientists. Program is unrehearsed. . . . WHN commentator Johannes Steel is knocking out a literary home run in August with articles in four magazines.

### —NEW YORK—

**PLATTSBURG**—Regular Wednesday evening presentation of "Plattsburg Party" aired over WMFF and originating from the AAF convalescent hospital there, has replaced the 653rd Army Band with transcribed music and dramatizations depicting various phases of life at an AAF hospital. . . . **WHITE PLAINS**—Mary Anna Logan, copy editor of WFAS for two years, plans marriage this summer. Succeeding her in the job will be Gloria Smith, formerly with CBS, New York.

### —PENNSYLVANIA—

**PHILADELPHIA**—New WHAT program titled "United Nations Speak" is heard Tuesdays at 11 a.m. Proposed to foster goodwill among nationality groups, program features a different nation each week, with news, unusual facts, music and speakers. . . . **PITTSBURGH**—WCAE has instituted a series from Vogue Terrace, popular nitery, originating from the bandstand Monday and Thursday evenings at 9:30. . . . John Leban has been elevated to production manager of WCAE.

for urban coverage only and high-powered transmitters for wider coverage to include rural areas. NAB also opposed this plan, while ABC approved it.

WIP-FM stated that "we see no logical reason for more than one class of station. Except in extraordinary situations such as might exist in the sparsely settled western section of the United States, it is our belief, that stations can best be allocated to serve the public interest upon a retail trade area basis somewhat similar to the so-called class stations specified in the present FM rules of the Commission. Within such a trade area a station should be permitted to render a 50-microvolt service. In other words, a station in a given trade area should be permitted to cover the entire trade area if it so desires. But there should be no arbitrary requirement that it do so. We see no basis in the public interest or in engineering why a directional antenna should be installed to take away service from any land area.

### —TEXAS—

**HOUSTON**—Houston Ministerial Alliance is airing a sermon from one of the city's churches each Sunday at 11:00 a.m. over KTHH. . . . **DALLAS**—KGKO's "Hackberry Hotel," starring Ben McCloskey as Little Willie and Elmer Baughman as Hack, celebrated its 500th broadcast this month before leaving the air for the Summer.

### —OHIO—

**CINCINNATI**—During the first six months of 1945, WLW aired on "Your Son at War" and other programs, the voices of 57 mid-western servicemen and women. . . . Earl Neal, farmer, and manager of "Everybody's Farm" was stricken recently with sunstroke while plowing corn. WLW staffers are impatiently awaiting Neal's return to the farm and the WLW mike. . . . WLW is carrying 45 minutes of grand opera each Wednesday night from the Cincinnati Zoo.

### —OKLAHOMA—

**OKLAHOMA CITY**—F. Kenyon Brown, manager of KOMA, traveled to Mobile, Alabama, recently to supervise the broadcast of a special CBS program featuring a forum discussion between Governor Kerr of Oklahoma and six Southern governors. Broadcast originated at KOMA and was beamed over CBS.

### —OREGON—

**PORTLAND**—Wallace Kadderly, KGW's farm program director, "delivered the goods" to the farmers immediately after his first broadcast. Kadderly entertained at a ham-and-eggs breakfast. His guests included seven Oregon agricultural leaders who had appeared on the first program of the series, KGW Farm Time.

### —MARYLAND—

**BALTIMORE**—WITH has announced the arrival of Harry Heinrich as account executive and special merchandising expert. Heinrich has been with the sales department of the Baltimore Sun for thirty-one years.

### —MASSACHUSETTS—

**BOSTON**—Because Gloria Carroll WEEI chanteuse took a month's leave of absence to be with her husband on furlough, Ruth Casey, 15-year-old "Youth on Parade" starlet got her first assignment other than the Youth program. Ruth is pinch-hitting for Gloria. . . . **PITTSFIELD**—WBRK completed a local tie-in recently with the Mutual network program "Queen for a Day," when show was extended to an hour with the latter half strictly local.

### —DISTRICT OF COLUMBIA—

**WASHINGTON**—Jackson Lowe, known to thousands of the Capital listeners as "mayor of Connecticut Avenue" has been appointed chief announcer for WWDC, after three years with the outlet. . . . WOL has added the name of William Winter to its foreign news coverage in the CBI theater. . . . General Electric will start sponsorship of two news strips daily over WOL in the Fall. . . . Bellum Miller is the new WOL transmitter supervisor. . . . Tod Belotte takes over as field supervisor. . . . Harold Reed continues in charge of studio operations.

## Junior C. Of C. Week Plans Salute To Radio

(Continued from Page 1)

community—the 25th year of the American system of broadcasting, and the 25th year of the United States Junior Chamber of Commerce. Kearns said, and he added:

"Commander Harold Stassen, speaking of the San Francisco charter said, 'The important thing about the whole agreement is to let the people know all about it.' Patent excuse of the mass of the German populace has been 'we knew nothing of what was being perpetrated by the Nazi party. We are not guilty.' These and countless other examples can be cited where radio, the voice of the community, can do a tremendous job as it has been doing. As long as freedom of speech prevails, the American system of broadcasting will see to it that the people do know all about it.

### "Proud to Pay Tribute"

"The United States Junior Chamber of Commerce is proud to have this occasion to pay tribute to an industry which has already in its short span of life become an institution to guard the free channels of communication and unprejudiced freedom of speech."

Informed of plans for Jaycee Radio Week, J. Harold Ryan, NAB president, said the announcement will be received with great enthusiasm by broadcasters of America. "It is eminently appropriate that the theme of this observance will be 'freedom of speech,'" he declared, adding:

"The broadcasters will report on their guardianship of this vital guaranty of the Constitution and make plans with the young men of America for the preservation of our heritage as free people. The broadcasting industry, like the Junior Chamber of Commerce, is working for victory and victory's vibrant promise that the Jaycees, the broadcasters and all men of good will may observe succeeding anniversaries in a world of uninterrupted peace and freedom."

## Send Birthday Greetings To

July 27

Mabel Albertson Fox Case  
Fern Persons

July 28

Bernie Armstrong Carmen Dragon  
Thomas B. Campbell Bill Goodwin  
Robert F. Hurlough Fred Uttal  
Wynn Murray Foster Williams  
Tod Williams Lawrence Gray  
Felix Mills Hal Totten  
Rudy Vallee Roy C. Witmer

July 29

David Anderson Joseph Curtin  
Lewis James Sigmund Romberg  
Earl F. Lucas Ralph H. Patt

AUG 12 1945

**RADIO DAILY**

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 20

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TEN CENTS

**WPB Lifts Restrictions****Personnel Announced  
For European Tour***Washington Bureau, RADIO DAILY*

Washington—Composition of the industry group which will leave around the middle of August on a War Department-sponsored tour of the European battle fronts and other places along the line, has been completed. Invitations were sent out by the NAB, but official release of the list was by the War Dept. NAB is now reported being somewhat dissatisfied with the list because more individual broadcasters are not included.

Col. Ed Kirby, former NAB public relations head and now chief of the

(Continued on Page 8)

**Generals To Be Heard  
On American Web Spot**

General of the Army H. H. (Hap) Arnold, commanding general of the Army Air Forces, will be the principal speaker and Gen. Douglas MacArthur will be heard from Manila, when the American Broadcasting Company presents a half-hour program from the Air Forces banquet at the Waldorf-Astoria in New York on

(Continued on Page 2)

**Ed R. Murrow Renewed  
By Two Oil Co. Sponsors**

Sponsorship of Edward R. Murrow has been renewed by the Pan American Petroleum Corp. of New Orleans for nine CBS southern stations and the American Oil Company of Baltimore, for 45 stations in the East, Southeast and Midwest. Program is heard Sundays, 1:45 to 2 p.m. Both contracts are for 52 weeks.

**BBC Programming**

London—Beginning July 29 the BBC started operating the first stage of its post-war plan for the home listener. Having recovered most of the wave lengths, which during the war were devoted to news services to Europe or were placed at the disposal of foreign governments, it is now possible to restore the six regional services of the corporation.

**Suspense**

Washington — The CBS "Suspense" program of Thursday night lived up to its name in Washington far better than the authors expected. The show had been on for 26 minutes and 15 seconds when a fuse blew at the WTOP transmitter. Better than a Crossley survey, so far as checking the WTOP audience was concerned, was the flood of calls received at the station switchboard during the next hour as listeners sought to learn the climax of the story.

**Pratt Succeeds Baker  
As Chairman of RTPB**

Haraden Pratt, vice-president and chief engineer of the American Cable and Radio Corporation, has been elected chairman of the Radio Technical Planning Board succeeding Dr. W. R. G. Baker, vice-president of General Electric Company who has been chairman since September, 1943, it was announced Friday.

Mr. Pratt, who has been chairman

(Continued on Page 3)

**WAAT Revamps Service  
After Ending Press Tie-Up**

Newark, N. J.—After an association of over three and a half years, the co-operative presentation of five minute news periods every hour on the hour, between WAAT, Newark and

(Continued on Page 8)

**Allows Limited Production Of Radios  
Tubes And Other Equipment As  
Step In Reconversion****Industry Units Aid FCC  
In Clear Channel Study**

Composition of the four industry committees working with the FCC on the preparation of data for the clear channel hearings, now scheduled for September 5, was announced Friday by the FCC.

Following are the members of the four committees formed to assist in

(Continued on Page 3)

**Railroad Begins Testing  
Of Two Way Radio Signals**

Testing of radio equipment on trains of the western lines of the Illinois Central Railroad between Freeport, Ill., and Waterloo, Ia., was announced Friday by President W. A. Johnston of the railroad. Electronic principles developed in two-way communication on planes, tanks and ships will be utilized.

**BMB Membership  
Increased To 524**

With the signing of seven additional stations, Broadcast Measurement Bureau now has a total membership of 524 broadcasters with a total annual subscription of \$393,000 which

(Continued on Page 7)

*Washington Bureau, RADIO DAILY*

Washington—Restrictions on production and sale of component parts including tubes, for radio sets and other electronic equipment were removed by WJB Friday, as a major step in the reconversion of the radio industry. Restrictions were also removed from the sale of receiving sets and other equipment when produced under WPB "spot" authorization. These changes are made by amendment to WPB limitation Order L-265.

There are no remaining restrictions on either the production or sale of

(Continued on Page 3)

**'Single Market' Plan  
Set Up By CBS On FM**

"Single Market" plan suggested to the FCC by CBS has been formulated into a 31-page booklet which the network is now distributing to all broadcasting stations in the country, to both licensees and applicants for FM outlets. The pamphlet lists 38

(Continued on Page 2)

**Col. Hayes Honored  
By French Government***(Special to RADIO DAILY)*

Paris—Lieutenant Colonel John H. Hayes, chief of the American Forces Network, was awarded the Croix de Guerre recently in a colorful ceremony held in the Court of Honor of

(Continued on Page 2)

**★ THE WEEK IN RADIO ★**

Radio Increases Support of Treasury Drives

By CHARLES MANN

AS the number of War Bond drives increases, so does radio's financial contribution, in time and talent, increase, according to reports revealed by the National Association of Broadcasters. Radio donated \$23,513,742 for the Seventh War Loan, of which \$16,743,572 came from independent stations and their advertisers. Network and national spot programs contributed time and talent to the tune of \$6,770,170. Most circulated of the Treasury discs were the Treasury Salutes, reaching 26,573 playings; second place given to the five-minute "Sing For the Seventh" opus.

U. S.-German Radio: From Bad Nauheim came word that Alfred L. Hollender, formerly of WJJD, Chicago and attached to the overseas division of OWI, has succeeded Brewster Morgan, former CBS writer-producer-director, as chief of Radio and Communications in the American zone in Germany. The ser-

(Continued on Page 8)

**Vacation Blues**

Philadelphia — Bob Fetterman, engineering supervisor of WIBG, claims a new high in vacation time hard luck. It rained the entire two weeks he was off with the exception of one day, Saturday. On that day his daughter got sick, Fetterman had his pockets picked losing all his vacation cash and identification papers. Otherwise, a good time was had by all.

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## FINANCIAL

(Friday, July 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178 3/8	177 1/4	177 3/8	- 5/8
CBS A	36 1/2	36 1/2	36 1/2	- 1/4
CBS B	36 1/2	36	36	...
Farnsworth T. & R.	14 5/8	14	14 5/8	+ 5/8
Gen. Electric	42 1/2	41 7/8	42 3/8	+ 1/4
Philco	34	33 5/8	34	...
RCA Common	12 1/4	12	12 1/4	+ 1/8
RCA First Pfd.	86 5/8	86	86 5/8	+ 1/4
Stewart-Warner	18	17 1/2	18	+ 1/2
Westinghouse	43 1/4	43	43	...
Zenith Radio	34 5/8	34 5/8	34 5/8	+ 3/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27	...
WJR (Detroit)	24	25 1/2

## Generals To Be Heard On American Web Spot

(Continued from Page 1)

August 1st. The broadcast, scheduled from 10:30 to 11 p.m., EWT, will also include a pickup of Air Marshal Sir Arthur Tedder, former deputy command of SHEAF, speaking from Frankfurt, Germany, and a message from Gen. of the Army Dwight D. Eisenhower.

## Coming and Going

**BARNEY CRAGSTON**, sales manager of the American network's co-operative program department, leaves tomorrow on a business trip to Troy. **LARRY SURLS**, of the New York sales force, currently is on a business trip to Baltimore and cities of the South.

**BENEDICT GIMBEL**, president of WIP, Philadelphia, spent a portion of last week in New York and Washington.

**MARGARET GARDNER**, oomphaceous magazine editor of Mutual, who has been capering during the past two weeks at Nantucket, is expected back in her network sanctorum today.

**VERA BRODSKY**, concert pianist heard on CBS, has left on a trip to the West Coast.

**ED THOMAS**, v'ce-president of Geyer, Cornell & Newell, is vacationing at Lake Morey, Vt.

**MIKE JABLONS**, news and special events director at WNYC, has left for a short stay at Rockford, Mass.

**CHARLES F. PEKOR, JR.**, assistant to the director of press information at CBS, is on a trip to Montreal and Toronto, where he is conferring on network programs.

