

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 22

NEW YORK, N. Y., TUESDAY, MAY 1, 1945

TEN CENTS

Radio Alert For 'V-E Day'

NAB Ballots Mailed To Elect Directorate

Washington Bureau, RADIO DAILY

Washington—Ballots for the election of six NAB directors at large to serve the term beginning July 1 were mailed out Friday to all member stations, with each to vote for two men in each of three groups—large stations, medium stations and small stations. The ballots, returnable by May 17, will be tabulated by Ernst and Ernst, New York accountants, with subsequent ballots to go out next month containing the top four names in each of three groups. From these 12 the six new directors

(Continued on Page 7)

WHN Analysts Return From Western Front

Johannes Steel and George Hamilton Combs, WHN news analysts, have just returned from a 30-day tour of the European war front and have resumed their schedules on the New York station. In their tour the commentators covered 20,000 miles, visited 12 countries including Germany, France, Holland, Italy and North Africa.

Red Cross "Road Ahead" Starts Tomorrow On Blue

Washington Bureau, RADIO DAILY

Washington—After more than a year of preparation, the Red Cross show "The Road Ahead" will get under way on the Blue Network tomorrow night, 9 to 9:30 EWT. Co-operating with the Red Cross in this Veterans program are the Army and

(Continued on Page 5)

Co-operative

Newark—RCA has installed a tube manufacturing unit on the premises of the Prudential Insurance company utilizing the part time services of girl typists and clerks in two shifts of four hours each. Project expected to increase company's production of miniature tubes for radar, radio, and other electronic equipment by 25 per cent.

Food Merchant?

Although pantomimist Jimmy Savo works on a cigarette program with Perry Como (Chesterfield-NBC) he introduced a new song last Friday night entitled, "Five Salted Peanuts." This is the second "food" song Savo has dug up, what with the successful plug he gave "One Meat Ball." Como is wondering now if Savo knows they sell cigarettes.

New Half Hour Forum Program Set By Blue

A new half-hour weekly program titled, "Newspapermen's Forum" which will originate in the radio studios of the San Francisco Press Club will be aired for the first time tonight at 11:30 p.m., on the Blue Network.

Program will discuss significant United Nations conference details and developments in a forum style broadcast. Commentator Baukhage will serve as moderator on the first broadcast.

(Continued on Page 5)

Mail Balloting Starts For REC Annual Election

Ballots for the election of Radio Executives Club officers for the year 1945-1946 have been mailed out to all full members of the Club by Ralph Weil, chairman of the committee. Recipients are urged to return their votes to the nominating committee

(Continued on Page 4)

San Francisco Sidelights

THAT "unconditional surrender" rumor kept NBC's local and visiting commentators clustered in a tight little knot in the NBC newsroom until the denial came. First to depart was H. V. Kaltenborn. Someone called, "Hi, Mr. Kaltenborn, any comment?" "Only This," said the dean of them all, "when the false armistice story of last war came, I was the managing editor of the Brooklyn Eagle—which did not carry that story."

WLAW completely covers 181 cities and towns in Industrial New England. Advt.

False Report of Past Weekend Served To Make Broadcasters More Victory-Day Conscious

Porter Renews Plea For Unified System

Washington Bureau, RADIO DAILY

Washington—FCC Chairman Paul A. Porter renewed his plea for a completely efficient, fast, economical unified American International Communications System Friday before the Baltimore Chapter of the Morse Telegraph Clubs of America. "If the

(Continued on Page 6)

Connolly Elected To Board Of CAB

W. N. Connolly, advertising manager for S. C. Johnson & Son, Inc. has been elected to the board of governors of the Co-operative Analysis of Broadcasting, according to Arthur W. Lehman, president of the CAB.

Connolly, whose headquarters are

(Continued on Page 5)

Revenue Dept. Ruling On War Bond Awards

Washington Bureau, RADIO DAILY

Washington—The Treasury War Finance division yesterday issued a reminder that approval of the stabilization agencies is not required for office or plant war bond contests.

(Continued on Page 2)

Alerted since the false report of Germany's surrender on last Saturday, news and special events staffs of the four major networks are keeping 24-hour watch on news developments with prospects of V-E Day in Europe subject of many radio conferences.

One report circulating in New York radio circles yesterday was that the news would probably break during the May Day observance in Moscow today. This rumor was also heard in San Francisco radio circles but no

(Continued on Page 7)

No Home Sets Till '46, Says RMA Executive

Montreal — United States radio manufacturers, foreseeing very little let-up in a huge war production program, do not expect to be able to resume production of home radio sets until at least the first quarter of 1946, Bond Geddes, executive vice-president and general manager of

(Continued on Page 6)

Summer Teachers Course Lined Up In Philadelphia

Philadelphia — Plans have been completed and registrations are now being accepted for teacher enrollment in the third summer Radio Workshop for Public School teachers to be held by KPW in co-operation with the Philadelphia Board of Pub-

(Continued on Page 6)

The Grunter

Lionel Hampton has just gotta stop his grunting, that's all, say the engineers of WOR, who during recent remotes from the Club Zanzibar have been wondering about certain deep and uneuphonious sounds during the musical programs. Seems Lionel can't help injecting this type of obligato. However, he's been told to desist for art's sake, or use a gag.

Within WLAW's .5 mv/m contour the annual retail sales approximate \$650,000,000. Advt.

Coming and Going

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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, April 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₈	165 ¹ / ₈	165 ³ / ₈
CBS A	37 ¹ / ₂	37 ¹ / ₂	37 ¹ / ₂	- 1/4
CBS B	37 ¹ / ₈	37 ¹ / ₈	37 ¹ / ₈	- 1/8
Crosley Corp.	35 ¹ / ₈	34 ¹ / ₈	34 ¹ / ₈	+ 1 1/8
Farnsworth T. & R.	15 ¹ / ₂	15 ¹ / ₄	15 ³ / ₈
Gen. Electric	43 ³ / ₄	43 ³ / ₈	43 ³ / ₄	+ 1/4
Philco	36 ³ / ₄	36 ¹ / ₄	36 ¹ / ₄
RCA Common	12	11 ⁷ / ₈	11 ⁷ / ₈	- 1/8
RCA First Pfd.	84 ¹ / ₂	84 ¹ / ₂	84 ¹ / ₂	- 1/2
Stewart-Warner	21 ³ / ₄	20 ⁷ / ₈	21 ³ / ₄	+ 3/8
Westinghouse	134 ³ / ₄	133 ³ / ₄	133 ³ / ₄	- 1 1/4
Zenith Radio	39 ¹ / ₂	39 ³ / ₈	39 ³ / ₈	+ 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 ¹ / ₄	5 ¹ / ₄	5 ¹ / ₄
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 ³ / ₈	8
Stromberg-Carlson	19 ³ / ₄	20 ³ / ₄
WCAO (Baltimore)	27
WJR (Detroit)	41

20 YEARS AGO TODAY

(May 1, 1925)

One of the most striking illustrations of the necessity of a Federal law for the regulation of broadcasting has arisen out of a squabble between two Cincinnati stations sharing the same wave length. Their unwillingness to cooperate in the division of hours has caused a blasting of each other's programs.

Two Networks!
Three City Market!!

• CBS • **WENT** • MUTUAL •

Gloversville • Johnstown • Amsterdam
SPOT SALES, INC. Rep.

ROBERT ST. JOHN, NBC commentator, left over the week-end by plane for San Francisco, where he will join NBC's corps of analysts covering the historic conference.

EUGENE T. FLAHERTY, manager of KSCJ, Blue Network outlet in Sioux City, Iowa, was in town last week on station and network business.

JOHN MAYO has left Cincinnati on the northward leg of his extended trip through the Southland with the Lang-Worth library.

ARTURO TOSCANINI has returned from Los Angeles, where he conducted a benefit concert for the pension fund of the Los Angeles Philharmonic.

MARION McLEAN, secretary to John McNeil, manager of WJZ, has left on a vacation to Cape May, N. J., where she will disport herself for one week.

JACK MOORE, director of radio promotion and advertising for BBD&O, is back at his desk following a two-day illness.

PARK JOHNSON and WARREN HULL broadcast their "Vox Pop" program over CBS yesterday from the Scottish Rite Auditorium in San Francisco. They interviewed delegates to the Peace Conference.

ALLEN M. WOODALL, station manager of WDAK, Columbus, Ga., a visitor last week at the headquarters of the Mutual network.

ROGER WHITE, producer of the "Stage Door Canteen," has left for Hollywood on a business trip which may keep him on the coast through the summer.

L. J. DUNCAN, president and owner of WDAK, Columbus, Ga., a visitor this week at the New York quarters of the Blue Network, with which the station is affiliated.

JOE SEIFERTH and his WJZ Victory Troop were at Pope Field, Ft. Bragg, N. C., yesterday. They entertained at the third anniversary celebration of the Troop Carrier Command and participated in the opening of the camp's 7th War Loan Drive.

Revenue Dept. Ruling On War Bond Awards

(Continued from Page 1)

provided the awards are not excessive. Some broadcasters and theater executives have inquired about the possibility of stimulating bond sales among their employees by offering bond prizes, and it is revealed that this is perfectly legal provided no single award tops \$500 and provided the prizes are not given out so liberally that they become, in effect, wage increases.

Text of the joint Bureau of Internal Revenue-War Labor Board ruling follows:

"Employers may, without the approval of the National War Labor Board or the Commissioner of Internal Revenue establish a plan to award prizes in War Bonds and stamps to employees other than those whose principal activity is concerned with the sale of War Bonds, or officers and other company officials, for the sale (outside of their regularly assigned duties) of War Bonds to individuals during any War Bond drive, provided that the awards made by a particular employer during any drive are not made to an excessive number of employees and that the maximum amount of War Bonds and stamps awarded to any one employee during any drive does not exceed \$500 (issue price).

"To meet the excessive in number prohibition, the employer must formulate his plan on such competitive basis as to prevent the award or prizes to so many employees that he would in effect be granting wage and salary increases."

George Chambers

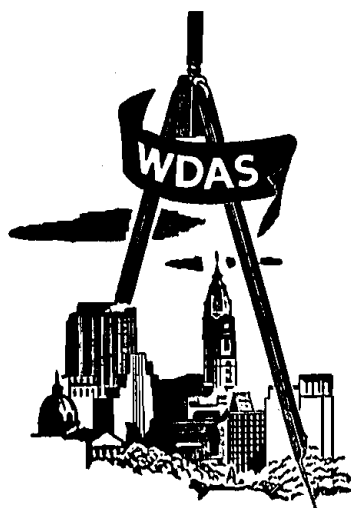
George Chambers, Eastern account executive of Mutual, died Sunday, April 29, of a heart attack, at the Orange Memorial Hospital, New Jersey. He was 37 years old. He will be buried tomorrow in the family plot at Baltimore, Md. He is survived by his mother, wife and a small son. Chambers joined Mutual in November, 1942 as sales service manager.

Lombardo Shifts To Tues. Following Treasury Show

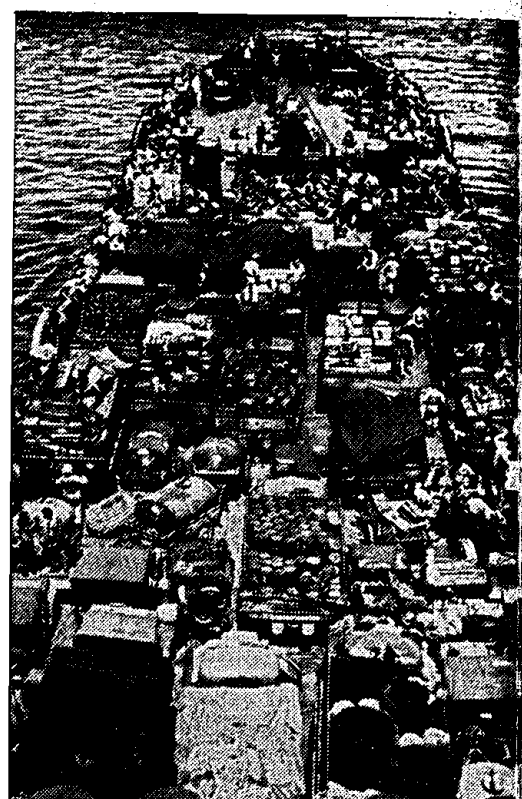
The Guy Lombardo-Chelsea Cigarettes "Musical Autographs" program heard Mondays on the Blue from 10-10:30 p.m., will switch to Tuesday, 9-9:30 p.m., and will be heard for the first time in that slot on May 15, also over the Blue.

The half-hour spot on May 14, which would ordinarily have been Lombardo's final Monday broadcast, has been donated by the sponsor for a special Treasury Department program which will be heard from 10-11 p.m. and will feature talks by Secretary Morgenthau and General Stillwell. Lombardo and his band will be heard in the musical portion of the program. Richard Dana, "Hit Parade" writer, will do musical script.

Coverage ...in Philadelphia



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



U. S. Coast Guard Photo

"It's got to be delivered!"

War supplies can be produced and loaded on board ships . . . but they might as well not be made if they aren't delivered.

It's the same thing in radio.

You and your clients can load the soundest sales argument into a package . . . put it on the air . . .

But it's got to be delivered to do you any good.

We know the sure way you can get your sales appeal across in the country's 6th largest market . . . use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RENN

ADVERTISING MUST PACE PROGRESS



The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition: the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live—lives.

Cadillac Motor Car Co. Detroit, Mich.



After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. McManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

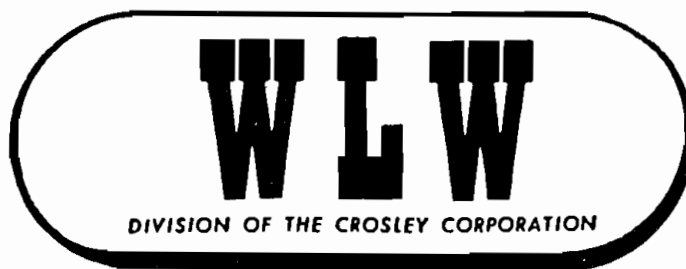
Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.



THE NATION'S MOST MERCHANDISE-ABLE STATION

LOS ANGELES

By RALPH WILK

REGULARS on "Hedda Hopper's Hollywood," Wendell Niles, orchestra leader Dick Aurandt and producer Arnold Maguire will take weekly trips to San Francisco this coming month, where the Hollywood commentator will put on her Monday CBS show in addition to covering the conference for the Blue.

The Arch Oboler presentation of Wednesday, May 2, will be one play, "The House I Live In," starring Raymond Massey, instead of two, as originally announced, for the series heard over KHJ-Mutual Don Lee. "Defeat," the second play slated for the May 2 broadcast, will be presented at some future time.

Walter Tetley, "nephew" of "The Great Gildersleeve" Sunday nights over NBC, has played host to more than 200 service men from the Birmingham Hospital during the past year, entertaining them at his Encino ranch.

Bill Goodwin, featured comedian on the Frank Sinatra program, has been voted the favorite radio actor of the National Youth Movement in its annual poll, just completed, and announced by the organization's headquarters in Washington.

It may be early June before Abbott & Costello, Thursday airshow comics, will be able to break ground for the first Abbott & Costello Youth Foundation Community House in Hollywood. Motion picture work is delaying plans.

Arlene Harris, "Human Chatter-box" on the weekly Al Pearce airshow, celebrated a double anniversary on April 21. That date marked her 15th wedding anniversary to Dr. Harry Harris and the beginning of her 12th year as a feature of the Al Pearce program.

Mail Balloting Starts For REC Annual Election

(Continued from Page 1)

no later than May 2. Nominations are: Murray B. Grabhorn for president; Craig Lawrence for vice-president; Helen Wood for secretary, and Claude Barrere for treasurer.

SALES DOLLARS TRAVEL FAR • •
Ben Ludy, GEN'L. MGR. .. when you use them on
WIBW
 The Voice of Kansas
 TOPEKA



Golden Gate Gossip

• • • More than 450 accredited network and station representatives—the greatest array of radio commentators, news analysts and correspondents—are busy, covering the United Nations Conference in San Francisco. They are residing in hotels and homes

San Francisco

—with one exception—(Bill Henry) who is living at the Union League Club, no less. The CBS commentator and Los Angeles Times columnist wrote sports for several years and is probably the first former sports writer to get his nightly rest at the aristocratic Union League Club. . . . Mrs. Harry Maizlish, wife of the KFWB manager, and Mrs. Philip Lasky, wife of KROW's major domo, are showing much interest in the sessions. . . . Earle C. Anthony, president of KFI, Los Angeles, who does not make many public appearances, is registered for the conference, as is Mervin Dobyne, head man at KGER, Long Beach. Henry Outland is representing KLZ, Denver, while Earl E. May, KMA, is here from Iowa. . . . The American Broadcasting Company made a big hit with the trade paper men when Milt Samuel, the company's Boswell, installed a press room on the second floor of the Palace, and furnished an automobile that is making regular trips to and from the War Veterans building. . . . William L. Shirer and Chet Huntley, CBS commentators, were in a great rush to get to the building and gladly piled into the machine. . . . CBS tossed a cocktail party at the Palace to give the press an opportunity to meet its correspondents and commentators who are covering the conference. Les Bowman, CBS engineer, is up from Columbia Square, Hollywood. Mr. and Mrs. Carveth Wells, who are here from NBC and KFI, are accompanied by their famous mynah bird, Raffles. Upon arrival, here, Raffles was called upon for a command performance by South Africa's General Smuts, which was quite a feather in Raffles' tail. . . . James Abbee still has everyone drooling when he tells about the delicious steak dinner he had shortly after his arrival. However, he isn't able to be of much help in getting others the inch thick steaks, because they were served to him by the Navy when he was the guest of a commander upon his taking up assignment to cover the Peace meet. . . . Happiest of the radio correspondents here is NBC's Bert Silen, former operator of KZRH and KZRC in the Philippines, who expects to be reunited this weekend with his wife and three daughters, who are due to arrive from Manila, where they were recently released from Santo Tomas prison. . . . One of the biggest boosters for Sophie Tucker's book, "Some Of These Days," is G. W. "Johnny" Johnstone, Blue's director of news and news features. He spent one season as a piano accompanist for the three Dolce Sisters on the B. F. Keith time.

☆ ☆ ☆

• • • Pat Kelly, who has been with KFRC, San Francisco, for several years is joining KFI's production staff. . . . James Lashum is one of the CBS-KNX engineers who made the trek to San Francisco. . . . Walter Lonner, the Pacific Blue's traffic manager, and Henry Orbach, the regional net's director of news, are former members of the San Francisco Press Club. . . . Dynamic Ad Fried, former manager of KLX, Oakland, is operating his own advertising agency and his slogan is "Ads by Ad." . . . Wilton Gunzendorfer, manager of KSFO, San Francisco, is well known up and down the Coast, having at one time conducted his own band. Wendell Williams, a transplanted Hollywoodian, now program manager for KPO, San Francisco, recently bought a home here. . . . Maury Rider, formerly of the Blue news room, Hollywood, and now radio director for the OPA in San Francisco, has been made radio director of the local Press club. . . . NBC has 30 representatives here from out-of-town; CBS, 22; Mutual, 28; the Blue, 43. The famous St. Francisco Press club is open 24 hours daily for the working press. The club is also present-

(Continued on Page 5)

CHICAGO

By BILL IRVIN

WITH V-E Day imminent, Chicago stations have virtually completed their plans for broadcasts on the day victory in Europe is announced. News that the European phase of the war is over will climax months of planning and preparation by Chicago stations. The action of the Government some time ago in lifting restrictions on man-on-the-street broadcasts for V-E Day has made it possible for Chicago broadcasters to plan special man-on-the-street interviews, down to the minutest detail.

One station already has selected its interviewers and the questions to be asked. This was done as a precaution against having over-enthusiastic passersby barge into the interviews.

The tone of all V-E Day broadcasts will be serious rather than gay, reminding listeners that the war is only half over and that there is still a job to do in the Pacific theater against the Japanese.

In keeping with this theme one station, WJJD, will present a program titled "Prayers for Permanent Peace," produced and narrated by Randy Blake. Script is by the Chicago author Luis Kutner. A Papal peace program by Pope Pius XII will be presented and the Most Rev. Samuel A. Stritch, Roman Catholic Archbishop of Chicago, will offer a prayer for permanent peace. Many other religious dignitaries also will be heard, among them Dr. Preston Bradley, Msgr. Daniel F. Cunningham, Rabbi Louis Binstock, Rabbi Solomon Goldman, and Dr. Emory W. Luccock.

The program, partially transcribed, is described as a "dramatic and musical narration of freedom's struggle and freedom's prayer."

Lowenthal Directs "RCA" Chorus

Gene Lowenthal, has taken over direction of the 14-Voice Chorus of the RCA program, heard every Sunday at 4:30 p.m. over NBC.

25th Week

THE JACK KIRKWOOD SHOW

Proctor & Gamble

TELE-VIEW

Three live television programs on WABD, Du Mont's New York station, were covered by a RADIO DAILY reviewer on last Wednesday night. The reviewer's report follows:

WITH the larger picture just around the corner, it can be said at this point that today's programming is ready for it. To be more specific, the programs telecast over WABD on Wednesday evening were found most palatable. In the order of their appearance, they were: "The Ike On Sports," "I Challenge You" and "Thanks For Looking."

"The Ike On Sports" touched on many phases of the subject, both past and current, national and international. Opening theme projected a commercial for television, with the station asserting that "Television topples the Tower of Babel." This was followed by some montage effects of the various portions of the program to follow. Opening legit scene of the program had brothers Tom and El Slater arguing the pros and cons of the value of Joe Palooka to the morale of the servicemen. Next shot of cartoonist Ham Fisher who came literally crashing through the funny sheets and into the scene to settle the affair. The next sequence featured a film on Japanese sports. This was respectively highlighted by the recitation of a caustic editorial by Bill Slater on the merits and demerits of sports and sportsmanship. Brother Bill really turned in a bang-up job on it. Appropriately following this is a dedication to the late Ernie in the form of an interview between TS and a serviceman who flew the writer. TS did a smooth job, and on several occasions kept the nervous participant at ease. The "Story of the Week" portion of the program focused the ike on Cleveland Alexander, disclosing some interesting tidbits about the sportsman. The program concluded with some funfare around boxer Tony Galento, the Slater boys and several beer-filled mugs. Bob Loewi, writer-producer-director of this item, did a pretty good job, considering the elaborateness of the production.

"Challenge You" is an audience and reviewer participation show. Format calls for the audience to send in challenges to the program which are, in turn, performed before the cameras. Wednesday night's opus had two jibbug couples competing against each other; a dressing contest between a couple of servicemen; a beer drinking challenge, and two girls loading dishes on trays, etc. This last climaxed the program when the girls

★ ★ MAIN STREET ★ ★

(Continued from Page 4)

ing members of the press with a replica of the statue of a "black cat," the "cat" being famous in the organization's history. . . . Dean Maddox, veteran KFRC emcee, is writing special radio material on the Conference for the San Francisco Chronicle. . . . By the way, one of the greatest college track coaches of all time—Dink Templeton, is publicity director for KFRC. . . . Manager Wilton Gunzen-dorfer of KSFO is doing his bit in entertaining the visitors. . . . The American Broadcasting Company is dispensing 140 cartons of cigarets to the working press, while the city of San Francisco is also giving the boys and girls worth-while souvenirs. . . . John Elwood, manager of KPO, was chief host at the cocktail party NBC tossed at the St. Francis Hotel. . . . Lud Gluskin, Columbia Pacific musical director, is here from Hollywood to handle special music on some of the CBS programs.

★ ★ ★

— Remember Pearl Harbor —

Red Cross "Road Ahead" Starts Tomorrow On Blue

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Navy, with high officials of both services working overtime last week on policy, and Bob Hope and Bing Crosby, co-chairmen of the Hollywood Program Committee for the show.

Clifton Fadiman will emcee, with Ann Sheridan to be the first guest, appearing at Walter Reed Hospital, here.

Directors and writers will operate in two teams, and will leap-frog from one hospital to another. Directors are Bob White and Henry Hayward. Writers are David Kogan and Ed Birnbryer.

Next week the program will originate at the Naval Medical Center, Bethesda, Md. Remaining broadcasts, during May will come from hospitals in North Atlantic States.

dropped their trays while trying to exchange them. Contestants were recipients of money and boxes of Rinso for their trouble. It was a very entertaining program and Lee Cooley, director of tele for Ruthrauff & Ryan, and Ted Huston, program's director, came through with a well timed production. Eddie Dunn and Patricia Murray em-and-femceed it, and they knew what they were about. This program is part of Lever Brothers' tele-experimental series in addition to

New Half Hour Forum Program Set By Web

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cast. Participating in the forum will be Charles Raudebaugh, San Francisco Chronicle; Roscoe Drummond, chief of the Washington bureau of Christian Science Monitor; Bert Andrews, New York Herald-Tribune and Irving Stone, "PM."

Belgium Visitors

Seven journalists from Belgium are on a six-week tour of the United States to study the movement of war materials to Europe. Under guidance of OWI, the tour will include several days at the United Nations Conference in San Francisco beside scheduled visits and side trips to various points. One of the visiting journalists is a representative of the National Belgian Radio Institute.

the one in the following paragraph. Scripting for the foregoing was done by G. Bennett Larson and Joe Cross. "Thanks For Looking," starring John Reed King and his associate, Pat Murray, is really a natural for television. Televiewers are telephoned and asked visual questions which are telecast over their sets. If their answers are correct, they can select their own rewards which are described during the proceedings. Prizes range from cigarettes to Pyrex.

AGENCIES

PHILIP BROOKS, formerly merchandising field man with the Compton Advertising Agency, will specialize in food accounts for the Duane Jones Company, it has been announced by the latter. While with the Compton agency, he handled the Proctor & Gamble accounts.

JACK DOUGLAS, until recently assistant p.a. for USO-Camp Shows has opened his own office and will specialize in publicizing theatrical and concert personalities. Associated with Douglas in his new enterprise are Ruth Callahan and Fontaine Porter, both of whom were also connected with the Camp Shows organization.

FRANK PITTMAN has been appointed manager of the Hollywood office and director of radio programs, for Needham, Louis and Brorby. He joined the agency in February, 1944, after being associated with NBC for seven years, and will continue to produce the "Fibber McGee and Molly" and "The Great Gildersleeve" programs, which are heard Tuesdays and Sundays on NBC.

Connolly Elected To Board Of CAB

(Continued from Page 1)

in Racine, Wis. becomes the fourth advertising member of the CAB board, filling the new seat created by the CAB's recent announcement that the number of advertisers and agency members on the board had been increased from three to four each. CAB board is composed of four advertiser members selected by the ANA, four agency members selected by the AAAA and four network members chosen by the other two groups. Connolly is also a member of the board of directors of the ANA. S. C. Johnson Company sponsors Fibber McGee and Molly on NBC.

AVAILABLE

Radio writer-producer, with 16 years' experience in broadcasting in the U. S., and with many years' general experience in Latin America, desires to connect with agency which has clients interested in Latin American market. Applicant speaks, reads and writes Spanish fluently, and has a good knowledge of Portuguese, Spanish, German and Italian. Write Radio Daily, Box 162, 1501 Broadway, New York 18, N. Y.



WALTER COMPTON BACKGROUND FOR NEWS

add **KSAL** to his sponsor list



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

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) BROADCAST SERVICE (3) RESULTS

No Home Sets Till '46, Says RMA Executive

(Continued from Page 1)

the Radio Manufacturers Association of the United States said here.

In Montreal to attend a two-day meeting during which the Radio Manufacturers Assn. of the U. S. will be the guest, at the Mount Royal Hotel, of the Radio Manufacturers Association of Canada, Mr. Geddes is one of the top men in the U. S. radio field who will meet and talk with their Canadian "opposite numbers" during this first conference of the two bodies.

Conferences Secret

In secret conferences the delegates heard Maj. Gen. William H. Harrison, chief of the supply service of the U. S. Army Signal Corps detail the probable military requirements of the U. S. Army for the next year and Capt. Jennings B. Dow, chief of the electronics division, Bureau of Ships, U. S. Navy speak for the Navy. On this information and on information expected to be supplied by Canadian authorities, who include H. J. Carmichael, chairman of the Production Board, Department of Munitions and Supply, and J. A. Beckingham, director of the signals branch of the same department, U. S. and Canadian manufacturers expect to base their production programs for the coming year.

Also discussed were plans for gradual and cushioned cutbacks in production with the object of shifting from military to civilian production with a minimum of dislocation.

Great Future Assured

Delegates were highly optimistic that this could be done both in Canada and in the United States and that there would not be any large-scale unemployment in the radio industry during the reconversion period.

Great confidence was also expressed in the future of the radio industry for which "forced draft" wartime improvements in television, radar, FM and the "incredibly broad field of electronics" had opened up limitless possibilities. Radio men warned, however, that the first radio sets produced after the war would not be "Buck Rogers contraptions equipped with hot and cold running water and a nine-hole golf course," but merely improved, staticless versions of the present sets.

Impressive Guest List

Head table guests at the dinner in addition to the speakers were: Louis J. Chatten, director, U. S. WPB Radio and Radar division; M. C. Love, administrator, capital equipment and electrical products, WPTB; S. L. Capell, vice-president, Radio Manufacturers Association of Canada; R. M. Brophy, president, Radio Manufacturers Association of Canada; R. C. Cosgrove, president Radio Manufacturers Association of U. S.; Ray C. Ellis, special advisor to Johns Hopkins University Laboratory; W. W. Richardson, general manager, Radio Manufacturers Association of Canada.

WORDS AND MUSIC

By HERMAN PINCUS

WE KNOW that the "Early bird gets the worm" . . . but definitely not Vice-Versa . . . no siree, the "Early Worm DOESN'T get the bird" . . . in fact the Early Worm of station WBNS, Columbus, Ohio, otherwise Irwin Johnson, not only has been doing a great selling job for his sponsors which include department stores, banks, super-markets, service stations and insurance companies in that territory, but during the War Years, this so-called Early Worm has formed hundreds of car-sharing clubs for war workers, has enrolled an average of 50 blood donors per day for the Red Cross, has been responsible for helping to solve local juvenile delinquency problem by establishment of a dozen Teen Canteens and has personally granted five thousand certificates of honor to safe drivers and pedestrians . . . the foregoing is chronicled above as a result of a letter from Jerome R. Reeves, director of program promotion for WBNS, part of which we quote:—we read your column of April 2 in RADIO DAILY and thought it an excellent idea to plug these disc jockies for the public service work they do while entertaining . . . scattered throughout the country are record-emcees who are doing the same type of work . . . and we want to acquaint you with the WBNS "Early Worm." Irwin Johnson . . . unquote:—we're happy to acknowledge the introduction and add it's true that all over America, disc jockies have done and are doing their share in the War Effort . . . we mentioned the names of the Greater Gotham platter-chatterers in the April 12 issue, merely to present a perspective of the patriotic and timely deeds and accomplishments of America's Disciples.

☆ ☆ ☆

IRONY: In his well-written article on Ernie Pyle, which appears in the April 2 issue of Life Magazine (published just prior to the untimely death of the famous reporter) Lincoln Barnett quotes a line from a letter sent to Pyle by Gaige Cavanaugh, technical advisor on the forthcoming film, "G.I. Joe," which reads . . . quote:—I have made my plans for the post-war world and I find no place in it for you . . . unquote.

☆ ☆ ☆

There is an interesting story behind the news that pianist Gene Lepique had been added to the cast of the CBS show, "House Party" and teamed with organist-pianist Con Maffie . . . both Lepique and Maffie were raised in St. Louis, Mo., were competitive piano proteges in their youth, studied with the same piano teacher and vied for honors at local recitals . . . their paths veered when Maffie headed for Hollywood while Gene travelled around the country with different dance bands . . . some years later, Gene arrived in the Movie Capital and joined a network station there as staff pianist, leaving to accept this chore which brings him together again with Con, this time as a team-mate rather than a rival.

☆ ☆ ☆

RADIOLOGY: Crooner Jerry Wayne has been signed to appear opposite Joan Roberts in George Marion Jr.'s forthcoming musical, "Marinka," based on the film hit, "Mayerling." . . . Sgt. Bud Rose, former WNEW and WHN announcer, is now with the Armed Forces Radio Service, stationed in Gotham, after 31 months overseas. . . . ● Paul Brenner's platter chatter rates the WAAT-tention his late afternoon programs receive. . . . ● Bob Hope's NBC commercial will NOT change over from Tuesday to Friday as rumored. . . . ● Magazine Digest will reciprocate for radio plugs on their respective programs, by publishing several articles on Radiolites Walter Winchell, The Fitzgeralds, Adelaide Hawley, Martha Deane, Mary Margaret McBride, Maggi McNellis, Imogene Woolcott, Bessie Beatty, Alma Kitchell and Ella Mason. . . . ● Jack Austin's Orchestra, featured at the Rustic Cabin just above the George Washington Bridge, will be given the air time it rates MB starting next month.

☆ ☆ ☆

TIN PAN ALLEY-OOPS: George Paxton and his orchestra, which makes its stage debut May 3 at the Capitol Theater in Gotham, will open at the Pennsylvania Hotel June 4 . . . Band hit the big-time in short order. . . . ● Red-headed model, Gail Fletcher, has joined the Sobol, Hartman & Faggon office, making her the purloined space-grabber in town.

Porter Renews Plea For Unified System

(Continued from Page 1)

hopes and aspirations of humanity are realized at San Francisco—and they must be—we must completely revise our thinking about international communications," Porter said.

"No longer can we be content with merely satisfactory service," he said. "We must develop a system of low cost, rapid, complete and direct international communications."

"In recent testimony before the Senate committee on Interstate Commerce," he said, "I have urged that the prompt merger of the many companies which now render International Cable and radio service would do much in ensuring the United States a cheap, rapid, efficient, and direct communications service to and from all parts of the world. This is a basic question of national policy which must be wisely—and promptly decided if the United States is to emerge from the war ready to play its part in the world order now being framed in San Francisco, and in the world trade which will follow. A single American international communications organization, pledged to build without delay the kind of worldwide communications structure which our role in world affairs requires, appears to me to be a prerequisite if other plans for a peaceful, prosperous world order are fully to materialize."

Summer Teachers Course Lined Up In Philadelphia

(Continued from Page 1)

Public Education. This was announced yesterday by Lee B. Wailes, general manager of Westinghouse Radio Stations, Inc.

Local plan for training school teachers in effective radio procedure for educational applications is part of a general and broader plan used in various communities where Westinghouse stations are located. Plans for similar workshops for Massachusetts by WBZ, Boston, in co-operation with the Massachusetts State Department of Education; KDKA in Pittsburgh and WOW in Fort Wayne, also are co-operating with their respective boards of education.

Idea for direct training of teachers in education by radio by direct contact and instruction within the radio station was originally developed by Gordon Hawkins, educational director of the Westinghouse stations and Gertrude E. Golden, district

Contract Renewed

Chicago—Contract for the Northwesterners program, heard from 9:30 to 10 p.m. CWT, Wednesdays over WGN has been renewed for another 52-week period effective May 2. Sponsored by the Northern Trust Co., Chicago, business is placed by J. Walter Thompson agency.

False Peace Reports Spur V-E Day Plans

(Continued from Page 1)

Confirmation could be obtained from official government sources in Washington or at the United Nations conference.

The false report broadcast by networks and stations Saturday night was later denied in a statement by President Harry S. Truman, served to make broadcasters cautious and more alert in their "V-E" Day planning. Last night network offices in New York and independent stations were fully prepared for complete coverage in event the news of the surrender of Germany broke.

West Coast Bureau, RADIO DAILY Los Angeles—West Coast network commentators played safe and sane with regard to the peace rumor of last Saturday. Columbia Pacific pointed out that initial bulletin was unconfirmed, as did NBC's western division. At 5:30 p.m. Saturday, Harry W. Flannery definitely played it down. The Pacific Blue commentator, Brig. Gen. Julius Pierce treated the rumor cautiously and skeptically.

WARC Issues Special Ad For 'V-E Day' Release

English language daily newspapers throughout the country have just received a special V-E Day advertisement which is designed to inform the public that the war is not yet over it has been announced by the War Advertising Council.

James W. Young, chairman of the Council, has written to the publishers of the 1,700 newspapers, urging them to "sell" their local sponsors on full page of the ad when the announcement is made that the Allied forces have totally beaten the Reich. The V-E Day advertisement, available in mat form, is based on the Bill Mauldin cartoon depicting two GIs in a foxhole, with shells bursting all around them. One GI says, "I understand back home they're saying the war is over." His buddy replies, "Speak louder—I can't hear yuh!"

J. M. Mathes, Inc., volunteer task force agency for the War Advertising Council, executed the V-E Day ad, under the supervision of H. M. Warren, Union Carbide & Carbon Company, coordinator for the Council, and Evelyn Blewett, staff manager. The Council has also prepared a series of ads concerning "The Job Ahead—Japan," in co-operation with the OWI, and the Army, Navy and Treasury Departments, to be released soon.

WANTED

Announcer-News-caster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.

San Francisco Sidelights

(Continued from Page 1)

render. When he returned to the studio at Veterans Hall after President Truman had denied the rumors he found a teletype message from John Thornton, handling news for Mutual while Whitmore is in San Francisco which read: "So Sorry, No Peace."

Listeners to CBS' "Feature Story" heard daily from San Francisco, 4:30 to 4:45 p.m., EWT, will hear how the British Broadcasting Corporation is bringing news of UNCIO to the peoples of Europe, Latin-American countries and the Far East. Participating on program to be emceed by Don Mozlet are: John Salt, BBC's North American director, Anthony Wigam, George Darling, sent from London to cover labor aspects, and Thomas Gale, head of BBC's office in Mexico City, who is handling news of Latin-American countries. Gunnison will bring to the Mutual microphone one of the first of the important conferees when he interviews Lord Halifax, Britain's Ambassador to the United States Wednesday, May 2, 9:15 to 9:30 p.m., EWT.

Rumor has it that Christopher Cross, BBC's public relations director, is working on a project which, if successful, may very likely prove valuable to an international radio organization to help secure a lasting peace. Cross told RADIO DAILY's correspondent that it's too early to reveal plans but if it succeeds, he said, it should at least give to radio the credit and prestige it deserves.

Mutual's Charter Haslep and John Whitmore arranged a breakfast party for Elsa Maxwell following the premiere broadcast of her "Party Line" series. Bigwigs in radio and newspapers came and laughed with Elsa at the playback of her first broadcast, which actually was not her initial airwave effort but was instead a recording of the rehearsal made without her knowledge. General comment was: "It would be better to broadcast the rehearsal."

Sight of the week: E. B. Canel, NBC's courtly Latin-American expert and a great linguist, versed in diplomacy as he is in languages, sitting enthralled at one of San Francisco's night baseball games, munching pean-

Using Radio In Sleuthing

Montreal—The first of three radio systems to be installed in the city by the three branches of the armed forces was put into operation last night by the Canadian Navy for the purpose of rounding up deserters and maintaining order. Navy patrol cars toured the city all night, maintaining contact with headquarters and with other radio cars. The Army and Air Force will shortly put the new system into operation. Headquarters for all branches of the armed forces radio system is located in the city police radio room, the city having turned over part of its facilities to them. Use of the system is planned for several purposes.

nuts and yelling "we was robbed" when his beloved Seals lose a decision.

If V-E Day doesn't come soon the networks better be prepared to relieve their crews in San Francisco, who had one of the most hectic week-ends in radio history. Heavy bags under the eyes of network news chiefs were plentiful. They insisted they got them from staying awake all Saturday and Sunday nights—worrying.

"Our Foreign Policy," the State Department's official program, was saved by quick thinking of engineer and the janitor's vacuum sweeper Sunday when Congressman Sol Bloom, just before he was scheduled to go on the air, informed Sterling Fisher, coordinator of the program, that he couldn't read his lines without a desk lamp. NBC-KPO offices were ransacked for the kind of lamp the Congressman wanted and one was found, but the cord was too short. With all available NBC-KPO equipment in use in the Opera House, Veterans' Building and other spots for station affiliates, British Empire Networks, etc., Engineer Sam Melnicoe was almost stymied—until he remembered the vacuum sweeper. "Our Foreign Policy" went on but the NBC-KPO janitor is still looking for that lost cord.

Alex Dreier interviewed Commander Harold E. Stassen, conference delegate, on his program Sunday and did such a good job that Stessen has invited him to spend six weeks on Admiral Halsey's flagship when conference closes. Dreier hopes to accept, doing his broadcasts from the ship.

If you see an eager-eyed gent hanging happily from a San Francisco cable car, bending early over crab at Fisherman's Wharf, taking to a vagrant in Portsmouth Square, staring at the view from Top O'The Mark or doing any of a thousand other things San Franciscophiles do, its probably Ben Grauer, NBC's ace announcer, who fell in love with San Francisco at first sight and is steeping himself in its traditions and atmosphere.

Named To 'Y' Committee

Margaret Cuthbert, director of women's and children's programs for NBC and Helen Sioussat, director of talks for CBS, have been appointed members of the national public relations committee of the Young Men's Christian Association. It is the first time in history that women have served on this committee.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

NAB Ballots Mailed To Elect Directorate

(Continued from Page 1)

will be chosen—two from each group. Nominees from large stations include J. O. Maland, WHO, Des Moines; J. Leonard Reinsch, WSB, Atlanta; J. Harold Ryan, WWVA, Wheeling; W. H. Summerville, New Orleans; Lee Wailes, KYW, Philadelphia. The medium station nominees are George M. Burbach, KSD, St. Louis; T. A. M. Craven, WOL, Washington; Clarence Hagman, WTCN, Minneapolis; E. E. Hill, WTAG, Worcester, Mass.; Clarence Leich, WGBF, Evansville, Ind.; Robert Priebe, KRSC, Seattle; G. Richard Shafto, Wis., Columbia, S. C.

Small station nominees include Matthew H. Bonebrake, KOCY, Oklahoma City; Dietrich Dirks, KTRI, Sioux City, Iowa; Frank King, WMBR, Jacksonville, Fla.; Clair McCullough, WGAL, Lancaster, Pa.; Marshall Pengra, KRNR, Roseburg, Ore.; and Dale Taylor, WENY, Elmira, N. Y.

Oil Company Buys ET Mystery Series

Lennen & Mitchell, New York, in behalf of their client, Tidewater Associated Oil Company, has purchased the Frederick W. Ziv Company's transcribed mystery series, "Man-hunt," for once a week for 26 weeks starting this week on midwest stations. Stations which will carry the show are KGLO, Mason City, Ia.; KFYZ, Bismark, N. D.; WDAY, Fargo, N. D.; KABR, Aberdeen, S. D.; WNAX, Yankton, S. D.; KYSM, Mankato, Minn.; WORC, Rochester, Minn.; KWIM, Wilmar, Minn.; WCCO, Minneapolis.

Memorial Book

"Franklin Delano Roosevelt—A Memorial," is the title of a charity-dedicated book just out, published by Pocket Books, Inc. The first 54 pages consist of the Columbia Broadcasting Company's broadcasts which immediately followed the death of President Roosevelt as they were heard April 12 through 15 from various points. Pages following record worldwide tributes, prayers and dedications, both spoken and published.

Doing the biggest and best job of local exploitation!

KLNZ
DENVER CBS 560 KC.
REPRESENTED BY THE KATZ AGENCY

THE PEOPLE

LOOK TO

Peace

○ Upon decisions reached at the San Francisco Peace Conference depends the future of the World. Warner Bros. KFWB is "moving" to San Francisco to record this history-making event.

Our reportorial staff and facilities will combine, for this event, with those of San Francisco's outstanding independent station...KYA. An impressive number of outstanding authorities will report every angle of the proceedings...so listeners to Warner Bros. KFWB will get a clear picture of the eventful decisions which will affect so vitally our lives and our children's future.

INTERNATIONAL PERSONALITIES

Some of the well-known personages who will analyze and report the conference over direct wire to Warner Bros. KFWB are:

MRS. J. BORDEN HARRIMAN

Former Ambassador to Norway

MRS. ELEANOR WILSON McADOO

Daughter of the great Woodrow Wilson

MR. LOUIS DOLIVET

Founder and Editor of "Free World"

MR. BRUCE BLIVEN

Editor of "New Republic"

MR. DAVID KARR

Of Drew Pearson's Washington staff

MR. BARTLEY C. CRUM

Prominent Attorney (campaign manager for Wendell Willkie), and the entire staff of KYA

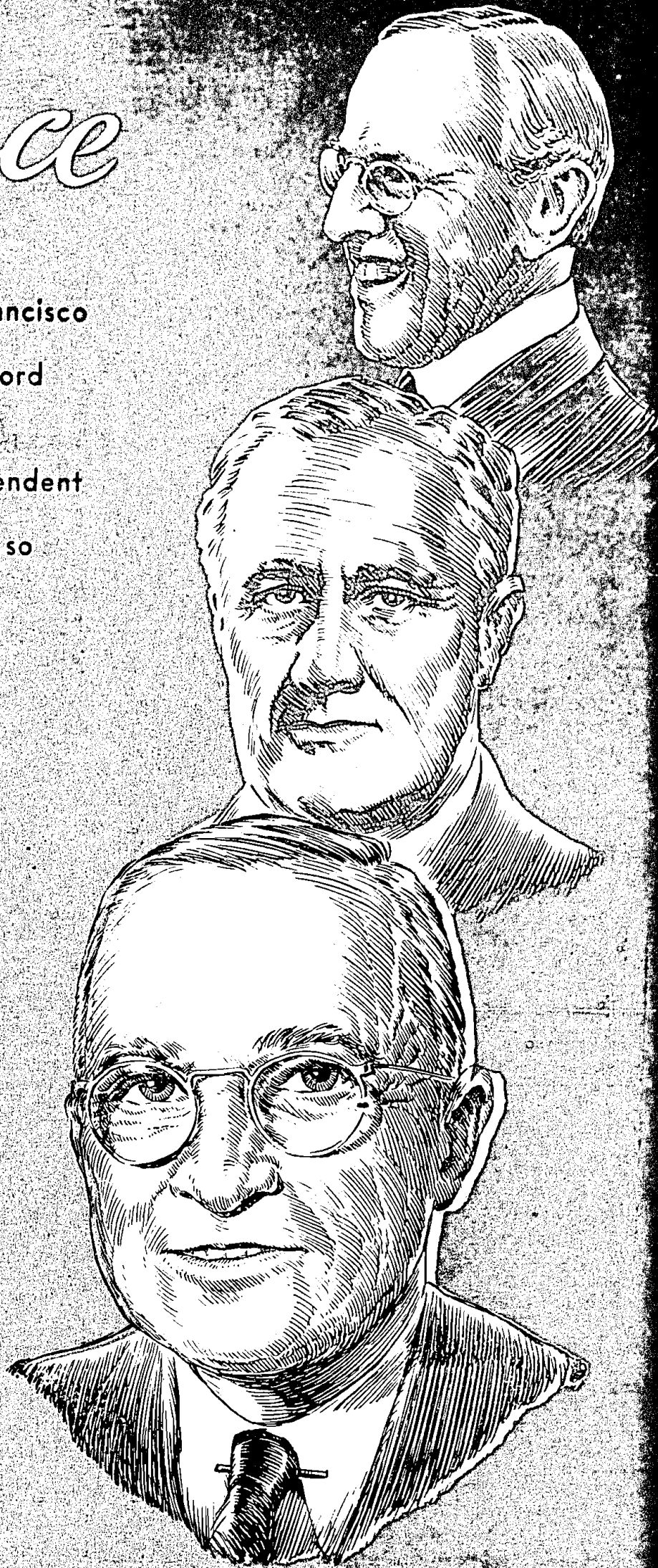
MR. SAM BALTER

MR. JOHN B. HUGHES

MR. PETER DeLIMA

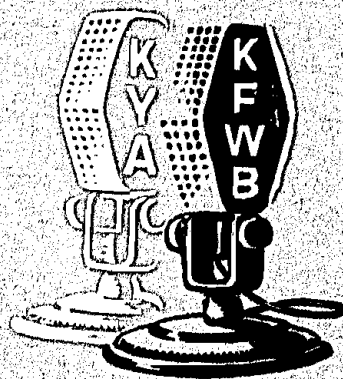
MR. BILL PENNEL

KFWB'S own nationally known commentators



Complete Coverage

SAN FRANCISCO WORLD PEACE CONFERENCE



KFWB WARNER BROS.

HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 23

NEW YORK, N. Y., WEDNESDAY, MAY 2, 1945

TEN CENTS

FCC Allocations Delayed

Sales Departments Hypoed For New Biz

Although the dollar volume of business is healthy at network key stations and similar strong Metropolitan outlets, lack of accounts new to radio brings all of the volume into the classification of renewals and returned seasonal clients. This has resulted in sales departments being hypoed into drives for brand new accounts to sell the available open time. Open time in many instances comprises one, two or three days a week on a program that may have an

(Continued on Page 8)

M Application Filed By Milwaukee Journal

Washington Bureau, RADIO DAILY
Washington—The Milwaukee "Journal" yesterday applied to the FCC for permission to construct a developmental FM station on 91-megacycles. Walter J. Damm, Journal broadcasting director, is president of M broadcasters, Inc., and his filing this time was seen as significant view of the reported intention of the FCC to raise the FM service to 102 megacycles.

Smith Gets Research Post In Columbia Sales Dept.

Charles H. Smith has been named market research counsel for the CBS network sales department, William Gittinger, vice-president in charge sales, announced yesterday. Smith has been with Columbia the past six years. Since 1943 he was supervisor research for Columbia owned stations.

4th Overseas Tour

Bob Hope is going overseas again this summer to entertain the GIs. This will be his fourth tour. His first was to the Aleutians, followed by trips to the North Africa-Italy theater and then to the Pacific. Hope's summer tour will probably be to the Pacific theater, making him one of the most, if not the most, widely traveled entertainer serving the fighting men.

V-E Day Jitters

News, special events and publicity staffs of networks and broadcasting stations throughout the country are developing bad cases of "V-E Day" jitters since the false surrender report of last Saturday. Rumors are running rampant as to when the "V-E Day" proclamation will be announced with some reporting that the momentous news will not come until this week-end. In the meantime network and station conferences have been many with "V-E Day" dress rehearsals very much in order.

Educational Workshop To Study FM At Ohio U.

Columbus, Ohio—First educational FM-station workshop, will make its debut June 18 and close July 27, of this year, according to I. Keith Tyler, director of radio education and associate professor of education at Ohio University. Tyler is also director of the Institute for Education by Radio

(Continued on Page 8)

'Opinion Requested' Is Title Of New Mutual Web Show

Program format designed to solve various problems confronting servicemen regarding status quo of homefronters will make its debut over the Mutual network May 6, at 7-7:30 p.m., EWT, it has been announced. Program

(Continued on Page 2)

Annual RCA Meeting Held; Gen. Sarnoff Gives Report

Brigadier General David Sarnoff, president of RCA, announced yesterday to stockholders that net profits, minus taxes, for the first quarter of 1945 amounted to \$2,987,000, an influx of \$586,000 or 24.4 per cent over the same period in 1944. The announcement was made at the 26th annual meeting of stockholders.

Gen. Sarnoff also pointed out that Postwar and now, WLAW serves a prosperous market—industrial New England. Advt.

New Details Re FM Bands Presented To The Commission By Request; Dr. Armstrong Adds Views

Sees Post-War Tele Prop To Nat'l Income

Boston—Television will be needed in the post-war era to help maintain the \$140,000,000,000 national annual income which will prevent unemployment, Paul L. Chamberlain, General Electric sales executive, told the Advertising Club of Boston at a luncheon yesterday in Boston's Statler Hotel.

Boston will be one of the three (Continued on Page 6)

Kaltenborn Announces Scholarship Trust Fund

A scholarship trust fund of \$10,000 has been donated by H. V. Kaltenborn, NBC commentator, to the University of Wisconsin for the study of radio. In presenting the scholarship, he said it was "in appreciation for the

(Continued on Page 2)

Committee Makes Plans For United Jewish Appeal

A committee of radio and stage artists has been set up to organize the profession for the 1945 campaign of the United Jewish Appeal of Great-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Indications that the FCC is delaying the final allocations announcement until new briefs have been weighed came yesterday when it was learned that Dr. Edwin H. Armstrong, FM inventor, submitted additional data at the request of the Commission as late as last Thursday. The Commission had originally planned to announce the final allocations—yesterday, May 1. At the

(Continued on Page 6)

Philadelphia Station In Civic Crusade

Philadelphia — Radio yesterday joined the fight to rid Philadelphia of its questionable quality drinking water. Close on the heels of the announcement of Mayor Bernard Samuel to appoint a Commission to study Philadelphia's drinking water problem, I. D. Levy, chairman of the board of WCAU, in a broadcast last

(Continued on Page 7)

'Our Foreign Policy' May 5 Skeds Stassen, Connolly

San Francisco—Commander Harold E. Stassen, former Governor of Minnesota, and Sen. Tom Connolly, chairman of the Senate Foreign Relations Committee, will be heard on "Our Foreign Policy" next Saturday, May 5, at 4:00 p.m., CWT. Sterling Fisher,

(Continued on Page 5)

Authoritative

Brig. Gen. David Sarnoff, president of RCA, has authored a booklet released this week by RCA on the "opportunities in radio and electronics for returning service men," stressing the opinion that radio now can see and that "the art promises some of the most interesting opportunities ever available to the returning warrior seeking a useful career in peace."

There are 1,569,794 nighttime listeners of WLAW—a prosperous audience. Advt.



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

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FINANCIAL

(Tuesday, May 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 3/8	165 1/8	165 1/8	- 1/4
CBS A	37 1/2	37	37	- 1/2
CBS B	37 5/8	37 1/4	37 5/8	+ 1/2
Crosley Corp.	35 1/2	34 1/2	35	- 1/8
Farnsworth T. & R.	15 1/2	14 3/4	14 3/4	- 5/8
Gen. Electric	43 3/4	43	43 1/8	- 5/8
Hilco	36 1/2	35 1/2	35 1/2	- 3/4
RCA Common	12	11 3/8	11 1/2	- 3/8
RCA First Pfd.	85 3/8	84 1/4	85 3/8	+ 1/8
Stewart-Warner	21 1/2	20 5/8	21 1/4
Westinghouse	135 1/4	134	134	+ 1/4
Zenith Radio	39 1/2	39 1/4	39 1/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/8	8
WCAO (Baltimore)	27
WJR (Detroit)	41

New 'Shadow' Outlets

New stations to carry sponsored editions of "The Shadow," a Charles Michelson production, are: KHJ, Los Angeles; WMOG, Brunswick, Ga. A renewal became effective this week on WFBK, Altoona, Pa.

20 YEARS AGO TODAY

(May 2, 1925)

Melville E. Stone, former general manager of the Associated Press and now acting as its counselor, in addressing the Canadian press at the annual meeting recently, said: "I don't believe that radio can ever compete with the newspaper in providing the public with news."

WANTED

Announcer-Newscaster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

CHARLES GODWIN, assistant stations relations director of Mutual, in Clarksdale, Miss. He participated in the official opening of WROX, in that city.

BILL STERN, NBC director of sports, back from Des Moines, where on Saturday he covered the Drake Relays.

O. F. SOULE is here from Syracuse on another of his brief visits. He's president of WFBL, CBS affiliate in the Salt City.

STAN LOMAX, Mutual network sports commentator, in Bethlehem, Pa., Saturday, where he delivered an address at that city's 9th annual Banquet of Champions. Stan's talk was broadcast over WFAN, Allentown.

LAWRENCE TIBBETT off for a West Coast concert tour extending through May. He will return to "Your Hit Parade," on June 2.

TED ENNS, national sales manager of the Cowles stations, in Washington, D. C., for a couple of days conferring with Merle Jones and the sales staff of WOL.

ADA SIEGEL, editor-in-chief of "This Month," off on a business trip to Montreal, Ottawa and Toronto.

ROBERT COLWELL, vice-president in charge of the radio writing division of the J. Walter Thompson Co., has returned from a business trip to the West Coast.

ARCH OBOLER, has left New York for the West Coast. He stopped en route at Chicago to produce two of his Mutual shows, which originated from WGN.

JEROME SILL, eastern station manager for the Mutual network, has left on a tour of the eastern states.

'Opinion Requested' Is Title Of New Mutual Web Show

(Continued from Page 1)

gram is titled "Opinion Requested," and will be heard once a week, with origination point at WOR. Capt. Robert Jennings of the 201st Army Air Force Base Unit, N. Y., and Dave Driscoll, director of WOR's war services and news division, are credited with the creation of the program which they hope will "fill in the gap between thinking at home and overseas."

A different panel of answermen will grace the program each week. Participants of the first program will be: Carl Van Doren, author and editor; Rex Stout, author and chairman of the Writers' War Board; Mrs. Charles Poletti, woman executive and wife of the former Lt. Gov. of N. Y., and Stanley Frank, N. Y. "Post" war correspondent.

Bill Slater, sportscaster, will act as permanent moderator of the series. All questions will be channeled through the Information and Education Section of the Bureau of Public Relations of the War Department, Army Redistribution Centers and Mutual correspondents overseas, in order to give the complete coverage.

WBAC Joining Mutual

WBAC, new 250-watter of Cleveland, Tenn., is scheduled to start operations May 15, and on the same day will officially join the Mutual network, raising the station-total of that web to 258.

Committee Makes Plans For United Jewish Appeal

(Continued from Page 1)

er New York and its four agencies. Under chairmanship of James E. Sauter and Carter Blake of Columbia Pictures as honorary chairman, a luncheon meeting will be held Friday, May 4 at 1 o'clock at the Hotel Waldorf, New York, at which plans for an intensive drive will be made. Members of the executive committee include Milton Berle, Maxwell Dane, Joan Edwards, Martin Gabel, Lucy Monroe, Kate Smith and Henny Youngman.

Kaltenborn Announces Scholarship Trust Fund

(Continued from Page 1)

excellent work which has been done by WHA (University campus station) in advancing and developing radio broadcasting, and to the great University of my native state, of which I am an honorary alumnus."

Winchell Remaining In Frisco

San Francisco—Walter Winchell, Blue Network commentator, has announced that he will remain an additional week in San Francisco, the scene of the United Nations Conference. Originally scheduled to remain on the West Coast for two weeks, Winchell will originate his broadcast of the Jergen's Journal from San Francisco on Sunday, May 6 at 9:00 p.m., EWT, over the Blue Network.



"DUMB AS A FOX"

As little time as two years ago... it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost-per-sale" figures were figured. In Baltimore those time buyers who are known to be "dumb as a fox" earned the title to shrewdness when they stuck to the independent W-I-T-H!

W-I-T-H'S record for years shows biggest results for lowest costs in this, the country's 6th largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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.



Gen. Sarnoff Reports On RCA 1st Quarter

(Continued from Page 1)

the use of microwaves practical, thereby opening new fields of service," Gen. Sarnoff said. "Utilizing these tiny wavelengths in radio relaying, RCA scientists have pioneered in laying the groundwork for network television, facsimile transmission and many other services. Indicating our success in this development, we have concluded an agreement with Western Union which, upon payment of royalties, permits that company to make use of our radio-relay developments. Highly successful tests are being conducted between New York and Philadelphia."

"As a practical example of the application of microwaves in radio relaying, RCA in the near future expects to have in operation a radio-relay chain between New York and Washington," Gen. Sarnoff continued. "Applications for this relay system have been filed with the Federal Communications Commission. It will provide a large number of channels, capable of handling international communications traffic, radiophotos, and program transmission."

CBS Names Soloists For Symphony Season

Names of the soloists to be heard with the New York Philharmonic-Symphony Orchestra beginning Sunday, April 29, through the entire season, have been announced by the Columbia Broadcasting System and the Philharmonic-Symphony Society of New York.

The opening soloist of the season will be Robert Casadesus, French pianist. On May 13, John Corigliano will appear and May 27, Artur Schnabel. Two more pianists, Rudolf Serkin and Artur Schnabel, will be heard during June. July soloists include the duo-pianists, Luboshutz and Nemenoff, and the violinist Erica Morini. Balance of the season will bring Alexander Brailowsky and George Sandor, Isaac Stern, Nathan Milstein, Ania Dorfmann and the negro contralto Carol Brice. The season's conductors will be Artur Rodzinski, Bruno Walter, Fritz Reiner, Eugene Ormandy, George Szell and Dimitri Mitropoulos.

★ PROMOTION ★

Patriotic Flavor

Unusual promotion has been inaugurated by Brown Brothers Furniture Company of Cleveland in connection with its regular Sunday program, "A Letter From Cleveland," over WJW. Listeners are requested to write to President Truman on the subject of what they will do to back him up. These letters are to be sent to Brown Brothers for judging in the contest which is running four weeks. Winning letters receive \$25 war bonds and \$10 in war stamps.

One Aspirin

That's what WGBS of Miami is sending out with the letter which announces its change from Mutual to the American Broadcasting Company. Could be a happy thought, for WGBS formerly was WFTL, American Broadcasting formerly was the Blue Network and before that NBC, all of which is told in Bill Skidmore's announcement with the aspirin attached.

College Bulletin

In recognition of the "Wings Over Jordan Hour" broadcasts by A & T College Choral Society over the Columbia Broadcasting System and originating from WBIG, Greensboro, N. C., the April issue of the college bulletin has been devoted to this program. Beautifully illustrated, bulletin shows photographs of college students and life, articles by the college president, Major Edney Ridge of WBIG, Margaret Banks, station music director and Coleridge Braithwaite, director of music at the college. Also shown is the WBIG building and all-inclusive coverage map.

House Organ

The Signal, WPTF, Raleigh, house organ celebrated its fourth anniversary this month. The publication has grown from six to twenty pages and currently is being mailed to 100 North Carolinians, including thirty-one WPTF employees now serving in the armed forces.

Special Permit To KWBU For Another Six Months

Washington Bureau, RADIO DAILY

Washington — With Commissioner Durr dissenting, the FCC yesterday voted a special service authorization to KWBU, 50-kilowatt unlicensed station in Corpus Christi, Tex., to operate for another six months. The station is operated by Baylor University, with Carr P. Collins also active. It has never been licensed, and the Commission is apparently not anxious to decide whether it should be licensed. A complaint of interference from KLRA, Oklahoma City, is pending, and in addition the station has been the subject of numerous complaints to the FCC about offensive advertising and political broadcasts.

Cantor Contest Winner

Eddie Cantor will announce the winner of his essay contest on "Juvenile Delinquency, How To Overcome It," on his "Time To Smile" program over WEA-F-NBC, 9 p.m., EWT tonight. Three prizes will be given, totaling \$2,250 in war bonds.

Joins Web Staff

Mitchell B. DeGroot, Jr., has joined the promotion department of the American Broadcasting Company (Blue Network), Fred Smith, vice-president in charge of advertising, promotion and publicity announced yesterday.

Bond Tour Set

May 15 will be the starting date for Ralph Edwards and the NBC "Truth or Consequences" show on its California bond selling tour. Selling "E" bonds only for the 7th War Loan Drive, gang will seek to break all previous records.



THE TIME to start the wheels of industry is indicated by the screech of factory whistles... and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD



in War!

first



in Peace!

first

in Audience Influence!

The chapters of KGW history are filled with shows contributing to public welfare. This year the American Red Cross selected KGW to launch the 1945 war fund drive in Portland. Early in KGW history the "Hoot Owls," a voluntary organization of businessmen... allied with the "Sunshine Division" of the Portland police reserves... brought joy to shut-ins throughout the Pacific Northwest; two more pace-setting firsts for this pace-setting station.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

APRIL 28 CONCERT

Beethoven's Symphony No. 9


J. WILLIAM HUNT

Sunday Times, Cumberland, Maryland

The dramatic content of Beethoven's Ninth Symphony was heightened tremendously by the stirring developments of premature reports of Nazi surrender during the Saturday night broadcast, April 28, of the Concert in Symphony Hall, Boston, by the Boston Symphony Orchestra, under Serge Koussevitzky, assisted by the Harvard Glee Club. This Choral Symphony is so firmly grounded as to form, power and beauty that it has long been a favorite. It seemed to me that the very interruptions, being what they were, added to the magnificence of this truly memorable broadcast. Certainly Maestro Koussevitzky gave the last three movements of this Symphony a reading that, to me, has never been surpassed. There was something positively "out of this world" in the presentation of the final movement. The instrumental approach to the Choral climax (with a special bow to the baritone soloist) was extremely impressive. In fact, I regret the limitation of space that requires this review—of a never-to-be-forgotten broadcast—to be limited to 150 words. Certainly the ovation by the audience in Symphony Hall must have been echoed in thousands of places throughout a nation anxiously awaiting official news of Victory in Europe.



Saturday, 8:30 P.M., E.W.T.—Blue Network



ALLIS-CHALMERS
MFG. CO., MILWAUKEE, WIS.
Producers of the World's Largest Line of Major Industrial Equipment



Reporter At Large . . . !

● ● ● Jerry Devine resigning from "Mr. D.A." shortly to concentrate on "This is Your FBI" . . . Fred Allen definitely going back on the air again in the fall, but no hint yet as to his sponsor. Even Fred doesn't know yet which offer he'll accept. . . . Compton agency looking for a casting director. . . . Dave Elman's auction program going on Mutual May 22nd. . . . Producer Irv Mansfield's mock feud with Goody Ace (over a gin rummy debt) has the whole street giggling. Such name-calling! . . . Frank Lovejoy has bought back his contract with the legit show, "Merely Coincidental" . . . Dinah Shore giving "Navajo Trail" the same buildup she gave "Mad About Him" blues. Penned by Dick Charles, same writer. . . . Author-commentator Sydney Moseley elected unanimously to Board of Governors of the Overseas Press Club. . . . Ray Green, of Kermit-Raymond, passed his army physical—and Joe O'Brien set to go in within week. . . . Jay C. Flippen's "Correction, Please" being talked about as a "Duffy's Tavern" replacement. . . . Dick Sanders, scheduled to go overseas with "Girl Crazy," nixed by the medicos. . . . Everett Sloane putting together an overseas edition of "Front Page" and looking for a cast willing to go across. . . . Harry Wismer back in town after hospital tour. . . . Van Cleave's ork signed for another year on the Blue. . . . Johnny Thompson replacing "Sunny Side of the Street" on the Blue starting Monday.



● ● ● Capsule Critiques: "Musical Bouquets" on the Blue is exactly what the name implies—a musical bouquet—Mutual's "Human Adventure" is sugar-coated drama-packed education. Written and directed by Sherman Dryer (he was in charge of the Chicago Round Table) it is big league stuff and classy enuf to win the Peabody Award for the finest educational feature on the air. Starting July 9th it'll be backed by Revere Brass & Copper. . . . Another Mutual idea, "Queen for a Day," is a Cinderella dream come true with the winning contestant having her own way for 24 hours and seeing the town 'on the house' . . . Shirley Eder challenges the B'way columnists who have been hinting that Kathleen Winsor is a literary phony who didn't pen "Forever Amber," to either prove their charges or remain forever somber. . . . Arlene Francis remains one of the swiftest of the ad libbers for our limited coin. On "Blind Date" the other nite, when a contestant stated that his hobby was magic and that he was also studying Japanese, she flipped: "What're you gonna do, make the Japs disappear!" . . . Tommy Dorsey proved a glib "Maestro of Ceremonies" on the RCA show Sunday.



● ● ● Ever since the powers-that-be in radio decided to clock listeners, one of the most baffling questions of them all has been why can't a musical show get a decent rating. Running into Phil Spitalny the other midnite, we decided to put the question to him—mainly because his own rating has more often than not been on the sunny side of 10. Phil's answer was simple but to the point. He said, in effect, that most musical shows are either too highbrow or too lowbrow. As for him, he prefers to hit the semi-classics, tunes which everybody seems to enjoy. And he can't be very wrong when you consider that he's on his 9th consecutive year with General Electric, plus the fact that his all-time average tops every other musical show. Phil is quite an amazing guy when you get to know him, or even if you don't. For one thing, he never gets more than five hours sleep a day, being up and at his chores at the rosy hour of six ayem. He prefers to work while others sleep so he won't be disturbed. It must agree with him as he can't remember when he's been to a doctor. Not only that, but get this: Last year his organization grossed over a million dollars. And this without the services of a manager, secretary or lawyer! Yes, Phil Spitalny is quite an amazing guy.



—Remember Pearl Harbor—

Beginning
MAY 5TH

MAY 1945						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

ALLIS-CHALMERS

Presents the


Boston Pops

OVER THE AIR
EVERY SATURDAY

Tune in the favorite music of yesterday and today, played by 90 Boston Symphony Musicians, Arthur Fiedler, Conductor.

BLUE NETWORK
8:30 P.M. (E.W.T.)

MAY 5th PROGRAM
Military Polonaise . . . Chopin
Overture to "La Belle Helene" . . . Offenbach
Jazz Legato, Jazz Pizzicato . . . Leroy Anderson
Skater's Waltz . . . Waldteufel
"Oklahoma" Medley . . . Rodgers
Salute to Our Fighting Forces



ALLIS-CHALMERS
MFG. CO., MILWAUKEE, WIS.
Producers of the World's Largest Line of Major Industrial Equipment

PROGRAM REVIEWS

"YOUR RADIO REPORTER"

Sustaining

WEAF, Saturday, 4:45-5 p.m., EWT

Writer: George Wolf

Producer: Garnet Garrison

Reporter: Bob Sherry

Guest: Victor Borge

It shouldn't look now, but it has a slip and it's showing. Several days ago, this network did a very notable thing when it proclaimed there would be no more middle commercials in newscasts. However, when recently tuned in to "Your Radio Reporter" for reviewing purposes, that's where we found them. Bob Sherry came forth with 15 commercials—for the web's programs and personalities. The remainder of the short program was fruitfully and amusingly spent between the reporter and his guest, Victor Borge, thanks to a witty script by George Wolf. As for Sherry's reporting technique, it would be more appealing with a title like "Your Reporter."

**'Foreign Policy' May 5
Schedules Stassen, Connolly**

(Continued from Page 1)

Director of the program, which continues under the official sponsorship of the State Department during its origin from San Francisco, will be chairman. Archibald MacLeish, assistant secretary of State, who has appeared on earlier broadcasts, has been called to Washington.

WNEW Guesting

Marjorie Parsons, daughter of columnist Louella Parsons, will guest on Paula Stone's "Hollywood Digest" on WNEW today, at 5:15-5:30 p.m.



KOA IS THE ONLY STATION IN COLORADO OCCUPYING QUARTERS ESPECIALLY DESIGNED FOR BROADCASTING PURPOSES.

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

**Proposes New Technique
In Tiling Web Shows**

To obtain more coherent radio program listings in the daily newspapers, Lou Meltzer, comedy writer on the Ballantine show for J. Walter Thompson, will propose shortly to agency and network program creators a new technique for naming a show which will convey a two-fold purpose. Meltzer, in his new rewrite-of-program-titles campaign, proposes to design short titles which will connote the type product sponsoring the program and the type personality of the individual or of the program projected.

This new service, Meltzer said, certainly is not for the Bob Hope's, the Dinah Shore's, the Bing Crosby's. Lots of programs equally entertaining as the aforementioned fail to reach a comparatively equitable rating simply because the featured performer on a program may not be well known, or because the title fails to arouse the reader's interest, Meltzer declared.

The best examples of what Meltzer intends to achieve on other programs, providing radio and agency executives will co-operate with him, are the titles of a Raleigh cigarettes program and a Chesterfield program. "Carton of Cheer" is sponsored by the former and "Music That Satisfies" is sponsored by the latter, both exemplifying what other programs' titles should be like.

Provincial Radio Okayed

Ottawa—Quebec government's provincial radio system was legalized last week-end when Sir Eugene Fiset, lieutenant-governor of the province, gave the Royal approval to the government's measure to create such a system, either by expropriation of existing stations or building new stations, or both.

The government bowed to the will of the liberal majority of the Legislative council which by a vote of nine to six insisted that instead of there being a one-man bureau, as Premier Duplessis had in his bill, there should be a three-man body, with the chairman to be manager, the acting or assistant manager to be vice-chairman, and a third member to have no specific duties and whose remuneration, not being specified in the act, will be set by the government.

In its amended form, therefore, the radio bill became law.

**Special Sports Recordings
For Servicemen's Centers**

A series of sports recordings have been made by well known sportscasters and football, baseball, track and golf stars, which will be distributed weekly to Army hospitals, hospital ships, troop transports and convalescent and redistribution centers. Ted Husing and Clem McCarthy are heard on one side of the first in the series which has been made in collaboration with the Special Services Division, Army Service Forces. On the reverse side of the disc Bill Stern gives highlights of the 1944-45 basketball season.

The sports discs will be a weekly feature designed to stimulate discussion and "bull sessions" among the soldiers. Broadcasters include Husing, Stern, McCarthy, Bill Slater, Stan Lomax, Red Barber, Harry Wismer, Russ Hodges and Don Dunphy. Guests include Rice, Larry McPhail, Nat Holman, Mel Ott, Ed Egan, Lt. Bert Shepard and others. Little-known human interest stories and provocative comment are featured on each recording.

**Clothing Collection Drive
Success In Cincinnati**

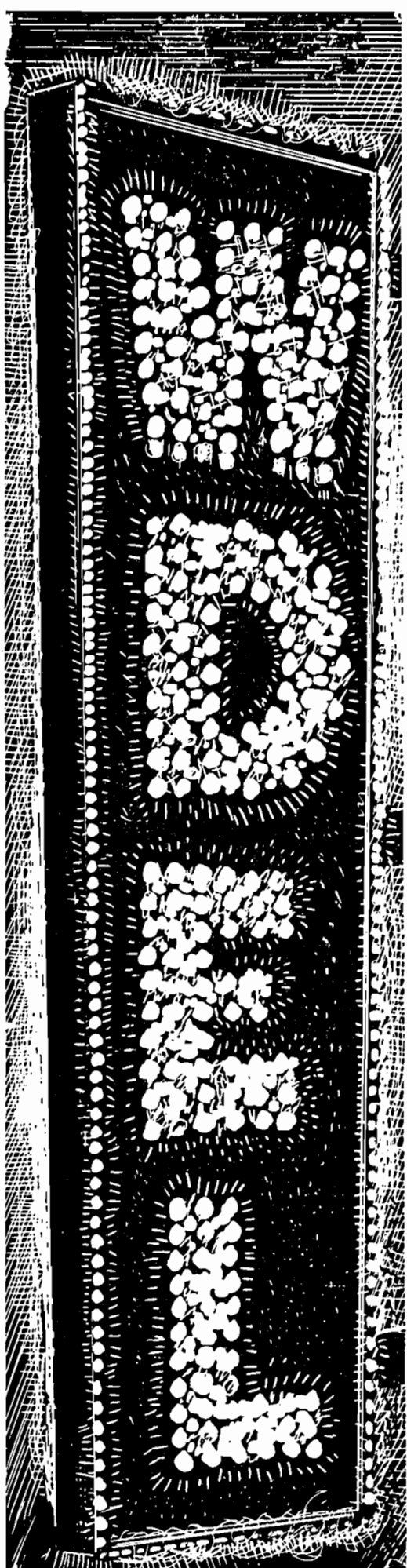
Cincinnati—The Ohio State Guard in conjunction with WKRC, collected over 16 tons of used clothing in three weeks. In a special salute program on Monday the last day of the drive, WKRC and Producer Byron Taggart will present Cpl. Kasper Ehling, Pvt. Lee Paseley, Pvt. Claude Osborne and Lt. David Newman, the four Ohio State guardsmen largely responsible for the success of the collection, as well as major James Stewart of Cincinnati and civic leaders.



Like all KMBC personalities, Betty Parker is nationally publicized and nationally known! Betty is KMBC's graduate home economist conducting both "The Happy Kitchen" and "The Food Scout" programs. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS



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

Scoop!
TED WEEMS
(IN PERSON)
8:05 P.M.—8:30 P.M.
MON. thru SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Allocations Decisions Awaiting Final Briefs

(Continued from Page 1)

request of Commissioner Denny Dr. Armstrong filed three briefs dealing separately with sporadic E F2-layer and tropospheric transmissions as they are now understood to affect FM broadcasting between 44 and 100 megacycles. All three supported the theory that FM can operate successfully at frequencies below the 84-102 megacycle band proposed by the Commission in January.

Only the memorandum on sporadic E was made public. The other two remain classified for military reasons. Concerning tropospheric transmission however, the brief made public did conclude that, in the author's opinion, this phenomena will result in "far worse service to the public" if FM operation is attempted at 100 megacycles. The F2-layer brief, according to Prof. Armstrong, relegated the effects of this interference "to the ash can." Of the three interferences sporadic E is now regarded as the only one of importance below 100 mc. because it can at times invade the outer ranges of stations operating on the same frequency. The conclusions reached in the Armstrong brief are increasingly important because the document was prepared "to put in more concrete form an agreement reached with the FCC engineering department."

Conclusions Reached

These conclusions are (1) that stations covering 40 to 50 miles can operate without encountering this interference within their service ranges at frequencies from 44 megacycles upward, (2) that high powered stations operating in the vicinity of 60 megacycles will encounter only negligible interference and (3) that such interference, when it does occur, will affect only the outer ranges of the stations.

It has been agreed that with two high-power stations operating on the same frequency in the vicinity of 44 megacycles each station can perfectly serve 70 per cent of its range 99.9 per cent of the time. This means that if a man living in the critical area listened 18 hours a day the year round his listening would be affected only six and one half hours during the entire year.

With the same situation at 60 megacycles the same listener would be affected only 40 minutes during 6,570 hours—a full year's listening. The FCC eventually intends to put 20 of these stations on the same frequency. Under these conditions the same type of listener would be affected for 200 minutes during the year.

Major Armstrong points out, however, that 1,000 high-power FM stations must be built before the 50 channels proposed for this type of station are fully occupied. He is certain that long before this stage is reached the industry will be using automatic boosters to provide year-round perfect service in whatever outer ranges might be affected by sporadic E.

★ AGENCY NEWSCAST ★

STUART PEABODY, director of advertising, The Borden Company, has been elected chairman of the board of directors of the Advertising Research Foundation. Otis Kenyon, chairman of Kenyon & Eckhardt, was elected vice-chairman of the board. Paul West, president of the Association of National Advertisers, was re-elected secretary; Frederic R. Gamble, president of the American Association of Advertising Agencies, was re-elected treasurer.

Richard Compton, Compton Advertising; H. K. McCann, McCann-Erickson, Inc., and William G. Palmer, J. Walter Thompson Company, were re-elected members representing the American Association of Advertising Agencies for a term of three years. Lee H. Bristol, Bristol-Myers Company; Allyn B. McIntire, Pepperell Manufacturing Company, and Gordon Cole, Can Manufacturers Institute, Inc., were elected members representing the Association of National Advertisers for a three-year period. Allan Brown, the Bakelite Corporation, was re-elected a member for one year, to fill the unexpired term of Harold Thomas.

GRANT ADVERTISING, INC., New York office, has been named to handle all advertising of the Serutan Company, Nutrex Company and The Journal of Living Publishing Company; effective July 1. P. Wesley Combs, vice-president of the agency is account executive.

CROTON WATCH CO., INC., makers of Croton Watches, has appointed Franklin Bruck Advertising Corp., New York, to serve as its advertising agency, effective immediately. Complete advertising plans for the balance of this year will be announced at a later date.

THE ABBOTT KIMBALL CO., INC. of California, has been appointed to handle the advertising of De Johnson Originals, California Sportswear manufacturer.

G. I. Joe Producers Active In Guam Area

Guam, (Delayed)—**WXLI**, the Pacific Ocean Network station at Guam and the cast of the USO-Camp Show, "Three's A Family" have broadcast what they believe is the first radio adaptation of an off-shore dramatic show. The cast, headed by Charles Butterworth, Luella Gear and Ann Mason, have been touring the Central Pacific in the original vehicle by Phoebe and Henry Ephron. Because of their limited time and the great number of troops on the island, the show was unable to be presented for everyone. **WXLI** advanced the idea of doing a half hour version to reach listeners throughout the area and the cast accepted. The play was adapted by T/Sgt. Hal Kanter and produced by Capt. Jack Wormser.

TED WICK has left the Selznick-Saphier Agency, Los Angeles, to supervise national radio and advertising for Selznick and Vanguard Pictures. Wick joins Jim Swift, Selznick radio department, who continues to supervise radio exploitation and radio publicity. It is understood that Wick's duties will take him to New York frequently, as well as to other key cities throughout the country. Wick, formerly of Foote, Cone & Belding, was loaned by that company to the Selznick studio to handle the radio campaign on the picture "Since You Went Away."

DUDLEY ROLLINSON CO., advertising agency, which also will act as professional advertising consultants, has been formed with offices in the Empire State Building, New York City. Major accounts already include Maxson Food Systems, of New York; Heston and Anderson, manufacturers, Fairfield, Iowa, and the St. Paul Engineering and Manufacturing Co.

C. E. HOOPER, INC., broadcast audience measurers, New York and Hollywood, announces the establishment of a Chicago service office equipped with records and staffed by experienced home office personnel to aid subscribers located in Chicago and in nearby cities. The office was opened Monday of this week.

DOHERTY, CLIFFORD & SHENFIELD, has added Dorothy Hollingsworth to its research department. Prior to joining the agency Miss Hollingsworth was associated with Douglas Lee, and before that was with BBD&O in the radio and research departments.

ADVERTISING for the Pacific Coast Network of the American Broadcasting Company, Inc., and for **KECA**, Los Angeles will be handled henceforth by the Batten, Barton, Durstine and Osborn office in Los Angeles. Henry M. Allen will serve as account executive.

Jersey Station Sponsors Treasury ET Programs

First report of commercial sale of the Treasury Department's 7th War Loan feature, "Music For Millions," came recently from **WAAT**, Newark, New Jersey. By special arrangement of A. B. Schillin, **WAAT** vice-president, the Tavern Restaurant in Newark will assume sponsorship of the series. Commercial announcements will be limited to war bond purchase appeals.

Novotna On RCA Show

Jarmila Novotna, Czechoslovakian lyric soprano of the Metropolitan Opera Company, will be heard on the **RCA** program over **NBC** next Sunday at 4:30 p.m. Also appearing on the show will be Elton Britt and Buddy Rich.

Sees Post-War Tele Prop To Nat'l Income

(Continued from Page 1)

cities having new television stations on the air by late summer, making total of 12 in the nation, said Chamberlain. Other new stations will be in operation at Jamaica, N. Y., Indianapolis. Three stations will operate in New York City, one in Philadelphia, another in Schenectady, N. Y., and two each in Chicago and Los Angeles. He predicted 500 television transmitters in operation throughout the United States within 10 years after the war.

Twentieth Century-Fox Film Co. will operate the new Boston station said Chamberlain, explaining that the company has taken over and is remodeling what was formerly experimental station **WIXG** of the General Television Corporation at 70 Broadway Avenue. Several prominent department stores, including Filene's in Boston, have requested broadcast television construction permits from the Federal Communications Commission, the speaker explained.

Calls Boston a "Natural"

Boston also will be a "natural" extension of the International Business Machines Corporation relay, Chamberlain said. The initial circuit will connect Schenectady, New York City, Philadelphia, Baltimore, and Washington, he told advertisers. He exhibited a model of one of the towers in this relay which will handle two television programs, eight sound channels for present-day of frequency-modulation radio, two radio photo channels, and business machine channels in one reaction at one time. These towers will be located within sight of each other spaced perhaps 30 miles in level country, perhaps 80 to 100 miles between mountain tops.

Chamberlain, who is manager of sales for the G. E. transmitter division, visualized two major applications for television after the war. Broadcast television will add a new dimension to home entertainment and will provide one of the most powerful mass advertising media ever developed, he said, adding that it will supplement other forms of advertising to maintain the national income needed to keep American workmen on the job.

Intra-tel, the G. E. system of television by wire, will carry pictures and sound from one point to another for various private commercial stores, said Chamberlain, and declared further that theater television will also be of the wired type, with a talent program originating at a central point and sent to a number of theaters for projection on the regular theater screens.

Berle, Hildy Exchange Visits

Hildegard will make a guest appearance on Milton Berle's "Yourself Go" today over **Columbia**. The comedian, in turn, will visit the "Raleigh Room" program of the chaise the following Tuesday, May 2, over **NBC**.