**BILL STERN**, back from vacation, has resumed his "Colgate Sports Newsreel" on NBC.

**PAT WILLIAMS**, general manager of WING, Dayton, and **WIZE**, Springfield, Ohio, was a visitor late last week at the New York headquarters of the Broadcast Measurement Bureau.

**ARTHUR B. CHURCH**, president of KMBC, Kansas City, left his summer home in Chipita Park, Colo., for Washington, D. C., to attend the FM hearings today and tomorrow.

**JOHN ZARPAYLIC**, WNEW engineer, is expected back at the controls today following several days of absence caused by the floods in New Jersey, his home state.

**WALLY WILLIAMS**, WBIG program director, in New York to attend the program manager clinic at CBS.

## Col. Hayes Honored By French Government

(Continued from Page 1)

the Les Invalides in Paris, France, for "exceptional services during the liberation of France" and his untiring efforts in bringing American radio to the European theater for the entertainment and information of all American and Allied forces stationed there.

The presentation, made on behalf of the French Government by General Rodd of the French Army, is the second award received by Col. Hayes, as he was also the recipient recently of the Bronze Star given for "meritorious achievement" by General Dwight D. Eisenhower for his radio endeavors in the United Kingdom, France and Germany.

Col. Hayes before entering the Army was assistant vice-president in charge of operations with WOR and the Mutual Broadcasting System. He is also co-author of a radio text-book titled "Both Sides of the Microphones."

As chief of the American Forces Network of the Armed Forces Radio Service, Col. Hayes has been responsible for the two-year development of AFN from a five station hook-up in the United Kingdom to a network of over 55 stations covering the UK, France and Germany with 20-hour daily service.

## Single Market Plan Set Up By CBS On FM

(Continued from Page 1)

major questions asked by station managers about the "Single Market" plan and is illustrated with color charts and maps designed to explain why the plan is in the interest of the public and broadcaster alike.

In the pamphlet, preliminary questions and answers define the plan; subsequent ones reveal how it functions, and why it is based on the U. S. Census of population rather than the "trading areas" as defined by various organizations.

Booklet also lists the Metropolitan Districts of the U. S. as set up by the Bureau of the Census in 1940.

The policy to approve FM applicants according to "trading areas" was subject of some discussion last year at the convention of the FMBJ and was not, apparently readily understood nor approved by most of the broadcasters in attendance.

## Son Of Eugene O'Neill On WNEW Next Sunday

Eugene O'Neill, Jr., son of the dramatist, will do the narrational chores on WNEW's "Pass In Review" today 9-9:30 p.m. and Sunday's "Victory Playhouse" program titled "Scapegoats In History," 5-5:30 p.m.



## They're tough!

That's a pair of armadillos up there. They're armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven't found it so.

Maybe it's the way hard-boiled time buyers go for the choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about time buyers.

If insisting upon low-cost sales results makes a time buyer hard-boiled . . . we'll take them armadillo tough.



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REE

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

**MUSIC has power**

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

No wonder WDAS audiences say "Thank You!"

## Pratt Succeeds Baker As Chairman of RTPB

(Continued from Page 1)

the RTPB panel on communications, will take office on October 1, succeeding Dr. Baker, he inherits an extensive study and research work done by Dr. Baker and RTPB associates in the field of FM, Television and allied electronic. Under Dr. Baker's administration the controversial subject of allocations was the subject of many hearings and the work of the RTPB was commended by FCC on many occasions. In addition to his position with the American Cable and Radio Corporation, Mr. Pratt is vice-president and chief engineer, Mackay Radio and Telegraph Company, all America Cables & Radio Inc., The Commercial Cable Company; vice-president, Federal Telephone and Radio Corporation, all associates of the International Telephone and Telegraph Corporation, and is Fellow, Director, Secretary and Past President, Institute of Radio Engineers. For his distinguished service in the field of radio communications, Mr. Pratt was awarded the 1944 IRE Medal of Honor. During a career which started on the Pacific Coast in 1906, Mr. Pratt has been a prominent figure in the growth of radio both here and abroad. He engineered the construction of one of the earliest and largest radio installations in the country, and has served with various divisions of the United States Government—the Bureau of Steam Engineering, Navy Department; and the Bureau of Standards, Department of Commerce. Mr. Pratt received his degree at the University of California, and joined the Federal Telegraph Company, a predecessor company of the Federal Telephone and Radio Corporation, in 1910. Eight years later he became chief engineer of Mackay Radio and thereafter was made v.p. In his international activities connected with radio, Mr. Pratt was company representative at meetings of the International Radio Consultative Committee in Bucharest in 1937 and at International Radio and Telegraph Conference in Cairo in 1938. He also served as U. S. Government Technical Adviser at the International Radio Conference at Washington in 1927 and on the Consultative Committee on Radio, Copenhagen in '31.

## Industry Committees Aid FCC To Ready Clear-Channel Data

(Continued from Page 1)

the preparation of basic data for the clear channel hearing scheduled to be conducted by the FCC.

Committee No. 1—*Determination of what constitutes a satisfactory signal.* Chairman: Edward W. Allen, Jr., FCC; H. L. Blatterman, KFI, Los Angeles; George Lang, WGN, Chicago; M. R. Mitchell, WJR, Detroit; George Reynolds, WSM, Nashville, and A. D. Ring of Washington, all of the Clear Channel Broadcasters Service; Munsey Building, Washington, D. C.; also William B. Lodge, CBS, New York; Charles F. Kocher (represents Independent Broadcasters), King Trendle Broadcasting Corp., Detroit; Grant R. Wrathall, (represents Independent Broadcasters), Washington, D. C.; Raymond Guy, Frank Marx, Paul F. Godley, (represents Regional Broadcasters), Upper Montclair, N. J.; John H. Barron, (represents Radio Technical Planning Board), Washington, D. C.; George C. Dais, (represents RTPB), Washington, D. C.; G. F. Leydorf, (represents RTPB), Cincinnati, Ohio; Philip Merryman, (represents RTPB), NBC, New York.

Committee No. 2—*Determination of what constitutes objectionable interference.* Chairman: Clure H. Owen, FCC; Frank Marx, American Network; K. J. Gardner, WHAM, Rochester, N. Y.; Paul Loyet, WHO, Des Moines; A. D. Ring, Washington, D. C., and R. J. Rockwell, WLW, Cincinnati, all of Clear Channel Broadcasters Service; John V. L. Hogan, Independent Broadcasters, Washington, D. C.; George C. Davis, (represents Panel 4 of RTPB), Washington, D. C.; Grant R. Wrathall, (represents Panel 4 of RTPB), Washington, D. C.; Lynne C. Smedy, (represents Panel 4 of RTPB), Washington, D. C.; J. W. Wright, CBS, New York.

Committee No. 3—*Determination of distances to which various signal strengths are delivered.* Chairman: Dr. L. P. Wheeler, FCC; E. F. Vandivere, (alternate for Dr. Wheeler), FCC; Ben Adler, George Curran, Massachusetts Institute of Technology, Cambridge, Mass.; George Lewis, WCAU, Philadelphia; R. Morris Pierce, WGAR, Cleveland, and A. D. Ring, of Washington, all of the Clear Channel Broadcasters Service; J. W. Wright, CBS; W. S. Duttera, NBC; John V. L. Hogan, (Independent Broadcasters), New York; G. W. Pickard, (Regional Broadcasters), American Jewels Corp., Attleboro, Mass.; Stuart Bailey, (Panel 4 of RTPB), Washington, D. C.; A. Earl Cullum Jr., (Panel 4 of RTPB); Harvard University; Frank H. McIntosh, (Panel 4 of RTPB), Washington, D. C.

Committee No. 4—*Post card or similar surveys.* Chairman: Dallas W. Smythe, FCC; Louis G. Caldwell, (Clear Channel group), Washington, D. C.; John K. Churchill, Broadcast Measurement Bureau, New York; Edward F. Evans, Hugh M. Feltis, BMB; C. E. Hooper, C. E. Hooper Inc., New

York; Howard S. Frazier, RTPB; Paul A. Loiet, Central Broadcasting Co., Des Moines; J. O. Maland, WHO, Des Moines; Philip I. Merryman, Barrie T. Rumble, NAB; Paul D. P. Spearman, (Regional Broadcasters), Washington, D. C.; Maurice C. Wieting, National Council of Farmer Co-Operatives, Washington, D. C.; Grant R. Wrathall, KUTA, Salt Lake City, Utah.

Persons working with Committee Four from following government agencies: FCC, Rosel H. Hyde, Clure H. Owen, James B. Sheridan; Bureau of the Census, A. Ross Eckler, Katherine G. Parker, William G. Mabow, Charles A. Metzner, Trina Myers; Department of Agriculture, Angus Campbell, Earl Houseman, Patricia Woodward; Bureau of the Budget, D. W. Oberdorfer, W. Edward Deming.

Other interested persons who have participated in Committee Four activities: G. M. Baillie, BMB; R. Dana Bennett, Foundation for American Agriculture, Washington, D. C.; Fred Brenckman, National Grange, Washington, D. C.; Harper Carraine, Standford Fellers, C. E. Hooper, Inc.; Ken Greene; W. I. Griffith, Iowa State College, WOI, Ames, Iowa; Clyde M. Hunt, CBS; Wallace L. Kadderly, Department of Agriculture; Paul F. Lazarsfeld, Columbia, Washington, D. C.; Dean McCumber, American Farm Bureau; D. W. Patrick, Crosley Corp.; Paul H. Peter, BMB; Edward G. Reeve, CBS; F. M. Russell, NBC; Manfred K. Toeppen, Regional Broadcasting Committee, New York; Ernest L. Wilkinson, National Council of Farmer Co-Operatives; Jay W. Wright, CBS.

## Trio Of Name Orchestras Broadcasting For Bonds

Washington Bureau, RADIO DAILY

Washington—Two nationally famous orchestras and one renowned in the West and Midwest and slated for coast-to-coast buildup, are devoting their sustaining network broadcasts to bond promotion during the War Loan interim period, the Treasury's War Finance Division has revealed.

George Olsen is broadcasting for the Treasury over the American Network twice nightly on Tuesdays and Saturdays, 7:30 to 8 p.m., EWT, on Thursdays; Duke Ellington, also on American, Saturdays, 5:00 to 6:00 p.m., EWT. Starting Saturday, July 28, and Monday, July 30, from 11:30-12:00 midnight and every Saturday and Monday thereafter, Harry Cool and his orchestra will play for bonds over American from Chicago.

## Named Research Associate

Oscar Katz, assistant director of research for CBS, has been named associate director of research, Elmo C. Wilson, CBS director of research, announced.

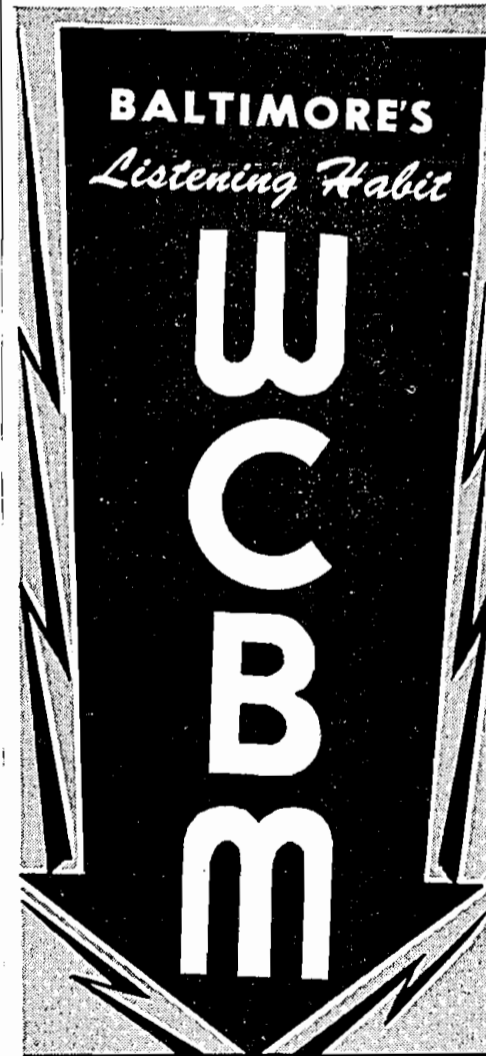
## WPB Eases Control Over Manufacturing

(Continued from Page 1)

component parts, said WPB, and the only restrictions still in force limiting quantities that may be purchased, are those on inventories in priorities Regulation 1.

New sets quantity will not be on the market soon, however, WPB said, as manufacturers must first seek WPB permission and then obtain material and component parts before they can assemble sets and release them to retailers. Types of equipment that are still restricted by L-265 include radio transmitters or receivers, whether AM, FM, facsimile or tele.

Producers of these items must apply for "spot" authorizations but no longer need certification to make or buy component parts. Certification that the parts ordered will be used for repair and replacement only may still be used and is to be treated as AA-3 rating in the filling of orders. Parts and tube manufacturers, however, must fill orders so as to obtain wide and equitable distribution of their products, regardless of the sequence in which orders are received.



MUTUAL BROADCASTING SYSTEM

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

Exclusive!

CUBS '45  
 BASEBALL

W-I-N-D  
 CHICAGO

560 Kc. 5000 WATTS

# **YOU CAN'T IGNORE THE OUTSIDE\* AUDIENCE**

*on the Pacific Coast, either!*

**THE OUTSIDE MARKET represents approximately half of the eight billion two hundred forty million eight hundred eighty two thousand dollars in retail sales on the Pacific Coast.**

YOU CAN'T IGNORE a figure like that! And you can't ignore the fact that Don Lee is the only network giving complete coverage of *both* prosperous markets—"outside" and "inside"—of California, Oregon, and Washington.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee is different! With 39 stations (compared to the 7, 12 and 8 stations of the other three networks), Don Lee has a

station strategically located within every one of these mountain-surrounded markets.