Annual Report Issued In Ottawa

Ottawa—Showing an income of \$2,041 against expenditures of \$5,641 and a net operating surplus of \$3,89,176, Canadian Broadcasting Corporation last week issued their annual report covering the fiscal year ending March 31. The total income was \$261,772 more than the previous

year. In reviewing the year's activities the report declares that "presentation of the news continues to be one of the most important wartime responsibilities." The network provides bulletins in English daily excepts bulletins on the different regional networks and other news programs are broadcast in French from the Montreal stations.

Text of Report Given

Some interesting observations on the value of commercial programs particularly as they refer to programs of American origination are contained in the report. A portion of the report on the "commercial division" follows: "In the field of commercial broadcasting during the fiscal year under review the Corporation scheduled a daily average of 7.18 hours of sponsored programs or 16.7 per cent of total network hours of broadcasting. There was a very slight increase in commercial time over the previous year.

Over 60 per cent of commercial programs carried on CBC networks originated in Canadian production centers.

Outstanding Canadian sponsored productions were 'Canadian Cavalry,' 'Command Performance,' 'Town and Country,' 'Soldier's Wife,' 'John and Judy,' 'Singing Stars of Tomorrow,' 'L for Lanky,' 'Jolly Miller,' 'Fighting Navy,' 'Alan Young,' 'Victory Parade,' and 'Voice of Victor.' The 'N.H.L.' hockey series and 'Happy Days' sponsored broadcasts have become institutions for Canadians.

Choice commercial features were selected from the American networks. Those sponsored programs with their internationally known artists would not be excluded from the Corporation's networks unless Canadians are prepared to see the audience shift to American stations. The 'Radio of Fame,' 'Metropolitan Opera,' 'Symphony of Familiar Music,' 'Fibber and Molly,' 'Bob Hope,' 'Kraft Music Hall,' 'Information Please,' 'Charlie McCarthy,' 'Aldrich Family,' 'Half Time,' 'Brewster Boy,' 'Fred Allen,' 'Ronald Colman,' as well as popular daytime serials received high ratings as favorites of Canadian listeners."

WANTED

ASSISTANT TO PRODUCTION HEAD
Young man with some experience in recording field able to assist in production. This is a real opportunity for intelligent young man who seeks a bright future in radio and television. Give complete background in first letter. Our employees know of this ad. Box 164, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

WOMEN IN RADIO

By MILDRED O'NEILL

San Francisco Story!

We have a guest columnist today. She is Jane Maggard of the San Francisco "Chronicle," who has been kind enough to send us her impressions and news from the conference city where she is covering United Nations meeting. She writes:

☆ ☆ ☆

"Women commentators covering the United Nations Conference are strongly divided between those giving the woman's angle and those who think that this is both sexes conference so there is no woman's angle. In the first category is Bessie Beatty who pipes from here a 15-minute spot for her three quarters of an hour program over WOR. She is interviewing delegates and giving background stuff. Among the former is Florence Horburgh, British delegate, with whom she toured evacuation areas in England. Miss Beatty finds that her broadcast time (6 a.m. here) is a shade inconvenient for interviews, so does these on platters. . . . Stella Karns, Mary Margaret McBride's manager, is here to do a series of recorded interviews for MMM's shows and she, too, is steering clear of feminine angles.

☆ ☆ ☆

"Hedda Hopper who airs nightly over KGO (Blue) at 9 o'clock, uses the same background patter, food, celebrities, housing problems, etc. that she does in her column and also includes interviews. . . . Elsa Maxwell is conducting her program, "Elsa Maxwell's Friends," over KFRC (Mutual) Monday through Friday, giving conference highlights in the lighter vein and interviewing all manner of visiting bigwigs. Since she's reputedly on the verge of a nervous breakdown, she is broadcasting from her apartment which she's taken for the "duration" . . . KYA (Independent) has two feminine commentators attached to its staff for the conference. They include Mrs. J. Boardman Harriman, whose diplomatic contacts are coming in handy for landing interviews, and Mrs. Eleanor Wilson McAdoo. Neither woman has a scheduled broadcast, but goes on the air when she has something. Both are also participating in round tables and news roundups which are a regular feature of KYA conference coverage. Mrs. Harriman, incidentally, is sharing her Palace suite with Mrs. John Gunther.

☆ ☆ ☆

"Claire Wallace is here from Toronto for Canadian Broadcasting Company and is doing several shows geared for Canadian women. After all arrangements had been made weeks in advance, she arrived at NBC, when she was to broadcast, to find that no one had ever heard of her show and it wasn't until 20 minutes before she went on that a line was cleared. . . . Among the local commentators, Dorothy Rankin (KPO-NBC)—Jane Lee of Woman's Page of the Air—keeps her stuff strictly geared to her usual audiences and intersperses conference patter and interviews with the usual recipes and household hints. She plans to air about twice a week from NBC studios in the Veterans Building. . . . Mary Waterstreet of KSFO (Universal) finds herself in a most strategic spot, living in the Fairmont (permanent guest) and broadcasting from the Mark and picks up much conference gossip and lassoes celebrities for impromptu interviews. . . . Barbara Lee of KPO is gearing her usual H. C. Capwell's department store column to conference and does straight chatter on the thrills of tracking down big names.

☆ ☆ ☆

"The local women seem to be doing a good job of glamorizing the conference, of giving their listeners the 'feel' of being on the inside. With about a dozen feminine delegates participating and key women in all major women's national organizations on hand as official consultants or observers, those interested in the feminine angle won't lack for material."

Philadelphia Station In Civic Crusade

(Continued from Page 1)

night challenged the new Commission to do something constructive and do it quickly or else WCAU would go before the public with a dramatic exhibit. In a 10-minute broadcast entitled "It's a Promise," station proposes to have manufactured 12 bottles made of powerfully magnified glass. They will be 10 feet tall and 45 inches in diameter. They will be mounted on six large flat-bottomed motor trucks and be routed to different parts of the city complete with entertainment and radio stars. Two bottles will be on each truck one with Philadelphia water and the other with water from outside Philadelphia. Uniformed attendants will fill glasses from bottles filled with Philadelphia water and will ask people to drink. WCAU feels that when the people see the impurities in the large magnified bottles they will be aroused to action.

Treasury Promotion Book Being Prepared For Radio

Washington Bureau, RADIO DAILY

Washington—A promotion book to assist broadcasters in their local 7th War Loan Drive work is ready and should reach all stations this week according to Gene Carr, chief of War Finance's radio section. It includes several pages of detailed sales material which salesmen can use in contacting local sponsors for the Treasury's three transcription programs and live announcements, suggestions for local tie-ins with nationwide promotions and other ideas which can be adapted to particular areas.

New Volume On Video

"Television programming and Production" is the title of a new book by Richard Hubbell which will make its appearance May 10, published by Murray Hill Books, Inc. Volume defines the nature of television and offers fundamental principles of video programming and production. Pictures, drawings and sketches depict significant television production methods in this country and England.

Scoop!
JIMMY DORSEY
(IN PERSON)
9:15 P.M.—9:30 P.M.
EVERY TUES. and THURS.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Sales Departments Hypoed For New Biz

(Continued from Page 1)

account on only part of its multiple program days.

Lull is attributed in some extent to the unexpected death of President Roosevelt and the premature expectation of V-E Day and its possible resultant effect on business. This latter idea pertains to release of more materials by the WPB should it find that after V-E Day is officially declared some of the materials might be eased off on priorities. In reverse, some advertisers feared that the victory in Europe which they expected earlier in the season, may cut down orders by the government. Such cut-backs are still feared by both advertisers and potential advertisers.

Since V-E Day is coming later than many business men expected the potential clients among them now appear to be holding off indefinitely. Another reason put forth is that the extended United Nations conference in San Francisco is one of those things where some people want to see what happens before they commit themselves to contractual obligations.

In any event, the sales departments of not a few large broadcasting organizations have been told to close ranks and "sell."

Special OWI Program

Two consecutive General Mills programs will be cancelled next Friday, May 4, to make way for a special presentation broadcast to be made in co-operation with the Office of War Information. The special program will feature a dramatization of the work that is being accomplished in rehabilitating ex-servicemen. The cancelled out programs will be "Today's Children," 2:15-2:30 p.m., EWT, and "Woman In White," 2:30-2:45 p.m., EWT.

Hope Going To Buffalo

Buffalo — The Buffalo Evening "News" will bring Bob Hope and his radio show to Buffalo May 21st to stage a two-hour show at Memorial Auditorium. Proceeds of the event will be turned over to a Smokes Fund to provide cigarettes for wounded servicemen hospitalized in this country.

COAST-TO-COAST

— NEW JERSEY —

ATLANTIC CITY—WFPG's "Atlantic City Forum," presented by Hurley-Jones Company, is now in its third week and drawing very favorable comment. Heard Wednesdays at 9 p.m., local citizens discuss topics of the resort city. . . . **NEWARK**—Walt Frazer, well known to radio, is now doing WAAT's Monday through Friday chatter program, "New In Hollywood," which is tied-in with Warner Brothers theaters in the area. Frazer writes a special script each day.

— CONNECTICUT —

STAMFORD—Connecticut State Network which includes WSRR, WNAB, WATR, WELL, WHT and WNLG, is presenting Dr. Stanley High, author and commentator, in a series of special broadcasts on the current San Francisco conference. Dr. High is heard Tuesdays at 10 p.m. . . . New to the engineering staff is localite Ken Howard. . . . Karl La Roche, Jr. will shortly give up his engineering job for the Navy. . . . Norma Moray of "Let's Go to the Movies" is now Mrs. Harvey DuPaul.

— SOUTH DAKOTA —

RAPID CITY—Al Ziegler, KOTA sports announcer and salesman, reported to Uncle Sam at Fort Snelling April 23. . . . Forty local firms have signed on the dotted line to sponsor programs during the first month of the new five kw operation. These are in addition to regular accounts. . . . Bookkeeper Nancy Lyon has announced her engagement to former KOTA engineer Jack Waldon, now with KFAR, Fairbanks, Alaska.

— FLORIDA —

MIAMI—Frank "Salty" Mallants, boating and fishing commentator of WIOD, has been appointed member of the Conservation Committee of the Florida State Chamber of Commerce. . . . Leslie Balogh Bain, WIOD commentator, is in San Francisco covering the conference for McNaught Syndicate and Cox newspapers.

Joins Ray-Tele Firm

The appointment of Philip Krieger as manager of the Radio and Television Service Company, New York, has been announced by Allen C. Kaye-Martin of that organization. Krieger, a former civilian engineer in the Signal Corps, Washington radio producer, and engineer with the OWI, will become a partner of Ray-Tele, in charge of business service to radio and television talent through networks, advertising and station rep agencies and stations.

— DISTRICT OF COLUMBIA —

WASHINGTON — WOL has signed Christian Heurich Brewing Co., 10-year spot advertiser, for the 7:15-7:30 p.m., Monday, Tuesday and Thursday period, for a new musical program titled "Symphonic Swing," (started April 30) through Romer Advertising. . . . Russ Hodges, WOL-Mutual sportcaster, has suggested that the proposed National Capital Stadium be built as a memorial to President Roosevelt.

— GEORGIA —

ATLANTA — Hugh MacKenzie, former RCAF public relations officer, succeeds Ewald Kockritz as promotion manager of WAGA. . . . New to the announcing staff of WAGA is Jimmie Gregory, formerly with WDSU, New Orleans and WDNC, Durham.

— ILLINOIS —

CHICAGO—Austin Eberle, former employee of the AAF Technical Command, has joined WJJD engineering. . . . Station WGES has appointed Airspot Sales of New York and Chicago exclusive representatives. . . . **PEORIA**—Joe Raber of WMBD sales staff has been promoted to assistant commercial manager, and Dick Raymond has been named head of WMBD bookings, to handle outside appearances of studio talent. New sales staffer Al Kaufman used to be with Hiram Walker Distilling.

— INDIANA —

EVANSVILLE — Clarence Leich, manager of WGBF and WEOA, was one of 19 appointments to the Indiana Flood Control and Water Resources Commission by Governor Gates. . . . Evansville is being represented at the 'Frisco conference by the conductor of WEOA's "Inside Evansville," Margaret Rosencranz. . . . **FORT WAYNE**—Jane Weston of the WOWO "Modern Home Forum," has had her studio office papered with client's wallpaper. Photo is being used in advertiser's promotion.

New War Drama Series

The WNEW "Victory Playhouse," heard Sundays from 5 to 5:30 p.m., will present a new series of live productions beginning May 6. War dramas drawn from files of the "Free World Theater," "Plays for Americans" and the writers' War Board will be presented under George Foster and Milton B. Kaye direction.

Educational Workshop To Study FM At Ohio

(Continued from Page 1)

and he will direct the new FM course. Course will include preparation management and program operation of the new FM educational outlet. Purpose of the workshop is to reach sufficient and competent persons for the many stations which will operate under various school and universities after the war when materials for stations become available.

In planning the workshop, Ohio 'U' will have the co-operation of the United States Office of Education, The Ohio State Department of Education, and the Cleveland Board of Education, and these same sources will operate the workshop with Ohio 'U'. Fairly large staff has been assembled to aid in the work, also an administrative body comprised of well-known educators with experience in educational radio.

Will Discuss Play

"Le Cid," play by the French dramatist Pierre Corneille, will be discussed on CBS' "Invitation to Learning" Sunday, May 6, instead of April 29, as announced earlier. Change was made necessary due to the launching of the carrier "Franklin Delano Roosevelt," April 29. "History of Civilization in England," previously scheduled for May 6, has been postponed indefinitely.

Anniversary

Eleventh anniversary of "Hymn of All Churches" will be celebrated Monday, May 7, over NBC. The program, heard Monday through Thursday, 2:45 p.m., EWT, originated over WLW, Cincinnati, in 1934, and made its network debut May 30, 1938. It is sponsored by General Mills in the interest of Softasilk Cake Flour. Danzer-Fitzgerald & Sample is the agency in charge.

WKY Covers

The Biggest Part

OF OKLAHOMA'S
BUYING POWER

WKY
OKLAHOMA CITY
The Katz Agency
Representative

"A Bit of Paris in New York"

Henri
Est. 1906
FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Send Birthday
Greetings To -

May 2

Roy Atwell Doris Fisher
Bing Crosby Dorothy Dunn
Morton Gottlieb H. L. Blatterman
Helen Sutton Newman

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. 31, NO. 24

NEW YORK, N. Y., THURSDAY, MAY 3, 1945

TEN CENTS

Radio V-E Day Roundup

No WOKO Review; Federal Appeal Likely

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday denied the application of WOKO, Albany, N. Y., for a re-hearing in the commission's determination not to renew the station's license as a result of concealment for over a decade of station ownership details. At the same time, with Commissioner Denny not participating because he had been general counsel at the time the case had originally been heard, the Commission voted to extend the WOKO temporary authorization through this month. This will permit the station to file an appeal to the Federal courts.

Today's REC Session Turned Over To "7th"

Today's luncheon session of the Radio Executives Club of New York will be held in the Hendrik Hudson room of the Roosevelt Hotel, will be turned over to the Seventh War Loan drive. Gene Carr, chief of the Radio Section, War Finance Division of the U. S. Treasury, will speak. His subject is "The Radio Industry's Contribution to the War Effort."
(Continued on Page 2)

Hall Of Fame' To Honor Paul Whiteman On Sun.

Paul Whiteman will be honored by Philco's "Hall of Fame" broadcast on Sun., May 6, at 6-7 p.m., EWT, over the Blue Network, the last full-hour broadcast of the season until next fall. The dean of modern American music has been the conductor of the "Hall of Fame" orchestra and chorus.
(Continued on Page 2)

Prize Winner

Eddie Cantor has announced the name of Charles Byrne of Minneapolis, Minn., as the winner of the essay contest on "Juvenile Delinquency, Its Cause and Solution." The prize was a \$1,000 War Bond, and was presented to the winner on Cantor's program last night over NBC. Judges were Dr. Nicholas Murray Butler, Dr. Robert Gordon Sproul and J. Edgar Hoover.

BBC Airs Big Ben

When for the first time in five years, seven months and 23 days, the face of London's Big Ben was lighted up, the occasion was not restricted to Londoners alone. BBC transmitted the ceremony and the sounding of the chimes to Europe's occupied countries as a message of faith and hope. On one occasion, when Big Ben's chimes had to be silenced for military reasons, BBC used an ET.

WBT Sold By CBS To Insurance Firm

The Columbia Broadcasting System yesterday announced that, in order to comply with Rule 3.106 of the FCC it has sold its radio station, WBT, in Charlotte, North Carolina, to the Jefferson Standard Life Insurance Company, with main offices in Greensboro, N. C. The purchase price is \$1,505,000. The sale is subject to
(Continued on Page 4)

Will Whitmore Gets Post As W. E. Advertising Mgr.

Will Whitmore, advertising supervisor of the Western Electric Company, has named advertising manager to succeed H. W. Forster deceased, F. B. Wright, the company's director of public relations announced yesterday.

Mr. Whitmore joined the Western Electric Company in 1938.
(Continued on Page 8)

Networks Kept On The Alert By White House Bulletins

All radio stood by yesterday afternoon with the tip from the White House that special news was to be announced. The networks kept their wires and time open for a 4:25 bulletin. This came in the form of an announcement from President Truman that he had it on authoritative sources that Hitler had been killed and absolutely confirmed the report

WLAW furnishes entertainment to 1,902,591 people in industrial N.E. Advt.

Broadcasters Of Nation Disclose Plans For Historic War News; Survey Reveals Serious Approach

By FRANK BURKE
Editor, RADIO DAILY

Sampling the nation's broadcasters for a cross section expression of radio's V-E Day thinking and planning, RADIO DAILY yesterday learned that the industry approaches the momentous news with mingled feelings of patriotism, restraint, and obligation to the Government, Armed forces and people at home.

In almost every instance the broadcasters will intersperse the V-E Day proclamation, commentaries and special overseas pickups of the networks with messages on the Seventh War Loan drive, our unfinished war with Japan and the urgency of keeping home front production at its peak. The attitude of the nation's

broadcasters reflects the recent instruction bulletin sent out by the Office of War Information. The bulletin, in part, said:

"The end of the war in Europe will naturally be the occasion for great thanksgiving. But many American families will, on V-E Day, think of the millions of our men now engaged in deadly fighting in the Pacific, and
(Continued on Page 5)

CCNY Radio-Biz Meet To Be Held May 22-23

The City College School of Business and Civic Administration will hold its first annual conference on radio and business May 22 and 23 as a medium for "the interchange of experiences, information and ideas of mutual interest" to advertisers, agencies and the radio industry, it has been announced by Dr. Robert A. Love, Conference Director and head of the School's Evening Session.

Sponsored as a service to the business community, and keyed to advancing business through radio, the conference will consist of four sessions dealing with current problems
(Continued on Page 2)

Television's Future Outlined By Speaker

In a talk titled "Some Plain Common Sense About Television," made before members of the Institute of Radio Engineers last night, Philip I. Merryman, NBC director of facilities development to research predicted "that within 10 years more . . . 400 cities in the United States will have
(Continued on Page 2)

Serving Youth

Cast of "Mr. District Attorney" will journey to Albany tomorrow morning and give a performance of the program in the afternoon before the Youth Forum in the New York State Assembly Chamber. Tomorrow is the day when the state government is "turned over" to the lads, one of whom acts as governor and others in capacity of state officials.

WLAW's signal blankets the worsted-textile capital of America . . . a fertile market. Advt.



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

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

FINANCIAL

(Wednesday, May 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Stromberg-Carlson, WCAO, WJR.

Sinatra Versus Crosby

Frank Sinatra was in Hollywood for his May 2nd broadcast and he played host to Bing Crosby, it being the latter's birthday. This was the first time that Crosby has appeared in person on the "Frank Sinatra Show." He appeared once last year by remote from the West Coast.

"Abbie And Slats" On Air

Richman-Sandford Productions has acquired the radio rights to the syndicated cartoon strip, "Abbie & Slats" and has signed Leonard Levinson to write the scripts for the half-hour series of programs. Levinson formerly scripted the "Fibber McGee & Molly" and "Great Gildersleeve" programs.

WANTED

ASSISTANT TO PRODUCTION HEAD Young man with some experience in recording field able to assist in production. This is a real opportunity for intelligent young man who seeks a bright future in radio and television. Give complete background in first letter. Our employees know of this ad. Box 164, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

CCNY Radio-Biz Meet To Be Held May 22-23

(Continued from Page 1)

in radio, advertising and research. Seven prominent executives will deliver addresses at the meetings, and four well known leaders in the field will serve as moderators of the panel discussions scheduled for each of the four topics. All sessions will be held in the auditorium of the School of Business, 17 Lexington Avenue.

Ira A. Hirschmann, vice-president of Metropolitan Television Inc. will be moderator for a final session on "Advancement in Commercial Television," 2:30 p.m., May 23. Lyndon C. Brown of Stewart, Brown and Associates will give an account of what the public expects of television.

The complete list of prominent executives in the radio, advertising and industrial fields who will take part in the discussions will be announced shortly, Dr. Love said.

'Hall Of Fame' To Honor Paul Whiteman On Sun.

(Continued from Page 1)

since the program's initial performance in December, 1943. He will be on the podium Sunday to conduct the orchestra's projection of a musical biography of his entire career. Sketches of Whiteman's musical career will be given from his start as a musician in the U. S. Navy, through his Pavillon Royale days, his American and European concert tours. George Gershwin's "Rhapsody In Blue," which was composed for Whiteman's first concert in 1924, will be performed in its entirety.

Today's REC Session Turned Over To "7th"

(Continued from Page 1)

ject will be, "Radio's Part in the 7th War Loan Drive." Expected that there will be a preview of some new disks the Treasury is putting out, such as "Treasury Star Parade" etc.

WMCA Commentator Overseas

Leon Gould, head of WMCA's war services division and currently heard in the "New Yorkers At War" series, will originate all future programs from the vicinity of Paris via Press Wireless.

Television's Future Outlined by Speaker

(Continued from Page 1)

television stations, all operating at a profit."

Touching upon the programming aspects of the medium, Merryman asserted, "I believe that there must be a new program format developed for television just as sound broadcasting had to devise its own program technique. Television, no matter how expensive it becomes, cannot compete with Hollywood in its own field. Television will never be able to support the type of program which takes three years of production and four million dollars to bring to the public. Such productions are and must continue to be Hollywood's. Television may eventually have to program 16 hours a day, 365 days a year. The total output of Hollywood would not keep one network going for two months. . . . Television must develop its own program format different from Hollywood's and Hollywood will go right on improving and perfecting its products for which television will stimulate greater audiences."

Webs Kept On The Alert By White House Bulletins

(Continued from Page 1)

evening with elaboration on the short statement by President Truman and the cessation of hostilities in Italy and other spots. According to Martin Agronsky on the Blue at 4:30 p.m., EWT he had just returned from the White House press conference and was unable to get any further details on Hitler or when the Allies expected to announce unconditional surrender.

Other radio excitement included the announcement by Premier Stalin that Berlin had fallen. This was heard by the webs at approximately 4:08 p.m., EWT.

Will Produce Special Show

National Broadcasting Company's contribution to May Fellowship Day, Saturday, May 5, will be a program titled "Goin' Home." This is the 25th episode of the University of the Air series, "Home Is What You Make It," heard at 9 a.m. Saturdays. Script for the special broadcast was written by Elsa Russell. Joseph Mansfield will direct.



Official U. S. Coast Guard Photo

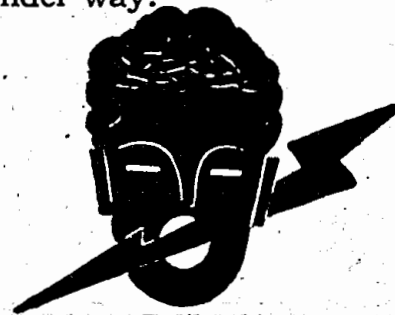
Identification, please

You don't board a ship in the harbor these days . . . unless you belong on it!

And the day is coming when a radio station won't go on a list . . . unless it can sell goods at a low cost.

We're looking forward to that day. W-I-T-H didn't become the successful independent in a five-station town because it had glamour call letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow when the race to sell goods in this sixth largest market really gets under way.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS featuring a piano and the text: 'MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"'

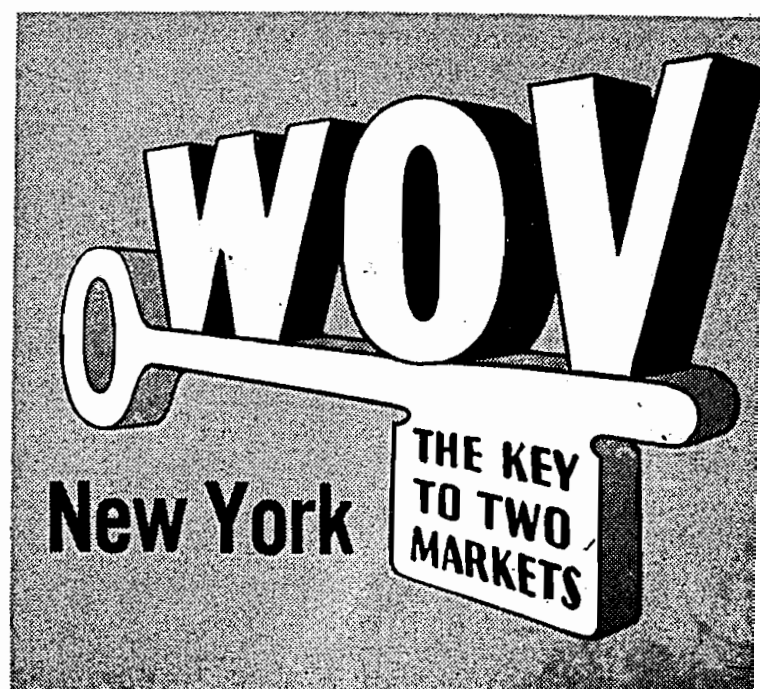


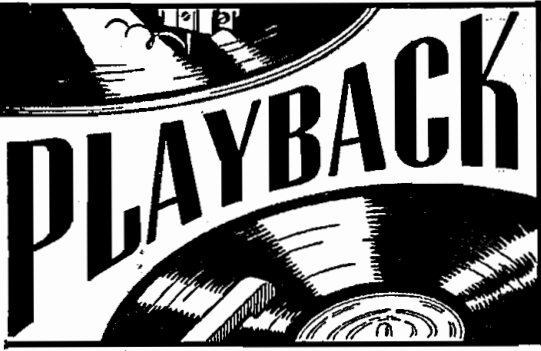
KEEPING BALANCED

results in a **CONSTANT AUDIENCE**

GIVING people the kind of programs they like to hear is still the best way to maintain a constant listener audience. And the daily program schedule followed by WOV is an example of balanced broadcasting, aimed to appeal to two distinct and different metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give WOV a continuous audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.*

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





When President Truman made his first radio speech in that capacity to 16,850,000 American people, our Hollywood recording tables were reserving every historic word for rebroadcast to our men overseas. Within 36 hours after the broadcast 100 finished transcriptions were on their way around the world for the Armed Forces Radio Service.

In appreciation of NBC-RRD's contribution to the recording activities of the Armed Forces Radio Service, Oscar Turner, our Western Division Manager, has received an autographed photo from Col. Tom Lewis of the AFRS. The picture was taken at the presentation ceremony for the 1,000,000th transcription manufactured for the AFRS. 1,000,000 transcriptions would provide the average radio station with enough program material for 38 years of continuous broadcasting.

Out in Columbus, Ohio, FM station WELD is promoting NBC-RRD shows through a new medium. Experimental facsimile station W8XUM broadcasts the "WELD Radio News" which appears every morning in the radio newspaper service and contains pictures of *Come And Get It* (or other NBC-Recorded shows the station is carrying) together with sponsor's specials for the day . . . foreshadowing a new trend in audience promotion.

First station in the nation to broadcast *The Haunting Hour*, new NBC-Recorded mystery series, was KECA, Los Angeles. The sponsor, Thrifty Drug Store chain, replaced a popular live broadcast with our show . . . and they are getting *The Haunting Hour* off to a flying start with a terrific promotion push.

Eyes-open-corner: Be on the lookout for a new THESAURUS program built around music from the all-but-forgotten era, 1905-1920.

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



Windy City Wordage!

● ● ● Henny Youngman, the well known comic, is garnering rave notices in the Empire Room of the Palmer House. Originally booked in for six weeks, Henny already has been signed for an additional four. . . .

Chicago

● Martha Wilkerson, "GI Jill" to servicemen all over the world, in town for a guest appearance Tuesday night on the WBBM-originated "Service to the Front" program. WBBM's publicist, Don Kelley, arranged a press get-together for Martha Monday afternoon. . . ● Deal for Tenor Jack Baker to pinch-emcee for vacationing Don McNeill on the Breakfast Club this week fell through, with cowboy singing star Curley Bradley taking over instead. Baker, a former Breakfast Club stalwart, is now ditto on the Grand Ole Opry Sattidy nights from Nashville. . . ● M. B. Rotman, press relations manager for the Community and War Fund of Metropolitan Chicago, Inc., drops us a note of praise for the job station WENR has been doing in setting the pace for public service to the Community and War Fund. For the past 13 weeks WENR has devoted a five-minute program at 11:30 Wednesday evenings to the War Fund. . . ● Guy Savage, former WGN mickeman and more recently a free lance, has joined the WBBM staff. . . ● Frankie "The Voice" Sinatra is scheduled for a Chicago visit in a couple of weeks to speak on tolerance and juvenile delinquency at high school assemblies. . . ● Val Sherman is WBBM's new assistant program director in charge of operations. George Case has been upped to production manager, and Fred Killan has been given special duties in production. . . ● Alan Surgal, former Chicago writer, now with the Allied network forces in London, is represented in the volume, "Best from Yank," containing outstanding stories from the Army publication.



● ● ● Malcolm "Uncle Mal" Claire, who narrates children's stories on WENR Monday through Saturday, recently received a letter from a six-year-old fan who wrote that she was praying daily for a little baby brother. "But," she scribbled, "if you answer my letter, don't mention it because I want it to be a surprise to my mother." . . ● Fran Allison is doing a swell job as femcee on WIND's nightly variety show, "Sing Sailor Sing" from Great Lakes Naval Hospital. . . ● NBC was a party to a search for a serviceman the other day which had a story-book ending. Vaughan General Hospital, near Chi, planned a small celebration honoring its 5,000th patient, Pvt. Casimir Chlipala, wounded in the Belgium breakthrough. When asked what he would most like to do during the celebration, the GI replied, "Talk with my twin brother, Joe, serving with the Navy in the Pacific." NBC offered to set up the two-way conversation, but before a search could be started for Joe he walked into the hospital on an unexpected furlough to visit his brother. . . ● Col. Ed Kirby, chief of the radio branch of the War Department, will be the principal speaker when the Chicago Kiwanis Club awards certificates of citation to 15 Chicago radio stations in observance of Kiwanis Radio Week on May 17.



● ● ● Gene Rouse, program manager of the Blue's Central Division, thought he had himself a first-class mystery when a placard bearing Chinese ideographs arrived recently. The mystery, however, was cleared up a few days later with the arrival of a letter from Ensign Dick Noble, who is studying Chinese and other Oriental languages at a naval school. Ensign Noble explained that his earlier message was merely the Chinese equivalent of "This is the Blue Network." . . ● Skip Farrell, who'll vocal star on Wayne King's summer replacement for J. Benny, sang for the patients at Chicago's Gardiner General Hospital the other day, and after his performance gifted GIs with 300 candy bars which he had corralled.

— Remember Pearl Harbor —

WBT Sold By CBS To Insurance Firm

(Continued from Page 1)

the consent of the FCC to the transfer of license of the station and the issuance of a certificate of compliance with FCC Rule 3.106.

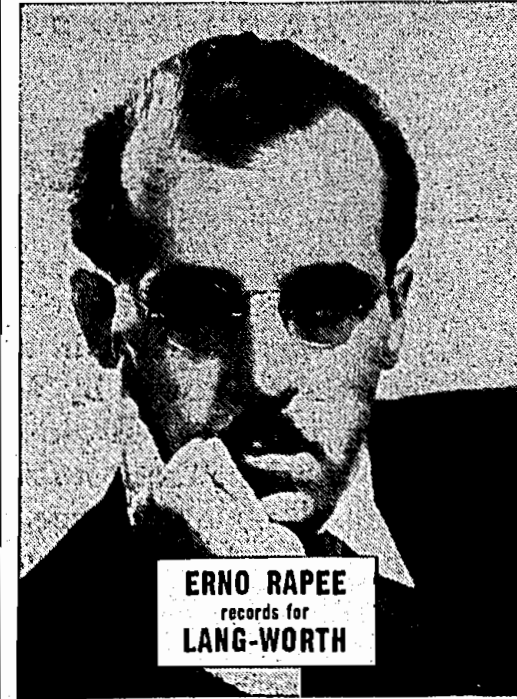
Negotiations culminating in the sale were conducted for the insurance firm by J. M. Bryan, vice-president of the company, and Maj. Edney Ridge, manager of WBIG, Columbia network affiliate in Greensboro. Representing CBS in the transaction were Frank Stanton, vice-president, and Frank K. White, vice-president and treasurer.

WBT was acquired by CBS in December, 1929. It is a clear channel station operating with 50,000 watts power on a frequency of 1,110 kilocycles.

"Operating standards which have characterized the station under Columbia management will be continued," Julian Price, president of the insurance firm, said and added, "We plan to continue the present operating staff at WBT, headed by A. D. Willard, Jr., general manager. Jefferson Standard Life Insurance Company, which in addition to its insurance activities has extensive business interests throughout the South, has long been radio-minded. For the past 12 years, it has been interested in the ownership and operation of the North Carolina Broadcasting Company, Inc., which operates WBIG in Greensboro. Both Mr. Bryan and Major Ridge will be identified with the future operations of WBT, while continuing their association with WBIG."

Renew Tele Show

"Letter to Your Serviceman," the Blue Network's weekly television feature broadcast every Tuesday at 8 p.m. from WABD, has been renewed for four more weeks by its present sponsor, the John David Stores. Under the Blue's sponsorship arrangements for video, the sponsor pays the production cost only.



Radio V-E Day Roundup

Four Major Webs Keep The Details 'Under Wraps'

(Continued from Page 1)

Those other millions who have to take their places beside them in the battle lines of the Far East, continuing war against Japan, the tremendous exertions which the war requires from the home front, would therefore seem to be a key to observance of V-E Day."

Networks Ready and Waiting

Major networks, after long preparation on several hours of appropriate programming, NBC for instance having set seven hours commencing with a possible three additional hours on tap. This was the general scheme planned by the various networks and of course numerous stations throughout the country planned to add somewhat additional lines. Army, Navy and Marine Corps had set up their own combined show which was planned for the four major networks to pick up as a unit. Understood that one of the webs was selected to handle the whole thing to simplify matters. These pickups included talks by high ranking generals such as Eisenhower and others. All is on a pooled basis.

Music, drama and special news pickups were set up by the networks to fill the hours after the official announcement of German capitulation. Music and drama were specially planned for this occasion and the pickups were from all parts of the world. Most of the webs kept their programs under wraps to avoid the competition getting wind of their special shows. WOR-Mutual it is known, had as much as 12 to 14 hours of such shows but did not expect it would have to use all of it. Relative to cancellation of com-

mercial programs, while some were scheduled to go off without question, both from the network and client viewpoint, others were scheduled to be evaluated as time went along, it being up to the program directors to judge whether the program conflicted with the mood and general plan of the programming.

Cleveland Station's Preparation

Within two or three hours after the announcement of V-E Day, radio station WJW, Cleveland, will begin their scheduled two and a half hour program previously announced, planned for this day. Through the efforts of Earl Harper, WJW Special Events Director, the Blue Network has arranged the pickups for five parts of the program. The programs to be heard coast to coast from Cleveland will be: The man-on-the-street interviews, which will be conducted in front of the WJW Building; the broadcast from the Red Cross Blood Donor Service, with remarks by donors and Red Cross personnel. In addition WJW will have a special hour program of prayer that will be heard on the evening of V-E Day from 8 to 9 p.m. Divided into three sections and representing all faiths, the program will open with a service from St. John's Cathedral at East 9th and Superior with Father Richard Walsh presiding; a switch to the Euclid Avenue Temple will bring words from Rabbi Barnett A. Brickner, and the closing service will originate from the Church of the Saviour on Lee Road in Cleveland Heights with Rev. V. S. Mumbulo.

Yankee Web's Plans Made

WNAC and Yankee web in New England have been planning for V-E Day in Europe since last August when applied for and received permission from Office of Censorship to do, "Man in Street" interviews which till now, have been prohibited for fear of giving useful information to the enemy. Lester Smith of Yankee's special features department will be on hand at corner of Washington and Stuart and later on at Boston Common, where lines are already installed, to get opinions and reactions of Bostonians on Allied triumph in Europe. According to George W. Steffy, vice-president in charge of programs, WNAC will start day with prayers of thanksgiving by leaders of three religious faiths. These messages, which recorded several weeks ago will be given by Archbishop Richard J. Cushing D.D., head of the Catholic Archdiocese of Boston; Rabbi Joshua Liebman; Rabbi Samuel Abrams, and Episcopal Bishop of Boston, Bishop Henry Knox Sherrill.

Governor's Proclamation Recorded

They also have recorded a proclamation by Governor Maurice J. Tobin, of Commonwealth of Massachusetts, asking everyone to pray for American Victory in Pacific. Governor Tobin will also deliver a personal message over WNAC-Yankee. Linus Travers, Yankee executive vice-president, announced that retail trade

board has direct line into Yankee network news room. The minute word is received board will be alerted and will decide whether or not they will close Boston's Department stores. Complete plans have been drawn up to alert 21 Yankee stations in 21 minutes any hour of day or night by dividing them into three separate groups. These stations which cover six New England states will, in turn, inform their listeners that all is well on western front. Yankee network maintains 24-hour watch in control and news rooms monitoring all special broadcasts and looking for good news on either the AP, PA, INS and Reuters wires. Local sponsors have prepared special V-E Day copy to take the place of their regular commercial announcements. Yankee and Mutual personalities including Cedric Foster, Louise Morgan, Lester Smith and Bill Cunningham will speak for five minutes each on V-E Day in special round up broadcast.

Cincinnati Station Makes Plans

V-E Day plans of WLW, Cincinnati call for giving its listeners a well rounded picture of the history making event. Highlights include a round table discussion by WLW's news commentators Major General James E. Edmonds, James Cassidy, Jack Beall and Robert Parker, based on this group's wide experience in covering

Most Commercials Will Certainly Be Pulled

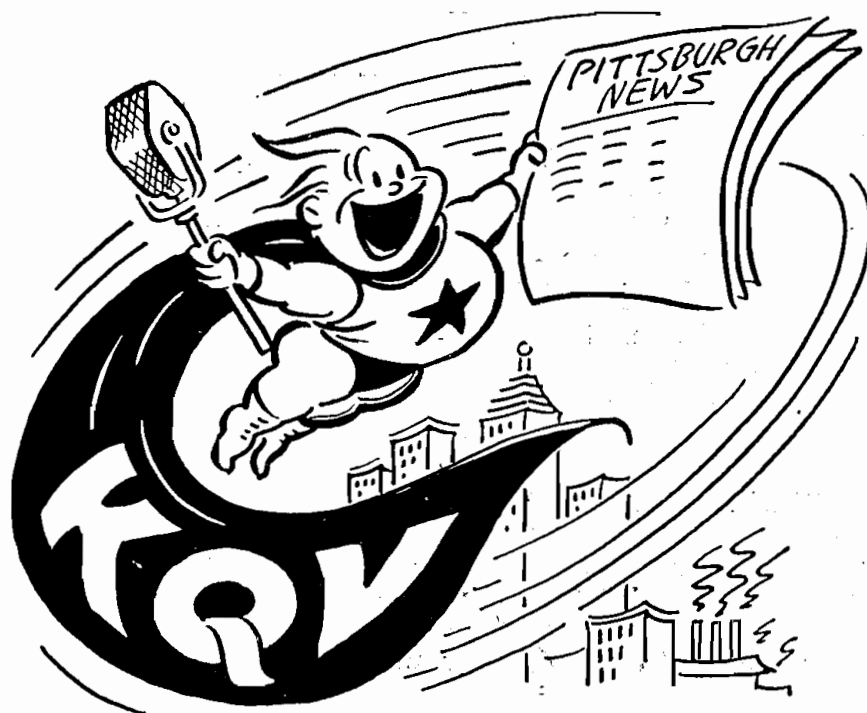
this war. Also WLW will broadcast a round up program covering its four-state listening area which will include statements from Governors in this midwest area. Using its mobile unit in the Cincinnati area, listeners will hear the reactions of the man-in-the-street on one of the special V-E Day broadcasts. Official representatives of the different religious faiths will also be guests on a special program, offering V-E Day prayers and reflecting the reactions of the different religious to Victory in Europe. WLW will also make available to the National Broadcasting Company locally originated programs reflecting the reactions of listeners in this area to the announcement.

Will Cancel Commercials

WFBR, Baltimore, will cancel all commercials immediately upon official announcement of V-E Day and switch immediately to network for coverage by commentators and overseas correspondents. This policy holds for first hour or two. Later policy depends on situations developing if commercial announcements are re-

(Continued on Page 6)

The news is going around—
Buy KQV in Pittsburgh!



Allegheny Broadcasting Corp.

National Representatives: SPOT SALES, INC.

this is

WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the OUTSTANDING

the STATION IN Chattanooga

CBS

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

5,000 WATTS DAY AND NIGHT

Networks' Affiliates Planning Serious Observance

Features Stressing Unfinished War With Japan

(Continued from Page 5)

sumed later in day. Most clients will accept credit mention tied up with War Bond and stay-on-job plugs as usual. WFBR will serve public interest by airing non-commercial announcements of local civic importance.

No Boisterous Celebration

WBIG, Greensboro will have no boisterous V-Day celebration according to Major Edney Ridge. A special prayer will be offered by Dr. J. Clyde Turner, Dean of Greensboro Ministers with special music throughout the day arranged by Margaret Banks, Music Director of praise, thanks, hope and peace using featured vocalist a quartet and WBIG concert ensemble. Prominent local citizens from this area will make short talks giving background information and pointing out the fact that we are still at war.