To learn how the "outside" half listens, take a look at the special C. E. Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast). This survey showed 60% to 100% of the listeners in the "outside" market tuned to Don Lee stations.

As for "inside" market listening: Regular C. E. Hooper reports reveal all of the shows that have switched from any of the other 3 networks to Don Lee during the past year received higher Hooper ratings within 13 weeks!

Make sure you include the "outside audience" in your coverage. Buy Don Lee, the only network that covers the Pacific Coast completely, inside and out... the only network that has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

*The Nation's Greatest Regional Network*





\* Half the retail sales on the Pacific Coast are made OUTSIDE of the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*  
SYDNEY OAYNOR, *General Sales Manager*  
5515 MELROSE AVE., HOLLYWOOD 38, CAL.  
Represented Nationally by John Blair & Company

*Mutual*  
**DON LEE**

## AGENCIES

**C**HARLES M. HIGGINS, effective Aug. 1, joins William H. Weintraub & Company, Inc., New York, as account executive and assistant to the vice-president in charge of client relations. Higgins comes to Weintraub from the sales staff of the Mutual Broadcasting System. Prior to his affiliation with Mutual, he was associated with the Scripps-Howard Newspapers in sales promotional capacities and served as a copywriter and account executive with advertising agencies in the South and Southwest.

**BEN CONERY**, has been named assistant production manager of BBD&O in Los Angeles. He was production manager of the Peck Advertising Agency in New York City and had previously served as art director and production manager of several metropolitan department stores.

**F. C. FOSTER**, president of Foster & Davies, Inc., Cleveland advertising agency, announces the addition of two new staff members, Will Carlton and Ralph Wallace. Carlton had served as an editor of the Ohio Farmer, president of the Brothers Advertising Agency and advertising manager of Wyeth and Brother, Philadelphia. In his new position, Carlton will act as copy-contact man on General Electric germicidal lamp advertising. Wallace is an old timer in radio management. Manager of WABI, Bangor, Maine, and associated with WORC, Wooster, he now will serve WJW, Cleveland, the W. B. Davis Company and other radio clients.

**WILLIAM J. GROVER** has been appointed art director of Goldman & Gross, Chicago. He formerly was with Earle Ludgen and Company and the Florsheim Shoe Company.

### Tooke Returns To KDKA

Pittsburgh — Naval Lieutenant Franklin A. Tooke returns to his former post as program manager at KDKA, Monday, and Robert E. White, serving pro tem in that capacity, assumed his new duties as director of public relations at the Pittsburgh station. Tooke is the first KDKA employee to return to his former post following service in the armed forces.

ARE YOU LOOKING  
FOR A NETWORK WINNER?

Investigate

**QUIZZER-BASEBALL**

The popular audience participation quiz season that pitches questions of general family interest to the exciting tempo of our National pastime.

Now In Its  
433rd

Consecutive Sponsored Broadcast  
On KFH — Wichita, Kansas

Represented by

H. S. Goodman  
111 East 53rd St.  
New York, N. Y.

M. M. Mendelsohn  
Transportation Bldg.  
Chicago 6, Illinois



### Notes From An Aisle Seat . . . !

● ● ● Radio's next big fite-to-a-finish (it may even wind up with the FCC) will be between the big league sponsors and the nets regarding spots. The heavy bankrollers want the spots either eliminated entirely or else taken over by them, figuring they spend the dough to attract audiences so they don't want some smallie coming along and capitalizing on that audience with a spot announcement at a fraction of the cost they put out. . . . The possibility of Fred Waring winding up with a different sponsor every morning in the fall is more than a rumor. Plan is to sell him for five grand a day which would make him the top income-earner on the air. . . . One of the FBI men specializing in marijuana cases is an ex-musician from New York, who intimately hobnobbed with all the well-known swing musicians in his horn-tooting days. Incidentally, FBI men in San Francisco are still frisking the rooms of every show person checking in hotels there. . . . Talk around that Churchill will sign with NBC to do a daily political commentary from England now that he has been ousted from office. . . . Gabe Heatter will amaze the radio world by acting as emcee of a comedy quiz show in the fall. . . . Watch for the War Department to start an intensive radio campaign in the fall to educate the public in the proper methods of absorbing returning GI's back into civilian life. . . . Phil Spitalny says that what radio needs are more zinging commercials.

☆ ☆ ☆

● ● ● 20th Century-Fox has bought a half-hour on NBC Thursday nite (10:30 to 11:00) for a "Salute to Wilson," with Betty Grable, Dick Haymes, Helen Forrest, Geo. Jessel, Darryl F. Zanuck, Walter Winchell, Joe Howard, Alexander Knox, Geraldine Fitzgerald and Dave Broekman's ork on the bill. Bill Bacher will produce. . . . Evelyn Knight was designated "Lend-Lease We Most Appreciate" by returning Brazilian GI's down in Rio. . . . Nestor Chayres, lyric tenor on "Starlight Serenade," will give a Town Hall concert in the fall. . . . If the medicos rule that Iris Adrian's recent case of make-up poisoning was the result of an allergy to make-up, it'll be the finish of her screen career. . . . Bob Briody out of the army and entering the music publishing field on his own. . . . Ralph Edwards' new Girl Friday is Lorayne Pyle, former secretary at Benton & Bowles in Hollywood. She replaces Lillie Engel who will take charge of Ralph's N. Y. contacts and business.

☆ ☆ ☆

● ● ● New York theater bookers alarmed over the pop concerts which big name singers are playing in place of theater dates. For just three performances at Louisville, Ky., Joan Edwards received \$3,500—which is what the theater would pay her for an entire week. . . . Clark Gable has producer plans of his own and has delegated a N. Y. rep to check on the reaction to Gary Cooper's first producer-starrer for International, "Along Came Jones" . . . Lee Mortimer's new 15-minute stanzas on WJZ drawing raves from the critics. . . . Du Mont television experimenting with the reproduction of third dimensional pictures via the video screen. . . . Members of the Inner Circle of the Little Flower confide that LaGuardia was prompted in abdicating his throne by his medico's advice. His health isn't what it used to be. . . . Elton Britt offered Joe Kelly's emcee spot on National Barn Dance, with latter checking off in Sept. . . . Paula Stone will continue her Mutual show from the coast, while sister Coral takes over her WNEW chores here. . . . There's a bus boy at Toots Shor's who's a dead ringer for Dane Clark. . . . American net airing Guadalcanal Day dinner from Philly Aug 7th honoring Al Schmid, blind Marine hero. . . . Greta Garbo trying to book passage to Sweden. . . . Erne Pyle's "Here is Your War" outsolling "Tree Grows In Brooklyn" in the reprint field. . . . Joo E. Lewis' fiancee, Martha Stewart, denying coast rumors of a split. Joo E. wants her to finish her film work in "Doll Face" first.

☆ ☆ ☆

— Remember Pearl Harbor —

## LOS ANGELES

By RALPH WILK

**H**EDDA HOPPER isn't busy enough with her CBS radio show, her newspaper column, picture work and war activities. She's now spending all that "leisure" time gathering notes for a forthcoming book which she's titled, "Malice in Hollywood."

Arch Oboler, whose plays are a weekly feature over KHJ and the Mutual Don Lee net, each week-end leaves Hollywood and heads for the Santa Monica Mountains, where he combines his writing chores with leisure, in the quietude of his ranch home.

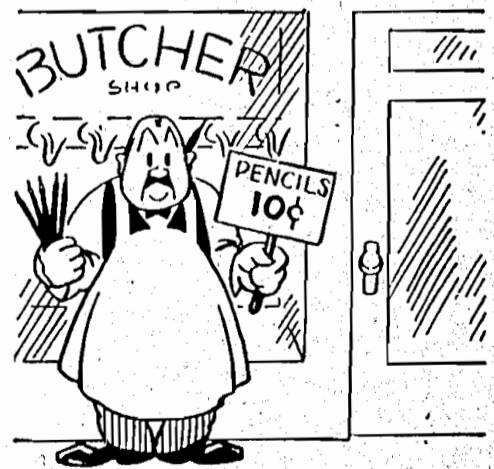
Radio emcee Perry Ward's two sons have been signed for featured roles in pictures. Billy, six, joins the cast of "To Each His Own" at Paramount, while one-year-old Michael goes into a Jimmy Wakely western at Monogram.

Capt. Robert McAndrews, former sales promotion manager of NBC's Western Division, has been made a Major in the Army Air Forces. McAndrews is liaison man between the networks, agencies, and the Army Air Forces and is stationed in the Pentagon, Washington, D. C.

The three Fontaine Sisters, popular song stylists are now being heard on the musical program, Musical Milkwagon, over Station WMAQ, Mondays through Friday from 11:30 to 12:00 noon CWT. They replace the Thrasher Sisters, who have returned to the West Coast. Members of the Fontaine trio are Margie, Bea and Gery. Musical Milkwagon is sponsored by the Bowman Dairy Company, through J. Walter Thompson Company, Chicago.

### First Web Commitment

First web commercial of the Rensie Watch Company will be aired on "Dave Elman's Auction Gallery," starting Monday, Sept. 17, 10-10:30 p.m., EWT. The contract, calling for 52 weeks sponsorship, will bring 69 stations of the Mutual network under the advertiser's wing. Dave Elman is the producer-writer of the novelty program and Weiss & Geller is the agency for Rensie.



"Maybe WFDF Flint could bring home the bacon?"

## PROMOTION

### Bare Facts

The symbol of the one-year-old regime of WJJD, Chicago, under Marshall Field stands 11 inches tall, is proportioned accordingly and is blue-eyed and blonde. Detached paper diaper carries a clever message of the past year's growth, starting out with "A-goooo, A-goooo," which translated, says, "If I could only talk like a smart time buyer, I'd say . . ." Words, "for full coverage use the new WJJD" are strategically situated on dolly who offers "apologies to Eddie Cantor Von Zell Jr." for plagiarism.

### Commercial Tele Booklet

"Intra-Tel Systems" is the title of a new 16-page publication which has been prepared by the Transmitter Division of the General Electric Company on the commercial development of television. Brochure describes in detail a television system for use by department stores and gives initial cost and yearly operating expense based on prewar prices for a typical system. Illustrating charts, drawings and WRGB presentations are given.

### BMB's Membership Has Increased To 524

(Continued from Page 1)

Involves a two-year commitment of \$786,000, Hugh Feltis, president of BMB announced.

The new subscribers include: WENT, Gloversville, N. Y., Dale Robertson, general manager; WNLC, New London, Conn., Gerald J. Morey, general manager; WMFF, Plattsburg, N. Y., George F. Bissell, president; WTRC, Elkhart, Ind., R. R. Baker, manager; WAIR, Winston-Salem, N. C., George D. Walker, manager; WEA, New York, William S. Hedges, vice-president and WHDL, Olean, N. Y., E. B. Fitzpatrick, president.

Members of the Technical Research Committee of BMB will hold its first joint meeting with the Research Committee of the Board, Wednesday, at BMB headquarters with John Churchill, director of research for the organization presiding.

Serving on the Board of Directors

Chicago's

ONLY  
24 HOUR  
STATION

W-I-N-D

560 Kc. 5000 WATTS

## COAST-TO-COAST

### — CANADA —

**TORONTO**—CKEY is doing a job of making its audience quiz conscious these days. It's airing "What's Your Guess" twice daily with Martin Silbert as quizmaster and Doris Orde providing organ music. . . . **NEW WESTMINSTER**—New accounts on CKNW include Scenic Stages Co. Ltd. with one 15-minute period weekly and F. D. Haddock Lumber Co. with the same featuring the life of Winston Churchill.

### — WEST VIRGINIA —

**HUNTINGTON**—WSAZ program director for the past two years, William O. Aldridge, is leaving to accept a position in Louisville, Ky. Berton Sonis, for two years production manager at WCHS, Charleston, will be Aldridge's successor as writer and producer on the WHAS, at WSAZ.

### — VIRGINIA —

**CHARLOTTESVILLE**—WCHV has just appointed Julia Gwin traffic manager of the station. Miss Gwin who went to Charlottesville in March to write copy, was formerly with WJZ and WABF in New York. . . . **PETERSBURG**—Bob Moody and Thad Gibbs, both new to radio, have joined the announcing staff of WSSV. . . . Outlet is sending out post cards bearing the WSSV building with a "wish you were here" type of message to time buyers and agency heads.

Research Committee are D. E. Robinson of Sherman K. Ellis, chairman, R. Elder of Lever Bros., and Frank Stanton of CBS.

Technical Research Committee members are, for advertisers, A. N. Halverstadt, Procter & Gamble; F. G. Berner, George Washington Coffee Refining Company; and R. F. Elrick, Quaker Oats Company; for advertising agencies, F. B. Manchee, Batten, Barton, Durstine & Osborn; William R. Farrell, Benton & Bowles and W. J. Main, Ruthrauff & Ryan; for broadcasters, Edward F. Evans, ABC and Barry Rumble, NAB with the third member still to be announced.

### — ARIZONA —

**TUCSON**—Following in the footsteps of a brake-check campaign, KTUC was overrun with 1,600 kids from all over town. Reason is the bicycle-checking station in front of the studios which is operated by KTUC in co-operation with the city bicycle safety campaign by the State Highway Department. . . . KTUC has ordered 1,000 of CBS' booklets, D-Day Through V-E Day in Europe, 500 of which were presented to the public schools; balance were distributed to listeners.

### — ALABAMA —

**BIRMINGHAM**—Henry P. Johnston, executive vice-president of WSGN, has taken a cottage at Ponte Vedra, Florida, where he will spend two weeks with his father and mother of Uniontown. . . . Mrs. Evelyn Hicks, WSGN's assistant manager, has returned from Mobile where she attended the southern Governors' conference.

### — COLORADO —

**DENVER**—20th anniversary of KOA's oldest continuous program on the air, the "Farm Question Box," prepared and co-sponsored by the Western Farm Life Magazine, was celebrated this month. Occasion was marked by a special luncheon in the Brown Palace and a full hour broadcast. . . . KOA is auditioning local singing talent weekly on its "Music By Shrednick" program which is replacing Du Pont's Cavalcade for the summer.

## EQUIPMENT

### Astatic Expansion

Astatic Corporation of Conneaut, Ohio, manufacturers of microphone equipment, is building a \$50,000.00 addition to its plant in that city. New building will contain 15,000 square feet of space, giving the plant a total of 70,000 square feet.

### Post-War Distributor

Southern Minnesota Supply Company of Mankato, Minnesota, has been appointed distributor of Stewart-Warner post-war line of radios for the Mankato and Rochester territories and the Eau Claire, Wisconsin territory, the radio division of Stewart-Warner Corporation, Chicago, announced last week. C. E. Lytle is general manager of the distributing firm.

### Buy ET Series

Frederic W. Ziv's transcribed musical library "Pleasure Parade" has been purchased by Marigold Dairy, Rochester, Minn., over station KROC, Rochester; five per week, 260 episodes June 18th; Acme Beer (through Brisacher Van Norden of Los Angeles) over Station WTAR, Phoenix, Ariz., 52 episodes, one per week June 29th; W. C. Wilbur & Company over WTMA, Charleston, S. C. 104 episodes, two per week June 26th.

## AVAILABLE

Well-Known radio executive will be available in two weeks for connection as either general or commercial manager with independent station within 250 mile radius of New York.

His record has been a very successful one and both owners and he have made money. If interested the advertiser will be happy to furnish complete details.

Box 190, Radio Daily, 1501 Broadway,  
New York 18, N. Y.

IN EASTERN NORTH CAROLINA

**WRRF**

Blue NETWORK

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population  
67,144 RADIO HOMES  
6,188 Retail Outlets

Annual RETAIL SALES  
Over \$100,000,000

Write Us Today for Our  
New Informative Folder

**TARHEEL**  
BROADCASTING SYSTEM, INC.  
WASHINGTON, NORTH CAROLINA  
National Radio Representatives  
**FORJOE & CO.**  
New York « Chicago » Philadelphia

## THE WEEK IN RADIO

### Radio Increases Support of Treasury Drives

(Continued from Page 1)

vice of Psychological Warfare is now called Information Control Services with Gen. McClure in charge.

**FM Arguments:** Ten briefs were filed last week by FMers. Briefs contain the various arguments to be projected before the FCC today and tomorrow. Opposition doesn't like the FCC proposals that call for a six-hour minimum operation per day, that FM broadcasters be required to program a full hour each afternoon and evening or original material not duplicated by any other station, be it FM or AM, that the Commission consider the idea of ordering that common ownership of AM and FM stations in the same area be ruled out, and that FM licensees must share transmitter sites with competition in cases where no equally good site is to be had.

**Spotshots:** RADIO DAILY's "Shows Of Tomorrow" issue came out last week with an unprecedented number of television and foreign language programs included. The bulk of the programs leaned towards the adult dramatic series, musical, sports, quiz and feminine angles. . . . American broadcasters carried special broadcasts on the British election results. . . . MCA has established two new departments: television and transcription—Roger Carlin in charge of the former and Ted Green the latter. . . . If and when WLW is sold, the buyer says he won't change policies. . . . Edgar Twamley is the new general manager of WLIB. . . . Ex-Gov. William H. Wills, Rep. of Vermont, has been sworn in as FCC member. . . . A. K. Spencer of JWT is fourth agency man to be elected to board of governors of CAB. . . . Cortlandt J. Langley has been named research director of WOR. . . . OWI to discontinue selecting and editing for radio and press. . . . Zenith reports a backlog of \$57,000,000 in orders for civilian radios. . . . Niles Trammell has set up a new Planning and Development Department at NBC with William S. Hedges in charge. . . . Hollywood Writers Mobilization, organized primarily to keep civilians and servicemen informed on the issues and problems of the war, and comprised of 3,500 radio, press and screen writers, will not demobilize, but will champion the cause of a permanent peace.

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

### AVAILABLE

Young man, theater background; television training; retail experience; capable secretary; wishes television connection as/ or leading to production assistant. Write Radio Daily, Box 194, 1501 Broadway, New York 18, N. Y.

## WHO'S WHO IN RADIO

### CHARLES C. BARRY

**D**ELVING into the activities of "Bud" Barry for the past 12 years reveals an amazing desire for work and, more work, plus a creative ability in programming never lacking ideas. In his new post of Washington representative of the American Broadcasting System, contacting the various government agencies and groups dealing with radio problems, his background will undoubtedly prove a strong pillar in helping to iron out problems and make for perfect co-operation between network and Capital groups.

Charles Carroll Barry, was born July 1, 1911, at Newton, Massachusetts. Graduating from Newton High School, he attended Boston University, and subsequently entered the business world via the advertising department of the Boston Globe. He later became publicity assistant and copwriter at R. H. White Co. leading department store; took a flier at selling advertising novelties with headquarters in Providence, then moved to New York as copywriter with Montgomery Ward. This brings him up to 1935 and 1936. Going to Washington as advertising manager of Grosner's men's store, he ended up as announcer with NBC, concerned chiefly with sports and special events. In 1938 he was appointed night manager of WRC and WMAL, which position he held until transferred to New York as assistant program manager of the Blue Network in the spring of 1941.

While in the Capital however, Barry's job was not routine. He traveled 20,000 miles in seven weeks on one Willkie trip as NBC representative and later acted as Presidential announcer on one of Roosevelt's trips. Also while in Washington, Barry created the nation-wide Mile-O-Dimes campaign which was an important part of the work of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis, Inc.

In February 1942, following the complete separation of the Blue and NBC, Barry was appointed Eastern program manager by Phillips Carlin, then vice-president in charge of program. During the years in which the Blue, now American Broadcasting Company, was built up as an entity in its own right, Barry held one of the key programming positions. In this period he was instrumental in developing some of the outstanding commercial programs on the network. This also applied to his close co-operation with the newsroom with G. W. Johnstone which resulted in commentators and others being brought out for co-operative network sales purposes.

When the Blue took the name of American, Barry was appointed National Director of Program Operations, working with Hubbell Robinson and Adrian Samish. In this post he was responsible for the management of the entire broadcasting schedule coast-to-coast. In this period such huge operations as carrying the death of President Roosevelt and subsequent programming following were details handled by Barry as well as the V-E Day programming. Also he was active in war programming and contact with OWI, Treasury Dept. and other government agencies.

Barry is married and has one daughter, Christina Ann. His hobbies manage to include a few rounds of golf a year and possibly as many dips in the Atlantic.



*dynamic worker*

### Lombardo Leaving N. Y. For Coast Movie Role

Guy Lombardo will leave for Hollywood following tomorrow's stanza of his "Musical Autographs" on the American network. His six subsequent programs will originate on the Coast while he fills a role in M-G-M's "No Leave, No Love."

## Send Birthday Greetings To—

July 30

Horbert Anderson Walter Horn  
Archie Braunfeld Carl Goodman  
Theodoro Karlo William Gernannt

### WAAT Revamps Service After Ending Press Tie-Up

(Continued from Page 1)

the Newark Evening "News" will be terminated as of August 2, 1945. The WAAT news broadcasts using AP and UP have been augmented with local news from the Newark "News" city desk by direct wire.

According to Irving R. Rosenhaus, WAAT general manager and vice-president, plans are being formulated for a more extensive news coverage by WAAT's own staff. This is in line with the station's future FM and Television activities, which will require special event and on the spot coverage. The station is also readying special news studios in the station's new radio center, having some months ago purchased a three million dollar Mosque Theater property on Broad Street in Newark.

## Personnel Announced For European Tour

(Continued from Page 1)

Radio Branch, Bureau of Public Relations of the War Dept. will be the escorting officer on the tour. Those invited include: Mark Woods, president of the American Broadcasting Co.; Jos. H. Ream, vice-president and secretary, CBS; William S. Hedges, vice-president, NBC in charge of new developments; Robert Swezey, vice-president and general manager of Mutual; Justin Miller, new president of NAB; Leonard Reinsch, of WSB, Atlanta; John Fetzer of WKZO, Kalamazoo and radio head of Office of Censorship; Morris Novik, managing director of WNYC, N. Y. Municipal outlet; Harry Wilder, of WSyr, Syracuse; Martin Campbell, WFAA, Dallas; Clair McCollough, WGAL, Lancaster, Penn.; John W. Alicoate, publisher of RADIO DAILY; Abel Green, editor of Variety and Sol Taishoff, editor and publisher of Broadcasting magazine.

Party is expected to stay over in London about five days before proceeding to the Continent where important points will be visited from the beach-head in France to Berlin.

### New WOR Series

Doris Doree, soprano and Thomas Hayward, tenor, will be starred in a new recorded music series, "Two In Love," to be heard over WOR every Monday, from 8:15 to 8:30 p.m., starting today. The new series of romantic music is sponsored by Herman Basch and Company. Kelly Nason, Inc., handled the 13-week contract.

### To Address Sportscasters

Mortimer Loewi of Du Mont television organization, will speak at the August 7 meeting of the Sports Broadcasters Association at the Capitol Hotel, in New York.

**WHO SAID INFLATION?**  
**W-I-N-D delivers**  
**79% MORE**  
**daytime audience**  
**PER DOLLAR**  
**IN 1945 than in 1943**

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**  
5000 WATTS **Chicago** 560 KC.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 32, NO. 21

NEW YORK, N. Y., TUESDAY, JULY 31, 1945

TEN CENTS

## AM-FM Forces Air Views

### Ask 3 New AM Outlets; Other Activity At FCC

Washington Bureau, RADIO DAILY

Washington—Applications were reported yesterday by the FCC for three new standard broadcast stations, two FM stations and a power boost of from 500 watts to one kilowatt. The AM applicants are: George Burne Smith and V. H. McLean, Maryville, Tenn., seeking a 1400-kc assignment with 250 watts unlimited; James A. Noe, Lake Charles, La., seeking to operate on 1,230 kc with 100 watts unlimited, and the Tri-County Broadcasting Corp. of Orangeburg, S. C., seeking to operate on 1,450 kc with 250 watts unlimited.

The FM applications are the Marion  
(Continued on Page 4)

### Secretary Anderson Guest Of WLW-Midwest Farmers

Cincinnati—Secretary of Agriculture Clinton P. Anderson, will spend the week-end of August 4-5 in this city where he will confer with 250 county agriculture agents and farmers from the Middle-West area. On Sunday he will be guest observer on the WLW-NBC "World Front" program. Saturday morning Secretary  
(Continued on Page 2)

### Standard Oil Buys Time For Nebraska U. Football

Omaha, Neb.—Standard Oil Co. of Indiana, has purchased time for sponsorship of all 1945 University of Nebraska football games. Stations to be used include WOW here and  
(Continued on Page 2)

### Visual

Emily Hahn, authority on China and author of "The Soong Sisters," and "China and Me," will be a guest star on the "Author! Author!" television program on WABD at 9 p.m., Wednesday. Appearing with Miss Hahn will be Tsai-Ting Lang, Chinese musician. Leesa Perrin, mistress of ceremonies, will be heard in several popular Chinese songs.

### Radio's Big Three

Paris—Bob Hope, Jack Benny and Ed (Archie) Gardner are working on three different fronts in Europe. Hope is in France, Benny is with a USO gang in Germany and Gardner is giving the G.I.'s in Italy an insight on the doings in "Duffy's Tavern."

### Harvester Co. Seeks Network Radio Show

Chicago — International Harvester Company has commissioned McCann-Erickson, Inc., to develop and present for audition a network radio show of an institutional nature, company officials announced. Time, talent and the detailed nature of the show are in the development stage.

### Clark Gable To Broadcast On Air Force Day Program

Los Angeles—Clark Gable, former major in the Air Forces, will be heard in one of his first radio appearances since returning to civilian life, as part of the Air Force Day broadcast, Wednesday night, Aug. 1. The cinema star will be heard speaking from Los Angeles where he will be toastmaster at a dinner celebration of the day, one of 850 such banquets being put on from coast to coast by the Air Power League and the Wings Club. He will be picked up by the main broadcast of Air Force Day which will be car-  
(Continued on Page 2)

### Radio Provides Ace Coverage Of Empire State Bldg. Crash

New York networks and independent stations, without undue excitement, gave one of the best exhibitions of straight reporting of a catastrophe in radio history Saturday following the tragic crash of a B-25 Army bomber into the 79th floor of the Empire State Building. With no precedent for either radio or the newspapers to cover such a hot news event, radio brought more eyewitness accounts to the mike possibly than at

### Industry Leaders Give Web Viewpoint On Prospect Of Combining Services In The Audio Field

Washington Bureau, RADIO DAILY

Washington—United opposition by NBC and CBS to the FCC proposal that FM operators be required to devote at least one hour in the afternoon and another in the evening to individual programming not aired by any other transmitter was explained at length by NBC head Niles Trammell and CBS Executive Vice-president Paul Kesten. Hardship to the broadcasters would be extreme, they said, with a resultant slowing down of FM development.

The effect of such a requirement, Trammell said would be to retard FM receiver sales because "the public is tickled to death

### Leaves Field Group; Returns to WLW Fold

Cincinnati—Walter A. Callahan since November, 1942, general manager of WSAI for the Crosley interests and since September, 1944, general manager under the Marshall Field interests returns to the WLW staff on September 1, James D. Shouse, vice-president in charge of  
(Continued on Page 2)

### 'What's Doin' Ladies?' Sold On American's Coast Web

Los Angeles—Young & Rubicam has purchased for Hunt Foods Inc., the program titled "What's Doin' Ladies?" from the American Broadcasting  
(Continued on Page 5)

with the broadcast programs they are receiving" and would buy their radios according to that service which gives them their favorite programs.