Rededication Is Theme

Stanley Hubbard, general manager of KSTP, Minneapolis, St. Paul declared, "KSTP regards V-E Day as significant only of one more forward step leading to ultimate successful conclusion of war effort. We will treat it not as occasion for celebration, but as another opportunity to impress upon our listeners necessity for continuing war efforts with unabated vigor until final victory is won. V-E Day will be made occasion for prayer for men whose hardest battles lie still ahead. It will be a rededication of KSTP to continuance of all out war effort. Local programs will all be tied in with this plan. We will cover any special local observances and will bring our listeners all news through every local and network facility at our command."

KOA Will Use NBC Service

Whenever it comes, and if NBC interrupts all programs as it did on D-Day and following President's death, KOA will stay with network continuously until such time as their broadcasts reach stage of repetition and rehash, then KOA will fill in with local broadcasts of statements by many prominent military, government and civic leaders of Denver, Colorado and Wyoming. May have some on-the-street broadcasts to get comments and reactions of citizenry;

all local broadcasts will be solemn and rededicated to the cause for which we fight. KOA as one of NBC's four originating points, each point giving an hour salute to 12 states, will on V-E Day originate a program to the network saluting Colorado, North and South Dakota, Minnesota, Wisconsin, Iowa, Kansas, Missouri, Oklahoma, Arkansas, Mississippi and Louisiana. The program will salute war effort activities of each state, including military, rehabilitation, war production and outstanding heroes.

Plans Laid Months Ago

Several months ago WKAT, Miami Miami Beach, Florida, began preparations for V-E Day. After a number of meetings with the military, civic and religious leaders prepared copy and transcribed a series of one minute, five minutes, quarter hour and half-hour programs varying in scope from statement by Generals and Admirals of the various military installations to complete church services. Copy has been prepared for man-in-the-street interviews and round table discussion with civic government military and religious leaders. Semi-classical, classical and martial musical programs with narration have been transcribed and others are now in preparation at the present time. Arrangements are being completed for a number of remote pickups built around a patriotic theme.

Proclamation has already been prepared by the Governor and is now on file for use by this station urging the public not to over indulge and ordering all bars and liquor stores closed. Announcements by the military addressed to all personnel in this area will be released upon definite confirmation that Germany has surrendered. From the moment V-E Day is announced WKAT will stress the importance of staying on the job until the Japs have been conquered.

Special Unit in Philadelphia

WCAU, Philadelphia has assigned a special unit to cover all phases of V-E Day. Over all plans call for a close co-operation with the Mayor's committee which is to play down V-E Day and highlight the war with Japan. The theme is to save your big time celebration until both wars are won. WCAU will participate with all other Philadelphia stations in pooling broadcast from Independence Hall with Norris West WCAU farm show director, describing events from the Liberty Bell Chamber.

WITH's Conservative Approach

In line with the government request that everything proceed as nearly as normal as possible and that the public be thoroughly impressed with the fact that only half the job is completed and that Japan still has to be beaten, WITH, Baltimore plans to devote the full two hours of its schedule in selling the public on the idea of sticking with their jobs. Appeal will be to prevent any let down in production and to "Tighten Their Belts" to finish the Japanese phase of the war rapidly. All sponsors of announcements and commercial programs have been contacted and they

are giving 100 per cent co-operation in eliminating their normal commercial messages and substituting especially prepared messages designed to stimulate the war effort to even greater heights. However, the format of all programs will remain as nearly normal as possible. WITH will have special lines in the Associated Press news room here and street interviews at the busiest intersection and in the center of the defense worker area in the city, also has had the Governor and the Mayor as well as our Congressmen and Senators transcribe in advance special V-E Day messages to be put on every three hours.

Frisco Schedules

Network stations in San Francisco all have much the same plans for V-E Day as all will carry the network programs giving local regional reactions to fit in with the chain shifts. Mutual's KFRC will be one of the four key network stations giving not only local reactions but everything they can get from the Pacific areas such as New York will carry the European angle; Washington the National Capitol reactions and happenings; Chicago and the midwestern and man-on-the-street contacts.

Columbia KQW in addition to tying in with the chain broadcasts have two man-on-the-street programs lined up and also have all their advertisers copy ready to shift from regular, plugs to patriotic and institutional stuff.

Blue network's KGO has four special local pickups set to come from men-on-the-street on famous Market Street, another from Chinatown, another from the Mark Hopkins Hotel where many foreign notables are staying, and from the San Francisco Press Club where many national commentators are staying.

Time of Break a Factor

Actual programs will depend somewhat on when the break comes, whether day or night and on week day or Sunday, according to Bob Laws of Blue's publicity department. KPO of NBC has similar plans to tie in with the network schemes and add whatever local color can be picked up.

The independent station KYA has the most ambitious local coverage according to present plans. They have setups for nine remote pickups in San Francisco including the Palace, St. Francis and Fairmont Hotels, the Press Club, and the San Francisco "Chronicle" newsroom. Big play will also come from the Veterans Building if the United Nations conference is in session. Here Karl Barron will interview visiting delegates to the conference from as many of the 49 nations as can be brought into the studio.

In addition this station's tieup with KFWB in Hollywood will feature staff commentators who are here for the conference coverage including John B. Hughes, Mrs. Averill Harriman and Eleanor Wilson McAdoo. Mrs. McAdoo will give the dramatic comparison of this V-E Day with the

Liberty Bell Tone To Be Broadcast At Philadelphia

time when President Wilson received the news of the Armistice in the First World War.

KROW, Oakland will cover as previously reported and KLX, Oakland will fit in with news flashes and interviews with local officials and military personnel in street and hospital. All San Francisco stations and networks will use the full force of national commentators who are here to cover the United Nations conference.

West Coast Ready

On the West Coast, networks are making elaborate plans for handling V-E Day news. In co-operation with KFI, Los Angeles NBC Western Division uses mobile units to cover certain sections of downtown Los Angeles, defense plants, airports, churches, army hospitals and San Diego area. Columbia Pacific will carry statements from leaders of all religious faiths and a large civic concert will also be heard. Columbia Pacific also plans two or three special evening type of pickups in the California area, and if V-E Day comes during the United Nations Conference in San Francisco, Harry W. Flannery, former Berlin correspondent and R. Wallace Sterling, Columbia Pacific commentators covering conference will give their analysis of news. Hollywood will play an important part. Pacific Blue's handling of news via a mobile pickup at Hollywood Vine and short wave pickups from the Pacific. Pedestrians on Market Street, San Francisco will be interviewed. Program to be carried by Don Lee Mutual will be designed to hold interest of celebrants and enable net to impress listeners with seriousness of job ahead in Japan.

Independents to Participate

Independent stations in New York are fully prepared for cessation of hostilities and have made plans to cover and present to listeners very

(Continued on Page 7)

Too Important

WOR-Mutual yesterday decided that it will not seek to date special bulletins as to time of announcement over the air in its press releases no matter how much sooner they may have sprung the news. This decision came because it was obvious that the news itself is of too great importance to quibble about minutes and seconds.

Another network which yesterday asked WOR the time on the Stalin bulletin was refused the exact time of release on WOR air. For one thing there was nothing to stop the other web from prioritizing its own release on it and as stated above no stories will be sent out making the time of air announcement subsidiary to the all-important news itself.

Send Birthday Greetings To -

May 3

Don Ameche
Nick Dawson
Fort Pearson
Irving Fogel

Mary Astor
Curt Massey
Mary Small
Morton Gottlieb

Independents From Coast To Coast Will Participate

Five-Star Generals Reported Ready To Broadcast

(Continued from Page 6)

...of the celebrations taking place throughout the city.

...special program from the Mall in Central Park, in which the opening address will be made by Mayor La Guardia, will be broadcast by WNYC, WJZ and WNEW. On the latter station Martin Block is scheduled as special announcer of various V-E Day broadcasts.

...QXR will offer programs featuring music of World War I and II as well as the National Anthems of the United Nations, while WMCA will set up microphones for a number of in-the-street interviews.

...THOM will describe the Times Square scene from atop the Bond Building; WLIB will offer special musical programs, and WEVD will feature spot news, commentaries and interviews of the day.

...OV will pick up a description of the Fifth Avenue celebrants via a broadcast dropped from its offices in the Knickerbocker Building to a terrace several stories below; WBNX will put on the air special programs in Italian, Polish, German, French and Yiddish, while WBYN, offering prayers and commentaries, will stress the fact that the war is not yet over, that peace remains our quarrel with Japan and settle in the same forceful manner.

Connecticut Conservative

...Connecticut officials are discouraging any general celebration of V-E Day. The theme is work and worship and all plans call for business as usual with war plants working to their full capacity. Retail establishments will remain open during the entire day.

...in keeping with the solemnity of V-E Day the city of Hartford has planned for a service of Thanksgiving which WTIC will broadcast. It will be held on the lawn of the Connecticut State Capitol.

...V-E Day plans in Detroit include work feeds which will cover pickups from home and abroad, also Michigan broadcasts by Governor Clegg and Mayor Jeffries of Detroit and members of the clergy. In addition a street pickup on Woodward Avenue, Detroit's main thoroughfare will feature crowd reactions. All commercials will be slanted to the victory theme.

...WSB's tentative plans for V-E Day in Atlanta are based on information from government war agencies. Primary purpose will be to report

factual news and to play down any vestige of a holiday celebration to Atlanta audiences. It will be the endeavor to keep before the listening audience an attitude that only one half the job is accomplished that we still have another enemy to lick before victory is won. WSB will broadcast a Thanksgiving service from one of Atlanta's leading churches. Tentative arrangements for a statement have been made from a spokesman for Major General Frederick Uhl, Commandant of the Fourth Service Command. Also station made arrangements for statements from local civic leaders including the Governor of the State. If indicated by circumstances the entire schedule will be revised. It is their intention to produce a sobering effect on the listening audience eliminating any kind of wild celebration.

WBBM's Emphasis

In line with President Truman's plea that there be no V-E Day celebration, Chicago stations will emphasize in their V-E Day broadcasts that the war is still only half won and that there should be no letup in the war effort until Japan also is defeated. This theme will be particularly emphasized in the programs WGN has planned the highlight of which will be a one hour live broadcast to be fed to the Mutual network. This program will feature talks by Gov. Green, Mayor Kelly, Archbishop Samuel A. Stritch, of the Chicago Archdiocese; Rabbi Jacob Singer of Temple Mizpah; Col. Robert R. McCormick, editor and publisher of the Chicago "Tribune" and civic and religious leaders, and music by the WGN symphony orchestra and chorus.

WGN also has four recorded programs ready for airing, two 15-minute broadcasts and two half-hour shows. The 15-minute broadcasts will consist of religious music and commentaries, the latter stressing the need for "working harder" and that this is no time to "take it easy." The two-half hour shows will feature music of the armed forces and American folk music.

Ordnance Pickup on WMAQ

WMAQ is planning to pipe all of its local and all NBC V-E Day broadcasts over the State Street Council's loudspeaker system. The station's plans also include pickups from various points, special commentaries by Clifton Utley and Alex Dreier and special newscasts by Don Elder.

Highlights of WBBM's V-E Day will be a 15-minute pickup from the Kankakee Ordnance Works in Kankakee, Illinois, 60 miles south of Chicago. There will be interviews with a woman and two men workers in the TNT plant and with the commanding officer. The ordnance works will try to set a new record in munitions production on V-E Day and the WBBM broadcast will be pitched on that theme, namely that there be no let down.

WLS will carry a half-hour V-E Day broadcast from Vaughan General Hospital, Hines, Illinois, consisting of music by the hospital band

and an interview with Brig. Gen. P. J. Carroll Commanding Officer of the hospital. WLS may also originate a broadcast from Great Lakes Naval Training Center. The station will send its mobile unit to the corner of Michigan Avenue and Madison Street for man-on-the-street interviews.

WENR revealed that it has three different sets of plans for V-E Day broadcasts the one to be used depending on various factors. Station execs, however, prefer not to reveal their broadcast setup at this date.

Prayers on WJJD

WJJD has arranged a special "prayer for permanent peace" broadcast emphasizing the serious aspects of V-E Day. Program will feature Pope Pius, Papal peace program. Religious leaders to be heard include the Most Rev. Samuel A. Stritch of the Roman Catholic Archdiocese of Chicago; Dr. Preston Bradley, Msgr. Daniel F. Cunningham, Rabbi Solomon Goldman and Dr. Emory W. Luccock.

WIND, WAIT and WCFL have planned no special broadcasts. WIND has announced it will follow the pattern established in connection with President Roosevelt's death by omitting all commercials.

Special V-E Day programs for Columbus, Ohio, are planned by the major radio stations in central Ohio and will be of a sober-minded reflective nature. All stations have scotched

Non-Web Stations In N. Y. Planning Full Coverage

previous plans to pick up celebrations of an hilarious nature in any.

WBNS, (CBS); WCOL, (Blue), and WELD (FM), all Columbus, will carry special speeches by Governor Frank J. Lausche and Columbus Mayor Rhoads.

WBNS also will have a special half hour studio program of prayer with the three major faiths represented and will pick up some street reactions during the day.

Station Plan Immediate Action

WCOL, likewise will have a program of prayer and plans exclusive presentations within three hours after the announcement from the White House.

WHKC (Mutual) will conform pretty closely to schedule except that one minute of prayer will be offered by representatives of the various major faiths on each of six 15-minute news programs during the day. Special music has been arranged by all stations.

WOSU, Ohio State University, will broadcast special campus wide program at 11 a.m. and will have two on-the-spot programs interviewing

(Continued on Page 8)

WANTED!

A MAN-SIZED JOB

IS your station located in a market which has possibilities?

IF you have such a station, then you should be interested in this man . . .

HE has a proven record for increasing business and making money for TWO stations and can make money for you.

Available as of May 10th.

All replies held in strict confidence.

Box 165, Radio Daily, 1501 Broadway, New York 18, N. Y.

WANTED

Announcer-Newscaster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.

PROGRAM REVIEWS

"HOUR OF CHARM"

General Electric
BBD&O

NBC-WEAF, Sundays, 10-10:30 p.m., EWT

Producer: Dave White

Continuity: Alton Alexander

The program "Hour of Charm" is undoubtedly what the title asserts, if one can forget the fact that it's really a half-hour program. Small wonder it sustains its remarkable quality, with so many accomplished femme musicians within baton's reach of the efficient conductor, Phil Spitalny. Nor does the program forget its wartime obligations. Each program projects "the hymn of the evening" to a branch of the Armed Services. A recent broadcast bowed to the 6th Service Command Center, Fort Sheridan, Ill. The choir rendered an inspiring interpretation of Sherwin's "Day Is Dying In the West." Other selections were also excellently performed: concert mistress Evelyn played movingly the Bach-Gounod "Ave Maria." Ann (they insist upon being called by their first names only) made Zabel's "The Fountain" almost a visual thing through her harpistry. Francine's rather guttural contralto surprised us with her "Home on the Range" interp. Jeannie sopranoed some very nice effects "By the Waters of Minnetonka." Ron Rawson talked about the demands of today and the hopes of tomorrow regarding the General Electric commercials. And the continuity was definitely becoming to the distaffers.

Will Whitmore Gets Post As W. E. Advertising Mgr.

(Continued from Page 1)

Electric Company in 1929 and has been with the organization continuously to the present time. His work in the Company's Public Relations Department has covered all phases of publicity, advertising and magazine editing. His articles, especially in the field of popular science, have appeared widely in business, trade and photographic magazines in various parts of the nation.

Early in the 1930's, Mr. Whitmore originated and subsequently edited "Pickups," a professional publication circulated widely by the Western Electric Company to engineers of the communications and broadcasting industries. This publication which was suspended temporarily during the war has now been re-established as the "Western Electric Oscillator."

PROGRAM DIRECTOR WANTED

Permanent progressive man who is willing to work hard in programming—announcing—newscasting. Give experience, age, salary required. WHAI, Greenfield, Mass.

Radio's V-E Day Observance Awaits Capital Announcement

(Continued from Page 7)

members of the faculty and quizzing students as to their reactions.

KGW's Extensive Plans

"Announcers are cautioned that if they interview someone whose enthusiasm knows no bounds, the broadcast should be ended with the serious note that while Germany is defeated we still have Japan to whip" Arden Pangborn of KGW, Portland declared. Though KGW's V-E plans have gone through many revisions that has stood as the theme for the day when it comes. Remote points for broadcasts include Office of Managing Editor of the Oregonian, office or home of Governor Earl Snell in Salem. United Seamen's Service Center for interviews with Russian seamen and singing of Russian National Hymn, Office of Chief of Police, where the chief is depending on radio for instructions to veterans guard and patrol members assisting regular police should disturbances occur. Two announcers will be installed on roof of a building at busy intersection down town to describe activity with extension to the street for interviews with pedestrians.

Remotes Planned

Remote points are in Mayor's office and at George White Service Center, famous Portland servicemen's recreation and canteen center, where interviews with service men will be centralized. Kaiser's Oregon shipyard will be an interview point, for shipyard workers and management. The last broadcast will be from the YMCA chapel with organ music. Short talks from Oregon's Senators and Congressmen have been previously transcribed to be inserted at any appropriate point of the schedule. Each announcer is his own program manager at his remote point, and the whole set up has fluidity necessary to the uncertainty of the occasion, says Arden X. Pangborn, KGW manager director. Day Foster war program manager is in charge of V-E Day plans.

Hollywood Active

In covering V-E Day for Hollywood, KNX will air appropriate songs by a Los Angeles civic choir and expressions from leaders of various religious faiths, additionally, station will carry CBS service. KFT's final plans await return to Hollywood this week of Don McNamara, program manager, who has been attending United Nations conference in San Francisco, but the outlet will be fed by NBC.

KECA will be fed by Blue, and Don Lee-KHJ by Mutual. KFWB has lined up 15 different programs, rang-

ing in time from one-minute prayers to 15-minute pleas from outstanding personalities for the public to work harder until complete victory over Japan is attained.

KMPC will cut into regular programs with news of V-E Day, while KMTR and KGFJ will emphasize the fact that Japan is still to be beaten.

KFAC has been furnished appropriate copy that will be read by its announcers in connection with station's regular programs.

Solemnity in Washington, D. C.

A solemn note will be sounded through Washington's six stations when the V-E Day news is flashed, with rather closely guarded program details not being released yet but strong assurance that there will be a good deal of prayer and strong emphasis upon the importance of the fighting yet to come.

Details on the schedules are not yet ready for release, but it is apparent that a major part of the network time—with Washington's two non-affiliated stations (WWDC and WINX) also expected to cut in—will be devoted to official shows. These include President's Truman's address and four or five programs to be aired by the Army. It is known that the nation's five-star generals will be heard—Marshall, Arnold, Eisenhower, MacArthur and possibly Pershing. Overseas pickups are a feature of the Army's programming.

White House Pickups Set

Likewise, local stations will air as many Congressional and agency officials from their studios as they can, with pickups also from the White House, the Capitol, the War and Navy departments and other strategic spots in town, these will all be fed to the networks.

In Philadelphia, WIP has seven special broadcasts scheduled, most of which probably will be fed to the Mutual Broadcasting System. One will feature the ringing of the Liberty Bell seven times, designating the word "Liberty."

A flexible V-E Day skeleton program schedule developed in Denver tentatively allows each local news broadcast or commentary its usual

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 48th Street, New York, N. Y.

AGENCIES

BOOTH FISHERIES CORPORATION of Chi. has appointed B. S. Durstine, Inc., as the advertising agency for its Frozen Foods Division. The account will be handled by the agency's New York and Chicago offices with Ellis Travers, Chicago manager, in charge.

McCANN-ERICKSON'S Dr. Leonard Ludwin, director of foreign search, has begun a 45-week Spanish language course for members of New York staff, of which 225 have registered.

MALCOLM HOWARD ADVERTISING AGENCY, Chicago, has been engaged to place the advertising for Don Cimino Wine Company, Chicago. A campaign, featuring Cimino Wine, has begun in radio and other media.

Grandparents

Judge and Mrs. A. L. Ashby are now grandparents for the second time, Nancy Lee Ashby having been born April 30 at Battle Creek Hospital to Mr. and Mrs. John L. Ashby.

Recovering

Maurice Hart, emcee on WNEV "Music Hall," has undergone plastic surgery on his hands which were severely burned a few years ago. He is on the mend at the Mt. Sinai Hospital.

Winchell On Wilson's Show

Walter Winchell will be Earl Wilson's guest on the latter's Mutual Sunday night program, May 6, 10:15 p.m., EWT. Program currently originates at the West Coast.

broadcast period with commercials deleted and permits last minute insertion of network special features and local programs specially written with appropriate copy, music and dramatizations. "Man in the Street" interviews are scheduled for public reactions.

IN PHILADELPHIA

1ST.
IN SPORTS
10,000 WATTS
DAY & NIGHT

Philadelphia's Most Powerful Independent

WIBG

SELLS! SELLS! SELLS!

REPRESENTED BY JOSEPH LANG, SPOT SALES INC.

AVAILABLE

Script Writer-Editor

Young woman, excellent experience, radio and recording, promotion and publicity. Thorough knowledge all music libraries. Write RADIO DAILY, Box 166, 1501 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 25

NEW YORK, N. Y., FRIDAY, MAY 4, 1945

TEN CENTS

Reveals Bond Drive Plans

FCC Power Clarified Re KFI Newscasters

Washington Bureau, RADIO DAILY

Washington — The FCC yesterday revealed that it has notified the California State Assembly that it is "awaiting developments" in the case of KFI, Los Angeles station which has banned sponsor-paid news commentators. The notice was sent in response to a resolution by the Assembly requesting the Commission to investigate the action "and to take such steps as may be necessary fully to protect the right of the people to hear the news regardless of the personal desires, politics or whims of any radio station owner."

The resolution was passed by a
(Continued on Page 6)

Grabhorn Re-elected President Of Radio Execs.

Murray B. Grabhorn, assistant general sales manager of the Blue Network, has been re-elected president of the Radio Executives Club of New York for the coming year 1945-46, and will be installed at the next meeting of the club, May 17, it was announced yesterday by Warren Jennings, retiring president. Grabhorn served

MURRAY GRABHORN

as president during 1943-44. Other newly elected officers are: Craig Lawrence, vice-president; Helen Wood, secretary, and Claude Barrere, treasurer.

PE 6-9600

Mutual has severed telephonic relations with its key New York station WOR, according to a letter sent out by Edgar Kobak, president of the web, to agencies, station affiliates and other business associates. The letter clearly emphasizes that there will no longer be any delay when outsiders call the web. Mutual is Pennsylvania 6-9600; WOR is Pennsylvania 6-8600.

Record Sellout

Five announcements on WBEN over a week-end, two stories and one ad in the Buffalo Evening News and 12,000 reserved seats for Buffalo's memorial auditorium were sold, plus another 6,000 orders which couldn't be filled. The attraction: Bob Hope and his Pepsodent Radio Troupe in a one-night benefit for the newspaper's smokes-for-soldiers fund.

Gov't Propaganda Charged By Sen. Taft

Washington Bureau, RADIO DAILY

Washington — Administration use of the air, the press and the screen to put across the aims of Bretton Woods, Dumbarton Oaks, reciprocal trade and other measures was roundly scored yesterday by Senator Robert A. Taft of Ohio. Taft declared his opposition to "the deliberate policy of nationwide propaganda adopted by the State Department and the Treasury Department with relation to

(Continued on Page 5)

McNeill's "Breakfast Club" Heads East For Bond Tour

Chicago — The first network War Bond show to be aired on the opening day of the Seventh War Loan Drive, Mon., May 14, will be the Blue Network's Don McNeill and his "Breakfast Club." The broadcast

(Continued on Page 6)

Censorship May Be Relaxed Shortly Following V-E Day

Washington Bureau, RADIO DAILY

Washington — Although it is likely that there will be some substantial relaxation of censorship regulations within a short time after V-E Day, no definite decisions have yet been reached, it was revealed yesterday by the Office of Censorship's radio director, John Fetzer, who declared: "As a practical broadcaster myself, I'm cer-

tainly interested in relaxations, but so far it's all in the discussion stage." Fetzer said several conferences among the Government agencies concerned have been held, and that it is likely that some relaxations will be announced when the war shifts all its emphasis to the Pacific front. But thus far, he added, the discussions

(Continued on Page 7)

WLAW gives you 181 cities and towns... 1,902,591 listeners... industrial N.E. Advt.

WLAW covers the market with the highest payroll in Mass. per 1000 population. Advt.

Gene Carr, Treasury Official, Addressing REC, Outlines Radio's Participation In 7th War Bond Drive

Normal Percentage Of Radio Sets In Use

While the normal trend at this time of the year is for the number of sets-in-use to slide off, the actual figure reveals that it is slightly up as against the same period last year. Currently, according to the Hooper report it is 29.6 as compared with 29.1 a year ago. Sponsored network program ratings are off one-tenth of a point on

(Continued on Page 4)

Urge Press-Radio Access To Soviet-Held Territories

Washington Bureau, RADIO DAILY

Washington — That the Soviet Union permit American press and radio correspondents into the Soviet-held territories in Eastern Europe was urged on the Senate floor yesterday by

(Continued on Page 2)

U. S. Rubber Co. Sponsors Commercial On Tele Sta.

Most recent national advertiser to invade the realm of television as an advertising medium is the U. S. Rubber Company, it has been announced by Charles J. Durban, assistant ad-

(Continued on Page 7)

Citing radio as the "voice" of the War Finance Division, Gene Carr, chief of the Radio Section, War Finance Division of the U. S. Treasury, disclosed yesterday that more than 50,000 transcriptions have been produced and issued to the 930 stations throughout the country for the Seventh War Loan Drive. Carr gave his talk before the luncheon session of the Radio Executives Club of New York, held at the Hotel Roosevelt;

(Continued on Page 5)

KBS Executives Named Web Vice-Presidents

Naylor Rogers, western sales manager, and Mort Adams, stations relations director, have been elected vice-presidents of the Keystone Broadcasting System, transcription network, M. M. Sillerman, president, announced yesterday following a board of directors meeting in Chicago.

Mr. Rogers, a veteran of over 20 years in radio, is widely known in

(Continued on Page 5)

FCC Gets 6 FM Pleas, Five From Newspapers

Washington Bureau, RADIO DAILY

Washington — Five of six FM applications received by the FCC yesterday were from newspaper publishers. The publishers were the Dunkirk,

(Continued on Page 5)

Sound Finance

Chicago — The New York Stock Exchange, through Gardner Advertising Co., has placed with WMAQ a 13-week contract for "It Happened in 1955," transcribed weekly program pacing the 7th War Loan Drive. Program, aired Sundays, 10:15-10:30 p.m., CWT, tells how war bonds maturing in 1955 will enable American families to invest in post-war luxuries.



Vol. 3, No. 25, Fri., May 4, 1945 Price 10 Cts.

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

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

Mutual Appointment

Barry Keith, former Eastern sales service supervisor of MBS, has rejoined the web as a member of the cooperative programming department, it was announced yesterday by Bert J. Hauser, director of cooperative programs.

20 YEARS AGO TODAY

(May 4, 1925)

Considerable importance has been placed on the fact that so far this year a reduction of \$1 has been made in the price of radiotrons (vacuum tubes for radios) by the Radio Corporation of America. They were reduced from \$4 to \$3. Several important broadcasters have refused to sign yearly contracts with ASCAP.



CKLW

BEST RADIO BUY in the DETROIT AREA

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

Coming and Going

EARL MULLIN, publicity director of the Blue Network, and JAMES BENNETT, of the web's promotion staff, are in Washington, D. C., for conferences with Blue executives.

OLGA COELHO, Brazilian soprano and guitarist, will entertain tomorrow and Sunday at Camp Lejeune, U. S. Marine training center in North Carolina. She'll return to New York next Tuesday.

PETER DONALD leaves Sunday for Boston, where on Monday he will deliver an address at the dinner of the Liberal Arts class of Massachusetts State College.

HELEN JOHNSON, business manager of the magazine "This Month," has left New York for Willamina, Ore., her home town, where she will visit for three weeks. She's an alumna of the Willamina "Times."

GIL McLELLAND, sales promotion manager of Mutual's Chicago office, is spending several days in Gotham conferring with officials of the network.

BOB TROUT, CBS news commentator serving in San Francisco, plans to leave the scene of the conference today for New York.

V. A. LATHAM, salesmanager of WKRC, Cincinnati, is in town for a tete-a-tete with the national representatives of the station.

BARNEY CRAGSTON and LARRY SURLS, sales account executives in the co-operative program department of the Blue Network, leaves Sunday on a business trip to Buffalo and Pittsburgh. They are scheduled to return May 12.

JOHN KRIMSKY, account executive of Buchanan & Co. who served for 10 months as a civilian attached to the Psychological Warfare Division at Supreme Headquarters of the AEF, has returned to the United States and has rejoined the agency staff.

A. M. SARMENTO, manager of McCann-Erickson's Brazil offices, has arrived in New York and will remain here for three months conferring at the headquarters of the agency.

CBS Dividend Is Declared On Class A And B Stock

The Board of Directors of the Columbia Broadcasting System, Inc., yesterday declared a cash dividend of 40c (forty cents) per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on June 1st, 1945 to stockholders of record at the close of business on May 18th, 1945.

Wedding Bells

Frances Walls of Mutual's sales department was married Wednesday to Bob Hair of the U. S. Coast Guard.

Urge Press-Radio Access To Soviet-Held Territories

(Continued from Page 1)

Michigan's Senator Homer Ferguson. Ferguson proposed that the matter be taken up by our representatives in San Francisco with Soviet Foreign Minister Molotov.

"Free access to information and description about conditioning in these lands is vital to the furtherance of close relations between the Allies," Ferguson declared.

He was supported by New Hampshire's Senator Styles Bridges, lauded Ferguson for "bringing this delicate but important matter to the Senate floor."

FINANCIAL

(Thursday, May 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ⁵ / ₈	165 ³ / ₈	165 ⁵ / ₈	+ 1/4
CBS A	37	36	37	+ 1/8
CBS B	36	36	36	- 1/8
Crosley Corp.	34 ¹ / ₂	34 ¹ / ₂	34 ¹ / ₂	+ 1/4
Farnsworth T. & R.	15 ³ / ₈	14 ¹ / ₂	15 ³ / ₈	+ 3/4
Gen. Electric	44	43 ³ / ₈	43 ³ / ₄	+ 1/2
Philco	36	35 ³ / ₈	35 ⁷ / ₈	+ 1/8
RCA Common	11 ⁷ / ₈	11 ¹ / ₂	11 ³ / ₄	+ 1/4
Stewart-Warner	21 ¹ / ₈	20 ⁵ / ₈	21 ¹ / ₈	+ 5/8
Westinghouse	134 ¹ / ₂	134	134	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 ¹ / ₈	5 ¹ / ₈	5 ¹ / ₈	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27
WJR (Detroit)	41

Chicago's


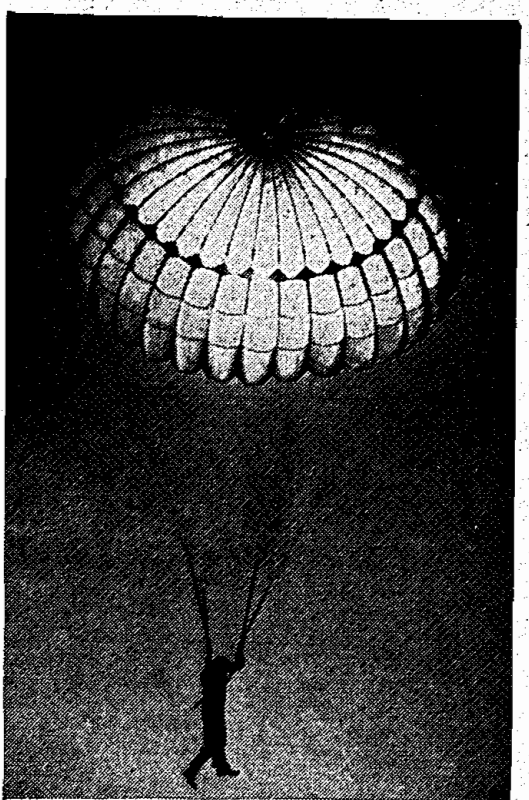
ONLY 24 HOUR STATION

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.

Where he wants to land!

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

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

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

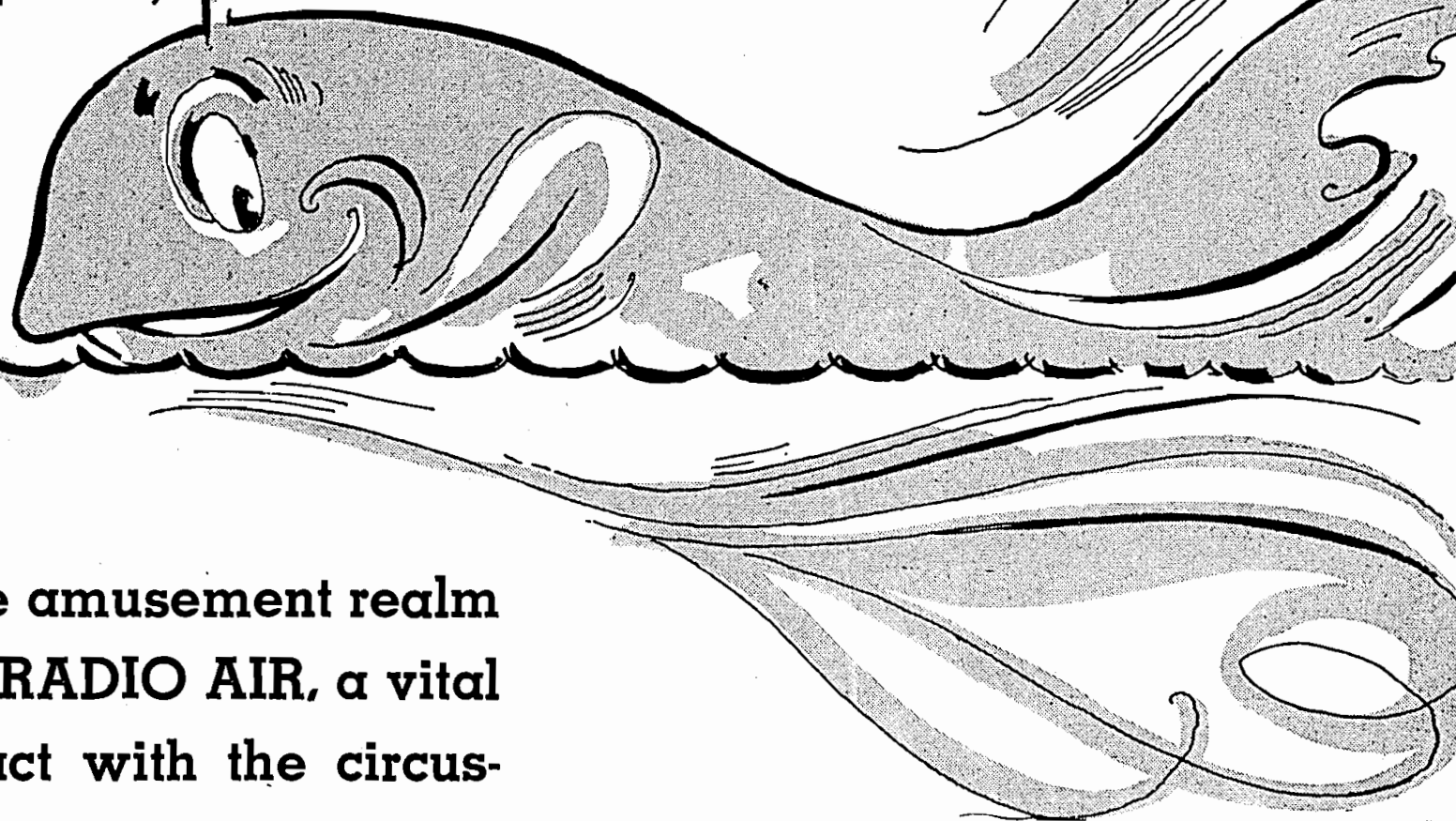
In planning your postwar sales drives . . . stick to the W-I-T-H facts.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

**“SURE, WE
COME UP
FOR AIR!”**



The whale of the amusement realm needs air too — RADIO AIR, a vital link in its contact with the circus-going public.



Thanks to our friends of ether and ink, news of the Big Show's remarkable 1945 debut has reached out to the farthestmost points of the globe.



The Radio and Press Department

RINGLING BROS. and BARNUM & BAILEY

Madison Square Garden, New York City, Through May 20

~~~~~  
Boston Garden Through June 2  
~~~~~

Opening Under Flameproofed Canvas in the Nation's Capital on June 5th

LOS ANGELES

By RALPH WILK

ED (DUFFY'S TAVERN) GARDNER will not be heard on the radio this summer, because the comedian has asked for an overseas trip. USO has scheduled Gardner's travel chores for the Armed Forces to start in the early part of June. He expects to be out of the United States from 12 to 15 weeks.

Tom Breneman fan clubs have been organized in virtually every city in the country, with regular breakfast meetings scheduled at which the members participate via the airlines in Breneman's popular "Breakfast in Hollywood" show, aired from its new emanating spot at Tom Breneman's Hollywood restaurant.

Tania Karol Klodie, who was secretary to Leo Tyson, program manager, has now taken over as secretary to J. Donald Wilson, Western Division Director of Production for the Blue Network of the American Broadcasting Company.

Ronny Mansfield, singing star of "Gracious Living," KHJ-Don Lee's thrice weekly feature, insists he is not superstitious, but when he bought his house in North Hollywood on Friday, the 13th, he had the escrow papers dated Saturday, April 14!

Normal Percentage Of Radio Sets In Use

(Continued from Page 1)

in average. There was no change in available audience, which is about the same.

"Fitch Bandwagon" has the largest number of women listeners per listening set, with 1.69; Radio Hall of Fame for the first time joins the ranks of programs with the largest number of men listeners per set 1.08 tying with the boxing bout between Delliurto and La Motta, and Drew Pearson for honors on this category. "Lone Ranger" continues in top position for number of children listeners per set, .06. Lux Radio Theater continued with the highest sponsor identification index, 90.3.

Evening programs according to Hooper ratings are again led by Bob Hope with Fibber McGee in second place and Walter Winchell rising to third position. Rest in succession are: Radio Theater, Screen Guild Players, Mr. District Attorney, Joan Davis and Jack Haley, Charlie McCarthy, Bing Crosby, Jack Benny, Eddie Cantor, Amos & Andy, Abbott & Costello, Kay Kyser (first half hour) and Hildegarde, which included a computed rating in East.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas. IT'S A DONALD PETERSON PRODUCTION



Radio Is My Beat . . .!

• • • Tibbett or not Tibbett: Lawrence Tibbett, reported variously as leaving the "Hit Parade" and vice versa, returns to that show definitely June 2nd after a four-week concert tour. We guess that settles that argument—which we no doubt started . . . Jim Ameche is 1-A and brother, Don, coming to N. Y. on the 10th for physical. . . . That band manager who slugged a Lindy waiter is being held for Special Sessions. . . . Frances Langford okayed for Edgar Bergen replacement. . . . Wha'd'ya read dept': Headline in yesterday's Times had it, "Moscow Joy Mad as Berlin is Won." The World-Telly saw it this way: "Moscow Takes Fall of Berlin Calmly" . . . Add picturesque drama-mangling: Irving Hoffman's line about "Common Ground," saying "the yawn came up like thunder" . . . New recording firm opening up in a week or two, and prepared to give the big boys a run for their coin. They've already grabbed off three top artists. . . . Cliff Edwards practically set for a three-timer weekly of his own in the fall for a nat'l sponsor. . . . Latest word about that young NBC comic we've been more-or-less referring to lately is that he's now sinking his entire stipend into a new writer hired to hypo up the show. . . . Two Hollywood Barriers in town trying to crash radio—Wendie and Elaine. . . . Edith Gwynn says that the Humphrey Bogart-Lauren Bacall nuptials may be postponed. Because Bogey, reading about the weddings of Deems Taylor and Stokie, thinks he's too young to get married!



• • • Maggy Fisher's "Piano Playhouse" is the talk of the trade, coming up with a 3.1 on its first Hooper. As a result of hearing the three-piano team of Bill Clifton, Lester Crossley and Cy Walters (with the latter's boff arrangements) both Martin Block and Paul Whiteman have inked them in for guest shots on Chesterfield and "Hall of Fame" respectively. Their arrangements of "Warsaw Concerto" is dramatized music at its best and strictly out-of-this world stuff. . . . Stanley Florsheim, director of Blue co-ops, has set a fancy goal for himself this year. Last year, the dept' netted over a million. He's trying to double that figure this year. . . . Dave Driscoll, WOR war features and news head, smokes only the fancier brands of cigars, but he's got the laff on a pal of his who squanders 42 cents for a pack of butts. Seems the gal behind the counter smuggles the cigs into a quarter bag of razor blades—which the guy has no use for. . . .



• • • It's Goody Ace's story about the chair-borne commando who was reported missing in action. It seems he failed to show up at his office yesterday. . . . Herb Gordon leaving today for Hollywood and with that big smile on his pan something big must be in the wind. . . . Add "must" listening: The ace combination of John B. Kennedy and Marquis Childs on Wally Gould's "Washington Story" on the Blue Sunday afternoon. Here is radio with its Sunday boots on. . . . "Appointment With Life" and "FBI in Peace and War" fading in June. . . . Jackie Kelk starts a new solo comedy spot on Kate Smith Hour next week. . . . Don Russell, formerly with NBC in Boston, has opened a radio division with the Best Employment Agency on E. 40th Street. . . . Warren Gerz, only in the Navy ten days, postcards that he's already subbing for the dummy in bayonet practice. . . . Bob Hannon and Paul Kapp opening up new music publishing firm, General Music Co. . . . Jan Murray being Paramount screen-tested. . . . Both NBC house bands are on notice, the gimmick being that they'll probably rehire half the guys back again for a single crew. . . . Ann Sheridan, under Warner suspension for months, again okayed for air guest shots. . . . When Arthur Godfrey lamped Helen (CBS) Chiotes the other ayem at his rehearsal, he niftied: "My, my . . . your legs oughta be in a sweater!" . . . Overheard in a CBS elevator: An actor bawling out a soldier for not being overseas. He's doing a great job himself, picking up fat radio checks while other thespians are USO touring.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

WMAQ, NBC Chicago key outlet, has launched a campaign emphasizing the necessity of staying on the job in defense plants after V-E Day. The addition of daily station breaks and brief announcements on news programs head the participation as planned by William Ray, news and special events manager of the NBC central division. A survey by Ray of war plants in the Chicago area shows that the production war will not be over when Germany goes down in defeat. Five or six plants who answered Ray's questionnaire pointed out that they definitely plan to continue normal operations on V-E Day.