Pointing out that FM will not be able at first to afford the costly popular entertainment features available on established AM stations unless they are permitted to carry the same programs, Trammell said, "there may  
(Continued on Page 6)

### United Nations Pact Subject of Program

"What Our Membership in the United Nations Conference Means" will be the subject of a discussion by Assistant Secretaries of State Dean Acheson and Archibald MacLeish on NBC's "Our Foreign Policy" program, Saturday, August 4, at 7 p.m., EWT. Program will be the first of a group of five in the NBC University of the Air series, presented by the U. S. State Department.

### B-29 Airing

One of the first broadcasts ever to be aired from the inside of a B-29 will be carried by WNAC, Boston, and the Yankee Network on National Air Force Day, Wednesday. Program will come from the Army Bedford Airport, Bedford, Mass. Lester Smith, Yankee's special events director, will make the flight. It will be one of many shows honoring the AAF.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Monday, July 30)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A.M. Tel. & Tel.	178 <sup>3</sup> / <sub>8</sub>	177 <sup>3</sup> / <sub>8</sub>	178 <sup>3</sup> / <sub>8</sub>	+ 1
Crosley Corp.	36 <sup>1</sup> / <sub>2</sub>	36 <sup>1</sup> / <sub>2</sub>	36 <sup>1</sup> / <sub>2</sub>	+ 1
Farnsworth T. & R.	15	14 <sup>1</sup> / <sub>4</sub>	15	+ <sup>3</sup> / <sub>8</sub>
Gen. Electric	43 <sup>1</sup> / <sub>4</sub>	42 <sup>1</sup> / <sub>2</sub>	43 <sup>1</sup> / <sub>4</sub>	+ <sup>7</sup> / <sub>8</sub>
Philco	33 <sup>7</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>4</sub>	33 <sup>7</sup> / <sub>8</sub>	- <sup>7</sup> / <sub>8</sub>
RCA Common	12 <sup>5</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
RCA First Pfd.	86 <sup>1</sup> / <sub>4</sub>	86 <sup>1</sup> / <sub>4</sub>	86 <sup>1</sup> / <sub>4</sub>	- <sup>3</sup> / <sub>8</sub>
Stewart-Warner	18 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>8</sub>	18 <sup>7</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
Westinghouse	43 <sup>1</sup> / <sub>4</sub>	42 <sup>3</sup> / <sub>4</sub>	43	.....
Zenith Radio	35	34 <sup>1</sup> / <sub>2</sub>	35	+ <sup>3</sup> / <sub>8</sub>

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 <sup>1</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>
Stromberg-Carlson	17 <sup>7</sup> / <sub>8</sub>	18 <sup>7</sup> / <sub>8</sub>
WCAO (Baltimore)	27	.....
WJR (Detroit)	24 <sup>1</sup> / <sub>2</sub>	25 <sup>1</sup> / <sub>2</sub>

## Standard Oil Buys Time For Nebraska U. Football

(Continued from Page 1)

KODY, North Platte, according to John J. Gillin, Jr., president of WOW. Deal also calls for sponsorship of the "Standard Football Scoreboard," 14 quarter-hours at 5:15 p.m. Saturdays starting Sept. 8, 1945, on both stations.

Deal was sold by Bill Wiseman of WOW working with Charles Dilcher of John Blair Co. and McCann-Erickson agency.

## Marian Anderson Returns

Marian Anderson, distinguished Negro contralto, returns to "The Telephone Hour" on NBC Monday, August 6, 9 p.m., as guest artist with Donald Voorhees and his orchestra.

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

# Coming and Going

MARK WOODS, president of the American Broadcasting Company; KEITH KIGGINS, vice-president in charge of stations; FRANK MARX, director of general engineering, and J. D. McDONALD, general attorney, are in Washington for the FM hearings at the FCC.

JAMES V. McCONNELL, manager of the NBC spot sales department, and BOB DAVIS, trade news editor, have returned well tanned from their vacational jaunts in the hinterland.

PAULA STONE, femcee heard on MBS and WNEW, is on the West Coast to make plans for the Broadway production of "The Red Mill," currently playing in Hollywood.

JERRY FOSTER, photogenic photoeditor of Mutual, is vacationing at Spring Lake, N. J.

E. E. HILL, managing director of WTAG, Worcester, Mass., is in Washington, D. C.

LEE OTIS, CBS day news editor, leaves tomorrow on a two-week sojourn in Lakeside, Mich.

BOB FEAGIN, manager of WHBQ, Jacksonville, has arrived from Florida for conferences at the headquarters of the Mutual network, with which the station is affiliated.

ARTHUR HULL HAYES, general manager of WABC, off on a week's business trip to Detroit and Chicago.

SAM H. BENNETT, vice-president and sales manager of KMBC, Kansas City, is spending three weeks in California on business.

GORDON GRAHAM, manager of WLW's Washington news bureau, who was called to Phillipsburg, Ohio, by the death of his mother, is expected back at his NBC microphone this week.

ED CASHMAN, producer, has left the West Coast for Chicago and New York, where he will complete negotiations for Fall programs.

HELOISE PARKER BROEG, the Mother Parker of WEEI's "Food Fair," left last Friday on her annual vacation.

KEN AND HEZZIE TRIETSCH, CHARLES OTTO WARD and GIL TAYLOR—in other words, The Hoosier Hot Shots—of NBC's "National Barn Dance," are expected in town today en route overseas.

ALLAN COURTNEY, disc jockey on WOV, leaves this week on his vacation, which he'll spend on the West Coast.

## Leaves Field Group; Returns To WLW Fold

(Continued from Page 1)

broadcasting for Crosley Corporation, announced yesterday.

Mr. Shouse further stated that while the sale of WSAI to the Field interests, in order to conform to the dual ownership rule, had been a source of regret to his company, the necessity of supplying to the new owners of WLW top operating people with long years of service to Crosley had been an even greater source of regret.

Mr. Callahan originally joined the Crosley broadcasting division in 1938 and has served in various capacities including sales and service at the WLW home office. Later he was manager of the Chicago office and prior to his appointment to the management of WSAI served for over a year as administrative assistant to Mr. Shouse and Mr. Dunville.

## Secretary Anderson Guest Of WLW-Midwest Farmers

(Continued from Page 1)

Anderson will breakfast with WLW executives and newspapermen. He will also make a trip through the Crosley plant and inspect the huge shortwave transmitters.

## Clark Gable To Broadcast On Air Force Day Program

(Continued from Page 1)

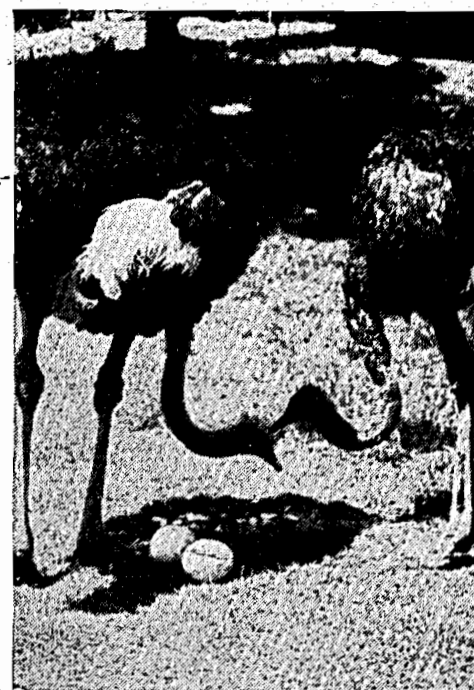
ried by the American and Mutual networks at 10:30 p.m.

In New York, the key dinner will feature a speech by General of the Army H. H. Arnold speaking from the Waldorf-Astoria. Others to be picked up during the historical half-hour program will include Generals MacArthur and Eisenhower, Air Marshal Sir Arthur Tedder, former Deputy Commander of SHAEF, speaking from Frankfurt.

Also high-lighting the show will be two action spots broadcast from the air and reported by combat reporters of Gen. Arnold's weekly American Broadcasting Company radio feature, "The Fighting AAF." The program celebrates the 38th anniversary of the Signal Corps order, Aug. 1, 1907 establishing the Division of Aeronautics.

## Snodgrass V.-P. At W. E.

William E. Snodgrass, formerly executive vice-president of the Dictograph Products Company, has joined the Western Electric Company as general manager of that company's hearing aid division, according to an announcement by F. R. Lack, vice-president of Western Electric.



## Something new about the ostrich

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

That's not so dumb!

But we're using that picture to remind advertisers that the older "Head buried in the sand" line about the ostrich, is still in effect in some places.

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

Facts available to you, prove it!



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

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

**WDAS** AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

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

# Program Parade . . .

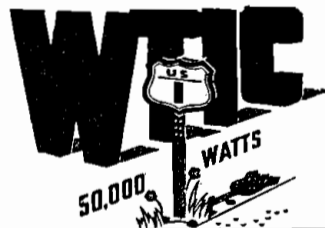
**YOUR HIT PARADE**—CBS. Sat. 9-9:45 p.m., EWT. American Tobacco Co. (Lucky Strike). There is no change in the format of "Hit Parade" which continues the Mark Warnow orchestra and Joan Edwards. New addition is Dick Todd, who handles the male vocals in place of Lawrence Tibbett who goes overseas with a USO unit. Warnow serves the songs old and new as per wishes of the sponsor, and Miss Edwards and Todd offer a highly commendable job on the vocals. Todd has a pleasing voice and does not try to oversell. Listeners, most of whom are acquainted with Todd's work, undoubtedly were pleased with the current "voice" on the show.



**PICK AND PAT**—American. Monday through Thursday, 8-8:15 p.m., EWT. Miles Laboratories. (Alka-Seltzer). Replacing Lum and Abner for the summer, this blackface duo, versatile as to comedy, carry the 15-minute period nicely. First guest singer was Mary Small and there is an additional musical group that further enhances the stanza. Plenty of variety for the time it runs. Miles' commercials for both Alka-Seltzer and One-A-Day vitamin tablets follow the usual pattern.



**WHEN HE COMES HOME**—WMCA. Wednesday, 9:30-10 p.m., EWT. One of the more intelligently projected series of delinquent war veterans and how they proceed to reinstate themselves in the workaday civilian routine. Capsule dramas are interspersed by roundtable discussions of participating experts. John Farley's scripts handle situations with sympathy and restraint, and Beatrice Millicker's direction is tops.



**DIRECT ROUTE TO SALES IN**

*Southern New England*

The Travelers Broadcasting Service Corporation

Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY,

New York, Boston, Chicago,

Detroit, San Francisco and Hollywood

## Radio Provides Ace Coverage Of Empire State Bldg. Crash

(Continued from Page 1)

with others not connected with radio. WOR-Mutual probably put the first flash on the air. It took place at approximately 9:46 a.m. Saturday morning and at 9:49 a.m. Edwin P. Kenny, WOR engineer who was on the roof of the WOR building for his hourly check on air conditioning, saw the crash and immediately informed the program manager who broke into the program on the air with a bulletin, less than two minutes later. At the same time, Stan Lomax, WOR sportscaster who was driving down Fifth Avenue heard the plane flying low overhead and was only a few blocks away. Lomax saw the crash and flames and at 10:02 to 10:06 a.m. gave the first eyewitness account of what happened. Regular coverage followed on WOR-Mutual and later a phone line rigged up in the Empire Building had Ed Pearson, announcer, give descriptions of what was going on and interviewed many survivors, pedestrians and officials.

Meanwhile all stations and networks had the flash. At first Press Association stated a terrific explosion had taken place in the tower of the building and a minute or two later came the augmented bulletin that a plane was reported as having crashed into the upper stories.

### NBC Uses Mobile Unit

NBC's broadcast description of the disaster was largely handled by Herb Sheldon and Ray Barrett, who, with a mobile unit, interviewed eye-witnesses and gave reports from the scene. The unit picked up the noises of the fire-apparatus, bells and sirens, one of the most realistic broadcasts ever heard of this nature. Sheldon happened to be near the building when the crash occurred and was in frequent touch by telephone with the NBC studios until Barrett arrived with the mobile unit.

In addition, NBC commentator Don Goddard interviewed Philip Kirby, advertising executive who was on the 76th floor of the building at the time of the crash. This special broadcast was heard 11:06 a.m. NBC's first bulletin was on the air at 9:59 a.m. with a confirmation report at 10:10 a.m. The initial bulletin was carried by WEAZ only, but subsequent reports were carried on the network. There was frequent recapitulation and additional news on the regular news programs.

### NBC's Tele Transmitter

NBC's television transmitter on the 85th floor and antennas atop the tower of Empire State Building were not damaged, it was revealed by John F. Royal, vice-president in charge of television. Royal said that the equipment was used Sunday and could have been used Saturday afternoon for the scheduled baseball game, which was cancelled due to rain. None of the WNBC staff was at work at the time of the crash.

Soon as the news of the crash

was known, official of Du Mont outlet WABD, phoned NBC to the effect that the Du Mont equipment was available to NBC should they find their own damaged.

### CBS Running Coverage

CBS had its first bulletin on the air at 10:02 a.m. as a report of an explosion that rocked the midtown area. At 10:06 the bulletin was amplified. At 11-11:15 a.m. on a regular program the first two minutes were devoted to the crash; at 12 noon on another regular news show the first two minutes were devoted to the news of the accident; at 1:30 p.m. a special broadcast was heard and Ray Ovington and Bill Slocum, Jr., director of special events interviewed eye-witnesses and gave a graphic description of the scene of the disaster. At 4:15-4:30 p.m. also a regular news-type show additional reports were given.

Charles Bolton, of WHOM, using a recordograph film recorder rushed to

### Brave Gals

*John Boler's offices for the North Central Broadcasting System and the Mississippi Valley Network, located on the 73rd floor of the Empire State Building, had two employes at work Saturday when the crash occurred. The two girls, Edith Iverson and Jean Fagan, who were only five stories below the crash where the flaming gasoline began to pour down the building, dashed to the nearest exit and ran down 73 flights of stairs to the street.*

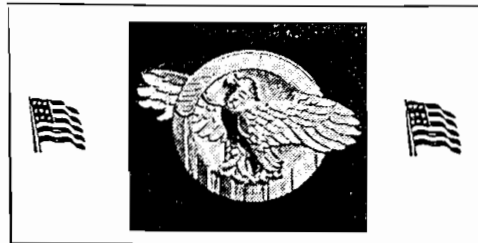
*At 12:25 p.m. they were at the WOR-Mutual studios where they described their experience. Yesterday both were on the job but admitted their legs "were a little tired."*

the scene and made a number of recorded interviews with witnesses of the tragedy. Recordings were played Saturday night over the station. WOR special events department also used the film recorder as part of their coverage.

### Raytheon Informs Airport

Employees of the Communications Division of the Raytheon Mfg. Co. on the 53rd and 54th floors of the Lincoln Building on 42nd Street heard the airplane flying low west of the building within the overcast. A minute later they heard the explosion and saw the flames. D. K. de Nuef, assistant manager immediately called LaGuardia airport and gave them the news which was not believed at first. De Nuef also informed other airports in the area, including military and civil.

At 10:15 a.m. WJZ first flashed the news of the B-25 bomber which struck the Empire State Building. Immediately John D. McTigue, member of the special features staff of the American Broadcasting Co., rushed to the scene and phoned in an eye-witness account of the disaster. This account



Major Purnell Gould reported to Port MacArthur where he will be placed on inactive service. For the past six months he has been Chief of the Broadcast Service Section of Armed Forces Radio Service. Prior to duty with AFRS, Major Gould was instrumental in the planning and construction of the famous Mosquito Network of AFRS stations in the South Pacific and later was the top AFRS representative in the Central Pacific. Before joining the Army Air Forces in 1942, Major Gould was well known in Eastern advertising circles having been in newspaper, magazine and radio business since 1928.



Herbert Holtshouser, radio technician, recently discharged from the Navy where he served as a radar instructor, has joined the television staff of WBKB, Balaban-Katz station, in Chicago. Holtshouser received his initial training at the U. S. Navy radio school conducted by Commander William Eddy on the top floor of the State-Lake building in Chicago.

was aired at 10:15 over WJZ only.

At 11:00 a.m. the entire network heard of the accident and during this broadcast further details and eye-witness accounts given by McTigue, now back in the American studios. Throughout the day, wherever convenient, additional information and other accounts were given over the network. At 1 p.m. Bert Bacharach, WJZ staff member, who was in the Empire State Building at the time of the crash, was back in the studios of web in an interview with Taylor Grant. And again at 2 p.m. Grant broadcast interviews with three eye witnesses from the 85th story of the building. For the remainder of the day and night, further details were handled in the regular news periods.

## SAN FRANCISCO

COL. ABE SCHECHTER, director of news and special events for Mutual, has been conferring with executives and staff members of KFRC-Mutual on plans for enlarged coverage of the Pacific Southwest area for network audiences.

A half-hour drama celebrating the silver anniversary of the radio industry will be fed through the American net through the facilities of KFBK, Sacramento, Saturday, July 28th, from 3:00 to 3:30 p.m., PWT.

Sidney N. Strotz, NBC veepee and assistant Lewis S. Frost, has been here conferring with KPO general manager, John W. Elwood. Strotz also addressed the students of the KPO-Stanford Summer Radio Institute.

Barbara Tate's KPO show titled "Through A Woman's Eyes" was awarded a special citation for outstanding contribution to the war effort by the Victory Advertising Committee of the San Francisco Advertising Club. Chairman of the meeting on the award day was KPO sales manager Alfred Crapsey.

Cedric Foster stopped in at the KFRC offices after a six weeks tour of all Pacific war bases and stated he had seen nothing to change his belief that the war will last two years more.

James Abbe, American news commentator, received a greeting from veepee Don Searle reading "Congratulations on your eightieth birthday." Abbe chuckled and wired back "You must be thinking of Westminster Abbey."

The 7th War Loan contest conducted by employes of KPO rolled up sales of \$6,200. Contest winners were Gwen Dunn, 1st prize (\$100 bond), Floyd Farr, 2nd (\$50 bond), and Bert Silen, 3rd (\$25 bond).

### Ask 3 New AM Outlets; Other Activity At FCC

(Continued from Page 1)

Broadcasting Co., Marion, Ohio, and Radio Ohio, Inc., also in Marion.

KTYW, Yakima, Wash., which operates on 1,460 kilocycles, is seeking to boost its power from 500 watts day and night to 1,000 watts day and night.

ARE YOU LOOKING  
FOR A NETWORK WINNER?

Investigate

**QUIZZER-BASEBALL**

The popular audience participation quiz session that pitches questions of general family interest to the exciting tempo of our National pastime.

Now in Its

433rd

Consecutive Sponsored Broadcast  
On KFH — Wichita, Kansas

Represented by

H. S. Goodman  
19 East 53rd St.  
New York, N. Y.

M. M. Mendelsohn  
Transportation Bldg.  
Chicago 5, Illinois



### California Commentary

● ● ● Teachers of radio courses at the University of Southern California and Occidental College trekked to NBC Hollywood July 29 to witness a performance of "Pacific Story," the drama written and produced by Arnold Marquis, which illumines the background of the war in the Pacific. The visitors were guests of the public service department of NBC's

### Los Angeles

Western division, of which Jennings Pierce is manager. The NBC Radio Institute, functioning jointly with UCLA, Stanford and Northwestern, cooperates in various ways with the teaching staffs of other higher institutions of learning providing records of NBC broadcasts and arranging lectures by instructors from Hollywood Radio City. Talking to a marine named Smith on "The Blind Date" show, Femcee Arlene Francis quipped, "So you're Mr. Smith? Did you ever go to Washington, Mr. Smith?" "No," the Marine replied, "But I got some greetings from there once!" Jack Johnstone, producer of "The Man Called X" for Foote, Cone and Belding, and his wife were given a party in honor of their 14th wedding anniversary at the Victor Hugo in Laguna Beach. Victor Borge will entertain at "A Date at Ciro's" party, Aug. 5, for the benefit of wounded servicemen from surrounding hospitals.

★ ★ ★

● ● ● The worries of some war veteran may turn to gladness, thanks to actor Daniel de Jonghe. Given his first chance in a radio role in "Pacific Story," de Jonghe turned over his to the WACS' telephone fund for servicemen—a means of placing them in immediate touch with their families. The Hollander is known to stage and screen here and abroad. Justin Miller, president-elect of NAB, was hosted at a luncheon given in his honor by Don Searle, American veepee. In attendance were Bill Ryan, manager of KFI and district director of NAB; Major Purnell Gould, former commercial manager of WFBR, Baltimore, recently placed on inactive status by the army, and Clyde Scott, manager of KECA. Bing Crosby's advice gave teen-age bandleaders Jimmy Higson of Hoagy Carmichael's show, his start. The Groaner heard Jimmy's band and advised him to make it a career. Alfred Woolley has joined the radio recording division of NBC Hollywood under manager Oscar Turner and will act as office manager.

★ ★ ★

● ● ● The Jack Carson show is getting international representation. Jack is entertaining servicemen in the Pacific, while Arthur Treacher, who is featured on the air show, is visiting Army hospitals in Italy. Mrs. Carson, who was Kay St. Germain, professionally, is visiting her parents in Portland, Oregon, for a month. The radio colony's list of top tennis players now includes Ted Olewine, a former national interscholastic champion, who has joined Don Lee-Mutual. He won honors in the Pacific as a marine lieutenant. Among the top-flight tennis players here are Nelson McInch, of KFI; Phil Hanna, the singer, Owen Anderson, of CBS-KNX. Jean Meredith, assistant director of the CBS-KNX press department, is vacationing at Rancho Santa Fe, while Charles Levin, of the same department, has returned from an outing at Carmel and Lake Arrowhead. Comedian Bill Grey is threatening to throw a big party if he is successful in getting a telephone. He is happy, because he was able to find an apartment and a safe deposit box, but is not abandoning efforts to get a telephone. Leslie Charteris of Bond Charteris Enterprises has a very versatile secretary in Herta Georgius. She surprised her boss by writing a completed radio script for "The Saint," starring Brian Aherne and it was used on a recent program. The Sunset Boulevard Stork Derby has a new entrant in Les Raddatz, assistant to Hal Bock, head of NBC's Western division press department. Les' wife is expecting a fourth child, while Bob Hall and Joel Murcott of the Milt Samuel's American press department, recently became papas.

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

SPONSORSHIP of a new musical show and a five-minute dramatic program, placement of 52 station breaks and renewal of 260 station breaks comprised the new business schedule this week for station WMAQ. Opera stars, support by an organ accompaniment, will be featured in a transcribed program, "Two In Love," Thursdays from 10:30 to 10:45 p.m., CWT. Starting Aug. 2, sponsored by Herman Basch & Company, Inc. (Hammer Brand fur process) through Kelly Nason (New York), Contract is for 13 weeks. The dramatic program will be sponsored by Reader's Digest Association (Reader's Digest Magazine), through Batten, Barton, Durstine & Osborn, Inc., and will be heard Mondays, Tuesdays, Saturdays and Sundays, 11:15 to 11:20 p.m., CWT beginning July 28 for 52 weeks. Transcribed program will feature dramatic excerpts of stories appearing in current issues of Reader's Digest.

"Welcome Home" is the new program replacing Nelson Brothers' show, "Salute to Victory" on WBBM Sundays, 10:45 to 11:00 p.m., CWT, program features interviews with servicemen as they leave the separation center at Fort Sheridan, Ill., after being discharged from the army on the point system. Agency is George H. Hartman, Chicago.

### Golfer Slated For Radio

Byron Nelson, leading tournament winner of the professional golfers, may be heard on a new commercial network program with a sporting goods company as sponsor. Nelson was approached by agency executives in Chicago this week during the Tam O'Shanter tournament.

### Sauter Operated On

Jim Sauter underwent a minor operation yesterday at the Harkness Pavilion Medical Center on West 168th Street.

*Fifth Week's  
Vacation*

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



**COAST-TO-COAST**

— PENNSYLVANIA —

PHILADELPHIA — Mae Edwards, KYW publicity and industrial relations, is spending her vacation in the Pocono Mountains. Anne Root, program department substituting during Miss Edwards' absence. . . . St. Charles (Chuck) Thompson, who has been in Europe for more than a year and Lt. Roy Neal, also overseas for sometime, both former WIBG announcers, met in Augsburg, Germany, last week. According to their letters, the town of Augsburg now knows all about WIBG, especially after they got through painting it.

— SOUTH CAROLINA —

COLUMBIA — It's been old home week around WCOS with visits from Richard Wade and Dave Campbell, both former announcers now in the service, and John Ropp, former "Club 1400" emcee, now training at the Naval Air Technical Training Center in Memphis.

— NORTH CAROLINA —

GREENSBORO — WBIG service men say that Sgt. Harold E. Smith, former control operator, is home on furlough from the Azores. . . . Alden Hubell, also of the control staff is on furlough in New Mexico. . . . ASHEVILLE — Stella Britt, while vacationing from WNCN's commercial department, entertained the rest of the femme contingent at a barbecue luncheon, recently.

— CONNECTICUT —

HARTFORD — Two of WDRB's request programs are running neck and neck in popularity. They are "Night Owl" and "Music Off the Record" with the former's Dan Luce and Charley Haaser vying with Larry Colton of the latter for top honors. . . . WDRB is co-operating with Farm Safety Week by broadcasting several talks in connection with the observance.

— TENNESSEE —

NASHVILLE — Duke of Paducah, Whitey Ford, featured comedian of the SM-NBC Grand Ole Opry, and Dave Murray, writer, now a G.I. in Hollywood, are reading a book titled "These Shoes Are Killin' Me" for Fall distribution. . . . F. C. Sowell, WLAC manager, received word of the death of his brother, Ashley B. Sowell, in the Canal Zone. Latter had served as U.S. Commercial Attache to Panama City for five years.

★ AGENCY NEWSCAST ★

PHILIP KERBY has joined Grant Advertising, Inc., in an executive copy capacity. He previously served as director of national media for the National Association of Manufacturers, and director of institutional promotion for NBC. He has also been copy chief for Geyer, Cornell & Newell, and account executive with Fuller, Smith & Ross.

G. EDWARD PENDRAY, for the last nine years assistant to the president of Westinghouse in charge of public relations and education, opens his own office in New York on August 1 as counselor in management, public relations and education. Westinghouse will retain Mr. Pendray's services as advisor in public relations, education and related activities.

LEW KASHUK ADVERTISING COMPANY has launched an extensive radio campaign featuring diamond "Rings O' Devotion" for its client, Morris Square Deal Jewelers. The jewelry chain has nine stores in Pennsylvania and Delaware and a radio station in each city is being used. The Kashuk offices, high in the Empire State Building, had a close call from the bomber crash Saturday.

JOHN J. McCARTHY, vice-president of McCann-Erickson, Inc., advertising agency, and Bernard M. Kliman, Gruen advertising director, have completed plans for Gruen's fall and Christmas advertising program, which will be the largest in the company's history. Gruen's radio budget has been upped 50 per cent over previous years.

RADIO EXECUTIVES CLUB OF TORONTO, has elected as president, Harry E. "Red" Foster, of Foster Agencies, succeeding C. W. "Bill" Wright, founder of the club, and president for the past two years. Wright remains on the board as immediate Past President. The new occupant of the chair is supported by Vice-President Walter Elliott (Elliott-Haynes, Ltd.), Secretary Art Benson (Canadian Broadcaster), and Treasurer Walter Enger (McKim Advertising Ltd.). Asked by Foster to act as committees-of-one were Jim Knox (Horace N. Stovin Co.), Membership; Hal. B. Williams (Dominion Broadcasting Co.), Speakers; Sid Lancaster (Radio Representatives Ltd.), Publicity. The Radio Executives Club of Toronto is one of the fast-growing organizations of its kind.

**AFRS Sportscaster Honored In West Coast Radio Award**

Los Angeles — Armed Forces Radio Service and sportscaster Sgt. William W. Brundige were recently presented awards by the Helms Athletic Foundation for their accomplishment in world-wide shortwavecast of sports to servicemen overseas.