Don McNeill and Jack Owens of the Blue Network's "Breakfast Club," Lew Green, producer of the Program; Jim Bennett manager of McNeill, and Merritt R. Schoenfeld, assistant manager of the Blue's central division, have been appointed members of the special events committee of the War Finance Division in preparation for the Seventh War Loan Drive.

New additions to the WBBM announcing staff are John Kirkwood, formerly of KXOK, St. Louis, and Ben Orfield, formerly of WWJ, Detroit.

Jim Kane III

Jom Kane, publicity director of CBS' television station WCBW, is seriously ill at the St. Luke Hospital, it has been learned. He has been away from his office for the past two weeks, and substituting for him are Charles Pekor and Joseph Hevisi.

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



W't Propaganda Charged By Sen. Taft

(Continued from Page 1)

measures. It is a super-propaganda under the direction of Mr. Bald MacLeish, and it is aimed only at Congress."

selected several recent radio programs for particular comment, including the Bessie Beatty program on MBS on April 6. He said that Beatty, who I feel confident is an entirely innocent vehicle for the process, announced that her guest at day would be Mr. Leo Cherne, authority on Bretton Woods. He intimated that she would like to have her listeners write her their opinions about Bretton Woods, and he also that they might write their representatives and senators in Washington. Then Mr. Cherne, who is an economic analyst and commentator for the Mutual Broadcasting Company, talked about Bretton Woods in usual generalities. He did not seem to mention the little fact that it would cost us six billion dollars, the equally important fact that borrowers would have a majority of votes on the board of directors. It is the same kind of propaganda as you have heard from many other commentators, but on a program of course, had no relation to the subject.

Charges "Constant Flow"

short, what the State Department is putting out and inspiring is propaganda and not facts."

He declared that "no one can have been led to the radio during the last months without hearing a constant flow of propaganda clearly intended by the government to create an impression of perfection with regard to both Dumbarton Oaks and Bretton Woods."

Government departments, he said, should be told "that they must confine themselves to presenting their cases on legislative matters to Congress and not turn the government into a public pressure group to destroy constitutional processes."

Long ago as July 11, 1919, Congress passed an act intended to prohibit propaganda by executive departments. It appears now as section 201 of the criminal code and reads as follows:

Any part of the money appropriated by any act shall, in the absence of express authorization by Congress, be used directly or indirectly to pay for personal service, advertisement, telegram, telephone, letter, printed or written matter, or other device intended or designed to influence in any manner a member of Congress,

Details Re Radio Bond-Drive Told To REC By Gene Carr

(Continued from Page 1)

Warren Jennings, president of the REC, presided.

The transcriptions, which total 50,700, include various types of programs, in order to fit the miscellaneous needs of the individual broadcaster, Carr explained. Twenty-one new songs were transcribed by Mark Warnow and his orchestra for the Drive, and 21 Treasury Salutes were produced, the latter to be produced thrice weekly during the seven weeks of the Drive. According to Carr's figures, 122,000 announcements will be broadcast during the first month of the drive by the American broadcasters. When the news of V-E Day comes, Carr warned, it will be up to the broadcasters to exercise a great deal of restraint regarding Germany's collapse, and to project the full meaning of the still-to-be-won war against Japan.

Carr pointed out that it will be up to the broadcasters to project to their listeners that "Japan can carry on the war from China even after our troops have invaded the mainland of Japan. China is from where the Japs have been supplying their troops," he said. With the announcement of V-E Day, the country will be overwhelmed with the greatest barrage of advertising impressions that have ever been laid down for a drive, he added.

Special Web Programs

All the networks, CBS, NBC, ABC and MBS, will bow in on the eve of the Drive with special half-hour programs, to be aired simultaneously May 13, 8:30-9 p.m., EWT, when either or both the President and Secretary of the Treasury will be heard throughout the country on a special hook-up.

Specific programming for this evening for CBS has not been announced as yet; however, Roy Langham, supervisor, and Richard Sanville, producer-director, name personalities of stage and screen for the event. CBS War Bond Day will be June 14, also known as "Flag Day" nationally. Throughout the 14th, all programs, commercial and sustaining, will be devoted to War Bond messages and appeals.

NBC Announces Plans

NBC's plans for the eve of the Drive are a little more specific. Clarence L. Menser, vice-president in charge of the web's programming, is

to favor or oppose by vote or otherwise, any legislation or appropriation by Congress, either before or after the introduction of any bill or resolution proposing such legislation or appropriation."

"The bill provides a \$500 fine and one year imprisonment for violation."

In conclusion, the Senator said, "the State Department has no business to be setting up a department of propaganda, the effect of which is not only calculated, but actually designed, to remove opposition in Congress."

the overall chairman of the web's War Bond activities. On May 13, 8:30-9 p.m., EWT, NBC's program will carry Bob Hope, who will broadcast from Washington, D. C. The Menser department, meanwhile, is formulating plans to have similar hook-ups from other key points of the country. Menser has set aside May 30, "Decoration Day" as NBC's day in the War Bond Drive. Like CBS, all NBC's programs, both sustaining and commercial, will carry War Bond appeals and dramatizations to highlight the event.

Mutual's bow-in program for May 13, will produce Arch Oboler's "Strange Morning," and Tom Slater, the web's director of special events and sports, has set May 20th aside as Mutual's all-day contribution to the Drive. May 20 is "I Am An American Day," inaugurated since the beginning of the war.

Gen. Stilwell Scheduled

ABC's May 13th plans have not been disclosed as yet. However, on May 14, 10-11 p.m., EWT, General Joseph W. Stilwell, Commanding Ground Forces, will appear in person in a tribute to his men and a send-off for the 600-city tour of the "Here's Your Infantry" live show. Raymond Massey will add to Gen. Stilwell's tribute with a reading of a salute to the Infantry written by the late Ernie Pyle. The musical portion of the program will present Guy Lombardo's orchestra, Bea Wain and Barry Wood, introducing four new war songs written especially for the Drive by some of the country's leading composers. Jimmy Brown and Rosemarie Lombardo will sing the fifth of the new songs. Musical continuity will be scripted by Richard Dana, "Hit Parade" writer, who did a similar job on "Treasury Salutes." Larus Brothers, who sponsor Lombardo for Chelsea Cigarettes, are donating the orchestra and the first half hour's time for the show.

FCC Gets 6 FM Pleas, Five From Newspapers

(Continued from Page 1)

(N. Y.) Printing Company, The Greenfield, (Mass.) "Recorder-Gazette," and three California papers—the San Pedro "News-Pilot," and papers in Alhambra and Glendale associated with the Southern California Associated Newspapers, a chain owned by the Copley Press of Aurora, Ill.

Sixth application was from the Grand Rapids Broadcasting Corp., a newly formed group of war veterans.

PROGRAM DIRECTOR WANTED

Permanent progressive man who is willing to work hard in programming—announcing—newscasting. Give experience, age, salary required. WHAI, Greenfield, Mass.

KBS Executives Named Web Vice-Presidents

(Continued from Page 1)

the industry and agency circles. He was vice-president and general manager of KNX, Los Angeles, for 11 years, from 1925 to 1936, when it was sold to CBS. Prior to radio, he was



NAYLOR ROGERS

a Hearst newspaper executive on the West Coast and in Washington, D. C. In 1936, in association with Burrige Butler, he put KOY, Phoenix, into operation. In 1938, Mr. Rogers served as Western sales manager of International Radio Sales in Chicago, having been appointed by Elliott Roosevelt, who was then President of the organization. He is the founder of the Los Angeles Advertising Club, organized in 1912; was in the First Canadian Tank Corps, World War I, and has been Western sales manager of the Keystone Network for the past three and one half years.

Mr. Adams was in the promotion and advertising research department of the New York World-Telegram before joining Key-

stone in 1941 as station relations director. A graduate of the University of Pennsylvania, he has been in the advertising agency field, and associated with research and sales promotion in some of the largest department stores in the country, among them Lit Bros. and Gimbel Bros. in Philadelphia, and the Hecht Co. in Washington, D. C. He is a former research consultant of Ross Federal Research and has conducted extensive research and retail sales promotion for Gulf Oil and Atlantic Refining Co.



MORT ADAMS

Added To Cast

Ruth Perrot has been added to the cast of Fanny Brice's "Toasties Time," heard on CBS, Sundays.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

WANTED

ASSISTANT TO PRODUCTION HEAD
Young man with some experience in recording field able to assist in production. This is a real opportunity for intelligent young man who seeks a bright future in radio and television. Give complete background in first letter. Our employees know of this ad. Box 164, RADIO CITY, 1501 Broadway, New York 18, N. Y.

AGENCIES

CARL J. SUEDHOFF, president and general manager of the Carl J. Suedhoff Advertising Agency, Fort Wayne, Ind., has been appointed by Gov. Ralph F. Gates to a two-year term on the seven-member advisory committee to serve with the newly-created Indiana Department of Commerce and Public Relations.

VERA EIKEL, formerly program supervisor in the radio department of Procter & Gamble, has been made executive assistant to Walter Craig, radio director of Benton & Bowles, Inc., it has been announced. Miss Eikel succeeds Marion Connolly, who has been appointed personnel director of women for B & B.

WILLIAM MORRIS talent agency has signed a contract with Jerry Lawrence, WMCA performer, which gives the agency exclusive representation for his radio commitments.

MARJORY ERWIN has been appointed business manager of the Compton Advertising agency's radio department. She succeeds Helen Sherbey, who has resigned to make her residence in the Middle West.

McNeill's "Breakfast Club" Heads East For Bond Tour

(Continued from Page 1)

will originate at Constitution Hall in Washington, D. C., and will be the first of a long series of broadcasts which will take the "Breakfast Club" to the larger Eastern cities for the Drive.

The Washington broadcast will feature Hildegard; from Washington, McNeill and his aggregation will travel to Richmond, Va., for a War Bond appearance at the Mosque Auditorium which will be broadcast Tues., May 15. On Wed., and Thurs., May 16 and 17, the "Breakfast Club" will broadcast from WJZ, New York. For the May 18th broadcast, the program will move to Philadelphia, and will be heard from the Academy of Music. Sat., May 19, will find the Club back in New York.

The week of May 21-26, will find the "Breakfast Club" circulating among Eastern cities, to be announced shortly. In addition to the broadcasts, Paul Mowrey, manager of ABC's television division, is making arrangements to have the program televised over the DuMont station, WABD.

McNeill's entourage will consist of Nancy Martin, Jack Owens, Sam Cowling, Fran Allison, Ed Ballantine, Lew Green, Reo Fletcher, Bill Cummings and Merritt R. Schoenfeld.

WANTED

Announcer-Newscaster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.

FCC Limits Of Power Cited In KFI News-Sponsor Case

(Continued from Page 1)

vote of 65-3. FCC, in reply, referred to correspondence between it and KFI, pointing out that KFI writes it does not intend to discontinue airing commentators completely, but will rely in the future solely on network commentators (NBC). "However," the Commission added, "KFI has announced that, so far as it is concerned, all of its newscasters and news analysts must be employees of the station.

While the law provides that radio stations are not common carriers, it forbids the commission to "exercise any power of censorship over programs," the Commission stated in its reply, and added:

"Under the policy of the Communications Act, selection and presentation of program material is left to the discretion of the individual station licensee, and the Commission, therefore, cannot undertake to tell station licensees what program shall or shall not be broadcast."

Points to Mayflower Decision

However, station licensees are required by the Communications Act to operate in the public interest and the Commission periodically, upon consideration of station applications for renewal of licenses, does review the overall operation of each station to determine if its continued operation will be in the public interest. Of particular importance in this review is the question of whether or not a balanced, diversified program service has been presented by the station.

The established policy of the Commission with respect to matters of this kind is stated clearly in its decision in the Mayflower Broadcasting Corporation case (8 FCC 333), where, in considering an application for renewal of the station's license the Commission said:

"More difficult and less easily resolvable questions are, however, presented by the applications for renewal of the Yankee Network, Inc. The record shows without contradiction that beginning early in 1937 and continuing through September, 1938, it was the policy of Station WAAB to broadcast so-called editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy. In these editorials, which were delivered by the editor-in-chief of the station's news service, no pretense was made at objective, impartial reporting. It is clear—indeed the station seems to have taken pride in the fact—that the purpose of these editorials was to win public support for some person or view favored by those in control of the station.

"Misconception of Duties"

"No attempt will be made here to analyze in detail the large number of broadcasts devoted to editorials. The material in the record has been carefully considered and compels the

conclusion that this licensee during the period in question, has revealed a serious misconception of its duties and function under the law. Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broad facility to the support of his own partisan ends. Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented. A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used for the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

FCC's Duty to Review

"Freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation to the public of all sides of public issues. Indeed, as one licensed to operate in a public domain the licensee has assumed the obligation of presenting all sides of important public questions, fairly, objectively and without bias. The public interest—not the private—is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion of regulation, and while the day-to-day decisions applying these requirements are the licensee's responsibility, the ultimate duty to review generally the course of conduct of the station over a period of time and to take appropriate action thereon is vested in the Commission.

"The Commission is fully conversant with the situation and is awaiting developments. Should it develop that KFI's new policy is not in accord with the principle of objective presentation of the news and represents the adoption of a definite editorial policy by the station, a violation of the Mayflower decision would be involved. In such a situation, the Commission could then call upon Station KFI in connection with its application for renewal of license to show why its license should not be withdrawn because of its failure to operate in the public interest.

Stork News

Los Angeles—A daughter named Amy, was born April 28th to Mr. and Mrs. Howard Harris. Baby weighed six and a half pounds. Father is a writer on the Dinah Shore program.

Dave and Mrs. White are the new parents of a son, born to them yesterday morning. He will be called John Wythe White. White is the producer of the BBD&O show "Hour of Charm."

PROMOTION

Hooper Pocket Piece

Distribution to subscribers has been completed of a newly expanded "Hooperatings Pocket Piece." A number of innovations in the presentation of audience measurement radio programs on the four major networks are included, which tabulations of the "Fifteen" programs—current, last report and a year ago, program ratings summary, basic audience trends, greater legibility of charted information, size of network, time of broadcasts, if any, schedule of work sustainer programs, and use of color blocks to indicate network air time.

NBC's "Pacific Story"

The drama and scope of NBC's public service program, "The Pacific Story" has been described in a booklet and photograph in a 14-page promotional piece just out. Artistically presented, booklet shows actual photographs of the war area made by Army Signal Corps, U. S. Navy, Red Cross and International News Service.

Private Newspaper

News Story Worldwide, Inc., operators of the WNEW "Confidential Yours" feature narrated by George Brooks, Monday through Saturday from 7:35-7:45 p.m., is publishing a private newspaper, identically titled, twice monthly. Volume 2, Number 1, first to come to our attention, is filled with pages of editorial comment on national and local topics.

WJBC Joins ABC

Effective June 15, WJBC, Bloomington, Illinois, will become a basic complementary affiliate of the American Broadcasting Company, according to an announcement made by Keith Gains, vice-president in charge of operations. WJBC operates full time, 1230 kc, with 250 watts. A. M. Gregor is manager.

Bettinger Leaving GE

Hoyland Bettinger, program manager for WRBG, General Electric television station in Schenectady, will leave that post June 1 to return to former activity of writing and directing sponsored documentary films for both the motion picture and television fields.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATT

Rubber Sponsors Television Program

(Continued from Page 1)

ing director of the manufacturing company.

le it is understood the company signed a 52-week contract, the ct is binding only on the 13-cycle basis, it was pointed out. half-hour weekly programs will revised over DuMont's WABD, ing Sunday, May 6, 8-8:30 p.m.

Durban pointed out that the im format will undoubtedly be reliable, inasmuch as the ven- considered an experimental or U. S. Rubber Co. Durban e in charge of the programming e opening programs of the se- until it gets rolling." After t is likely that the company's ising agency, Campbell-Ewald any, will carry on. Durban al- icated that the opening program t still in the formulative stage; ver, the format will consist y of motion pictures "not pro- especially for television."

ns based on the war and indus- will be particularly considered, U. S. Rubber Company views elevision venture one of pub- vice. Approximately 20 min- will be allotted for filmcast, perhabs the remainder of the am devoted to live demonstra- of the manufacturing company's utions to the war effort. An ide" scripter will be signed to the program.

Trout's News Program Sponsored On 14 Outlets

Trout's CBS news program be sponsored by the Comptone any, in the interest of Oculens lasses, for a period of 52 weeks, ive May 19. The Comptone com- ials will be heard on 14 CBS ns, Saturdays, 6:55-7 p.m., EWT. cy is Byrde, Richard and Pound. tions to carry Trout are: WABC, ; WCAO, Baltimore; WKBW, ilo; WCKY, Cincinnati; WJR, it; KMBC, Kansas City; WHAS, velle; WCAU, Philadelphia; S, Pittsburgh, WCED, DuBois, WGAU, Athens, Ga.; WGST, At- ; KNX, Los Angeles; and KQW, Francisco.

FIRST in NEWS SPORTS MUSIC

KMPC

LOS ANGELES
710 Kc.-10,000 WATTS

WEST'S GREATEST INDEPENDENT

al Sales Representative - Paul H. Raymer Company

COAST-TO-COAST

IOWA

CLINTON—KROS played host last month to managers of the eight outlets of the Iowa Tall Corn Network. President Ken Gordon and manager George Webber predict increased commercial volume during the next few months. Tall Corn Network comprises KDTH, KROS, KBUR, KICD, KVFD, KTFI, KFJB, KBIZ. . . . DES MOINES—Plans have been completed for BBC to interview Iowans in London hospitals. KRNT will carry the interviews.

KENTUCKY

LOUISVILLE—Paul Huddleston, formerly program and news director of WBBB, Burlington, North Carolina, has joined WHAS as director of news and special events. . . . Newcomers to the WHAS announcing staff are Phil Sutterfield who comes from WLAP, Lexington, and Ken Palmer, from KVOO, Tulsa.

LOUISIANA

NEW ORLEANS — Gene Gifford has been added to the WWL staff as musical arranger under direction of Pinky Vidacovich, musical director. Gifford has done arrangements for Glen Gray, Freddy Martin, Bob Strong and Tommy Reynolds. . . . WWL will present a special half-hour program on Mother's Day, May 13, in co-operation with the Eighth Naval District, dedicated to the mothers of La. and surrounding states.

MARYLAND

BALTIMORE—WITH is the only station in its city to have a representative at the San Francisco conference. Coverage is being handled by Ian Ross MacFarlane whose daily transcribed reports are heard at 11:30 a.m. and 3:30 p.m.

MASSACHUSETTS

WORCESTER—WTAG will go on the air V-E Day without celebration. It will plug the slogan "it's V-E Day, not spree day." . . . Commercial manager Herbert L. Krueger has been named president of the Advertising Club. . . . BOSTON—May 2 was the starting date over WNAC for Filene's sponsorship of "Tello-Test." Merchandise advertised on the program will not be mentioned in any other media.

Send Birthday Greetings To -

- May 4, 1945
Gray Gordon Jane King
Walter Vaughn
- May 5, 1945
Dick Ballou Alice Faye
Tyrone Power Walter Kaner
Freeman Gosden (Amos)
- May 6, 1945
David Elman Lyle Smith
Jean Bullowa Carolyn Grey
Toni Kavelin Don McNamara
Harry Einstein (Parkyakarkus)

MICHIGAN

DETROIT—When Rollon Parker, Jr. was baptized recently in Detroit, his godfather by proxy was his father's (WJR) close friend, Hal Peary (Great Gildersleeve). . . . GRAND RAPIDS—Sandy Meek, program supervisor at WOOD has received his membership in H. V. Kaltenborn's 20-Year Club. Stanley W. Barnett, station manager, is also a member. . . . KALA-MAZOO—Carleton W. Collin has been appointed director of farm service for WKZO.

MINNESOTA

MINNEAPOLIS—Clellan Card who does an hour-long a.m. humor stint, plus a daily newscast on KSTP, recently trekked to Winona to emcee ceremonies in connection with Army-Navy "E" award to the Peerless Chain Co. . . . Kick-off of the 7th War Loan at a rally of 10,000 bond workers in the Municipal Auditorium being handled by KTSP. . . . New arrival at WLOL is announcer Bill Graham who hails from KIDO and WDGY.

OHIO

AKRON—WADC news director Ten Hanna is planning to go to Europe for three months as an observer for the war shipping administration. . . . Edna Chambon has joined the WADC engineering staff, replacing Ilene Mintz who has gone to a bigger city to become a model. FREMONT—Robert F. Wolfe and Margaret Wolfe have filed application with the FCC for an FM station on 49.700 kc. CINCINNATI—WCKY has lost 26 staffers to the armed forces, Wally Hahn, musician, being the last one to go.

NEW JERSEY

ASBURY PARK — WCAP is conducting a weekly round-table forum highlighting the San Francisco conference, under the auspices of the Shore Committee for World Security . . . vice president Morris Scheck will be the principal speaker May 17 before the Kiwanis Club. . . . PATERSON—Elsa M. Cosman, business manager of WPAT, has been elected president of the Zonta Club.

NEW YORK

NEW YORK—WNYC will celebrate National Music Week, May 6-12, with special musical broadcasts, including four CDVO programs for the armed forces. . . . Gerry Weiler, 16-year-old WHN sports staffer, is the youngest member of the Sports Broadcasters Association. . . . WQXR engineer Jacobowitz and Mrs. J. are the proud parents of a son, Ira. . . . Millicent Brower's interviews now being aired over FM-WABF, Fridays at 3 p.m.

OREGON

PORTLAND—Recent KEX appointments find the Westinghouse announcing staff as follows: Price Burlingame, ex KGW; Ozzie Crain, ex KFPY; Barney Keep, ex KGW; Howard Parent, ex KWIL; Ken Finley, ex KFPY; Mel Baldwin and Bob Thomas, ex KGW; Mel Bailey, production manager. . . . Chamber of Commerce paid recognition to KOIN's newest awards by making them the theme of its recent annual Senior Chamber-Junior Chamber meeting.

Easing Of Censorship Likely After V-E Day

(Continued from Page 1)

have been unproductive of any definite agreements on what restrictions will be relaxed.

Another matter not yet settled is the extent to which the OWI will continue to use the shortwave broadcasting facilities now operating on the Atlantic coast once formal German surrender is announced. It has been announced that the OWI-operated American Broadcasting Station in Europe is no longer broadcasting to enemy troops because of their complete disorganization. Gen. Robert McClure, SHAEF psychological warfare chief, revealed this week that the Psychological Warfare Division, which includes OWI representatives in the European theater, will function as the information arm of the military government in Germany. He explained also that no German radio stations or other media of information will be in operation for some time to come. Since OWI authority extends until six months beyond the war with Japan, it is likely that the Atlantic coast transmitters will continue to carry a good deal of OWI material. That the volume will drop off, however, is likely, especially in view of the 12 million dollar cut in the OWI budget recommended Wednesday by President Truman.

No details on the agency's plans are yet available, but some definite word should be available when the hearings on the OWI budget get under way. This may be late in May or in June.

The original budget estimate was based on operations for a two-front war, and the Presidential recommendation for a cut is in line with his recommendation for substantial cuts in other budget requests similarly based on the prospect of a two-front war.

Television Drama

WBNT, NBC television station, has scheduled an adaptation by Maxine Wood of Mildred Walker's book "Winter Wheat" as its next dramatic offering Sunday, May 6 (8:00 p.m., EWT.) Mary Patton and Philip Foster will be seen in the leading roles. NBC television producer Ernest Colling is in charge of production.

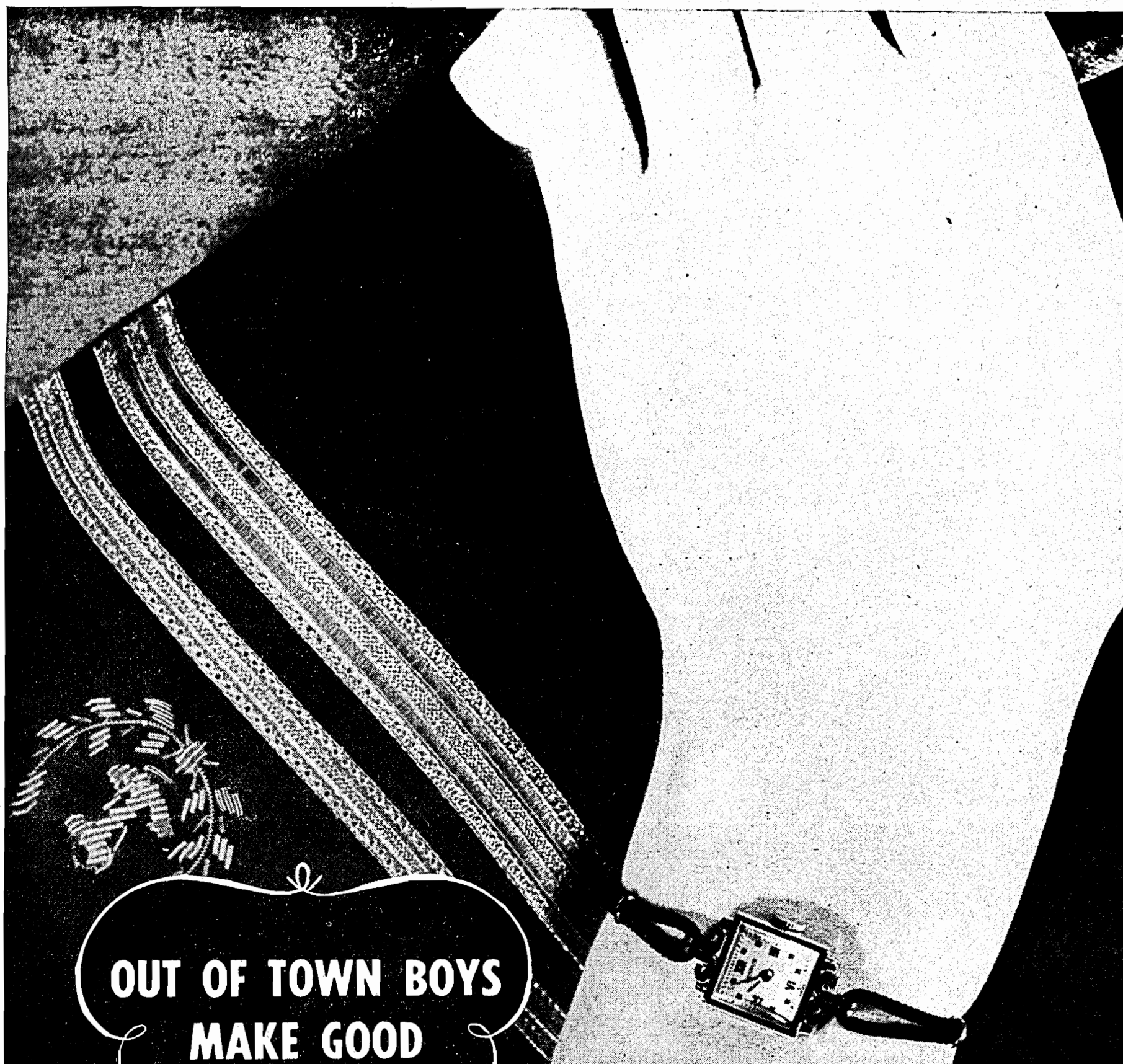
Exclusive!

COUNT BASIE
(IN PERSON)

11:05 P.M.—11:30 P.M.
MONDAY thru SATURDAY

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS



**OUT OF TOWN BOYS
MAKE GOOD**

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

*Agency: Young & Rubicam, Inc.

TIME ON OUR LOG

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 . .

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

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 31, NO. 26

NEW YORK, N. Y., MONDAY, MAY 7, 1945

TEN CENTS

Bell Advances Cable Plan

Harber Lauds Radio For Red Cross Role

Radio was a major factor in educating the public and contributed greatly to the raising of \$21,187,000 for the Red Cross in New York City, Red Harber, chairman of the local drive stated on Friday. Radio's important role he said, resulted in Greater New York obtaining its quota in record-breaking time, and opened the doors everywhere in the city for the campaign solicitors.

"There is no method by which to enumerate the cooperation given by radio in dollars and cents and we can only extend our sincere thanks to all the stations in New York City,"

(Continued on Page 5)

43 FM Applications Now Pending AT FCC

Washington Bureau, RADIO DAILY
Washington — The FCC revealed today that it now has pending 403 FM applications, to be acted upon as soon as materials for construction are received. Largest number is from Ohio, with 36 applicants. California is next with 33 applications, New York has 24 and Illinois and Pennsylvania 24 each.

Two Staff Changes Announced By WOR

Donald C. Hamilton has been appointed director of Artist's Service, and Edmund B. ("Tiny") Ruffner has been appointed commercial program director, it was announced by Norman S. Livingston, program director of WOR. Ruffner will be responsible

(Continued on Page 2)

Bond Stunt

Philadelphia — As part of its Seventh War Loan activities, WIP will hide a full-fledged effigy of Adolf Hitler somewhere in Philly. The one who finds it will receive a \$100 war bond. After being found the effigy will be on display at a booth at City Hall, and probably no socks barred.

Annual Business Meeting Of AFA Set For July 11

Annual business meeting of the Advertising Federation of America will be held in New York on July 11, and again will dispense with the annual convention. Board of directors voted to carry out the election of officers and directors by mail and on this score member advertising clubs and affiliated groups will receive additional information in a few days.

Nominating committees were appointed at the recent board meeting

(Continued on Page 7)

Hiring Of Research Head Is Next Move For BMB

Following a meeting of the board of directors of the Broadcast Measurement Bureau, Hugh Feltis, president, stated on Friday, that the next move of the organization will be the appointment of a Research Director, one who will know all the answers. In

(Continued on Page 6)

Expects 1,500 Miles Suitable For Video Will Have Been Laid By End Of '45 As Part Of Five-Year Program

BMI-Marks To Appeal Pecora Ascap Ruling

As a result of Supreme Court Justice Ferdinand Pecora's ruling late last week that the American Society of Authors, Composers and Publishers was the sole owner of public performance rights of songs written by its members, Broadcast Music, Inc., and the Edward B. Marks Music Corp.

(Continued on Page 6)

Treasury Sets Shows For Seventh War Loan

Washington Bureau, RADIO DAILY
Washington — Weekly one-hour broadcasts by Duke Ellington and his band and twice weekly half-hour shows by Nat Brandwynne, to run through the Seventh War Loan period

(Continued on Page 6)

"Town Meeting's" Rating Hits Peak At 'Frisco Meet

"America's Town Meeting of the Air," which had a special broadcast originating at the San Francisco United Nations Conference on April 26, wherein commentators of three

(Continued on Page 2)

Bell System of the AT&T expects that some 2,000 miles of coaxial cable suitable for television and other long distance transmission will have been manufactured by the end of 1945 and that at least three-fourths of this cable mileage will be under ground by the same time. This is part of the five-year coaxial cable program of the AT&T set up about a year ago. It is expected that the cables when completed according to the AT&T plan will be the backbone of future nationwide television program networks.

By the end of the year, the cable

(Continued on Page 5)

Radio Speakers Added To College Conference

Twelve radio, advertising and industrial executives have been included in the list of speakers who will address the first annual two-day conference on Radio and Business sponsored by City College School of Business

(Continued on Page 7)

Congressmen At Home Guests On WRC Series

Washington Bureau, RADIO DAILY
Washington — "Coffee with Congress," a new series of Saturday shows direct from Congressional breakfast tables, was launched over WRC Saturday, with Sen. Kenneth McKellar,

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Radio Tense for V-E Day

By CHARLES MANN

IN anticipation of V-E Day, last week was the most tense for the radio industry since the occasion of the declaration of war on December 7, 1941. The four major networks and all the independent stations have been on the most strenuous alert since the false announcement of Germany's surrender on Sat., April 28. . . . With V-E Day coming on the eve of the 7th War Loan Drive, broadcasters

The No. 1 industrial market of New England is serviced by WIAW.

still have their most trying days ahead. Programming must sustain restraint until victory over Japan is achieved.

Allocations: FCC was expected to announce the final word regarding the allocations; however, at the request of the Commission, Dr. Edwin H. Armstrong, FM inventor, provided them with three additional briefs

(Continued on Page 5)

WIAW's audience is greater than the population of the 4th largest U. S. city. Advt.

Succeed Connolly

Barry Faris and Bradley Kelly, two of the founders of the Banshees, have been chosen by the board of directors as successors to the late Joseph V. Connolly. The Banshees will hold a luncheon this month before vacationing for the summer. "Bugs" Baer, perennial toastmaster, will officiate. The organization is well known in the newspaper world.

It Pays To Write

Fifteen years ago, when Georgia Gibbs was a lass of nine and a half, she wrote a fan letter to Paul Whiteman, then starring in the film "King of Jazz," and asked him if she could sing with his orchestra. Today Miss Gibbs not only sings with the dean of modern American music, but co-stars with him on the Blue Network-Philco-sponsored program heard Sundays.



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

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

Coming and Going

ROBERT HELLER, CBS producer, is on his first vacation since Pearl Harbor. Since leaving the Army at the end of 1943, Heller has been working on various CBS service programs, and also assisting Norman Corwin.

EDGAR BERGEN, CHARLIE McCARTHY and MORTIMER SNERD are back in Hollywood following a lengthy tour during which they entertained at servicemen's camps and participated in Bond rallies.

F. J. SMALLEY is here from the West Coast to establish an office and function as resident manager for Smith, Bull & McCreery.

MARGARET DURNEL, of WKBK, Balaban & Katz television station in Chicago, who has been visiting in New York with executives of WABD, Du Mont video outlet, returns to the Windy City today.

JEAN SHIMP, of Compton Advertising's public relations department, is expected back from Boston today, following consultations with executives on the Allis-Chalmers-Blue symphony program.

ROBERT MAGEE, commercial manager of WEEU, Reading, Pa., who returned recently from overseas, where he served several months with the OWI and ABSIE in England, is back in the States. He spent the better part of last week in New York conferring with the national representatives of the station.

HOMER FICKETT, program producer at J. Walter Thompson, has left for the West Coast, where he will handle the Earl Wilson program originating at KFI, Los Angeles.

NED CALMER, CBS commentator who has been covering the San Francisco conference, leaves the West Coast today for New York.

GEORGE MILLER, of Baron Broadcasting Company, applicant for a new station Wilkes-Barre, Pa., spent the week-end in New York.

BOB TERRY, publicity director of KXOK, St. Louis, left that city by plane yesterday for Los Angeles, where he will combine a business trip and a reunion with his brother, home on furlough following two years in the South Pacific.



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-RE...

Congressmen At Home Guests On WRC Series

(Continued from Page 1)

president pro tempore of the Senate, as the first guest.

The program, a new feature of the Bill Herson "Time-Keeper" show, stresses "The human side of Congress." Herson's plan is to draw out little known facts about the law makers and their families, presenting them as average Americans. Only one stipulation is being made. Says Herson, "There will be no mention of politics." Music, however, will be a feature with favorite tunes of the guests being played at intervals throughout the program.

On the opening program Saturday Herson broadcast from the McKellar suite at the Mayflower Hotel. Over their ham and eggs Herson quizzed the Senator, among other things, on his background, hobbies and daily routine in Washington.

"Coffee with Congress," which will feature members of both houses, will continued Saturday, May 12, with Sen. Theodore Bilbo, (D) of Mississippi, chairman of the Senate District Committee, as the guest.

Two Staff Changes Announced By WOR

(Continued from Page 1)

for the development of new programs for commercial sale, and will serve to co-ordinate more closely the functions of the Program and Sales Departments.

Substituting For Thompson

Cecil Brown, news analyst, substituted for Dorothy Thompson over Mutual, Sunday, May 6, 9:45-10 p.m., EWT. The web has been having some difficulty trying to get Miss Thompson's shortwavecasts through due to atmosphere intrusions. Trimont Clothing Company sponsors the program, and the Emil Mogul Company is the agency.

"Town Meeting's" Rating Hits Peak At 'Frisco Meet

(Continued from Page 1)

major networks were heard along with government officials, attained a Hooper of 7.8, the highest the program has ever received in so far as a checkup is concerned. Highest previous rating was 7.3. Ratings for the program are reported as having doubled since it went under sponsorship of the Readers Digest Assn.

On the above mentioned program from 'Frisco, were heard Under-Secretary of State Jos. C. Grew; Comdr. Harold E. Stassen, Sen. Tom Connally, H. V. Kaltenborn of NBC; Raymond Gram Swing of the Blue, and William S. Shirer of CBS.

Coverage ...in Philadelphia advertisement featuring a graphic of a radio tower and city skyline.

FINANCIAL

(May 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: High, Low, Close, Net Chg. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

WOV Replacement

"Prairie Star Parade" will be the summer replacement for WOV's "Broadway Barn Dance" series.

20 YEARS AGO TODAY

(May 7, 1925)

Godfrey Ludlow, violinist on WJZ staff, Keith McLeod, musical director and accompanist and Milton J. Cross, WJZ's famous announcer and singer will make a personal appearance today at the Static Club. ... Cleveland listeners are responsible for WWO, air mail station, decrease in power.

W M BLUE NETWORK Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTHCOUNTRY'S RICHEST MARKET SPOT SALES, INC., Nat. Rep.

"WE INTERRUPT this program for an important news flash..."

Within the range of every radio, there is an expectant silence. A news commentator reads the flash. A split-second after big news, radio has communicated it to the world.

But the scoop is still important. Being *first* and *right* with the news adds to a station's prestige, builds bigger listening audiences, gains recognition for rendering public service. INS clients know this to be the fact.

Here are some recent INS "firsts", to be added to the long list of news beats—serviced to radio clients ahead of competitors:

1ST on May 2 with the official news that all German forces in Italy had surrendered.

1ST on April 27 with President Truman's announcement of the juncture of U.S. and Soviet troops in Germany.

1ST on April 27 with the news that the San Francisco conference had agreed to grant three votes to Soviet Russia.

1ST on May 4 with the news that American forces had driven through the Brenner Pass into Italy.

1ST on April 27 with the news that the Warsaw-Polish regime had been banned from the San Francisco Conference.

1ST on April 29 with the news of the entry of American armed forces into Munich.

INTERNATIONAL NEWS SERVICE

LOS ANGELES

By RALPH WILK

CASS DALEY, on the Maxwell House show for the past 39 weeks with Frank Morgan, may head her own radio show in the Fall. Three agencies are bidding for her services with Benton and Bowles rumored to have the inside track, planning to build a show around her with New York stage actor also featured on the show.

Members of the staff of KFI received a pleasant surprise the other day in the person of Major C. H. Diamond when he paid a visit to this station. Major Diamond was member of the KFI Staff Orchestra under the direction of Claude Sweeten prior to the war. He had been a prisoner of war in Europe until February of this year when he was liberated. Major Diamond has received, among other decorations, the Distinguished Flying Cross with four oak leaf clusters.

Ronny Mansfield, popular young singing star of KFI, will soon open locally, as a member of the cast of the Civic Light Opera Company.

Producer William Spier, of the weekly CBS "Suspense" thriller air shows, is being paged by major flicker factories again to do a series of movie murder mysteries. Spier recently wound up a stint at M-G-M.

Those sparkling scripts and excellent characterizations which have been typical of the Amos 'n' Andy show since its switch-over from a nightly to once-weekly basis have won the comedians a rating among the top fifteen radio favorites, it was recently revealed in the Hooper poll.

NBC Bond Wagon Sun. Lists Bob Hope As M. C.

Bob Hope takes the reins on NBC's bond wagon Sunday, May 13. That is post time for the Seventh War Loan drive, and Bob will emcee a special NBC program which will originate in Washington, D. C. (8:30-9 p.m., EWT). Arrangements are in charge of Clarence L. Menser, NBC vice-president in charge of programs. Hope's portion of the show will come from huge Uline Arena in Washington. With him will be his entire troupe, Jerry Colonna, Frances Langford, Vera Vague and Skinnay Ennis and his orchestra.

Hope will be joined by other NBC stars who will be heard on the same broadcast from New York and Hollywood. Their names will be announced later.

WANTED

Announcer-Newscaster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.



Notes From An Aisle Seat . . . !

• • • There's an indie station in the mid-west which plays a solid program of Crosby recordings at the same time Der Bingle is actually on the air on a rival network station. But what makes the item an item is the fact that the indie station lures a lustier audience in that town than Crosby in the flesh. Which just goes to show what it goes to show. . . . New Dunninger show, produced by Dan Tuthill, auditioned for Lever Bros. as an Amos 'n' Andy replacement. . . . Is another deal cooking between Luckies and Joan Edwards? . . . A survey taken by the music publishers reveals that 68 per cent of the music comes out of Calif. . . . Helmut Dantine, the movie menace, will do radio spots while in town. . . . Paul Whiteman heading a Geo. Gershwin Jubilee luncheon at the Astor on the 15th with Paula Stone moving her Mutual mike over there to tab the celebs. . . . One of the best bets in radio hasn't a show of his own—columnist Ed Sullivan, who is custom-built for an emcee role. Ed will sub for Parks Johnson on Vox Pop in a few weeks when Parks takes time out for some work on his choppers. . . . They're saying that a certain radio critic (noted for his acid comments) was removed recently because he gave a show a good notice! . . . "We, the People" looking for a femme aviator for their May 13th show. Know anyone? . . . Gag writers are becoming so important that one top agency exec remarked recently that he expects to pay \$3,000 a week for scripts and hire a comic for \$250.



• • • Radiokays: Frank Gallop's Para newsreel narration on the Nazi atrocities—a masterpiece of restraint and underplaying. . . . Les Brown's Columbia platter of his own tune, "Sentimental Journey," which is fast climbing right up alongside his other best-seller, "My Dreams Are Getting Better, etc." . . . Paul Gardner's Redbook article on Pete Gray, the one-armed wonder of baseball. Paul has sold over 40 articles to the slicks this past year. . . . Radio's fastest talking dame—Amy Sedell—whom Dave Elman once clocked at 500 words per minute. . . . "There's Laughter in the Air," penned by UP's Jack Gaver & Dave Stanley. . . .