Rube Samuelson, sports editor of the Pasadena Star-News, represented the Helms Foundation in presenting the plaque to Col. Thomas H. A. Lewis, who accepted it in behalf of AFRS. Awards' inscription said, "In recognition of noteworthy contribution in bringing American sports scene to our Armed Forces overseas through the worldwide facilities of the Armed Forces Radio Service."

Sgt. Brundige, whose home is in Chattanooga, Tenn., prior to entering the service, was a sportscaster on KWID, San Francisco; WDOJ, Chattanooga; WAVE, Louisville, and KQW, San Francisco.

**Lavalle At The Juilliard**

Paul Lavalle, he of the Stradivari program heard Sundays on CBS and the "Highways in Melody" aired Fridays on NBC, lectured last night at the Juilliard School of Music, 122nd Street and Claremont Ave., on the Schillinger System of musical scoring.

**WANTED—PRONTO**

Secretary for writer. Shorthand and typing. Radio-Hep. Write in first letter salary wanted. Must have no allergy to work. Write Box No. 196, Radio Daily, 1501 Broadway, New York 18, N. Y.

**Anniversary Program Set By U. S. Rubber Co.**

In observance of the 102nd anniversary of the discovery of rubber, United States Rubber Company will produce a special television program on WABD, New York, on Thursday at 8 p.m. Charles J. Durban, assistant director of advertising of U. S. Rubber and Richard Hackenger of the Campbell-Ewald agency, will produce the program. John Hewlett is director.

**Count Sakhnoffsky With Helbros**

Count Alexis de Sakhnoffsky, whose industrial designs gave considerable impetus to the streamlined vogue in America, has been retained by the Helbros Watch Company to style their products. Count de Sakhnoffsky was honorably discharged this month from the United States Army Air Corps with the rank of lieutenant colonel.

**EQUIPMENT**

**Lear Designer**

Arrangements have been completed with William H. Clingman, Grand Rapids furniture designer, to design the cabinets for the larger Lear console home radio models, according to an announcement by Nate Hast, merchandise manager of Lear home radios. Lear's line will include a full range of models complete with FM, television, phonograph combination with automatic record changer and the Lear wire recorder.

**Bendix Distributor**

Bendix Aviation Corporation has appointed the Van Deren Hardware Company of Lexington, Kentucky, as radio distributor for the eastern part of the state. New distributor has been engaged in wholesale distribution for over 50 years. Raymond A. Wilkie will direct merchandising of the forthcoming line of Bendix AM and FM radios and radio-phonographs.

**Technical Appointment**

W. S. Winfield of Buffalo has been appointed chief engineer of the home radio division of Westinghouse Electric Corporation which will manufacture and market a complete line of post-war radio and television receivers. Winfield has been identified with radio and television since 1929.

**'What's Doin' Ladies?' Sold On American's Coast Web**

(Continued from Page 1)

Company. Perry Ward is emcee on the program which will be heard five days a week for 25 minutes over the Pacific network of the American Broadcasting Company starting September 10th.

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

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

# AM-FM Forces Air Views

## Hearing Most Vital To The Industry Says Kesten

(Continued from Page 1)

be a few who would like a symphonic program every night but they are certainly in the minority. If you rely on serious music and discussion programs to establish FM—it will take 20 years."

Reminded by Clifford Durr, FCC Commissioner, that the suggested regulation provide only that each FM station be required to originate only two hours of original programming, Trammell replied that this requirement was on a basis of six hours minimum daily operation, with no assurance that the Commission might not increase its requirement of time used for original programming proportionately with increases in station's operating time.

### Advertising Aspect Covered

Another point made by Trammell was that broadcasters are compelled by FCC regulations to give equal treatment to advertisers, and if two hours of sponsored programs, at no extra charge, were offered on both AM and FM frequencies, other sponsored programs would have the same right to use of both facilities. No extra charge is contemplated for advertisers' use of FM frequencies, Trammell explained as charges are based on potential listening audience, that is on radio homes, rather than actual listeners. The number of radio homes cannot be increased since FM, practically speaking, will merely replace AM, not create a new market.

Questioned on his defense of coverage allocation for FM stations to correspond with present AM coverage, in contrast to CBS "single market plan," Trammell said listening is a question of management and programming—not of coverage." He declared that the Commission should be primarily concerned with "making it easy to get into FM," and that "limitations on power, coverage and the number of stations under common ownership would delay and discourage established operators, who are

### Extensions Granted

Washington—Nine FM stations were granted temporary extensions by the FCC last week pending determination upon application for renewal of licenses. The extension is not effective later than October 1, 1945, and is subject to changes in frequency assignment which may result from current hearings. The stations are: WABC-FM, New York; WBBM-FM, Chicago; WGFM, Schenectady; WDJM, Chicago; WPEN-FM, Philadelphia; WCAU-FM, Philadelphia; WBZA-FM, Springfield, Mass.; KDKA-FM, Pittsburgh and WBZ-FM, Boston.

best equipped to develop FM, from rapid progress in the field."

Kesten declared that "the issues before the Commission at this hearing probably exceed in total importance to the public and to the broadcaster those of any hearing I can remember before this Commission or before its predecessor, the Federal Radio Commission.

"I believe that FM is not merely one aspect of the future of audio broadcasting—but that it contains in itself almost the whole future of audio broadcasting."

The FCC now, he continued, is "deciding the whole future of audio broadcasting—you are setting its social pattern, its physical pattern, its economic pattern."

### Lists Three Issues

"The three issues before the Commission which most profoundly affect the future public service of the broadcasters," Kesten said, are "first, any restraints placed on FM programming, second, any unnecessary restraints placed on FM station ownership, and third, the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs—essential always to listeners' enjoyment and vital to national unity and welfare in times of crises—can be physically attained."

CBS and its affiliate council are opposed to any regulation dividing AM and FM programs, he said.

He then proceeded to discuss what he termed the only three premises which seem to exist for forcing any AM licensee (who is willing to pioneer in FM) to compete with himself by a separate programming of his FM station:

1. That separate programming is justified to exploit the higher fidelity characteristics of FM.

2. That separate programming is in the public interest in that it forces more program choices for the listener.

3. That separate programming is desirable in order to prevent present AM broadcasters from having any sort of headstart over new commerce.

The idea of higher fidelity, he said, is outdated by technical advances in inter-city transmission and war-time developments in ultra-high frequency relay.

CBS has assured its affiliates, he said, "that if the public wants and if the Commission requires a higher frequency range for FM transmission, it is the Columbia Broadcasting System's intention to provide it, within a reasonable time from the date on which such inter-city facilities become commercially available and reliable."

Addressing himself to the second point, Kesten said:

There are, it seems to me, two ways to create a wider choice of programs for the average listener. One is a natural way, the other is a forced and unnatural way. The na-

tural way speaks for itself, and grows out of the central nature of FM itself. I refer to the natural process of licensing more stations, since the spectrum space which the Commission has wisely allocated for FM should permit the licensing of at least two or three times as many stations as the AM band permits. It may be wise, as the Commission has done in the AM field, to preclude any two FM stations in the same market from being owned by the same licensee and it may similarly be wise to prevent any stations owned by different licensees in the same market from carrying the same program service. If this concept is accepted, then the mere licensing of additional stations automatically and naturally results in creating additional program services and a wider choice of programs for the listener.

"The unnatural way of forcing additional program choice is to tell an AM broadcaster, operating an FM station primarily in order to transfer his audience gradually to FM band, that he must provide a separate FM program service and thus force him, in effect, to compete with himself. This would deny him, at the outset, the right to transfer his audience from a transmitter almost certainly doomed to become obsolete, to a technically improved transmitter."

### "Must Divide His Funds"

"The AM licensee entering FM must divide his funds between two plants," Kesten said, and "since collectively AM broadcasters cannot look forward to substantially larger total audiences, it is very evident that they will be assuming FM transmitting costs as additional investment and expense without tangible hope of additional return—in fact, only with the prospect of gradually transferring their audiences and finally being relieved of the necessity for double transmission cost when it is no longer necessary to continue AM broadcasting. The size of this additional investment can be conservatively estimated, on the basis of capital outlay alone, at over \$50,000,000. If each present AM broadcaster erects a corresponding FM transmitter . . . to require him to divide his resources still further by providing two program services might seriously endanger the quality of both. If the network which served him had to do this too, it is certain that neither program service could be as good. Thus the end result of providing more program choice by this unnatural method might be a false sort of public benevolence—giving the public twice as many programs, half as good, to listen to."

Turning to third possible premise—that separate programming is desirable in order to prevent present AM Broadcasters from having any head start over newcomers, Kesten declared, "I think I can disprove it very simply. Separate programming service, far from creating equality of opportunity for present broadcasters

## Trammell Suggests That AM Stations Get FM Permit

and new entrepreneurs alike, would in fact create the reverse. That it would penalize present broadcasters heavily—and what is more important—it would penalize the public still more heavily."

### Duplication In Audiences

The newcomer in FM, he said, can wait for the FM audience to be built up, but "the AM broadcaster find himself in a totally different position. He is running a going enterprise under a full head of steam. He, with other AM broadcasters in his area is serving all the homes with radio within that area, and those homes represent almost all the homes there are. That particular fact is well worth emphasis—there is no sizable additional audience to be reached by FM; 95 out of every 100 homes in most markets have radios today—you can't add much to that. So his prospective FM audience is, in terms of radio homes, the same audience he is reaching now. Moreover he is reaching 80 per cent to 90 per cent of all the radio homes in his area during an average week of broadcasting on balance, the AM broadcasters have little, if anything, to gain.

"So from the moment that FM sets are sold in area, every hour of FM listening represents a reduction in the AM audience, because no listener can tune in AM and FM at the same time."

### Identical Programming Urged

Turning to the arguments for identical programming Kesten pointed out first that it is only a "transition question." AM service will decline as FM comes in, he said.

"I submit that no machinery is more perfectly suited to speeding up this transition—to reducing the transition period to a minimum number of years—than the machinery of identical programming. This is true simply because set buyers buy sets for the programs which these sets will bring them. No sales argument for buying an FM set can compare

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### FM Station Costs

An insight into the estimated costs of FM stations can be gained from recent applications for licenses filed with the FCC. Lee Brothers Company, San Bernardino, Calif., seek to erect a 250 watt station at an estimated cost of \$17,500; Royal Miller Radio, Sacramento, Calif., would invest \$33,600 in a 1 kw station; Southern Minnesota Supply Co., Mankato, seeks a 10 kw station at an estimated cost of \$50,360 and Reading Broadcasting Company, who seek a 250-watt station at a cost of \$27,828.

# Briefs Submitted By NAB And 7 Leading Stations

## Broadcaster Assn. Details Objections And Suggestions

(Continued from Page 6)

th the argument that one hundred million dollars worth of American radio programs are yours with an FM transmitter. "Identical programming of AM and FM transmitters owned by the same licensee is the single key to this tire problem." Kesten said, "it will shorten the transition period to the minimum—perhaps five years instead of ten. It will smooth the track. It will avoid complete confusion of the waves—and of the listener."

### Lists Five Other Benefits

In addition, he suggested five other benefits: the speeding of FM set sales, the encouragement to new broadcasters to enter FM, program protection for the listeners, avoidance of confusion over what AM programs are available on the FM band and what are not, and "fifth and perhaps most important, identical programming provides the only basis I can see for maintaining the large investments in top-flight performing talent which sponsors now find justified on most network programs.

Turning to the proposal to limit FM ownership to six stations, Kesten said competition is free in radio and it would not pay to have it otherwise.

"There are some 900 stations competing against each other locally and regionally as well as against newspapers and many other media of advertising," he said. "CBS owns eight, that is less than one per cent of all the stations and less than 10 per cent of all the wattage of the industry. Those eight stations account for less than six per cent of the industry's total revenue.

"It seems to me that the Commission need not fear concentration of control but may be wholly satisfied with a conspicuous record of division of control, of decentralization far beyond the usual pattern of competitive American affairs." This will be even more apparent, as a result of the greater frequency-availability in FM, he said. He urged that no limit be set.

### Trammell Is Heard

Suggesting simultaneous transmission of identical programs over present day amplitude modulation (AM) and frequency modulation (FM) as a means of effecting gradual transition to FM, Niles Trammell, president of the NBC, testified before the Commission yesterday.

Declaring that simultaneous AM-

### New FM Receiver

Chicago—Development of a new FM receiver which will provide reception on the new 92 to 106 megacycle band has been reported to the FCC by Charles Wexler, chief engineer of the John Meck Industries, Inc. The set will also cover the present broadcast band of 42 to 50 megacycles.

FM broadcasting "would create a widespread audience for FM, encourage the production and distribution and use of FM equipment," Trammell urged amendments to the proposed rules and regulations.

### Wants All Stations Licensed

Trammell approved the FCC proposal that all present AM station owners be granted FM licenses upon application but suggested a Commission declaration that these broadcasters be assured they would be permitted to continue with both types of stations. He urged no limitation on the area to be served by FM broadcasters in the proposed regulations.

By use of the new very high frequencies, Trammell said, broadcasting can now advance on three major fronts.

"There are: First, the improvement of the present system of sound broadcasting by the addition of frequency modulation which will provide transmission and reception of high fidelity service free from noise and static. Second, the establishment of thousands of new stations, creating new competitive opportunities, encouraging new program services, and permitting the formation of more networks. Third, the creation of local and network television service, combining the new service of sight with FM sound broadcasting."

Trammell told the Commission that "wise regulation will ensure continuity of service to the radio audience, rapid improvement in the art, the establishment of new services, the influx of new capital, greater employment opportunities in the industry, and the maintenance of a sound economic structure for broadcasting."

### Questioned Restricted Ownership

Discussing a proposal to restrict one licensee to the ownership of six stations, Trammell asked "whether, with the abundance of frequencies now available and the promise of more in the near future, it is necessary or even desirable to limit the number of stations under common ownership or control for operation in different areas to an arbitrary number of six stations. Further developments in the art and the proven necessities for a complete national service on a competitive basis may require the ownership of more than six stations and should be permitted so long as an undue concentration of facilities is not thereby created."

Competitive opportunities afforded by the greater number of stations made possible by opening up the very high frequencies require a review of FCC chain broadcasting regulations before adoption of rules for FM, Trammell declared. "Since these new services are only now being opened up and the conditions which govern their future operations are uncertain," he explained, "we believe that the Commission should not bodily import the network regulations now applying to standard band broadcasters into the FM regulations without further study."

Trammell expressed approval of a proposed regulation to encourage ex-

perimentation with facsimile broadcasting. He pointed out, however, that although the Radio Corporation of America and NBC have conducted facsimile research for many years, much is yet to be done before a practical facsimile service can be offered to the public.

### Briefs Made Public

With opening yesterday morning of the two-day hearing conducted by the FCC for the purpose of receiving arguments for or against the Commission's proposed regulations for FM, seven leading stations of the nation, as well as the NAB, filed briefs setting forth their objections to the proposed rules as well as their suggestions for modification or change.

Stations filing briefs with the Commission were: WJR, Detroit; WGN, Chicago; WGAR, Cleveland; WFBR, Baltimore; WTIC, Hartford; KFI, Los Angeles, and the Kansas City "Star."

Excerpts from the NAB and station briefs follow. The NAB, in a lengthy treatment, said in part:

**Minimum Operating Schedule:** Establishment at this time of any arbitrary minimum period of operating hours may tend to hamper the orderly and timely progression of FM. The ultimate success of such broadcasting will depend largely upon flexibility of operation.

It is conceivable that the Commission may deem it advisable to allow even part time operation of an FM station in small communities or rural areas, providing adequate facilities of a different character are available in such areas. Part time operations may well result in an added service to the public which normally would be unavailable from any other source.

**Program Duplication:** This rule would seem to contemplate the creation of a separate program policy for FM stations, as compared with the AM stations serving the same area, thus bringing the Commission into the field of programming, which phase of radio broadcasting the Commission has heretofore held to be the sole responsibility of broadcast station management.

Today, the competition for listeners has resulted in a constant effort on the part of AM broadcasters to give the highest possible quality, variety and entertainment in the broadcasts presented over their stations. It is submitted that this free competition among broadcast stations, far more effectively than any rules or regulation of the Commission will produce a proper programming of FM stations.

It is the broadcaster's job to serve the area in which his station operates to the best of his ability and in the public interest, convenience and necessity.

Another theory attempting to arrive at the basis for the rule against program duplication is that duplication is not in the public interest because it does not afford the listener a full selection of programs. This theory appears to us to be patently fallacious. For a time at least most listeners will own receiving sets which will receive only AM stations. Such listeners under the proposed regulation will be unable to hear the programs developed for FM listeners which utilize the full capacity of FM and are not broadcast simultaneously through both FM and AM stations. Later the situation may be reversed.

It should be apparent that AM and FM are systems of modulation not in competition with each other but are merely separate methods of aural broadcasting. The basis of these regulations should be the fact that AM stations are in competition with each other, and that FM broadcast stations will be in competition with other FM stations. However, everything available to FM listeners should be in turn available to AM listeners.

We believe that the public interest, convenience and necessity is best served by a program policy determined by the licensees in accordance with the tradition and experience of American broadcasting. The American public is certain to demand and obtain,

## Show - Duplication, Multiple Owning Covered Fully

the type of programs which appeal to its tastes, whether in the field of education, information or entertainment.

**Multiple Ownership:** Any abuse to the public interest which may result from multiple ownership could be possible only as a consequence of the Commission's action in exercising its licensing power. Each application should stand on its own merits. The Commission would fall into grave error if it set an arbitrary number of stations as the point at which there will automatically result a concentration of control contrary to the public interest. Does not the public interest require that listeners have available to them the greatest number of services which the economy will support? It is readily conceivable that an applicant for a seventh, ninth or eleventh station could well be in a much better position to render genuine service to the public than another applicant who was applying for his first station.

The setting of such a pre-determined arbitrary figure may well deter qualified applicants from applying to the Commission for additional broadcast facilities; it would seem that the Commission best meets its obligation to the public by encouraging qualified persons to expand their services when the Commission can always determine whether such proposed expansion is actually in the public interest. Under the law, the Commission lacks authority to deny any application for a license without affording a hearing to the applicant. Any attempt to evade or minimize this fundamental duty by the regulatory device of fixing in advance the number of stations which a person might have under his control is certainly contrary to the spirit of the Communications Act of 1934.

It is further respectfully submitted that any policy which would eventually require AM licensees who in the interest of better serving the public have been granted an FM station license, to choose between the operation of the AM station and the FM station is contrary to the fundamental theory underlying the American broadcasting system and the principles of American democracy.

The rapid development of FM requires utilization of the skills, talents, experience and investment of the broadcasters now active in the AM broadcasting field. Naturally, in the future other individuals with the vision and necessary capital will make application for FM stations. Such newcomers should be welcomed as proper competition in the field of aural broadcasting and should be given every possible encouragement. However, a sound licensing policy will not penalize the broadcaster already in the field. Rather, such a policy will contemplate the granting of licenses to those persons who plan to accept their full responsibility in the operation of an FM station in the public interest, convenience and necessity.

**Network Regulations:** This rule would establish the same regulations for FM stations in their relations to networks as now govern AM network relations. We doubt the advisability of a straight out-and-out application of the present AM network rules to the FM stations. It would appear that the full development of FM could be enhanced by allowing a long-term network contract. The development of FM stations will be difficult enough in the early years of opera-

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Send Birthday Greetings To

July 31, 1945

Jerry Mann Dick Dickerson  
H. E. Hendrick William Hillpot  
Capt. Taylor Branson

# General Agreement Voiced In Opposing FCC Plan

## Seven Stations Hit Idea Of 'Exclusive Programming'

(Continued from Page 7)

tion without the extra burden of the short-term network contract. A long contract lends strength and speed to their development. Possibly after there is wider experience in the operation of FM stations for a period of three to five years, there will be more definite indications of the particulars in which the present AM network relations should be applied to FM network relationships. Meanwhile, it is our opinion that experience in FM operation is necessary before the FM network regulation can be properly determined.

**Use of Common Antenna Sites:** The adoption of this rule as contemplated would constitute, in our opinion, a violation of the Constitution of the United States and amount to the taking of property without due process of law. Neither the wisdom of any regulation nor the good expected from its enforcement, can ever justify a departure from our fundamental law. The proposed regulation not only strikes at the property rights of an individual, but also is beyond the proper functions of the Commission. Carried to its inevitable conclusion it would place upon the Commission the burden of determining the fair value of the property involved and would actually grant to another applicant within the same area the right of eminent domain. There is nothing in the Communications Act of 1934 which confers such a power upon the Federal Communications Commission.

**Reservation of 20 Channels:** The proposal that 20 FM channels be reserved from assignment at the present time, without fully stating the purpose for which such channels are to be reserved, does not appear to be consistent with sound public policy. The public and those operating in this field should know at this time what frequencies are available for development and use. Keeping the public and the industry in the dark as to the uses to which these frequencies are to be put in the future can serve no useful purpose. It is far better that these channels should be included with the other channels now available for allocation so that the rules and regulations which are adopted can be applied to all of the channels available for FM broadcasting.

We can conceive of only one situation under which the reservation of channels might be considered. Ten channels might be reserved, provided that five of these channels are in the 94-megacycle band and five in the 103-megacycle metropolitan band. This reservation of these specific 10 channels would provide flexibility in the general allocation in order that the Commission might assign additional channels to the community, metropolitan or rural stations if the demands for these services require additional spectrum space.

The present AM allocation has provided an inadequate number of local channels which has resulted in excessive interference to local stations operating at night. It is believed that this suggested reservation of channels will provide flexibility in order that the community or rural stations may not be unduly crowded at some future date.

**Allocation Plan:** Any allocation should be left sufficiently flexible to enable the Commission to afford an opportunity to applicants who can show that they are willing and able to serve any different type of area from that already established by the Commission. It seems unwise to divide FM into three rigid station classifications and thus form an inflexible national plan.

Additional briefs on the FCC's pro-

posed rules for FM operation have been submitted at the Commission by Attorney Louis G. Caldwell, who turned in separate statements for WJR, Detroit; WGN, Chicago; WGAR, Cleveland; WFBR, Baltimore; WTIC, Hartford; KFI, Los Angeles, and the Kansas City "Star." All seven were in substantial agreement on the various points in the FCC proposals to which they took exception.

The proposed requirement that FM stations present one hour of exclusive programming during the afternoon and another in the evening was opposed on the ground that it "would not provide any substantial program service to the listening public, but it would create serious operating problems for the AM-FM licensees. If the AM-FM licensee broadcasts any commercial program over both AM and FM stations, it will be necessary to broadcast all commercial programs over both stations in order to avoid discrimination against the advertisers. This would be impossible and the licensee would be forced to discriminate against advertisers if the proposed prohibition against program duplication were to be adopted."

Any rule blocking ownership of FM stations by AM licensees, now or in the future "would, in our opinion, be the most effective single means the Commission could employ to stifle the development of FM broadcasting. If FM is to develop, the principal burden of that development must necessarily fall on the present AM broadcasters, since they are the best equipped to provide an acceptable sound broadcasting service. This development work will require the expenditure of substantial sums of money, without hope of profit for an indefinite period. If the present AM broadcasters are to be prohibited from realizing the benefits of their investment in FM, or are to be penalized for it by being deprived of their AM stations, they simply will not make the investment in FM.

### FM Present "Conjecture"

"Furthermore, the ultimate position of FM broadcasting at this time is at best only conjecture. It may become a competitive service with AM, it may replace AM, it may not develop at all, or it may result in only an interim service to be replaced eventually by television. Whatever its future may be, the Commission should do everything within its power to encourage its development. This can best be accomplished by the adoption of a rule at this time, providing in clear and understandable language that AM licensees will be allowed to own and operate an AM station and an FM station located in the same community."

The proposed allocation plan, the broadcasters felt, "in its efforts to equalize the position of all competing licensees, has placed so many restrictions on coverage areas that the public will lose the principal benefits to be derived from FM broadcasting. These restrictions will serve principally to deprive those listeners of FM service residing beyond

the range of present AM stations, and those are the very listeners to whom FM would and should provide improved broadcasting service. The proposed plan of allocation, with its various restrictions, tends to perpetuate the lack of coverage in rural areas which is one of the weaknesses of the present AM system."

Specific proposals for these stations were outlined.

### Proposal Presented

**(A) Community Stations.** By the coverage restrictions imposed upon this type of station, the lack of protection from co-channel interference and the allocation of 10 channels, the Commission would be making room for approximately 7,500 stations of this class in the United States. This is undoubtedly far in excess of any foreseeable demand, particularly in light of the fact that there are only 3,265 cities in the United States between 2,500 and 50,000 population. It is extremely doubtful that any 'community' station would be assigned to cities in excess of 50,000 population and inconceivable that any would be assigned to towns of less than 2,500 population. Therefore, it is suggested that the demand for this type of station can be met, and a better service provided the public, by allocating not more than six channels and by allowing sufficient power, antenna height and protection from co-channel interference to permit this type of station to serve at least the county in which it is located.

**(B) Metropolitan Stations.** It is believed that the basic idea of the proposed 'metropolitan' station is sound; namely, that the station shall be required to serve at least the metropolitan district and surrounding rural area, and may elect to serve an extended area. However, practically all 'metropolitan' stations would be precluded from serving the public to the full extent permitted by the FM broadcasting technique. We strenuously urge, therefore, that the following changes be made in the proposed rule defining 'metropolitan' stations:

### Two Changes Suggested

"(1) Require the stations to have a signal of 50 uv/m on the outer boundary of its service area, rather than 20 uv/m.

"(2) Eliminate the restriction that the extended service area of a 'metropolitan' station shall 'not contain any metropolitan district or principal city and is predominantly rural in character.' This restriction will in most instances throughout the United States, because of the geographical location of metropolitan districts and principal cities, defeat the purpose of the extended area provision. It will not only deprive the public of service, but it will result in 'metropolitan' stations being all small and all equal. Thus the national networks will be placed in the enviable position of having absolute control over all affiliates, since they could shift from one station to another without adverse effect upon the network. This difficulty will be partially alleviated

## Mark Woods Hears As Last Witness For Monday

if 'metropolitan' stations desiring to do so may establish extended service areas free of the metropolitan district and principal city restriction. The only justification for this restriction would seem to be the fear of a need to conserve frequencies. Such a fear, we submit is entirely unfounded. This plan would permit an average of 10 stations per city over 50,000 people.

**(C) Rural Stations.** The restrictions that are being proposed are such as to make it almost impossible technically and absolutely impossible economically to establish such a station. The best proof of this statement is the fact that not one of the existing 'Class C' stations (the purpose of which is identical with that of the proposed 'rural' stations) can meet the requirements set forth for the proposed 'rural' station. In order to permit the establishment of stations designed to serve wide rural areas, it is respectfully urged that a rule be adopted defining 'rural' stations substantially the same as a 'Class C' station under the present rules; namely, as one having a service area of at least 15,000 square miles comprising principally a large rural area, which may include one or more principal cities and metropolitan districts, provided that in rendering service to such cities and metropolitan districts the service to the rural areas is not impaired."

### Mark Woods Concur

The position on duplication taken by Trammell and Kesten was duplicated by Mark Woods, American network president, who declared that "if FM is to be accepted by the public, it will in my opinion be because FM broadcasts good programs with better fidelity than AM. Program content will come first in the minds of listeners."

Most active questioner at the Commission table was Durr, who made it plain that the line taken by the network executives appeared to him to be designed to aid the networks and present AM operators to establish quickly a dominant position in the FM field.

The hearing will continue today.

## Garden Fights On WNBT

Jack O'Reilly, WNEW staff announcer and newscaster, is currently doing a description of the fights at Madison Square Garden via NBC's WNBT.

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