• • • Geo. Weist taking over the direction of "One Foot in Heaven" with Phil Merivale and Muriel Kirkland in the leads. . . . Will "Hall of Fame" be cut to a half hour next season? . . . Add rumor dep't: All the big agencies reported opening radio departments in So. America. . . . Nat Brandwynne opening at the Waldorf on the 10th—his 6th stopover there. On the 14th he'll start on the Blue's Treasury show. . . . Art Mooney, coming in like a junior Fred Waring, opening with his band and choir at Pelham Heath Inn on the 8th with the usual Mutual time. . . . Capt. and Mrs. Tim Healy starting another Dick & Dorothy, Ed & Pegeen routine over WMCA on the 14th. . . . Jan Savitt reclassified 4-F. . . . Andy Devine shed over 25 lbs. on a 10-day diet but warned by the medicos to take it easy. . . . Morton Downey's next recording stint will be an album of Frank Loesser's war songs, featuring "The Ballad of Rodger Young." . . . Arlene Francis and Jack Whiting talking about doing an air series based on their show, "The Overtons." . . . Mark Hanna, topflight literary and actors' agent, surprised the whole music biz by taking over the management of Benny Goodman's ork. Benny, incidentally, stands to clear almost \$9,000 weekly at the 400 Club the way he's packing in the cash customers. . . . Ella Mae Morse ailing. . . . Tommy Dix makes his first nite club appearance at the Latin Quarter on the 13th. . . . Jack Adams and Phil Carlin enthused over a new idea with Grace Moore. Geo. Givot, Minnie Pious and Arthur Elmer. . . . Aside to H. M. Warner: Congratulations for permitting the television of the new Warner short, "It happened in Springfield" via WNBT. Film attempts to solve the important problem of developing youth ideals and rates a repeat showing.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

CONTRACT renewals for "Smilin' Ed McConnell" and his Buster Brown Gang and "World Front," were announced by Paul McCluer, sales manager of the NBC central division. The Brown Shoe Company (St. Louis), through Leo Burnett Company, Inc., renewed McConnell and his gang, broadcasts Saturdays 10:30-11 a.m. CWT over 52 NBC stations, for 13 weeks, effective June 2.

"World Front," a weekly panel discussion of current news developments, was renewed by Bunte Brothers (Candy), through Presba, Fellers & Presba, Inc., for 52 weeks beginning June 3. Program is heard Sundays over 20 stations from 11-11:30 a.m. CWT and features a regular panel composed of Jack Beall, Robert Parker, Maj. Gen. James Edmonds (Retired) and Moderator Howard Chamberlain, with a weekly guest observer.

To provide its listeners with a handy, serviceable schedule of daily broadcasts, WGN is distributing a booklet that lists the station's programs one month in advance. Each copy will contain a special article by a composer, critic, musician or radio specialist. Initial distribution was 2,300 copies.

Effective immediately, admission to WBKB studios and television theater atop the State-Lake Building during telecasts will be by complimentary guest ticket only.

Dr. Eddy Will Be Feted In Boston On Wednesday

Dr. Walter H. Eddy, president of the American Institute of Food and Home Products, and celebrities of stage, screen and radio, will gather at the New England Mutual Hall in Boston, next Wednesday, for a special broadcast honoring Dr. Eddy. Program will be heard on WNAC and Yankee Network from 9:30 to 10 A.M. Governor Maurice J. Tobin of Massachusetts will welcome Dr. Eddy during the broadcast.



"Since Zeke's eight boys got back from the army, he calc'lates t' advertise over WFDF Flint."

All System Advances Cable Expansion Plan

(Continued from Page 1)

Plans on the new all-cable route to the West Coast are scheduled to be in the vicinity of Fort Worth and Dallas, half-way across the continent. The main aim is to reach Los Angeles in the summer of 1947.

The exact order in which remaining cable program will be carried is not fully determined. In general, there will be four interconnected backbone routes: 1. The Atlantic Seaboard route, New York to Miami via Florida; 2. Southern Transcontinental, from Atlanta to Los Angeles; 3. the North-Western Route, from the East Coast to Chicago via Pittsburgh and Cleveland; and 4, the North-South route, from Chicago to New Orleans via St. Louis and Memphis.

Developing Relay System

Bell System's projected radio relay system between New York and Boston is also going forward. This trial radio-wave transmission is intended to determine its efficiency and economy for multiple broadcast and television use. Bell System will use either or both of the transmission methods in order to provide network facilities for radio and television broadcasting.

Status of the Coaxials

Following tabulation, which includes the existing links in the coaxial network plus the sections to be installed or in process this year, shows the status of the cable program announced so far:

In Service

New York-Philadelphia—A 2-coaxial cable, 90 miles long; installed in 1936 for experimental purposes; now in service for telephone purposes.
Stevens Point, Wis.—Minneapolis, Minn.—A 4-coaxial cable, 200 miles; installed in 1940; now in service for telephone purposes.

Under the Ground — Not Yet Equipped
Baltimore-Washington—A 4-coaxial cable, 43 miles.

Philadelphia-Baltimore — A 6-coaxial cable, 100 miles.

Terre Haute-St. Louis.—A 6-coaxial cable, 175 miles.

Atlanta, Ga.-Jacksonville, Fla. — A coaxial cable, 295 miles.

1945 Program

Atlanta, Ga.-Meridian, Miss.—A 6-coaxial cable, 310 miles.

Shreveport, La.-Dallas, Tex.—An 8-coaxial cable, 200 miles.

Washington-Charlotte, N. C.—An 8-coaxial cable, 400 miles.

Meridian-Shreveport — A 315-mile transmission, with 6-coaxial cable from Meridian to Jackson, Miss., and an 8-coaxial cable from Jackson to Shreveport.

THE WEEK IN RADIO

Industry Tense for V-E Day

(Continued from Page 1)

dealing separately with sporadic EF-2 layer and tropospheric transmissions as they are now understood to affect FM broadcasting between 44 and 100 megacycles.

Spotshots: Relaxation of censorship has reached the discussion stage. . . . U. S. Rubber is the most recent national advertiser to utilize tele as ad medium, via WABD. . . . Naylor Rogers and Mort Adams have been made v-p's of the Keystone Broadcasting System. . . . Don McNeill's "Breakfast Club" to do very extensive War Bond tour of East. . . . Murray B. Grabhorn, assistant gen. mgr. of the Blue, has been reelected prexy of the Radio Executives Club of N. Y. . . . RCA's annual report revealed \$2,987,000 net profit for first quarter of '45. . . . Charles H. Smith named market research counsel for CBS sales department. . . . Radio broadcasting and receiving apparatus are among the "luxury" listings on which a six per cent tax has been levied by the Quebec Provincial gov. . . . NAB Prexy J. Harold Ryan declared that independent stations are vital to the well-being of the broadcasting industry.

. . . Ballots for the election of six NAB directors at large to serve the term starting July 1, were mailed out. . . . Johannes Steel and George Hamilton Combs, WHN news analysts, are back from Europe. . . . FCC Chairman Paul A. Porter is again pleading for a completely efficient, fast, economical unified American International Communications System. . . . Within 10 years, 400 cities in the US will have tele stations and will be operating at a profit, according to Philip I. Merryman, NBC director of facilities devel-

opment to research. . . . City College School of Business and Civic Administration will hold its first annual conference on radio and business May 22 and 23. . . . Will Whitmore, advertising supervisor of the Western Electric Company, has been appointed advertising manager, succeeding the late H. W. Forster. . . . CBS has sold WBT, Charlotte, N. C., to the Jefferson Standard Life Insurance in compliance with the FCC rule 3.106. . . . W. N. Connolly, advertising manager for S. C. Johnson & Son, Inc., has been elected to the board of governors of the Co-operative Analysis of Broadcasting. . . . WCAU, Philadelphia, is performing another public service—it has joined the fight to rid Philly of its questionable quality drinking water. . . . First educational FM-station workshop will make its debut June 18 and close July 27, at Columbus, Ohio, and comes under the supervision of I. Keith Tyler, director of radio education and associate professor of education at Ohio U. . . . H. V. Kaltenborn, NBC commentator, donated a scholarship trust fund of \$10,000 to the U of Wisconsin for radio study.

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

Barber Lauds Radio For Red Cross Role

(Continued from Page 1)

Barber further stated. He continued, "To me, personally, this year's radio support of the Red Cross War Fund was the finest demonstration of the manner a vital publicity medium can be utilized for the support of a community war effort that I have witnessed. My hat is off to the personnel of our broadcasting companies—presidents, program directors, news commentators, actors—as well as commercial advertisers for the way they threw their full weight behind the campaign. I and my committee members are very grateful."

James Sauter, executive director of the United Theatrical War Activities Committee, was chairman of the Radio Committee of the Red Cross 1945 War Fund of Greater New York. This organization served as liaison between the radio industry and the campaign.

Downs On Hamburg Outlet

CBS' Bill Downs was reported by the network as being the first radio correspondent to be heard from the Hamburg radio station, newly taken over by the Allies. Downs was heard at approximately 4:35 p.m., EWT, Friday afternoon, and described the negotiations as well as general conditions in the battered city.

22 YEARS IN THE FOOD FIELD plus PLENTY OF RADIO EXPERIENCE GIVES US THE "KNOW HOW"

YES . . . 22 years in the food field, working closely with DISTRIBUTORS, BROKERS, WHOLESALERS, RETAILERS and HOMEMAKERS who buy food and home products, has given us the "know how" necessary to build and merchandise RADIO PROGRAMS that will MOVE GOODS.

There are availabilities now—
on these hard hitting programs—

"THE FOOD AND HOME FORUM" on WOR
with DR. WALTER H. EDDY

4:30 to 5:00 P.M., Monday thru Friday

"FOR WOMEN ONLY" on WHN
with ELLA MASON

1:00 to 1:30 P.M., Monday thru Friday

"THE CAPT. TIM HEALYS" on WMCA
with CAPTAIN AND MRS. TIM HEALY
1:30 to 2:00 P.M., Monday thru Saturday
Starting May 14, 1945

For details . . . phone or write to
ERNEST WALKER

**AMERICAN INSTITUTE
OF FOOD AND HOME PRODUCTS**
509 Madison Ave., New York 22, N. Y., Tel. PL. 3-7146
Robert A. Bories, General Manager



SOUTHERN BELLES ARE BECKONING

We refer to the "belles" on the cash registers in the vicinity of "The Magic Circle". Let's talk over plans for branch offices here.

For further particulars write Edney Ridge, Director

WBIG

GREENSBORO, N. C.

WROK WILL DO A JOB IN
ROCKFORD, ILLINOIS
WE AFFILIATE
Check with HEADLEY-REED

PROMOTION

Consolidated Selling

Under a new selling plan of eight stations comprising the Tall Corn Network, Des Moines, Iowa, total area and national selling for the network will be managed by George W. Webber of Webber Radio Programs. Webber has named William G. Rambeau Company as national representatives in line with consolidation plans which provide for exclusive time selling by Webber and Rambeau. Tall Corn Network is made up of the following stations: KICD, KTRI, KFJB, KVFD, KROS, KDTH, KBIZ, KBUR.

Communications Portfolio

Universal Microphone Company has put out a portfolio of thirteen illustrations which tell the "History of Communications" as it is appropriately titled. Taken from a series of advertisements by Universal, illustrations done by Keith Thomas of Los Angeles start with Grecian runners of ancient times and end with present-day military radio equipment.

Inside the back cover of folder is the story behind each reproduction.

WOL Advertising

WOL, Washington, D. C., has instituted an extensive campaign of car card advertising in the cars and buses of the Capital Transit Company and the Arlington Transportation Company of Arlington, promoting station programs and personalities. First series is devoted to advertising WOL's play-by-play broadcasts of daytime games of the Washington Nationals, American League ball team.

Summer School

The KFBK, Sacramento, Radio Summer School, which offers a three week intensive course in the possibilities of radio as a channel of modern education has been described in a brochure now in the mails to school teachers of the local area. Brochure contains an application blank which can be clipped and mailed to the station.

Treasury Sets Shows For Seventh War Loan

(Continued from Page 1)

on a sustaining basis were announced Friday by the Treasury War Finance Division. The Brandwynne time will be 12:30 a.m., EWT, Mondays and Tuesdays with the Ellington time 5 p.m., EWT, day yet to be decided by the producers.

To aid in selling sponsorship of the Treasury Announcements for the Seventh War Loan, the Radio Section of the War Finance Division has a back-page index on the book containing these messages giving the name of each writer and the page on which his announcement is printed. Announcement kit, which contains a book of "To Reach the Rural Audience" and of "General Announcements" in addition to the "Celebrities," is in the mail to all radio stations.

BMI And Marks Will Appeal Justice Pecora Ascap Ruling

(Continued from Page 1)

plan to take steps to appeal the case. The verdict was given in a suit charged by BMI and the Edward B. Marks Company against Deems Taylor, as president of Ascap, and five songwriters, Bud Green, Jesse Greer, J. Rosamond Johnson, Tot Seymour and Lew Pollock.

The suit wanted a declaratory judgment to declare the plaintiffs owners of the performing rights over radio and other media of three songs composed by Ascap members. The Marks organization, which published the songs, transferred the performing rights to BMI. Ascap maintained that the performing rights of songs written by its members were vested in it and could not be transferred.

However, in an hour-long oral delivery, Justice Pecora declared that a joint venture existed, into which the composers placed their songs and the publishers their copyrights, with Ascap having sole power to issue performing rights.

Justice Pecora said, "Upon the entire record, it is my opinion that the defendant Ascap is now, and has been since prior to Dec. 31, 1935, the beneficial owner of the public performance rights in the songs 'You Fit Into the Picture' and 'Bluer Than Bluer,' and that as to the song 'Mississippi River,' one of the composers of which was not a member of Ascap, both the plaintiffs and the defendants now have and have had since Dec. 31, 1940, a non-exclusive interest in the performing rights thereto, with power to issue licenses to others for its public performance for profit."

Exclusive Status

The court pointed out that BMI claimed the exclusive performing rights of the songs under a five-year grant from the Marks organization that will expire December 31. Justice Pecora added that by the terms of this contract the Marks corporation gave to BMI a five-year license to perform publicly all of the songs listed in the Marks catalogue—some 20,000—for a consideration of \$1,000,000 payable in five annual installments.

The contract, Justice Pecora pointed out, held a provision exempting Marks from giving BMI any warranty of its right to grant licenses for the public performance of any songs written by Ascap members. He also declared that the evidence showed that BMI, in granting sub-licenses for the public performance of the songs, ex-

cepted those written by Ascap members from its indemnification of sub-licensees against loss or damage for infringement.

Justice Pecora said, "Thus the plaintiffs entered into their contractual relations with full knowledge of the perils confronting them in relation to the public performance rights of the songs which were the creation of Ascap members."

BMI and the Marks organization issued the following statement with regard to Justice Pecora's decision:

"Justice Pecora's decision will not deprive broadcasters or other users of performing rights in any works which are now being licensed by BMI. BMI has not included in its catalogue compositions which are wholly of Ascap authorship, and it is to these that the decision applies. It is, therefore, not necessary for BMI licensees to discontinue the performance of any works which have been made available to them under the BMI license in the past. Indeed, the decision of the court will make possible the addition of a substantial number of works which are not now included in the BMI lists of licensed compositions. These are the works of joint authorship in which one author is a member of Ascap and the other a non-member. During the pendency of this suit BMI did not include these works in its lists of licensed compositions. In view of the decision of the court that BMI has at least non-exclusive performing rights in these works, they will be added to the BMI catalogue.

"While the decision has no practical adverse effect on the licensing of performance rights, it creates a situation which affects not only the Marks Company but all present members of Ascap. The result of the decision would appear to be that it freezes members of Ascap in that organization forever.

"The court found that Marks had no right to grant any performing rights in two of the compositions involved in the suit, and which were written by Ascap members with no non-member participating in the authorship. Despite this the court found that this failure to grant performing rights results in giving the authors a right to terminate their contracts with Marks. For this reason, and because of the important principles involved, the plaintiffs in the action intend to take an appeal."

Buys Time on WHN

Manhattan Kreole, for its products Kreole Pine and Milk White Shoe Polish, has signed a 52-week contract for spot announcements to be aired over WHN, effectively immediately, it has been announced by Lester Wolff, radio director of the Winer Advertising agency. Wolff negotiated the contract with Charles Seitman, WHN.

Webb On "Guess Who"

"Guess Who," the WOR quiz show heard Saturdays at 7 p.m., EWT, will have a new emcee as of May 12, when Peter Donald is replaced by Danny Webb, the "comedy commando." Webb has been signed by Sheffield Farms for two and one-half years. Webb is known as a top-flight dialectician. He was in the Army until last October.

AGENCIES

ADAM J. YOUNG, JR., INC. announces the opening of two new branch offices in San Francisco and Los Angeles. The Los Angeles office is located at 448 South Hill and will be under the management of Forrest Pearson. The San Francisco office is located at 627 Mills Building and will be under the management of Mr. Duncan A. Scott who will also oversee Los Angeles well. With the addition of the two offices, Adam J. Young, Jr., now maintains sales staffs in five cities — New York, Chicago, Los Angeles and San Francisco.

LEW KASHUK, until recently advertising director of I. J. Fox, has formed his own organization to be known as the Lew Kashuk Advertising Company at 11 West 42nd St.

WALTER FRANK BOMAR, formerly with Foote, Cone & Belding and Ruthrauff & Ryan, has been appointed associate art director of Geyer, Cornell & Newell, Inc.

GEYER, CORNELL & NEWELL has been appointed to handle the advertising for U. S. Industrial Chemicals, Inc.'s PiB, new liquid insulator for motor car engines, batteries, motor boats, airplanes and farm equipment.

"CIMINO MEANS FINE WINE" is the theme of a new campaign for Cimino Wines, developed by Malcolm Howard Advertising Agency, Chicago, for Don Cimino Wine Company. Distribution is being achieved through the use of singing commercials, emphasizing the name "Cimino," and featuring a Spanish character "Don Cimino."

ALBRIGHT & WOOD, Mobile, Ala., and Katz & Besthoff Ltd., New Orleans, La., drug chains, have appointed Grant Advertising, Inc., New York office as their advertising agency. William R. Tierney is account executive.

Hiring Of Research Head Is Next Move For BMI

(Continued from Page 1)

this respect it was found that many of the drawbacks to quick answers to questions are more or less of that nature.

The selection of a nine-man committee to handle technical details will now await the appointment of the research head. It was felt that it would be unfair to name them now. The technical committee will be selected three each from advertising agencies, advertisers and stations.

At the board meeting, of which 14 of the 18 members were present, Felt said the work of the BMB was reviewed and approved so far and the future plans were discussed. It is hoped that the BMB will be able to move soon into its new quarters at 270 Park Avenue. Until then headquarters will be at the New York offices of the NAB.

Radio Speakers Added College Conference

(Continued from Page 1)

and Civic Administration, New York, May 22 and 23.

Phillips Carlin, vice-president, MBS, Ted Cott, program director, WNEW have been added for the panel discussion of the first session dealing in "Radio Program Building" and scheduled for 10:00 A.M. Tuesday, May 22.

For the second meeting at 2:30 P.M. at the 22nd, Herschel Deutsch, Grey Advertising Agency, Inc.; C. E. Hooper, president, C. E. Hooper, Inc.; F. Knittle, manager, Advertising and Product Research Colgate-Palmolive Company; Wilson J. Main, vice-president, Ruthrauff and Ryan Company; and A. C. Nielsen, president, A. C. Nielsen, Inc., will comprise the panel on "Measuring the Selling Effectiveness of Radio."

Round-Table Personnel

The diverse viewpoints represented by Joseph D. Bohan, vice-president, C. E. Hooper Company Division, Sterling Advertising, Inc.; Gordon Cates, vice-president and general manager of Radio Department, Young & Rubicam; Evelyn Harries, sales promotion manager, National Retail Dry Goods Association; and Bertram Lebar, Jr., director of sales, Radio Station WHN, will feature the round table part of the program on "Radio Advertising—Opportunities and Obstacles," the topic of the third session, 10:00 A.M., Wednesday, May 23. Dr. Ordway Ford, chairman of the board of Higher Education will preside at this meeting which will stress time and talent and the possibilities for wider use of radio by retail stores and other local sponsors.

F. O. Kaye, advertising and promotion manager, Bruno-New York, Inc., Louis D. H. Weld, director of research, McCann-Erickson, Inc., and Louis Tannenbaum advertising manager of R. H. Macy & Company will face questions offered by the audience on what the public expects and what the advertiser demands at the Television session, 2:30 P.M. Wednesday, May 23.

New Blue Affiliate

WHBL, Sheboygan, Wis., formerly a mutual affiliate, joins the American Broadcasting Company, June 15, it has been announced by G. P. Richards, general manager of the station.

Send Birthday Greetings To -

May 7, 1945

Morton Bowe Bill Wyatt
Sam Herman Carlton Kelsey
Edmund MacDonald Georgie Stoll

COAST-TO-COAST

— WEST VIRGINIA —

FAIRMONT — John F. Watkins, until recently manager of local jewelry store, has joined the WMMN sales promotion staff. **HUNTINGTON** — WSAZ has welcomed Bobby Cook back to the fold. Well-known as announcer and entertainer, Bobby left 5 months ago to go to WLBK, Bowling Green, as production manager. **PARKERSBURG** — Pittsburgh Brewing, through Smith, Taylor & Jenkins, has assumed sponsorship over WPAR of two 10-minute periods, Monday through Friday. "A Date With Music" is the title of a new program being sponsored by Falls City Brewing, through Anfenger Agency.

— MONTANA —

MISSOULA—A student body committee from Missoula County High School is handling production and scripts for "Spartan Spotlight," program of news of the school, now aired weekly on KGVO. . . . Acme Paints is now sponsoring "The Shadow" on KGVO.

— WASHINGTON —

SEATTLE—Paul H. Appleby, vice-president and general manager of Queen City Broadcasting Company, is making daily reports over KIRO on the conference, from San Francisco. **YAKIMA**—KIT staffers claim to feel an unreal atmosphere lately. Nobody's left for the army or navy in nearly three months. New advertisers at the outlet include: Winkler Stoker Company, Pioneer Bottling Works, General Petroleum, Roy's Hardware, Morning Milk and the O'Dell Electric Company.

— MISSOURI —

KANSAS CITY—KCMO has purchased exclusive broadcasting rights for the 1945 season from Kansas City Blues of the American Association. Walt Lochman will handle the play-by-play. . . . **ST. LOUIS** —KWK increased business tempo has brought the following changes: Dione Boulicault moved to production; Elizabeth Brewer, sales; La Rose Sweeney, continuity; Wana Watkins, auditing; Patricia Seabaugh, reception.

— PENNSYLVANIA —

PHILADELPHIA — A former engineer at WCAU, now in Algiers, picked up a broadcast on long wave by Powers Gouraud, the "old night owl," and Glenn Adams, newscaster, and made recordings which were shipped back to WCAU. . . . **EASTON** —WEST is presenting the Ziv transcribed "Pleasure Parade" for Kuebler Brewing, on a 52-week, five-per-week contract.

— UTAH —

SALT LAKE CITY — KSL farm experts were stumped by a five-year-old recently, who wrote: "How can I keep my cat from eating the bluebirds this year?" Solution has not yet been revealed. . . . As part of its news service, KDYL has made arrangements to telephone local civic and business leaders the moment a V-E Day flash is received. . . . KDYL technical staffers have their own "assembly line" on which, in spare time, they put together tele sets acquired before the war.

— OKLAHOMA —

OKLAHOMA CITY—Webster L. Benham, Jr., director of promotion and public relations for KOMA, has been cited by Mayor Hefner for outstanding service as a wartime citizen, with the most useful citizen's award of 1944. Award consists of a plaque and key and is sponsored by the Junior Chamber of Commerce.

— TEXAS —

DALLAS—Dr. Fred D. Gealy, who spent 13 years as a teacher in Aoyama Gakuin Methodist Mission School in Tokyo, has been named associate news editor on far eastern affairs at WFAA. . . . WFAA-WBAP new business includes: Building Maintenance Service, spot announcements weekly; Proctor & Gamble for Duz twice weekly; Interstate Cotton Oil Refining, spot announcements weekly; Rauscher, Pierce & Co.; International Milling Co., Greenville, for Robin Hood Flour.

— TENNESSEE —

NASHVILLE — Jack Baker has returned to WSM after pinch-hitting for Don McNeill on the Breakfast Club while the latter was on vacation. Baker, formerly with the B.C., is now starred by WSM in a musical variety show. . . . WSM band director Francis Craig has been made a colonel on the staff of Governor McCord. . . . WLAC set a record in Nashville for 60 tons of clothing in a single day which spearheaded even the local committee's drive.

— NEW YORK —

SCHENECTADY—WGY is drawing alternately from three servicemen's centers in New York State for the material for a new weekly half-hour broadcast glorifying the service man. . . . **BUFFALO**—Van Patrick of WBEN home again after covering the Bisons' spring training; Charles Warren receiving congratulations for his job of substituting while Van was away. . . . **SYRACUSE**—Vice president Samuel Woodworth of WFBL has become a member of the 20-Year Club.

— DISTRICT OF COLUMBIA —

WASHINGTON — Walter Compton's newscast on WOL is now sold across the board. . . . WOL staffer Marshall Adams who conducts a daily interview program is having an article featured in a forthcoming issue of Pan American Magazine. Title is "Mexican Skullduggery."

Babe Ruth Stern's Guest

Bill Stern's guest on the "Colgate Sports Newsreel" Fri., May 11, NBC, 10:30 p.m., EWT, will be Babe Ruth. "Will World War II Produce a Slugger of Babe's Caliber?" will be discussed on the program.

New Transcription Series

Kasper-Gordon, Inc. of Boston have acquired exclusive rights for the distribution of a half-hour transcription series titled "The Theater of Famous Radio Players." A Universal radio production made in Hollywood, series consists of 26 half-hour programs.

Annual Business Meet Of AFA Set For July 11

(Continued from Page 1)

for the selection of candidates for directors; also, chairmen and vice-chairmen of the Advertising Club Councils. New directors will meet immediately after the annual meeting and elect chairman, president and secretary and treasurer. This meeting at the Hotel Commodore will be confined to a luncheon session with one speaker of national prominence. Bruce Barton will preside.

Organization announced that on May 31, it will make its annual report and show the best fiscal year in its history as to membership increase.

Iwo Jima Flag-Raising GIs On MBS Bond-Show Sat.

The three survivors of the Iwo Jima flag raising scene will be the special guests on Saturday, May 12, from 4:30-5 p.m., when WOR-Mutual's "Music For Half An Hour" will present "This Is Our Cause" and a salute to the Seventh War Loan Drive. The three veterans are Rene A. Gagnon, Pfc. Ira H. Hayes, and PhM2/c John H. Bradley. They will speak in behalf of the bond drive.

Jack Gaver Guesting

Jack Gaver, UP columnist, will be guest armchair detective on Columbia's "Adventures of Ellery Queen," Wednesday, May 9, (WABC-CBS, 7:30-8:00 p.m., EWT.) Gaver is well known for his daily wire column serviced to 900 papers, drama criticisms, and the book "There's Laughter in the Air," which he wrote in collaboration with Dave Stanley.

Architects Engaged

Alfred Fellheimer and Steward Wagner, architects, have been contracted to remodel WNEW's new quarters at 565 5th Avenue. Fellheimer and Wagner have designed for both DuMont Laboratories and CBS.

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

WTAM's Sohio Reporter Rates First with Cleveland Listeners

THE most popular news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it... brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM.... first in listening audience, day and night and first in all program popularity polls, year after year.



WAYNE JOHNSON... the "voice" of the Sohio Reporter gives facts, not opinions

FIRST in CLEVELAND
WTAM 
50,000 watts
Represented by NBC SPOT SALES



The WTAM News Room in an all night "jam session"



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 31, NO. 27

NEW YORK, N. Y., TUESDAY, MAY 8, 1945

TEN CENTS



VICTORY!



Radio Flashes First News Of Germany's Surrender



Official confirmation of the unconditional surrender of Germany, news of which was anxiously awaited by more people than for any other event in world history, was brought by radio today to war-weary populations around the globe. Anticipated for some time, with anti-climatic, premature flashes failing to dim the ardor for more news, millions upon millions of listeners literally lived by their receiving sets, satiating themselves with the good news several years in the making. It was the natural thing for them to do.

Networks and stations throughout the United States as well as other free countries set commercial schedules aside as planned. Some news commercials ran with short credits, and will do so tonight. The major networks, with seven to 10 hours of special programming earmarked for V-E day went into action once again. While most of the material from special music, drama and world-wide pickups was exclusive with the respective network, considerable programming will be

(Continued on Page 3)





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

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FINANCIAL

(Monday, May 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 3/8	165 3/8	165 5/8	+ 1/8
CBS A	36	35 1/2	36
CBS B	36	35 7/8	36
Crosley Corp.	35	34 1/2	34 1/2	- 5/8
Farnsworth T. & R.	15 7/8	15 3/8	15 7/8
Gen. Electric	44	43 1/2	43 7/8	- 1/8
Philco	40	39 1/4	39 1/4	- 1/4
RCA Common	12 3/8	12	12 3/8	+ 1/4
RCA First Pfd.	85 1/2	85 1/2	85 1/2	+ 1/2
Stewart-Warner	21 3/8	20 7/8	21 3/8	+ 1/4
Westinghouse	134 1/2	133	134
Zenith Radio	41 3/8	41 3/8	41 3/8	+ 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/8	5 1/4	5 3/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27
WJR (Detroit)	41

20 YEARS AGO TODAY

(May 8, 1925)
Secretary Hoover's attempt to reduce separating kilocycles to seven instead of ten, thereby hoping to increase the number of broadcast channels resulted in complete confusion and the idea abandoned. . . . The magic of radio has awakened many apathetic citizens in the affairs of government.

WANTED
Announcer-Newscaster with reasonable experience. One who can assist in production. Progressive CBS Affiliate Central New York. Basic \$47.50 for 40 hour work week. Box 163, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

RALPH B. AUSTRIAN, executive vice-president of RKO Television Corp., has left for Hollywood, where he will address the Society of Motion Picture Engineers as well as a meeting of the Affiliated Committee for Television.

ARTHUR HULL HAYES, general manager of WABC, is in San Antonio, Texas, for the meeting of the sales manager committee of the NAB. He'll return to New York on May 15.

OLIVER W. NICOLL, deputy chief of broadcasting for the OWI in the ETO, has returned to London following three weeks of temporary duty at OWI headquarters in New York.

ROBERT A. BORIES, general manager of the American Institute of Food and Home Products, off to Boston to attend a party given by the Yankee Network in honor of Dr. Walter H. Eddy, who is heard daily over the web.

JOSEPH HERSHEY MCGILLVRA, head of the national station rep organization bearing his name, is touring California for confabs with station clients.

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, has arrived from Tennessee for conferences with the national representatives of the station.

LOWELL THOMAS and CESAR SEARCHINGER, commentators on NBC, have returned from the European Theater of Operations.

JOHN MAYO returned yesterday from a two-month tour of the Southland with the Lang-Worth music library.

OLGA COELHO, Brazilian soprano and guitarist, is expected back today from a concert tour of the Southland, where she also entertained at Camp Lejeune, Marine Corps training station in North Carolina.

BERNADINE FLYNN, femme commentator on the Columbia network, is on vacation. Jonathan Cole, staff announcer on WBBM, Chicago, is substituting during her absence.

M. B. WOLENS, commercial manager and sales director of WCFL, Chicago, is expected in New York today on station business.

Stars Will Invade Capital For Band Rally

Hollywood, Broadway and radio will provide Washington with a double-barreled kickoff for the \$14,000,000,000 Seventh War Loan campaign on Sunday, May 13, when Bob Hope brings a trainload of stars to the capital for a mammoth in-person and radio show.

Accompanying Hope will be his regular cast which includes Frances Langford, Jerry Colonna, Vera Vague, Tony Romano and Skinney Ennis and his Orchestra, as well as a number of other celebrities who will add color and fun to the three-hour entertainment. This "21-Star War Bond Salute" will take place at Uline's Arena, starting at 7:45 p.m.

A special feature will be a coast-to-coast broadcast over NBC, 8:30 to 9 p.m. Many stars will be cut in from Hollywood on this section of the show, which is the NBC contribution to the Seventh War Loan.

Produces Of Gov't Series

Washington — William Rousseau, production manager, of McCann-Erickson, is the new director of "Hasten the Day," government-sponsored disc series about the wartime adventures of the Tucker family, now rounding out its second year on the air and heard weekly over 506 stations.

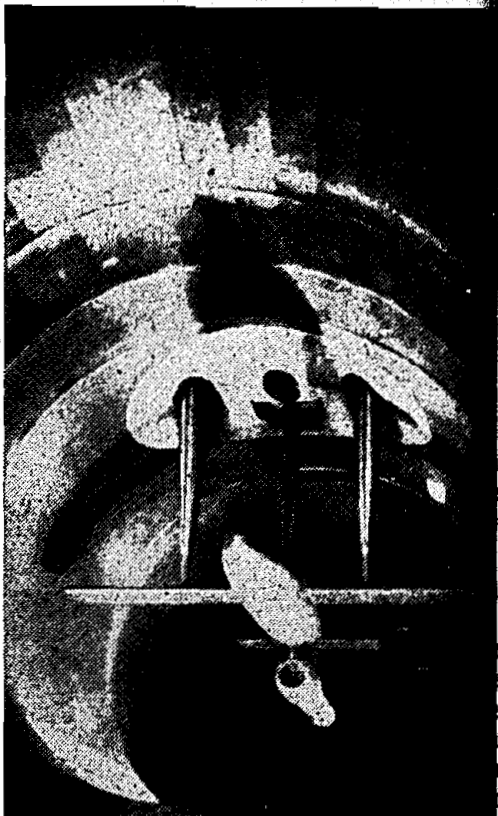
New England Broadcasters Planning Song Promotion

Fifty-one radio stations in District 1 of NAB will observe, "Song of the Week," as a special promotion starting May 13 and continuing throughout May 26. Executives representing five New England stations met with Paul Morency, chairman of NAB, District 1, and selected "Someday, Somewhere," as the first song to be featured. Committee acting with Morency include Walter Haase of WTIC, Hartford; Ted Hill, WTAG, Worcester; Kingsley Horton, WEEI, Boston; Wayne Latham, WSPR, Springfield, and N. J. Mathers, WHDH, Boston.

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

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

That's why
78 percent of our sponsors renew regularly.



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-REID

Radio V-E Day Coverage

Webbs Plan Special V-E Day Shows For Today

(Continued from Page 1)

ed today, particularly on ad-
ses by military leaders and Allied
ernment officials.

Proclaim V-E Day

t 9 a.m. this morning the sched-
called for President Truman,
ne Minister Churchill and Pre-
r Stalin to address their respec-
countrymen. Each was to be
ed, all according to time setup,
er live or by transcription im-
ately following each other. King
rge is scheduled for 3:00 p.m. this
rnoon. General DeGaulle also ar-
ged to speak some time today.
r running order last night was not
r to the webs, but they hoped for
best.

ater today the combined program
up by the Army, Navy and Marine
ps will be heard on all networks
not a few of the independents
wish to pick it up.

Seven Hours On NBC

BC has seven hours of special
programming now being used and
stretch this to 10 or more. Mu-
and WOR has 12 to 14 such spe-
hours of programming and the
e has been building up a strong
es of special shows. Likewise CBS
ch has not divulged its special
grams in advance. Mutual does not
to indefinitely displace the com-
cial sked, but will evaluate each
v.

s asked by the OWI and other
ernment agencies and the NAB
ions and webs are seeking to carry
their V-E Day shows with dignity
a reminder that the war with
an still remains and that the 7th
Loan Drive must be put over
ck our adversary in the East. That
war is only "half over" is being
hasized by the OWI.

Hectic Day For Networks

esterday morning was probably
most hectic day for the web news
programming department since
sudden demise of President Roose-
While many early morning news
grams and foreign pickups indi-
d that Germany's surrender was
minent, some went so far as to say
qualifying it however with the
that the news was from a Ger-
broadcast and probably without
ation. At 8:30 a.m., EWT yes-
ay Charles F. McCarthy on NBC
this information out. Don God-
l at 8:45, 9 and 9:30 a.m. repeated
information with the qualifying
ement that it was unconfirmed.
was the tenor of the webs until
a.m.

AP's Flash From ETO

approximately 9:35 a.m., EWT,
ard Kennedy, Associated Press
l in the ETO sent through a flash
Germany had accepted uncondi-
al surrender. Kennedy sent the
etin in from Reims, France, where
eral Eisenhower has his headquar-
All networks and stations broad-
this, but also said that it was
onfirmed by Allied sources. This

was enough to set the country on its
listening ear.

Both NBC and CBS disregarded
their commercial programs from then
on. The Blue and Mutual ran some-
what on schedule but all rushed in
their commentators from far and
wide, and brought all commentators
and analysts to the mike, who were
in the city and picked up special
broadcasts and analysts from San
Francisco as well as those abroad.

It soon was apparent however that
President Truman was not going to
confirm the report but there appeared
to be enough smoke for the fire.
SHAEF, denied the story, but CBS
while hearing SHAEF deny it, also
heard ABSIE crediting the same story.

Meanwhile the NBC was using Don
Goddard from New York, Robert St.
John from San Francisco; Morgan
Beatty, from Washington, reviewing
the setup and commented on the
Czechoslovakia fighting; Kaltenborn
from San Francisco etc. and used mar-
tial music between bulletins and
talks. Eventually, the AP was sus-
pended in coverage of the ETO, but
at the same time Churchill indicated
he would be heard this morning at
9 a.m. proclaiming V-E Day in Eng-
land. Thus shortly after one p.m.
schedules were resumed as commer-
cials. Meanwhile London, Guam and
other Pacific pickups for local reac-
tion were made by NBC. AP was
restored six hours later.

Blue Network started with the
Reims AP dispatch at 9:36 a.m. and
was careful to state that the report
had not been confirmed. Blue subse-

quently emphasized on the air that
the government had warned the news
was not official and would not be so
until Truman or Eisenhower said so.
Also attention was called to the fact
that the war with Japan continues.
At 10:02 Blue ran "My True Story"
commercial program to 10:30 a.m. at
which time it resumed news with a
special roundup by Walter Kiernan
from N. Y., stressing the unofficial
status of V-E Day. Martin Agronsky
from Washington gave the picture in
the Capital and urged caution as per
White House request. Walter Herlihy
gave special news and Lisa Sergio at
10:45 a.m. did her "One Woman's
Opinion," revising her original script.

By 11 a.m. the Blue and other webs
were giving details of stories which
amplified the original flash as to the
surrender and said further and official
details would be announced simul-
taneously in Washington, London and
Moscow. Further stuff on the Blue
brought in George Hicks from the
ETO, Baukhage from San Francisco,
John B. Kennedy, Leland Stowe and
others. At 1:40 and at 1:46 p.m., EWT
news picked up from the British
Ministry of Information was to the
effect Prime Minister Churchill would
talk (Tuesday) at 9 a.m. today and
subsequently that King George would
be heard at 3 p.m. today. Special
shows were used by the Blue on occa-
sion yesterday between 4 and 10 p.m.

CBS Staff Active

From the moment the flash was
received at 9:36 a.m., EWT CBS com-
mentators, analysts and correspond-
ents both here and abroad went on

Stations Of Nation Have Busiest Day Of War News

the air with periodic regularity, an-
nouncing the development of events,
the reactions of peoples to the news
and the necessity of maintaining our
"fighting edge" in the continued war
with Japan.

Many Are Heard

Heard during the morning hours,
following the V-E Day flash, were
Robert Trout, Harry Kramer, Allan
Jackson and Quincy Howe, from New
York, Bob Evans, Joe McCaffrey and
Gunnar Back from Washington, Wil-
liam L. Shirer, George Moorad and
Major George Fielding Eliot from
San Francisco, William J. Dunn from
Manila, Gene Rider from Guam.

When the AP flash occurred, the
CBS Night News Room staff were
still in the office and the day staff
was just coming in, which gave the
network a complete staff coverage of
the day's events.

By special arrangement with RCA,
all CBS programs, during the emer-
gency schedule, were fed direct to
Guam Press Headquarters.

To Carry BBC Broadcast

At nine o'clock this morning, CBS
will carry the BBC broadcast of
Prime Minister Winston Churchill's
speech and will also broadcast the
speech of King George VI scheduled
for 3 p.m., EWT this afternoon.

Mutual Plans Announced

Mutual stood by cautiously yester-
day morning, despite the repetition
of the unconfirmed reports during the
very early portions of the morning
that it was V-E Day. This network,
which opens its operations normally
at 10 a.m., EWT, daily, except Sun-
day, yesterday broadcast webwide
over its 260 affiliates at the early
hour of 8:15-8:21 a.m., EWT when the
shortwavecast of Birger Jacobsen,
Mutual foreign correspondent was
heard from Stockholm. The AP sur-
render bulletin was broadcast Mutual-
wide at 8:30 a.m., EWT, and Royal
Arch Gunnison followed with a color
story at 8:45-8:54 a.m., from San
Francisco. Gunnison was followed
by Sidney Moseley, and Moseley in
turn by Frank Singiser. At 9:36:10
a.m., EWT, Mutual broadcast the
other more official-sounding AP bul-
letin of the "unconditional surrender."
However, this proved to be unofficial,
too. At 10:03-10:07 a.m. Jack Thomp-
son was heard, in place of Henry
Gladstone.

Special Programs Today

Mutual's special programs for V-E
Day cancel out the following pro-
grams: Shady Valley at 10:30-11 a.m.,
EWT; "What's Your Idea?" at 11:45-12
noon; "Luncheon With Lopez" at
1:15-1:30 p.m., EWT; "Queen For a
Day" at 2:30-3 p.m.; "True Detective
Mysteries" and "The Smoothies" at
3:15-3:45 p.m., EWT; George Olsen's
Orchestra and "The Handy Man" at
4:30-5 p.m., EWT; "Chick Carter" and
"Superman" at 5-5:30 p.m., EWT;
"Music and Lyrics" at 7:45-8 p.m.,
EWT; Sydney Moseley and "Wings
(Continued on Page 4)

After V-E Day Problems

In a special release to broadcasters, Office of War Information,
urged no relaxation in the prosecution of the war against Japan
under the caption of "Our Job on the Home Front." The message,
in part, read as follows:

"Until this war in the Pacific is completely and finally won,
our fighting forces will need the complete support of every
American on the home front. For the pay-off in this campaign,
therefore, listeners should be asked to stay in the fight by doing
the following things:

- "1. Urge your listeners to give thanks for Victory in Europe
by rededicating themselves to the job that lies ahead in
the Pacific—the complete defeat and unconditional sur-
render of Japan.
- "2. Remind them that in the opinion of top authorities in the
Navy, War and State Departments, the Battle for Japan
will be one of the most bitter and most difficult in history.
Give them some of the reasons on which this opinion
is based.
- "3. Tell your listeners that until this war is completely and
finally won, our fighting forces will need the all-out sup-
port of every American at home. Urge them to give this
support by doing the following things:
 - "a. Stay on that war job—
 - "b. Keep buying more and more war bonds—and hold
on to them—
 - "c. Keep supporting all home front activities and ob-
serving all wartime regulations—price controls, ra-
tioning, volunteer service, salvage drives—until our
enemy Japan is completely and finally defeated."

Reich Defeat Reported In Biggest News Day

(Continued from Page 3)

For Tomorrow" at 10-11 p.m., EWT. While commercials will be deleted, all sponsors will be identified in their respective time spots, it was said.

The foregoing will be replaced by special programs designed along religious lines, programs consisting of interviews and talks "pitching toward the job ahead with the thought in mind that for many of the men at Halloran the war will never have ended"; programs with pick-ups from key points of the country and the network's international posts.

Tom Slater, director of special events and sports for MBS, announced yesterday that all V-E Day programs would be of a "restraining nature" inasmuch as the second and more crucial phase of the war, against the Japs, has to be completed.

Pickups on Blue

Both CBS and the Blue Network have scheduled several special broadcasts for today and in addition will impart to their regularly scheduled programs a V-E Day flavor.

The Blue will intersperse overseas pickups in Don McNeill's "Breakfast Club" heard from 9:30-10 p.m., and will follow this with a special 30-minute program entirely from overseas. From 10:30-10:45 there will be pickups from both Europe and the South Pacific, with still another program from overseas scheduled for 11:45-12 noon.

A special musical salute to the day will be heard on the Blue from 12:30-12:45, while from 2:30-2:45 p.m., the web will air "A small Town Observes V-E Day," bringing the voices of citizens of Warner, N. H.

Corwin Show on CBS

CBS, in addition to carrying all the pooled broadcasts, has scheduled a special program from 9-10 p.m., written by Norman Corwin and entitled "On a Note of Triumph."

Columbia, in addition, lists a number of overseas pickups, one from 10:25-11 a.m., another from 11:25 to 12 noon, and a third, which will feature man-in-the-street interviews from London, from 5-5:30 p.m.

From 10-11 p.m., CBS will air a special symphonic program by the Boston Symphony.

Industry Leaders Comment

"The radio flash of V-E Day is a pivot upon which every effort of the United Nations turns from a great triumph in Germany to concentrate upon the defeat of Japan. V-E Day is a grand climax in history, but the finale of this war will come only with the unconditional surrender of Japan.

"The flash of V-E Day, like that which startled the world from Pearl Harbor on December 7, 1941, is a challenge to renewed effort in all wartime activities of radio—in research and engineering, manufacturing, broadcasting and world-wide communication.

"The attack is still on across the Pacific! Let us continue to back it with all resources and facilities at our command, so that V-J Day will quickly follow V-E Day, and through total victory bring peace to all people."

BRIG. GEN. DAVID SARNOFF, *President,*
Radio Corporation of America.



"Although another war with Germany has ended, there is this time a more experienced, more sober people to receive the news. They will receive it, I think, with relief rather than elation; with gratitude rather than hilarity. In 1918, America was conscious of a mission successfully completed. Today, there is recognition of the responsibility that must be continued, if peace is to be assured. Today marks a pause, but a pause only long enough to turn the full force of our attention westward—to San Francisco and to Tokyo. For this reason, we at Columbia will devote no less energy tomorrow than we did yesterday to the further successful prosecution of the war and the securing of the peace."

PAUL W. KESTEN, *Executive Vice-President,*
Columbia Broadcasting System.



"The war in Europe is over. One half of our task is yet before us. We naturally can rejoice at the work that has been accomplished. But our rejoicing at this victory is sobered by the knowledge of what lies ahead before final victory is achieved. Our victory has been won at a heavy price, but no price is too heavy if it insures the safety of the world for future generations. As all of American industry and private life has been and is dedicated to the successful culmination of the war, so must we all dedicate ourselves to the formation and preservation of a lasting peace."

MARK WOODS, *president,* *American Broadcasting Company (Blue Network).*



"The National Broadcasting Company joins with the nation in a prayer of thankfulness that the horrible war in Europe is at last ended. This is a great day for the allies but we should not relax a single moment before renewing our energies toward completion of the final goal—victory in the Pacific and a just peace. So NBC today salutes the allied leaders who have directed us to this victory and turns with confidence and determination to the task that still lies ahead. To that task we dedicate all the resources of the National Broadcasting Company."

NILES TRAMMELL, *President,*
National Broadcasting Company.



"In realization of its obligation to the American people to convey the news of V-E Day in as swift, concise and dignified a manner as possible, the Mutual Broadcasting System had long had its operational gears meshed and ready to turn. All members of its staff concerned with the gathering, editing and presentation of the news were summoned by a system of alerting which had already been worked out. The network's more than 20 overseas correspondents had also been alerted, not only for the making of the announcement, but in gathering world wide reactions to the news. Since the alerting plan was worked out in advance, it proved most beneficial to the program department, news and special features divisions. For example, provisions were made for brief closed circuit broadcasts following each system cue after the first official announcement of V-E Day had been made. Thus all stations were in a constant state of readiness for whatever might be forthcoming in special programs. Each crisis that radio lives through adds a little to the store of experience on which we may draw for better service to listeners in the future."

EDGAR KOBAK, *President,*
Mutual Broadcasting System.

(Continued on Page 9)

NBC Tele Station Covers Celebration

A description of crowds celebrating, unofficial announcement of V-E Day at Times Square was brought to viewers of NBC Television over station WNBT yesterday afternoon when the network's video cameras picked up crowd scenes from atop the marquee of the Hotel Astor.

Test Patterns Interrupted

WNBT interrupted its test pattern to bring viewers colorful scenes from Times Square where hundreds of thousands of persons gathered to celebrate the unconfirmed report Steve Ellis, well-known to WNBT fans through his weekly commentary on the Madison Square Garden boxing bouts, was the announcer during the field pickup. The special program was broadcast from 3:31 p.m., EWT to 3:40 p.m.

When news of the unconfirmed announcement of V-E Day reached NBC Television this morning, all of the network's video facilities were quickly lined up.

Engineers, cameramen, technicians, production men and announcers rushed to their pre-assigned posts atop the marquee of the Hotel Astor in NBC's studio 3-H and in the television film studio, pending official announcement of the arrival of the end of hostilities in Europe.

As soon as the official proclamation is made, NBC Television will go on the air for its scheduled 24-hour V-E Day broadcast.

Boston Radio Station Supports Aviation Week

A milestone in Boston's progress in commercial aviation was marked during Aviation Week at a luncheon given by the Chamber of Commerce in the Copley Plaza, Tuesday, May 1. Broadcast over WNAC and the Yankee Network as well as Mutual Broadcasting System as far west as Hawaii was handled by John Barry of the "Globe" under whose auspices it was made.

26th Week

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

Scoop!
TED WEEMS
(IN PERSON)
8:05 P.M. — 8:30 P.M.
MON. thru SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

WOR pauses on this day of victory in Europe to remember and hope for the safe return of the following WOR staff members, and the millions of others, who have fought and are still fighting for the things that TOTAL peace means to them and their loved ones.

Raymond Adams	Dorothy Deutsch	Dick Krolick	Arthur Ross
Samuel D. Adams	Bruce Eliot	Margaret W. Lambden	Al Roth
John Anspacher	Alvin Flanagan	Herman Maxwell	John Ruddley
Slater Barkentin	Cliff Foss	Robert C. Mayo	Carl Ruff
Robert Barkey	Edmund Franke	Jack Mohler	Cyrus Samuelson
Ely Bergmann	John Geraldson	Tom Moore	Bill Schlegel
R. F. Blake	Edward Golub	Henry Morgan	Jim Shannon
Tom Braden	Donald Hale	R. A. Norman	Neil Spencer
George Brazee	Tro Harper	James O'Connor	Pete Steele
James Brickhouse	Charles W. Harrison	R. A. O'Neill, Jr.	James Thibodeaux
H. L. Bryant	John S. Hayes	Dick Pack	Monte Thorpe
Clifford Burdette	Albert J. Hoffman	Walter L. Payne	Kenneth B. Tuttle
Giff Campbell	Bill Hoffman	W. Keyes Perrin	Arthur Van Horn
Phil Cochrane	George Hogan	Charles Pickering	Carlton Weidenhammer
Lefroy S. Collins	Max Horowitz	A. G. Posey	Bernice Whitman
Gerald Conway, Jr.	Al Josephy, Jr.	Joseph Quinn	Joseph Wider
Jerry Danzig	Charles A. Kibling	Frank J. Reilly	Bob Wood
Charles Davidson	Edwin A. King	Paul Reveal	Charles Woods

Chronology of Radio's Wartime Role

—1941—

Dec. 7—Radio breaks war news: Radio again came to the front shortly after 2 p.m., giving the world its first intimation of the attacks on U. S. territorial possessions by Japan. Major networks and stations went on a 24-hour basis and offered all facilities to President Roosevelt.

Dec. 8—Microphones were installed at the session of Congress at 12:30 a.m.

Dec. 9—FCC Chairman James Lawrence Fly gave complete assurance that there would be no censorship of radio broadcasting in the immediate future shortly after Congress voted the resolution declaring a state of war existed between the United States and Japan. . . . FCC assigned field inspectors to perform liaison duties between the Interceptor Command and commercial radio stations.

Dec. 11—Treasury Department received hundreds of telegrams pledging 100% cooperation by sponsors, agencies and stations in the sale of war bonds and stamps. . . . Television placed all facilities behind the war effort.

Dec. 12—National Association of Broadcasters advised 200 stations to continue foreign language setup as a means of reaching 15,000,000 listeners.

Dec. 15—Under AFRA sponsorship in conjunction with networks, stations and unions, arrangements are being drawn up for the formation of "mobile units" to visit key defense areas with entertainment and civilian defense instruction.

Dec. 17—Standard practice for dissemination of official information on air raid warnings to stations has been evolved and put into practice in the New York area.

Dec. 22—Entire broadcasting industry has swung its weight behind the 50,000,000 Red Cross War Fund drive which got under way by Presidential proclamation Dec. 8.

Dec. 30—Radio Writers War Effort Committee was formed as part of general plan of the Authors' League of America to integrate and channelize volunteer contributions of American writers to the defense effort.

—1942—

Jan. 7—Payroll defense savings plan got under way whereby entire casts of many radio programs will pledge to set aside parts of salaries for the purchase of Defense Bonds.

Jan. 16—Office of Censorship revised its war-time code of practices for radio broadcasters, with main object to keep information from the enemy and administer control over certain programs. All stations throughout the country started immediate cooperation.

Feb. 17—Broadcaster's Victory Council pledged subjugation of all else on the organization's program to that of 100% cooperation with government bureaus toward winning the war.

Mar. 10—Radio got a clean bill of



health and a vote of thanks from Byron Price, director of the Office of Censorship, and FCC Chairman Fly for its cooperation with his office.

April 7—It was announced that the USO War Fund Campaign for \$32,000,000, scheduled to begin May 11, will have complete support of networks and sponsors.

April 9—Radio has been placed in the "essential occupation" category in the Canadian manpower mobilization program.

April 15—Formation of a National Advertising Radio Committee to assist in the USO 1942 War Fund campaign was announced.

May 5—Broadcasters, transcription firms, manufacturers, unions, advertisers and agencies have cooperated with the War Department in the development of a custom built table radio-phonograph-library kit to be sent in quantity to troops overseas.

May 26—Entire industry has expressed willingness to cooperate with the Defense Communications Board equipment pooling plan to share repair and maintenance material on a nation-wide basis.

June 5—Treasury Department's "10% Club" plan to be promoted by all media during the period June 14-July 5, has been termed probably the largest assignment yet handled by broadcasting.

June 17—Radio's bond selling effort on the part of affiliated and independent stations is revealed in the announcement of 1,500,000 announcements during April plus 400,000 hours of programs.

July 2—Radio Women's Service Unit for Defense, a group consisting of New York women radio executives, producers and commentators, has been formed to function on an emergency basis if and when necessary.

July 3—Office of War Information's Radio Division expressed extreme satisfaction with the manner in which radio has "gone to town" on the President's scrap rubber drive.

July 7—Radio's first wartime crop of productions has made its debut, revealing a well-balanced, strong

array of material available for every type of sponsorship as prepared by some 200-odd independent producers, networks and stations throughout the country.

July 15—Board of directors of the NAB voted 100% support to the Treasury Department's Bond-Wagon for which all broadcasters will act as sales agents.

Aug. 26—Radio personalities have contributed generously to the organized entertainment at army camps, naval stations and marine bases put on by USO-Camp Shows, Inc.

Oct. 7—Estimated at commercial card rates, the industry's writers have contributed time on all types of government war messages worth an annual total of \$64,000,000.

Dec. 29—Six specific plans for the most effective utilization of the nation's standard broadcast facilities in the war program have been set forth by OWI designed to provide the American public with information on the war, its aims and our allies, and what the listener can do to help the effort.

—1943—

Jan. 26—Radio came through on the Casablanca conference with a barrage of broadcasts by both domestic and international transmitters unprecedented in its history.

Feb. 3—Major Irving Fogel, commanding officer in New York of the Special Service Division of the Army, revealed that in the first six months after our entry into the war some 600,000 transcriptions were forwarded to service men overseas.

Mar. 22—The 2nd War Loan campaign, largest money-raising effort in world history, has been offered the full resources of radio through the combined efforts of OWI, NAB, the four major networks, and independent stations.

May 25—Cash evaluation placed on radio's contribution of time and talent to the 2nd War Loan campaign, April 12 to May 11, amounts to \$6,262,350.00.

May 27—Radio engineering training has been given more than 80,000 persons in the engineering, science and management war training courses offered since October, 1940, with an additional 18,000 students having been enrolled in electronics courses.

June 3—United States Department of Commerce survey pays tribute to advertising for its successful conversion to a war basis, with radio showing the sharpest rise of all media.

July 13—Radio utilized UP and AP as well as BBC announcements from Radio Algiers to present the first and detailed account of the Allies' invasion of Sicily.

July 27—The three-week "eat more potatoes" campaign of the Department of Agriculture was driven home through the use of OWI domestic radio bureau and broadcasters' cooperation to an estimated 111,800,000 listeners.

Aug. 10—Networks and independ-

ent stations described the greatest salvage engineering job in maritime history at the invitation of the Navy when the French liner Normandie emerged from its resting place in the North River.

Aug. 13—U. S. Treasury reported radio's bond sales by 455 stations in the 12-month period ending in July totaled \$80,243,968.

Aug. 17—A weekly average of 88 radio programs are beamed on U. S. fighting men in every part of the world, including 34 networks shows. Sept. 3—First radio bulletins on the Allied invasion of the Continent were heard at 1:19 a.m., EWT in New York, followed by a comprehensive coverage from all angles.

Sept. 8—Four major networks and many independents officially heralded the Treasury Department's 3rd War Loan Bond campaign when President Roosevelt spoke over the air to approximately 75,000,000 listeners.

Oct. 4—Contributions of war correspondents, writers, radio commentators and technicians to bring war news to the nation were the subject of a tribute broadcast by FCC chairman James Lawrence Fly.

—1944—

Jan. 4—Quentin Reynolds, formerly associate editor of Colliers, just returned from England where he covered the war from its inception up to and including the London Air Blitz of 1940 to become narrator on CBS "Report to the Nation."

Jan. 5—Close co-operation between radio, advertising agencies and the motion picture industry for the 4th War Loan, was pledged at a meeting in Hollywood presided by Chas. P. Skouras, chairman of National Theaters.

Jan. 11—CBS announced 12 coast-to-coast War Bond Rallies, linking 134 stations for the 4th War Loan.

Jan. 12—Speaking before the Advertising and Sales Club of Toronto, Paul Hollister, CBS vice-president delivered a report on the work of 900 American radio stations in the war effort.

Jan. 13—Tuesday, Jan. 18, first day of the Fourth War Loan Drive, was declared by MBS, "Radio Bond Day," and every program from 10 a.m. until 2 a.m. will carry an announcement or tie-up with the sale of War Bonds.

Jan. 18—Radio joins Bond Drive. All networks participated in national drive for 4th War Loan which started today.

Jan. 21—J. Edgar Hoover, by order of FDR, refuses Lea Committee information on National Defense for security reasons.

Jan. 25—George W. Healy, Jr. domestic director for OWI praises radio in keeping America informed on war news.

Jan. 27—President Roosevelt sent a greeting to the 600 members attending fifth annual meeting of the FM Broadcasters, Inc. held Jan. 26 at Hotel Commodore in New York City.

Jan. 31—Radio gave full coverage to

(Continued on Page 7)

Chronology of Radio's Wartime Role

1944—Continued

trocity stories dealing with Japan's treatment of Americans and Philippine warriors captured on Bataan.

Feb. 1—NAB Prexy Neville Miller recommends that radio use statistics given out by OWI.

Feb. 2—Frank Burke, editor of Radio Daily urges all broadcasters in an editorial to utilize and air OWI figures, statistics and reports.

Feb. 4—Raymond Clapper, foreign correspondent and MBS commentator killed in plane crash in the Marshall Islands Feb. 3.

Feb. 16—Radio aids 4th War Loan Drive to exceed goal of \$14,000,000,000.

Feb. 18—Radio prepares to aid Red Cross 1944 fund-raising drive to start Feb. 29.

Feb. 21—OWI Chief Elmer Davis, criticized Congressman Roy O. Woodruff of Mich. on censorship of war news.

March 2—Henry Morgenthau, Jr., pays tribute to work of radio industry in 4th War Loan Drive success.

March 3—NAB reviews radio manpower shortage due to National Draft Act.

March 6—Networks plan for D-Day coverage.

March 16—Radio covers arrival of Gripsholm, diplomatic exchange liner with 650 passengers released from Nazi Internment camps.

March 22—NBC and BBC pool their resources to air actual sounds of invasion battle.

April 4—Maj. Gen. Lewis B. Hershey, director of Selective Service lauds radio industry for aid in war effort.

April 10—NAB cites necessity of replacing radio draftees with women "to keep industry at full operating strength."

April 11—Radio's aid in 4th War Loan Drive estimated at \$15,000,000 worth of air time.

April 14—Webs begin work on advance campaigns for coverage of D-Day in Europe.

April 18—Dean Carl W. Ackerman of Columbia School of Journalism avers that "The Radio and Press Industries" should be well represented at the next peace conference for recognition of freedom of international communications.

April 24—Radio and ad agency reps hear plans for 5th War Loan Drive, set to start June 12.

May 2—WOR carries exclusive debut of first broadcast, Sunday April 30, by the American Broadcasting Station in Europe (ABSIE) from London.

May 12—George E. Sterling, chief of the Radio Intelligence Div. of FCC, declared before the Lea Committee that his division can successfully cope with any attempted espionage radio activities.

May 16—BBC announced that its comprehensive schedule of invasion day broadcasts, set up in London, will be made available to all American Broadcasters desiring to monitor any and all such programs.

May 24—OWI sets "Invasion Schedule" for D-Day advertisers' guide.

May 31—Sponsors feel "D-Day Jitters." Fear being caught on air with shows unsuited to grim task confronting invading G.I.'s.

June 6—D-Day finds radio ready. Webs, stations, act according to plan in all-night efficient newscasts. Millions glued to radio sets.

June 7—Radio's D-Day coverage complete. American Broadcasters keep a free people fully informed throughout the day and night.

June 8—As of D-Day plus two, networks and stations returned to normal schedules with occasional breaks for spot news events.

June 12—Radio gets behind start of new national drive to raise \$16,000,000,000 for 5th War Loan.

June 13—D-Day radio audience estimated at 82 per cent above normal.

June 14—Invasion pool extended. Major webs agree to continue operation indefinitely. Pooling of overseas correspondents' reports held advantageous to American listeners.

June 16—News of B-29 Bombing of Japan, flashed to all networks.

June 21—Chairman Fly defends work of Radio Intelligence Div. of FCC before Lea Committee.

June 22—Nazi rocket-plane attack, disked with description and accompanying sounds by CBS correspondent Edward R. Murrow, was heard by United States listeners.

June 28—Twenty-eight hours of America's top radio shows (minus commercials) are reaching invasions troops each week.

June 30—Nazis fear Allied radio. Deport all French listeners to slave labor in Germany.

July 3—WMCA broadcasts special inter-racial rally as aid to bond drive.

July 4—Radio generally combines Independence Day observance with programs in aid of war bond sales. . . . NBC carries program from Synagogue in liberated Rome, Italy.

July 5—Broadcasters aid in the Fifth War Loan Drive is praised in official statement from U. S. Treasury Department.

July 10—Plans advanced by the industry for the covering of the wartime Democratic National Convention in Chicago.

July 11—Both Republicans and Democrats allot large budgets to cover radio reports of their wartime conventions.

July 14—British idea for post-war communications gets Fly's approval.

July 17—Radio aid in Sixth War Loan gets Treasury approval.

July 20—Four webs scheduled President Roosevelt's speech.

Aug. 7—Treasury announces formation of wartime radio information service.

Aug. 8—ODT asks co-operation of radio programs.

Aug. 9—Signal Corps transmitters offered to industry.

Aug. 15—Government decries premature "V-Day" plans.

Aug. 16—Networks after all night vigil report Second D-Day.

Aug. 22—NAB plans "War meeting."

Aug. 23—Soldier network in Europe expanding in British Isles.

Aug. 24—NAB stresses post-war planning.

Aug. 31—Fly sees fast tele progress when military lifts restrictions.

Sept. 25—Chester La Roche of the Blue asks clients to make V-E Day plans.

Sept. 26—State Department considers world pact to aid free press.

Oct. 2—World Series beamed via short wave to soldiers abroad.

Oct. 4—Networks announce plans for returning veterans.

Oct. 17—Christmas shows going to soldiers overseas.

Nov. 2—Radio poll held among servicemen in South Pacific.

Nov. 21—Paul W. Kesten of CBS asks retention of international facilities following war.

Dec. 3—NBC's 1945 war clinics planned for five major cities opening in New York Feb. 8 and closing in San Francisco, Feb. 28.

Dec. 5—Networks complete plans for Sixth War Loan Drive.

Dec. 6—Edward R. Murrow, CBS war correspondent, back from European front warns against premature V-E Day planning.

Dec. 13—Radio backed up the Sixth War Loan with over 1,675,000,000 impressions, 20 per cent over previous high mark.

Dec. 15—Phil Cohen, OWI official, back from seven months in Europe, reports on ABSIE operations.

Dec. 21—Radio Daily sponsors program planning for holidays with slogan "Christmas Shows for G.I. Joes."

Dec. 27—Army pays tribute to Major Glenn Miller, missing in a flight from England to the European continent.

—1945—

Jan. 3—Figures released by OWI in Washington reveal that the radio industry gave an estimated \$66,141,600 in time and talent to war information campaigns during 1944.

Jan. 11—NBC calls off five scheduled war clinics for 1945 in co-operation with the Office of Defense Transportation.

Jan. 17—Radio called "essential" as industry gets secondary classification by the WMC.

Jan. 19—War messages on CBS for a three month period totalled 4,746 broadcasts.

Jan. 23—Definite instructions issued by the War Department to radio stations on the handling of military matters.

Jan. 26—Treasury figures show radio to be trade leader of all media in Sixth War Loan campaigns giving time and talent valued at \$11,250,000.

Feb. 5—Harold Ryan, president of NAB, announces that 1945 convention is called off because of wartime travel restrictions.

Feb. 6—News of the fall of Manila

to American forces found radio on the alert.

Feb. 9—Col. Thomas H. A. Lewis reveals that the Armed Forces Radio Service pressed 553,000 transcriptions overseas during 1944.

Feb. 20—Radio announces plan to co-operate with OWI to help returning G.I. Joes get jobs.

Feb. 21—Midnight curfew throughout the nation hits web remotes from night spot spots in key center cities.

Mar. 1—Radio launches 1945 Red Cross drive with network and station participation.

Mar. 8—OWI officials praised broadcasters co-operation on all drives at New York meeting with NAB committeemen.

Mar. 12—More than 100 former radio men revealed as holding commissions with the Armed Forces Radio Services in all theaters of war.

Mar. 20—Colonel William S. Paley, president of CBS on leave, announced as chief of radio for the Psychological Welfare division of SHAEF.

Mar. 27—U. S. Broadcasters gave \$161,752,000 in time and talent to the war effort during 1944, NAB report reveals.

Mar. 28—False peace rumor aired through misinterpretation of White House press secretary's statement.

Mar. 30—Studio spaces allotted radio in Veterans Building in San Francisco for the opening of the United Nation's Peace conference on April 25.

Apr. 5—FCC reveals prisoner of war communications service to relatives of U. S. soldiers in Germany and Japan.

Apr. 13—Death of President Franklin Delano Roosevelt shocks nation with radio setting aside three days to mourn the passing of the President.

Apr. 17—President Harry S. Truman heard in first broadcast over all networks.

Apr. 19—Webs and stations pay tribute to Ernie Pyle, news-correspondent, killed by the Japanese on Okinawa.

Apr. 23—San Francisco radio mecca for opening of the United Nations conference on the 25th.

Apr. 25—President Truman's voice heard on all networks opens United Nations conference.

Apr. 28—False report of Germany's unconditional surrender carried by radio as a result of San Francisco bulletin from AP.

Apr. 30—Death of Benito Mussolini, together with some of his followers, disclosed.

May 1—News of death of Adolf Hitler came from Germany.

May 2—Radio carried news across the nation of the fall of Berlin and surrender of German armies in northern Italy and western Austria.

May 4—News of capitulation of German armies of the north.

May 7—Germany surrendered to United States, England and Russia.

V-E DAY VARIATIONS

Variety Of Shows V-E Day Fare On All Outlets

7th Bond Drive Plans

Pittsburgh—Undeterred by Germany's surrender, KDKA's famed "Bondwagon" will make its fourth annual trek to many outlying communities to stage elaborate open air shows and so help the Seventh War Loan Drive. Bulging with U. S. war bonds, coupled with staff artists, uniformed sales girls and office personnel 40 strong, the "Bondwagon" will commence its 1945 bond selling tour late this month and continue through June.

BBC Gives Word Picture

BBC newscast at 12:00 noon, EWT yesterday shortwaved to U. S. Narrated by BBC's Peter Watson gave picture of London reaction. Flags of all Allied nations flying in the streets, people gathering in the streets, signpainter in front ministry of labor painting words "War with Japan" as reminder of job yet to be done. Included in newscast was New York reaction description of throngs at Times Square. Prime Minister Churchill speaks tomorrow at 9:00 a.m., EWT, King George speaks 3:00 p.m., EWT.

Washington Coverage Full

Washington—The Capital's broadcasters like everyone else bit off a big chunk of V-E Day yesterday although they did not go ahead with complete cancellation of all commercials, as they plan to do when V-E Day actually arrives. Most active were the network stations, which kept stressing the lack of official notifications but whose programs began to assume a "Victory" air early in the day. With very few exceptions, press and radio newsmen in Washington were fully expecting the official word from the White House yesterday afternoon. The two local stations, WJIX and WWDC were also preparing for wide local coverage of prominent legislators and government officials.

All-day Tele

NBC's television station, WNBT, will open its operations at 9 a.m., EWT, today, instead of at 8 p.m., EWT, its usual hour, for the purpose of televising the various homefront reactions and commentaries of the historic occasion. Ten hours of film have been especially prepared, in addition to documentary films on the public's premature demonstrations at Times Square yesterday. Religious spokesmen of all faiths will be televised at various intervals during the day, and NBC commentators will also be on hand for graphic demonstrations.

WMCA Shortwave Pickup

Highlight of WMCA's programming yesterday was a "direct pick-up from Hitler's personal fortress at Bechtesgarden." Leon Gould, the station's War Services Division correspondent, shortwaved an eye-witness story of the reactions over there to the unofficial announcement. The program was heard yesterday at 11:30

On the Job

All of NBC's facilities were in V-E day operation yesterday until 1 p.m. All executives emphasized caution. Meanwhile an NBC mobile unit came forth for the first time since the hurricane last fall and cruised the city, set for action if the V-E day was accredited.

NBC special events men were on top of the International Building in Radio City and also atop the Hotel Astor marquee above the milling throngs.

a.m., EWT, and was rebroadcast for evening listeners at 6:30 p.m., EWT, during the "New Yorkers At War" program.

OWI Coverage

The overseas transmitters of the OWI did not interrupt any of their regular programs yesterday which were shortwaved to the servicemen overseas. All programs were permitted to conclude and the unconditional surrender announcements were simply projected as news bulletins in their respective time spots. The OWI's special V-E Day program will go into effect with the 29 Eastern Coast transmitters carrying the official proclamation in 24 different languages. Other special programs will include pickups from the pivotal points of the military leaders overseas, with the military leaders themselves on hand for broadcasts. Among the cities to be figured in this are: London, Paris, Luxembourg, Berlin, etc.

CBC Was Prepared

Ottawa—Plans for special broadcasts on V-E Day and the national holiday to follow it were put in effect by E. L. Bushnell, director-general of programs for the Canadian Broadcasting Corporation. The plans went into operation immediately following the official announcement that terms of surrender have been accepted by the Germans. Special features were presented from Ottawa, London, Washington, San Francisco and other points and there is a possibility that commercial programs may be cancelled on the two days, to be replaced by special music and dramatic productions.

WTMJ Went Into Action

Milwaukee — WTMJ, included planned co-ordinated pickups from central downtown spot, pack transmitter on street, an American Legion Post, a four-star home, a war plant,

and a church. Announcers and engineers were assigned to each spot, questions and interview prepared. A telephone notification set-up arranged so staff members proceeded to designated posts minutes after V-E proclamation is issued.

Canadian Station's Cover

Montreal—Preparations for special programs for V-E Day were completed by station CKAC some time ago and the studio was prepared with a full quota of special victory programs, documentaries and other features. Following the announcement, it is stated, all regular programs were cancelled. After initial news flashes, were heard the messages from Allied leaders followed by war commentaries by the CKAC announcers. No less than 13 special features programs are available for the event and shortly after V-E Day, a full hour show saluting the armed services will be broadcast by the station.

KFEL Sked Flexible

Denver—KFEL program director Paul Godt, together with Gene O'Fallon and Frank Bishop, set up a flexible V-E Day schedule which allowed each local newscast or commentary period its usual time with commer-

Tele In Action

Television went into action yesterday along with radio and will also be on the job today. Blue set up a running tele program which visitors to the Blue studios could see and the same was done by NBC and CBS, latter two however have the advantage of their own transmitters.

Special programs had been planned for tele along with the special V-E day broadcasting schedules.

cial deleted. Arrangements permitted last minute insertions of Mutual special features and specially written programs.

School Station on Air

Chicago—WBEZ presented a 30-minute V-E Day program for use in assembly programs of the public schools, which was participated in through recordings by James B. McCaley, president of the board of education, Dr. William H. Johnson, superintendent of the public schools, and Mayor Edward J. Kelly. WBEZ also released WJJD's "Prayer For Peace" and selected Mutual and Bue Network programs. At 8:35 a.m., CWT, yesterday, Nancy Martin, songstress of the Blue Network's breakfast Club, came to the microphone to sing "Oh, What A Beautiful Morning." Outside the weather contradicted both the words and title of the ballad. At that moment the sound of her voice was replaced by the hammering of teletype machines in the Blue Network news room in New York. An unidentified announcer came on and said, "According

Industry On Alert With Well Set Programming

to a bulletin from Allied headquarters in Reims, France the Germans have surrendered unconditionally to the United States, Great Britain and Russia."

Kate Smith on Blue

Kate Smith and Ted Collins, usually heard on CBS, were featured on the Blue yesterday from 4:15 to 4:45 p.m., interviewing personalities on the surrender of Germany. Among those interviewed were James W. Gerard, former Ambassador to Germany; James Lawrence Fly, former chairman of the FCC and Chester La Roche, chairman of the board, Blue Network. They were heard again at 9 p.m., on the Blue web interviewing personalities.

Trout's Busy Day

CBS news analyst and reporter Robert Trout, was heard on the air 17 times, from 9:30 a.m. to 2:30 p.m., EWT for a total of one hour and 12 minutes. Of the total elapsed time from the moment of the AP flash at 9:35 a.m. until the network resumed its normal operations at 2:30 p.m., which amounted to four hours and 54 minutes, CBS allotted three hours and nine minutes to the broadcasting of news and bulletins.

WFIL Quickly on Job

Philadelphia—Immediately following the Associated Press V-E Day flash, WFIL's staffers assumed their specially assigned posts and stood-by to cover the event locally. Martin Langweiler of the promotion department, found a vantage point on the station's roof and enabled WFIL to be quickly on the air with a description of center city activity. The station also opened its street amplifiers and hundreds of business people and shoppers lined the vicinity in an effort to hear confirmation or clarification of

(Continued on Page 10)

Man-In-Street

Man-in-the-Street program made what is believed to be the first appearance in the New York area since it was forbidden by the voluntary censorship that went into effect a short-time after Pearl Harbor.

Stan Shaw, with the WJZ-Blue web mike made the rounds of the frenzied celebrators in jam-packed Times Square and interviewed passers-by on their views and other reactions. Man-in-the-Street interviews have been scheduled however by many stations throughout the country and it is understood the Office of Censorship agreed to relax the ruling for V-E Day.

Industry Leaders Comment

(Continued from Page 4)

"The triumph of the United Nations in Europe is a triumph for free government over the forces of fascism. We have won a great victory but it is not yet complete. A difficult struggle is ahead of us and though we rejoice at our victory we solemnly avow that we will continue the struggle until the world is cleared of this danger to freedom and democracy. In the peace that is to follow, radio broadcasting, operating freely and fully throughout the world, will be a foundation stone in the structure we are now building at the San Francisco Conference and which will insure future generations against a repetition of the misery that has engulfed the world in these past years. I wish at this time to reiterate my plea to the United Nations, for free access to news in each country both for its own citizens and for the world at large. A free press and a free radio within each country can be the foundation for a democratic world at peace."

EDWARD J. NOBLE, chairman of the American Broadcasting Company (Blue Network).



"In the terrible strife of this war American broadcasting has come of age. We of the American Broadcasting Company have dedicated ourselves to the service of the people of the United States. We now, at this decisive moment in our history, when one of our enemies lies prostrate and the Armies of the United Nations stand victorious in Europe, rededicate ourselves to the service of the public. Broadcasting has a crucial role to play in the establishment and maintenance of a permanent peace. We of the industry are determined that we shall not fail."

CHESTER J. LAROCHE, vice-chairman, American Broadcasting Company (Blue Network).

Canadians Made Members of Radio's "20-Year-Club"

Montreal—In addition to Rupert plan, H. V. Kaltenborn recently honored 21 other CBC staff members with membership in his celebrated 20-Year Club. Each has received a certificate signed by Mr. Kaltenborn in which it is stated that the holder has been recognized as having served a great cause of radio broadcasting for more than two full decades. Many Canadian centers are represented on the list, as well as both technical and program divisions. The honor of the longest service goes to Donald Manson, the Canadian Broadcasting Corporation's assistant manager, who started his radio career in 1906 in England with the English Harconi Company. Other CBC executives elected to membership are Ernest Bushnell, director-general of programs, whose long service record goes back to 1921, and Gordon Olive, chief engineer, who entered radio in 1922.

The new Montreal members of the 20-Year Club are Gordon Olive; Ru-

bert Caplan, CBC supervisor of program production; Arthur Du Pont commercial manager, Quebec region; Donald Roberts, chief broadcast operator in Montreal; Gerard Hudon, master control supervisor; Arthur Kemp, broadcast operator, and Edward G. Ward, also a broadcast operator.

from WTAG's HIGH HOOPERS

7-7:30 p.m. SUNDAY
(32 City Average National)

CBS—KATE SMITH—7.2
(City Zone Average—Worcester)

WTAG—KATE SMITH—**25.3**



"The No. 1 rating (43.6) for the No. 1 national program is delivered by *The Buffalo Evening News* station WBEN for Bob Hope."

"Bing Crosby, with a 22.9 nationally, gets *** 37.6 in Buffalo with WBEN. This is *second top* program for which WBEN is socking away solid listening tabs."

The Billboard—April 21, 1945.

Programs Better on Top Stations

● Thanks to The Billboard for telling the world that WBEN is TOPS. And thanks to Hope and Crosby for lining up those listeners. Here's the rest of the story:

NBC's eleven out of Hooper's FIRST FIFTEEN
(C. E. Hooper Oct. 1944—Feb. 1945)

	32 city averages	WBEN rating
Bob Hope	31.0	43.6
Fibber McGee	27.7	35.9
Charlie McCarthy	24.3	31.7
Bing Crosby	22.4	37.6
Jack Benny	22.1	33.5
Joan Davis	21.7	28.6
Mr. District Attorney	21.2	24.0
Abbott and Costello	19.7	24.2
Hildegard	19.6	Not measured
Eddie Cantor	18.2	22.7
Kay Kyser (1st half hour)	18.0	19.7

→ Local programming on WBEN produces comparable high ratings for both national spot and local advertisers.

WBEN is more than a visitor in Western New York homes. WBEN is the family friend of thousands who rely upon this NBC affiliate for clean entertainment, sparkling shows and reliable news. And WBEN thanks these good people for their loyal support of a policy that makes it the most-talked-of as well as listened-to station in Western New York. WBEN delivers Public Service.

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

V-E DAY VARIATIONS

(Continued from Page 8)

the news, while the WFIL mobile unit, staffed by special events personnel cruised the city making stops at the City Hall, prominent churches, busy intersections and other points of lively interest.

WTAG Awaited Confirmation

Worcester, Mass.—WTAG withheld broadcasting of any special V-E Day programs yesterday, waiting for official confirmation from the White House. Station merely joined the CBS network carrying all programs in connection with the first V-E Day announcement from web headquarters.

Expect Early Appointment Of CBC Salaried Chairman

Montreal—One of the first appointments to be made when the Federal Cabinet meets on the return of Prime Minister King from San Francisco will be that of a full-time salaried chairman of the Canadian Broadcasting Corporation.

This will be in line with recommendations of the House of Commons radio committee which wound up sessions last summer. The committee suggested a split of authority for CBC direction, with a chairman responsible for policy and a general manager responsible for administration.

Early Appointment Desired

Dr. Augustin Frigon, former acting general manager, was confirmed in his post a few months ago, but the post of chairman has not been filled.

Hon. Dr. J. J. McCann, former chairman of the radio committee, a strong supporter of the dual authority idea, succeeded Hon. Major-Gen. R. L. LaFleche as Minister of War Services—the portfolio which includes radio.

Dr. McCann is understood to favor an early appointment of a chairman. It was reliably learned that the CBC board of governors has already recommended a name to the Cabinet, but in the welter of other appointments just before Mr. King left for the world security conference, the recommendation was not touched.

Howard B. Chase of Montreal, present part-time, non-salary chairman,

Keystone Ditches Commercials

The Keystone Broadcasting System, when the cessation of hostilities and the complete crushing of German resistance was announced, immediately notified all its affiliates to kill all commercials on the network. A special "Lum and Abner" program, specially prepared for V-E Day was broadcast on their regularly scheduled segment. Special prayers and appeals to "Stay on the Job" until the Pacific war is brought to a successful conclusion were dispatched to the affiliates in script form to use on sustaining programs.

is understood to have turned down a suggestion that he offer himself for the post. He is said to be more interested in his labor activities, and feels that he should not give them up for the important radio berth and its \$15,000 annual salary.

Only name heard in connection with the appointment is that of Dr. Norman A. M. MacKenzie, chairman of the Wartime Information Board, president of the University of British Columbia, and former president of the University of New Brunswick.

British Ministry Of Information Confirms V-E Day Announcement

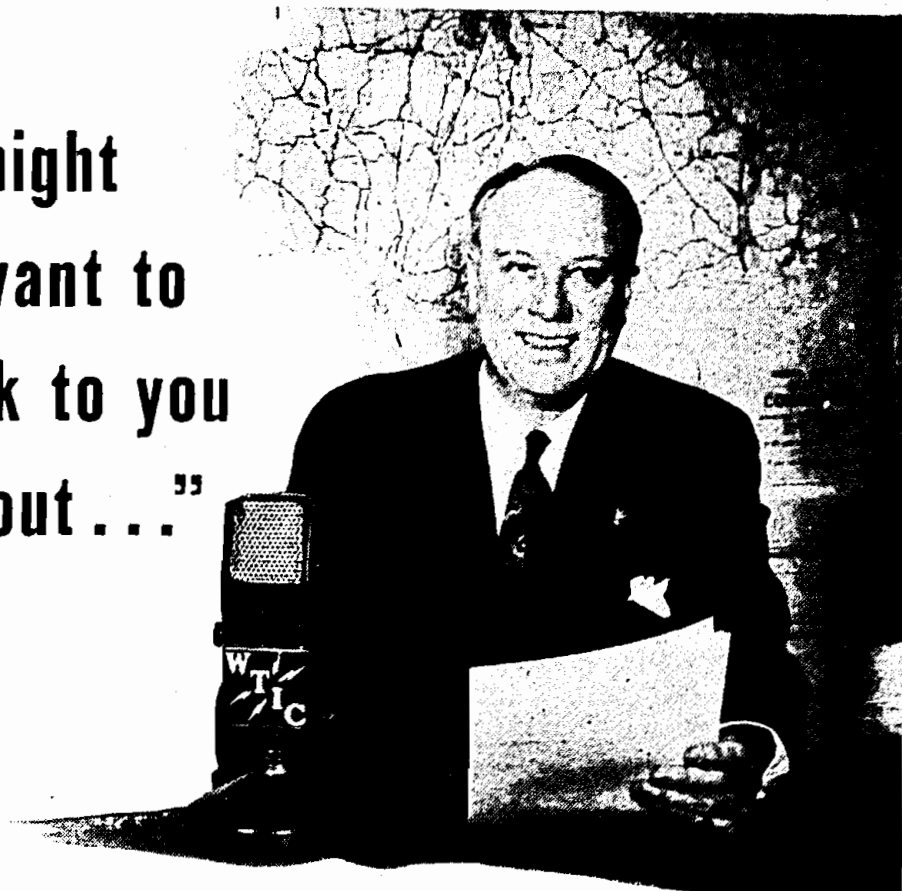
Plans for Great Britain's V-E Day announcement today were announced last night by the British Ministry of Information. The Ministry said officially:

"In accordance with arrangements between the three great Powers, the Prime Minister will make an official announcement at 3 p.m., British double summer time (9 a.m., New York time), tomorrow, the 8th of May."

The announcement said that Prime Minister Churchill "will broadcast at 3 p.m., and his Majesty, the King, will broadcast to the peoples of the British Empire and the Commonwealth tomorrow at 9 p.m., British double summer time (3 p.m.)"

Officials of the British Broadcasting Corporation in New York confirmed the text of the announcement and said they are prepared to service the broadcasters of the United States with the Prime Minister's statement.

"Tonight I want to talk to you about..."



Scoop!
JIMMY DORSEY
 (IN PERSON)
 9:15 P.M.—9:30 P.M.
 EVERY TUES. and THURS.
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

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

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

THESE words have a familiar ring to thousands of Southern New Englanders for they introduce a weekly report to the people of Connecticut by Governor Raymond E. Baldwin over the facilities of WTIC.

Meeting modern day problems in a modern manner, Connecticut's chief executive discusses questions relating to war production, absenteeism, fuel and food supply, postwar planning, the welfare of returning veterans, and the course of important legislation being considered by the law-makers of the state. Clearly, concisely, he gives his constituents a word picture of the work being done under their mandate.

Naturally, it gives us a great deal of satisfaction to know that WTIC serves as an intimate contact between the Governor and the people of Connecticut. Constant striving toward greater community service has contributed immensely to the active interest of listeners in this area to the programs of WTIC.

One more reason why WTIC is the dominant station in Southern New England.



DIRECT ROUTE TO SALES IN
Southern New England
 The Travelers Broadcasting Service Corporation
 Affiliated with NBC
 and New England Regional Network
 Represented by WED & COMPANY,
 New York, Boston, Chicago
 Detroit, San Francisco and Hollywood

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.

San Francisco Greet Radio's Victory News

San Francisco—The first flash of Germany's surrender came to San Francisco over KQW and was followed a few minutes later with a flash from KPO. At almost the same time KYA, independent, came out with the news. There was an immediate scramble by all stations to assemble their analysts and commentators.

KQW scored first with William H. Miller to comment on the German announcement and Major George Fielding Eliot for Columbia.

While everyone was awaiting the official announcement of V-E Day it was announced that the United Nations Conference would go on without interruption. Pending the official announcement from Washington, most all stations kept on with their regular programs, but with several of them switched to patriotic themes and a moment of prayer. Columbia and Blue, however cleared the channels and kept up with the news flashes and comments on the surrender news. Then as official confirmation from Washington continued to be withheld, they started shifting back to regular programs.

Pool Broadcast Planned

A pool broadcast by all stations from the stage of the Opera House immediately following President Truman's V-E Day speech has been arranged for Tuesday morning. Plans call for speeches from all of the big four chairmen and as many of the representatives from the other nations as possible. The program will be open to all accredited delegates, press and radio, and will be carried over all networks. It will be the official United Nations Conference V-E Day program.

NBC will air three special broadcasts from San Francisco this morning in connection with V-E Day which will feature Ambassadors from several foreign countries here in the city now to attend the United Nations conference. Included in the San Francisco 9:30-10 a.m., PWT broadcast will be Ambassadors Halifax of Great Britain, Gromyko of Russia, Bonnet of France, and Wei Tao Ming of China. At approximately 10:00 a.m., PWT, NBC will air messages from the Belgian, Czechoslovak, Dutch and Norwegian Ambassadors, speaking from San Francisco, and the Greek Ambassador speaking from Washington, D. C.

At about 7:45 or 8:00 a.m., PWT, the network will broadcast a special program direct from the San Francisco "Embarcadero," during which its war correspondent, Bud Foster, just returned from Okinawa, will describe the loading of a merchant marine vessel and will interview crew and stevedores.

Record Orders Booked

The Westinghouse Electric & Manufacturing Co. reports that orders booked for the March quarter totals \$312,116,465, an all-time record.

Leading Radio News Events Of European War Reviewed

—1941—

President Roosevelt's message to Congress asking for a declaration of war.

—1942—

Assassination of Admiral Darlan, flash by CBS.

Allied Invasion of North Africa.

Captain Rickenbacker plane crash, rescue and his story.

Joint meeting of the British Parliament.

—1943—

Charles Collingwood's broadcast of the fall of Tunisia.

Dave Driscoll's account of the Allied landing on Italian mainland.

Edward R. Murrow's broadcast describing the Berlin raid in which he went along as an observer.

Webley Edwards' beat on the American offensive against the Gilbert Islands.

Three-hour soldier and sailor (NBC) program Christmas Day, which included a soldier in Italy talking to a soldier on Guadalcanal.

—1944—

D-Day in Europe. Outstanding coverage of the Invasion of France, and subsequent Southern France and the Philippines.

"The Land Is Bright," Fifth War Loan Program on CBS.

NBC's kick-off show on the Sixth War Loan scripted by Robert Sherwood.

"Return to the Philippines"—half hour documentary program on General MacArthur's return to the Islands.

"1944 in Review," presented by WOR over Mutual.

Wright Bryan (NBC), attached to a glider command on D-Day, broadcast upon his return to England, first such report.

George Hicks' (Blue) pool broadcast from Naval craft in English channel during Invasion of France.

"Assignment Home" series on soldier rehabilitation, on CBS, particularly the first one, "No Confetti."

George Folster's (NBC) story from the Philippines in which he told how the Signal Corps men fooled the Japs at the start of the invasion by recorded broadcasts from New Guinea, etc.

—1945—

Death of President Franklin Delano Roosevelt.

Address of President Harry S. Truman before the joint session of the House and Senate.

Opening of the United Nations Conference in San Francisco.

Proclamation of "V-E Day."

Special Material Set By Press Associations

United Press is providing the following special features for network and independent station consumption; a 15-minute dramatization called "Hitler the Destroyer"; a five-minute transcript of "Highlights of the War"; a 15-minute "War Chronology"; a 15-minute dramatization of the "Blundering Conqueror"; a five-minute "Powder Keg" story; a five-minute program titled "Broken Promises"; five minutes on "Today's American Hero"; five minutes on "Women in the News," spotlighting the Statue of Liberty. Other features will include eye-witness reports from the movie, sports and farm centers, all angled on V-E Day.

Sees Stations Preferring Spots

The Associated Press spokesman said they did not think they would provide their radio affiliates with too many dramatization scripts, because they felt "the stations would rather use spot news developments" and would want to resort to their own programming. However, without elaborating, the AP spokesman said that their approximate 500 radio subscribers have been supplied with miscellaneous scripts, all suitable for V-E Day use.

Special programs on America's reaction to V-E Day were beamed by the BBC to London for rebroadcast throughout Britain and the continent, Roy Lockwood, BBC production manager, announced.

BBC's Schedule

BBC's scheduled line-up of victory programs for overseas listeners included spot interviews and a commentary from Washington on the Capitol's reception of the news; similar commentaries from Cincinnati and New York and a program from San Francisco by Alistair Cooke, special BBC correspondent, on the Conference City's reaction. Cooke's program was a general commentary, with street scene descriptions and a three-minute descriptive report by another BBC commentator.

Other pick-ups for the America to Britain coverage, Lockwood said, came from New Orleans, San Antonio, Los Angeles, Portland, Philadelphia, Des Moines, Atlanta and St. Louis. Arrangements were made for BBC-New York to carry live and last minute news programs or network shows for listeners abroad.

Send Birthday Greetings To—

May 8

Ralph Bowman	Red Nichols
Tony Russell	Jim Gaines
Ruth Gilbert	Sgt. Johnny Grant
James Rowland Angell	
Stewart M. Sorokin	



AMERICAN CHICLE



BARBASOL



BAYUK CIGAR



BELL TELEPHONE



CARTER PRODUCTS



CHESAPEAKE & OHIO



CONTI PRODUCTS



CURTIS PUBLISHING CO.



DUFFY MOTT CO.



EX-LAX



FORMFIT



GENERAL CIGAR



GILLETTE RAZOR



GOODYEAR TIRE



GREYHOUND LINES



GRIFFIN POLISHES



HELBROS WATCH



KELLOGG

WE ARE PROUD
TO BE IDENTIFIED
WITH MANY OF
THE BIG NAMES
OF AMERICA!

Yes . . . not only do smart
merchants who "live" in
the Philadelphia trading
area show a decided pref-
erence for WIP, but literally
scores of national adver-
tisers have proven the sales-
making worth of the Station.



FRANK H. LEE CO.



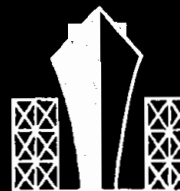
MAIL POUCH



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NATIONAL BISCUIT



NEW YORK SHIP



PETRI WINES



QUAKER OATS



RALSTON PURINA



DIAL 610

5000 WATTS



REICHOLD CHEMICAL



RICHFIELD OIL



R. B. SEMLER



SINCLAIR REFINING



STOKELEY VAN CAMP



SUN SHIP



SUPERSUDS



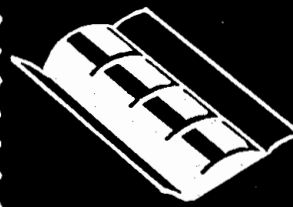
TEXTRON INC.



20TH CENTURY FOX



UNION PACIFIC



WILBUR SUCHARD



ZONITE

PHILADELPHIA'S MUTUAL AFFILIATE

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERRY CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 31, No. 28

NEW YORK, N. Y., WEDNESDAY, MAY 9, 1945

TEN CENTS

V-E Day Cover Completed

Ryan Urges Congress To Regulate Petrillo

Washington Bureau, RADIO DAILY
Washington—A "frustrated" broadcasting industry must turn to Congress for protection from the unreasonable actions of AFM President Charles Caesar Petrillo, NAB President Harold Ryan told the House Interstate Commerce committee yesterday. Appearing with Attorney Sidney H. Hays, Ryan testified in connection with the Representative George Donnelly's bill outlawing AFM interference with non-commercial broadcasting. The Michigan Republican's bill is a companion measure to that of Senator Arthur Vandenberg, R., Mich., which was passed by the
(Continued on Page 6)

Station Renewals Granted By Commission

Washington Bureau, RADIO DAILY
Washington—Ten among several dozen renewal applications were granted yesterday by the FCC over the dissent of Commissioner Clifford J. Durr, who sought fuller inquiry into the program performances of these stations. Durr did not indicate any desire to deprive the stations of their license renewal, but was anxious that
(Continued on Page 2)

Preyer Elected President of Advertising Club of N.Y.

Allan T. Preyer, chairman of the board of the Morse International, Inc., was elected president of the Advertising Club of New York at the recent annual meeting. He will serve for one year.

How It Happened

San Francisco—Walter Winchell, announced as Earl Wilson's guest for last Sunday night's show on Mutual did not make an appearance and suitable apologies were made. Appears that Winchell has an aversion to signing contracts and it is a J. Walter Thompson rule that all guest stars must sign a contract. Columnists are good friends nevertheless.

Day Of Thanksgiving

With Sunday May 13, having been proclaimed by President Truman as a day of dedication and thanksgiving, special programming is being developed all along the line in keeping with the President's request. Blue Network has already decided that only institutional messages that are fitting and in line with the spirit of the day will be heard. CBS, NBC and Mutual are working out special plans for Sunday, considerable part of which have not been completed.

Capital Takes News In Serious Mood

Washington Bureau, RADIO DAILY
Washington—From the 9:00 a.m. signal, when President Harry Truman solemnly called upon the nation to rejoice with prayer, and to adopt the watchword "work, work and more work" until the rising sun has set, statements on V-E Day by official Washington carried a common tone of humility and serious determination
(Continued on Page 6)

College Web Unified Show Set For Debut Tomorrow

Seventeen college radio stations under the heading Intercollegiate Broadcasting System will premiere their first unified wired network broadcast tomorrow night from the McMillin Theater on the campus of Columbia University. Among the col-
(Continued on Page 8)

Price Eases Censor Rules; Amended Code Will Follow

Washington Bureau, RADIO DAILY
Washington—Certain amendments to the present Censorship Code were issued yesterday by Byron Price, director of the Office of Censorship, who, at the same time, emphasized that while the end of German resistance alters security requirements materially, it by no means eliminates

The best way to reach New England's 3rd Largest Concentrated Audience—WLAW. Advt.

Broadcasters Restoring Normal Schedules After Strenuous Two Days Of Programming

Formal proclamations by high government officials of the Allies yesterday, officially announcing the cessation of hostilities in Europe, was brought by radio to the four corners of the earth, thus ending one phase of the broadcasting industry's obligation to its listeners, the reporting of activity on the ETO fighting fronts. At the very same time, radio started on its new priority as to government messages,—that the war is only half over and the big job of whipping Japan loomed ahead, and seriously so.

On virtually every news broadcast or commentary, this fact was pressed home to the listeners, firmly and consistently making every listener fully aware that peace is not around the corner.

West Coast Stations Continue Coverage

Los Angeles—Although coast broadcasters gave ample coverage Tuesday to V-E Day many thought news anticlimactic. Programs emphasized that day should not be one of jubilation but stress fact that war on Japan is yet to be won. NBC western division furnished pickups from Santa Ana Army Air base, Birmingham War
(Continued on Page 2)

"Beulah" In Own Show As Summer Replacement

Marlin Hurt (Beulah) heading his own show will be the summer replacement for the Al Pearce program for Lewis-Howe Co. makers of Tums. Hurt will be in a comedy show with
(Continued on Page 8)

Today the webs and stations are easing back to normal schedules and staffs are catching up on much needed rest. Coverage of the ETO has taken on a new face and a new type of material will emanate from Europe. Just how much of a shift in correspondents will take place is not yet indicated, but undoubtedly the aspect
(Continued on Page 7)

Conference Leaders Heard On "V-E Day"

San Francisco—Leaders of four of the big five delegations to the United Nations conference went on the air over all networks immediately following the speech of King George yesterday, in a special broadcast program, arranged by the leaders of networks and independent stations.

Thanks was expressed for the victory in Europe and a dedication the
(Continued on Page 8)

Record Bond Turnout

Cincinnati — All records for crowds were broken Sunday at Cincinnati's Lunken airport, as more than 100,000 persons gathered to watch the army troop carrier "Airborne Invasion" sponsored in Cincinnati by WLW in co-operation with the Hamilton County War Finance committee in the interests of the Seventh War Loan Drive. The previous record was 75,000.

93.5 per cent of the residents within WLAW's .5 mv/m contour have radios. Advt.



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

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

FINANCIAL

(Tuesday, May 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 9, 1925)

The giraffes gave radio experts a few anxious minutes last night during a broadcast from the Strange People's Boudoir of the circus at Madison Square Garden. During the broadcast of interviews and animal sounds, the giraffes started nibbling the wires overhead.

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



Price Eases Censor Rules; Amended Code Will Follow

(Continued from Page 1)

1, 1943) is amended effective at once as follows:

- '1 (A)—Weather. Eliminate.
'1 (D)—Damage by enemy land or sea attacks. Eliminate but note reference immediately following.
'1 (E)—Action at sea. Eliminate and substitute the following:
'Information about the sinking or damaging from war causes of war or merchant vessels in any waters. Information about actual or impending enemy attacks on the continental United States.'
'1 (F)—Enemy air attack. Eliminate.
'1 (J)—Sabotage. Eliminate.
'1 (K)—Production. Eliminate and substitute the following:
'New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.
'Rate of production of materiel used in or for specialized military operations.
'Movement or transportation of war materiel.'

'1 (M)—War prisoners, internees, civilian prisoners. Eliminate and substitute the following:

- 'Information as to arrival, movements, confinement or identity of military prisoners from war zones.
'Section II—Programs. Eliminate in entirety.
'Section III—Foreign language broadcast. Eliminate in entirety.
'With regard to foreign language programs, however, broadcasters should remember that all provisions of the code still in effect apply equally to all broadcasts, including those in languages other than English. A vigilant check should be maintained over foreign language broadcasts at all times. The identification and location of all American military units in Europe may be broadcast up to and including May 8, 1945, but their subsequent movements require appropriate authority under the Armed Forces section of the code. A continuance of the excellent co-operation received from the American broadcasters since the war began is earnestly requested.'

West Coast Stations Continue Coverage

(Continued from Page 1)

Hospital, Hollywood and Vine, one of California's famous missions and other points. One of highlights originating from Columbia Pacific was "on a note of triumph" one-hour dramatization written and produced by Norman Corwin. Tuesday evening Columbia Pacific staff orchestra played a half-hour program featuring music of United Nations. Don Lee Mutual supplied net "Man's Fight" a musical montage of man's struggle for liberty with music by Henry Zimmerman's orchestra. KFWB took to air at 5:00 a.m. one hour before its normal broadcasting time. It also furnished pickups from blood bank, other points and interchanged programs with KYA, San Francisco. KFI had pickups from Mayor Bowron's office, Pershing Square war plant and broadcast several one-minute interviews with civic and industrial leaders. KHJ

Ten Station Renewals Granted By Commission

(Continued from Page 1)

their programs be examined to determine whether they are in line with the program intent filed by the stations when they were first licensed. Included among the ten were some of the oldest and most powerful stations in the country—including KDKA, Pittsburgh; WBZ-WBZA, Boston; WCAU and KYW, Philadelphia; WTIC, Hartford; WGAR, Cleveland; WHO, Des Moines; WLAC, Nashville, and WAPI, Birmingham. was fed by Mutual; KECA by Blue; KNX by Columbia and KFI, NBC. KMPC took to air 5:45 a.m., fifteen minutes earlier than usual and carried much material by Vance Graham of its news staff who is covering San Francisco United Nations conference. A dramatic fantasy dealing with two dead American soldiers determined to reach Berlin and Berchtesgaden highlighted KMPC's coverage.



MacFarlane in San Francisco

Once again W-I-T-H has sent its crack news analyst, Ian Ross MacFarlane, far from home to cover an important event for Maryland listeners.

This time MacFarlane is in San Francisco covering the big conference of the United Nations.

Twice each day Baltimore hears the story-behind-the-story-behind-the-scenes, as its favorite newsman sees it.

This is typical of W-I-T-H programming that makes this successful independent "The People's Voice in Baltimore."



W-I-T-H IN BALTIMORE

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

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

THE YANKEE NETWORK

THE MAN WHO KNOWS
ALL THE ANSWERS
LISTEN TO

"THE
ANSWER MAN"

MONDAY THRU FRIDAY

6:30 P.M.

SPONSORED BY
GILCHRIST'S
W N A C

Another
**YANKEE
PARTNERSHIP**
for
1945

Sponsored

WNAC, Boston
by Gilchrist's Dept. Stores

WEAN, Providence
by The Shepard Co.

QUESTIONS from radio listeners of all ages, all over New England, are answered in rapid-fire order on this entertaining, educational feature appealing to the whole family.

Available for **Local Sponsorship**

WAAB Worcester
WHTD Hartford

6:30 — 6:45 P. M.

Monday through Saturday

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

WHAT AMERICA'S YOUNGEST NETWORK IS DOING ABOUT

The Blue Network has its own philosophy about Television

We start out with the premise that television must be *economically sound* before it can become successful. We feel that the most important consideration in television today is *advertising economics*.

Radio succeeded because it is *practical*: because advertisers learned to team up entertainment and selling, and to do it within a sound budget. This brought *radio* from a novelty into an important part of living in 33 million homes.

America's *advertisers* made present-day radio possible. Competition among sponsors for large audiences made radio increasingly better.

Advertisers and their agencies will play just as important a part in *television*. That's why *we* are not planning to "take over" the building of commercial television shows. And that's why we approach television from the standpoint of *advertising economics*. Our policy, we believe, will make it *practical* for advertisers to get in and create good video shows: to utilize television more quickly. And as it did in radio, this will speed the growth of this new industry.

The People and Critics Say, "It Works"

Blue has a regular television schedule. Our televised programs are adaptations of successful radio shows; thus, they have an assured audience interest. *And we start out by taking advantage of what we have learned about listening audiences*, rather than by trying to interest them in some experimental form of entertainment.

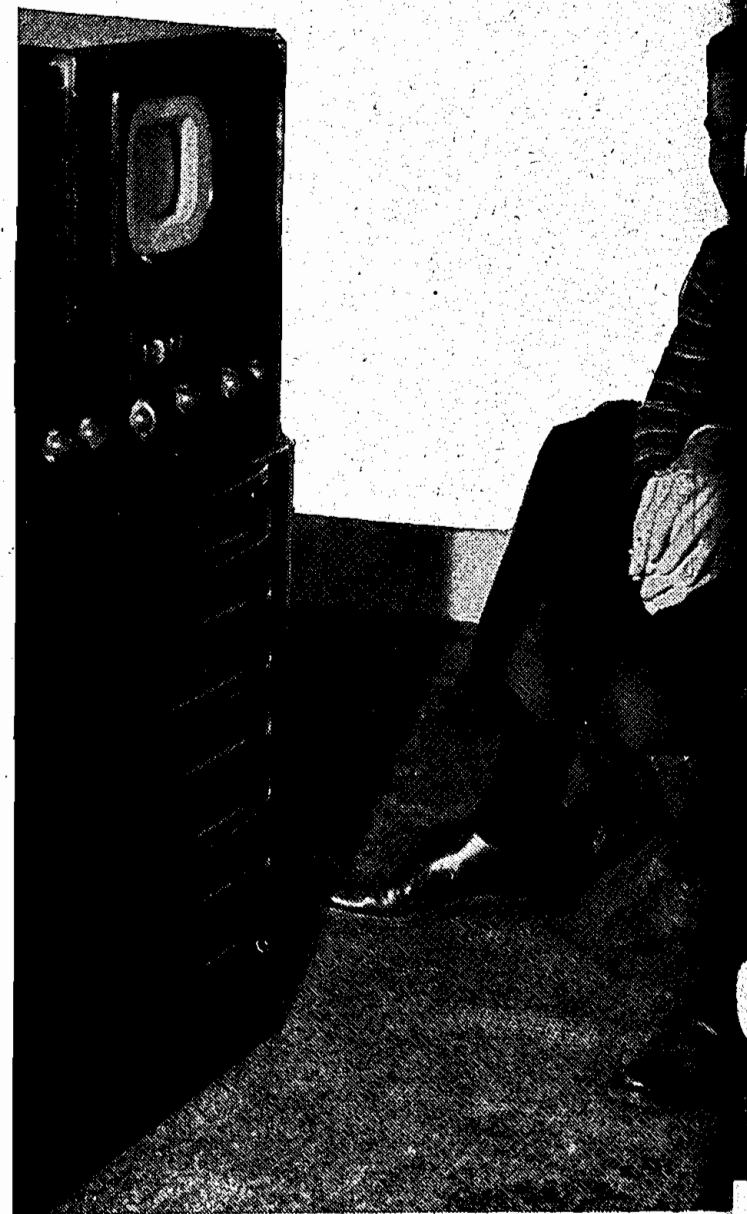
Costly experimental work will, we realize, play its part. But it is most important now to give television a commercially practical birth. And the televising of proven and economical radio shows is the best way to do it.

Our programs are televised on a *regular weekly schedule*—like radio programs—because we know that this is the only way to build a television habit.

Every Sunday on General Electric's WRGB in Schenectady, we are televising "Ladies, Be Seated." On Dumont's WABD in New York we presented "Quiz Kids," "On Stage, Everybody," and currently WJZ's John David show, "Letter to Your Serviceman."

After one month of "Ladies, Be Seated," Schenectady audiences gave this program the highest rating ever obtained by a television show.

After two weeks, "On Stage, Everybody" was the most



viewed and most popular with Dumont's New York au

We got these facts from these stations' polls checked up on them by talking, ourselves, to the who have watched and heard our shows.

We have great confidence in our television. People like the programs, and they are *economically sound*.

That, we think, is the foundation of practical television development.

AMERICAN BROADCASTING COMPANY

The Blue Network

TELEVISION



THIS is Kenneth C. Bardin and his family of Albany. They are listening to "Ladies, Be Seated." Says Mr. Bardin, "'Ladies, Be Seated' is a good radio program. Now that we can see as well as hear it, it's wonderful!"

VARIETY goes along: It says—"Network (Blue) execs and its video department know whither they are going. Their carefully planned programming in television . . . was a success. From a commercial point of view, all signs point to peak returns . . . They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised. Johnny Olsen and Penny as m.c.'s are boff video material."

Says **BILLBOARD**: "It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled, we'd buy it fast."



Mr. & Mrs. W. J. McLaughlin, family and friends, of Troy, New York.
 "We always have enjoyed 'Ladies, Be Seated,' but we are very glad we have a television receiver so that we can also see it."



Mr. & Mrs. Louis F. Cordini and Family, 185 West Houston Street, New York City.
 "After listening to 'The Quiz Kids' on the radio, we got an added kick out of seeing them."



Mr. & Mrs. H. J. Mandernack, with son Peter and daughter Donna, Schenectady, New York.
 "The whole family gathers around and can see it as well as hear it. It's just grand."



Here in the Slutchak home, Brooklyn, New York, they are watching their first telecast of that popular radio feature—"The Quiz Kids." Says Mrs. Rose Slutchak, "We like it very much, especially Joel."

Capital Takes News In Serious Mood

(Continued from Page 1)

that there must be no let up in the job still to be accomplished. From the White House, the Senate, the House, the War and Navy departments and from half a dozen broadcasting studios in Washington radio flashed across the country the words of dozens of the nation's leaders. These words did not minimize the effect of the victory achieved—but they stressed the magnitude of the remaining fight.

Speaking for the broadcasting industry, NAB President J. Harold Ryan issued the following statement:

"The announcement that the United Nations in a combination of free peoples have brought about official cessation of hostilities in Europe and that V-E Day is here is a source of deep satisfaction to the people of America. Under different circumstances there would be widespread rejoicing. However our inclination to rejoice is tempered by a sobering realization of the cost of the victory and of the responsibilities which lie ahead. The road to Tokyo is, according to our military leaders, a long and a hard one, certain to involve the loss of many more brave men. There is much yet ahead of us in dealing with the remnants of our European enemy.

"This is a time for solemn contemplation and a renewed determination to rid the world of the forces of aggression and to bring about a basis for a lasting peace among all nations.

"The broadcasters of America take just pride in the role which they have played in keeping our people informed, in relieving, through entertaining and instructive programs, the tension incident to war, in carrying to our military forces throughout the world especially prepared inspirational programs in the interest of morale, and in assisting the government in its monumental task of maintaining civilian production and morale. We pledge a continuation of radio's all-out effort."

Lombardo For War Bond Tour

Guy Lombardo, with his band, leaves this week-end on a war bond tour. He will appear in Buffalo on Monday, and in Richmond next Tues.



A Day To Remember . . .!

● ● ● Well, this is it! After a couple of dress rehearsals, the curtain was finally raised on V-E Day yesterday before an SRO house. Call it an anti-climax, if you will, or merely an intermission between many more weary months of war, but don't sell short the electricity in the air, the thrilling roar of the surging crowds, the releasing of emotions pent-up too long. All up and down radio row, people huddled together in excited little groups, repeating the wonderful news over and over again, squeezing out the last drop of happiness and relief. Radio responded nobly to the gigantic task facing it, that of informing the civilized world that the nightmare of Europe was no more and that the bluebirds, not enemy dive bombers, will once again fly over the white cliffs or Dover. In the midst of all the hysteria, however, looms one sobering thought. And that is that the war is NOT over—and that V-E Day IS but an intermission leading to more hardships, and sacrifices and blood-letting. "Remember Pearl Harbor" is not just an idle slogan nor has the final curtain descended in the land of the rising sun. As an ex-GI, we feel fairly safe in stating that the one fear in every soldier's mind is that he may be forgotten. That is the one unpardonable crime we cannot commit against the service man—the man now in service and facing a still formidable enemy. He doesn't mind our dancing in the streets for joy—but we can't help but feel it would be more appropriate if we danced with tears in our eyes. Tears of gratitude that this much, at least, is over—and tears to show we have not forgotten that the stage is being set for the toughest campaign of them all, the Far East. And above all, remember "Remember Pearl Harbor."

★ ★ ★

● ● ● Roy Howard displayed a big league brand of sportsmanship by rushing to AP's defense and interceding in their behalf after Gen. Eisenhower had suspended their filing privileges in Europe. Howard's gesture was doubly significant in view of his own experience when, as a correspondent in the last war, he himself came under terrific fire for his part in the 'phony first Armistice flash.

★ ★ ★

● ● ● V-E Day Small-Talk: At the very moment the first V-E flash was coming over the tickers, the Blue Network's national production manager, Adrian Samish, was down at the induction center taking his physical. P.S., he was rejected. . . . Most of the top shows last nite—Bob Hope, Fibber McGee, Ginny Simms, Lum 'n' Abner, Alan Young, etc.—weren't caught with their scripts down. All of them were slanted toward the Big Event. . . . For the first time in their career, probably, Alfred Lunt and Lynne Fontanne were cancelled off the air—to make way for Mrs. FDR, who expressed her pride in the American people. . . . Clergymen of all faiths appeared before the mike to deliver V-E Day messages. . . . Mother's Day takes on an added meaning this year, President Truman calling on all to join on that day in solemn prayer for the task still ahead of us. . . . The air was filled with such voices as President Truman, Churchill, Gen. Eisenhower, Gen. MacArthur and Harry Hopkins, while recorded messages came over from Generals Patton, Hodges, Brereton, Simpson, Patch and Gerow. . . . When Italy fell, Arturo Toscanini led the NBC Symphony in what he called Victory Act I. Last nite at 8:30 over NBC, he presented Victory Act II, featuring Beethoven's Fifth Symphony for the occasion. . . . Bill Brooks, NBC News and Special Events head, finally got a chance to ring the 4th chime (an emergency thing which calls all employees to work plus telling the affiliates to stand by for an important announcement)—only to be cut off by the engineer who switched to the White House. . . . Chet LaRoche, vice-chairman of the Blue, paid a stirring tribute to all reporters covering the war—a fitting recognition of what the typewriter brigade had to put up with over there.

★ ★ ★

—Remember Pearl Harbor—

Ryan Urges Congress To Regulate Petrillo

(Continued from Page 1)

Senate both last fall and again this year.

Ryan said it is obvious that the executive agencies of the government have been unable to curb Petrillo—pointing out that he has simply paid no attention to their orders. Only through legal means can he be made to behave, Ryan said—through legislation either not yet on the books or not properly interpreted.

Petrillo's claim of unemployment is ridiculous at this time, Ryan said, and if unemployment were a pertinent argument, he added, it would be unfair to blame radio because radio has not caused it. "Radio," he said, "has not harmed, it has rather benefited, the professional musician. It has increased his compensation and improved his status."

While the union has been impeding radio and failing to deliver during the war period, he pointed out, radio has given untiringly and to the fullest in the furtherance of the war effort.

Ryan pointed out also that Petrillo is now threatening the future of television with the ban on participation by AFM members in television programming.

Swarthout On RCA Show

Gladys Swarthout, mezzo soprano of the Metropolitan Opera Company, will be heard as guest on "The RCA Program" next Sunday at 4:30 p.m. over NBC. Richard Huey, baritone, will be featured on the program with Miss Swarthout.

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 WFGP their VACATION-STATION.

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

W F P G

ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio

WFGP—Atlantic City, N. J.

WJPA—Washington, Pa.

WKNY—Kingston, N. Y.



"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

V-E Day Cover Completed

President Truman And Churchill Climactic

(Continued from Page 1)

taken on an altogether different complexion. Whether or not the close of the European war will soon change the setup of news programs remains to be seen. That the number of such periods will diminish appears logical at present. Obviously, considerable emphasis and added coverage will be given to the Eastern war news and the ETO correspondents will do a routine resume of political activity.

V. M. Molotov, Russia's Vice-Commissar of Foreign Affairs, was heard on all networks from San Francisco starting at midnight last night in a short farewell talk to the American people. His address, spoken in Russian, was translated into English sentence by sentence.

Large Audience At 9 a.m.

With President Truman set for 9 a.m., EWT on all networks and many independent outlets, Prime Minister Churchill, who also spoke to the English Empire and soldiers at the same time, was heard here at 9:07 a.m. in transcription. Some stations put Churchill on a little later. At 7:20 a.m., CBS stated that it had picked a Russian broadcast in which Premier Josef Stalin announced officially to the Russian people the victory over the German Army and cessation of general hostilities.

Commentators and regular news periods were heard along with special programs until 10 a.m., EWT when special overseas program from ETO brought messages from Air Chief Marshal Tedder; General Omar Bradley; Field Marshall Montgomery; General Jacob Devers and Admiral Lord Stark. This was followed later about 11 a.m. with a broadcast from Paris with messages from Generals Patton, Patch, Hodges, Simpson, Brown, Brereton and Crerar. These messages in some cases were heard in transcription.

Meanwhile, special pickups were being on everywhere on the dial.

WOR-Mutual rounded up Congressmen in Washington; CBS took the mike on a countrywide tour for a cross section of reaction of people in all walks of life. All webs brought in their San Francisco commentators, as well as special commentary from their overseas correspondents. Messages from the five-star generals were heard around 1 p.m. These had been arranged by the Army, Navy and Marine Corps. Throughout all the talks, the war with Japan was stressed at one time or another. Religious programs of special nature were prevalent.

Recording by General Eisenhower, made after the surrender papers were signed by the German representatives was put on the air early, shortly after 9:30 a.m. Blue gave descriptions of the pandemonium in Times Square and while sandwiching in regularly scheduled shows at times, these were adapted to fit the occasion. This was also true of MBS, although NBC and CBS threw out its commercials, excluding news periods.

King George At 3 p.m.

King George of England was heard as scheduled at 3 p.m., EWT giving a

Non-Com

Commercials were practically non-existent on CBS last night as two splendidly produced, 60-minute special shows followed one another from 8-10 p.m. The first, "Hollywood Victory March," produced by Charles Vanda, had Frank Sinatra, Nelson Eddy, Charles Boyer and the orchestras of Leith Stevens and Robert Armstrong. The second was Norman Corwin's "On a Note of Triumph," based on the rise and fall of Nazism. Martin Sable was the narrator. Earl McGill's "Look to the East" went on the network at 10:45 p.m.

resume of the great trial of the past five years and carried out the theme of continuing the war against the last aggressor country, Japan.

Rebroadcasts of King George's talk, also most of the highlights and important personages who spoke earlier in the day, were scheduled on many stations and most of the webs. Some of these were heard on the Blue at 9 p.m. and WOR-Mutual also did considerable rebroadcasting for those who did not hear the original shows. WOR also carried a goodly portion of the ceremonies on the Mall in Central Park.

CBS had a particularly heavy schedule and made a possible 75 entries on its log for the V-E Day coverage between 8 a.m. to 12:24 p.m., EWT. Rest of the day while busy did not quite have as wide a series of individual entries. These included the around-the-world pickups plus reaction from foreign Capitals, as well as the reaction of many locales in the U. S.

Long planned, NBC's log included

Mrs. Eleanor Roosevelt coming before the mike as well as television. Special roundups included mobile units covering various parts of the country as well as overseas. This is of course in addition to the pooled and other pickups by all networks, and its commentators all over the world. In the evening NBC's commercial program casts were heard in special programs, including Ginny Simms, Perry Como, Fibber McGee, Bob Hope and others. The Ginny Simms broadcast for Philip Morris featured the re-lighting of the Statue of Liberty in New York Harbor.

From 5:03 to 5:30 p.m., and again from 6:03 to 7:00 p.m., WMCA presented portions of New York City's V-E Day ceremonies broadcast from the Central Park Mall. At 5:30 and at 10:03 p.m., re-broadcasts of President Truman's and Prime Minister Churchill's speeches were presented for the benefit of listeners who had not had the opportunity to hear the national leaders earlier in the day. At 7:03 p.m., Leon Gould, head of WMCA's War Services Division broadcast from Europe on V-E Day celebrations on the continent. Throughout the day, all pooled broadcasts were carried.

The feature of WNYC's service to its listeners, in addition to the carrying of the pooled broadcasts, was the broadcasting for five hours of the special program from the Mall in New York's Central Park.

WHOM's V-E Day broadcast combined President Truman's proclamations, speeches by King George, Prime Minister Churchill and victorious allied military leaders, with special programs of prayer and celebration in English and foreign languages prepared by the station staff. Dale Morgan, special events director, interviewed war workers on jobs at Long Island plants and citizens celebrating in Times Square, Central Park,

King George And Mrs. Roosevelt Broadcast

Hotel Commodore and Barbizon Plaza. Protestant, Catholic and Jewish clergymen offered thanksgiving prayers in English, Italian, Jewish, Polish and German.

Portions of the New York Central Park celebrations were taken.

WHOM's foreign correspondent, George Grim, shortwaved from overseas.

Special Tele Shows

Sobriety was the over-all mood of the special television programs telecast by New York's three tele stations, WNBT WABD and WCBW. Unprecedented in the history of television perhaps is the 24-hour-a-day schedule that has been maintained by NBC's tele station.

The day's television feature undoubtedly was the appearance of Mrs. Roosevelt, who, interviewed on WNBT by George Thomas Folster, (Continued on Page 8)



THE TIME to start the wheels of industry is indicated by the screech of factory whistles... and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

KNOW YOUR ABC's about KOA

KOA'S "AREA OF INFLUENCE" IS SOMETHING MORE THAN A CITY— MORE THAN A COUNTY—MORE THAN A STATE. IT'S A LAND ITSELF—KOA-LAND.

FIRST in DENVER KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Winner of 1944 VARIETY AWARD for "Outstanding Program Origination" KTLZ DENVER REPRESENTED BY THE KATZ AGENCY CBS 560 KC.

Democracy's Leaders On Radio V-E Day

(Continued from Page 7)

NBC correspondent, warned against apathy and war-weariness.

The program over Du Mont's WABD was a co-operative production with the television department of the Blue Network. Televised at their regular time, from 8-10 p.m., EWT, a hitherto restricted-to-screening-for-servicemen film was screened for the public's consumption for the first time. Other films projected the Jap atrocities and the return of our servicemen to Guam. Religious representatives of all faiths were televised in prayer. Other films based on the Blue Network newsroom activity and the crowds at Times Square were also televised. Consultant producer of the program was Harvey Marlowe. Blue Network announcers who participated: Walter Herlihy, Tom Reddy, Bruno Shaw, Raymond Moley, Walter Kiernan, William S. Gailmor, John B. Kennedy, Leon Decker, Creighton Scott, Leland Stowe, and Lisa Sergio. Sam Cuff, general manager of WABD, gave the special commentary on the final edition of "The Face of the War in Europe." Frances Scott was the interviewer of groups of people who represented the countries of Europe formerly dominated by the Germans.

CBS' tele station WCBW cancelled its regular program, but went on at 8 p.m., EWT. Program opened with a rebroadcast of President Truman's and Prime Minister Churchill's proclamations; resume of the news by Allan Jackson; military representatives of the Allied Nations and their analyses of the war in the Pacific; soldiers and sailors from both theaters of war; own original 16 mm films of people at Times Square and other congested areas; chronological film of the war. Production was under supervision of Gilbert Seldes, directed by Leo Hurwitz and assisted by Henry Cassirer; scripted by Jackson, Lela Swift and Seldes; interviews by Arthur Godfrey, John Reed King, Dwight Cooke; film edited by Rudolph Bretz and sound effects by Charles Holdon.

San Carlo On WNYC

WNYC will be the only independent station to broadcast the San Carlo Opera performances to originate at the Centre Theater, Mon., Tues., and Wed., May 14, 15 and 16. They will be broadcast from 8:30-10 p.m.

Send Birthday Greetings To—

May 9

Bill Adams	Carolyn R. Mosor
Beatrice Lillie	Ray Clancy
Paul Page	Bert Whaley
Dolla Orion	Eddy Manson
	Joanne Ramsey

V-E DAY VARIATIONS

Thanksgiving On WTIC

Hartford, Conn.—A special thanksgiving service with Gov. Raymond E. Baldwin as principal speaker highlighted WTIC's observance of V-E Day. In addition, prayers by representatives of three religious faiths, Protestant, Jewish and Catholic were presented in the auditorium of the Travelers Insurance Company. In the auditorium was a choir of 200 mixed voices made up of members of Travelers Choral Club and other well known singing organizations.

During the day WTIC's mobile unit travelled about city picking up street interviews with soldiers and citizens in various walks of life.

Memphis Station Ready

Memphis—WHBQ was not caught napping when official V-E Day arrived. A complete program for that day had been prepared in advance with special commercials for all local programs. Special prayers had been recorded by all denominations. Senator H. D. McKellar, Congressman Cliff Davis, and Mayor Walter Chandler as well as political leaders and citizens had made recordings for V-E Day presentation. Wounded servicemen from Kennedy General Hospital expressed their reactions and war plant employees came to the WHBQ microphone to urge labor not to let down until after V-J Day.

WCAU Varied Programs

Philadelphia—WCAU gave Philadelphia comprehensive coverage on V-E Day with Norris West, war program director, describing events from Liberty Bell Chamber at Independence Hall and staging two "man in the street" remotes. Day's broadcasting was climaxed by a special round table discussion with WCAU's feminine commentators Katharine Clark and Besse Howard in which they pointed out in a sober way that the war is still to be won.

College Web Unified Show Set For Debut Tomorrow

(Continued from Page 1)

leges to carry the special one-hour program are: Wellesley, Radcliffe, Harvard, Brown, Yale, Wesleyan, Williams, Union, Princeton, Swarthmore, Haverford and Bryn Mawr. The program will be heard from 8-9 p.m., EWT.

"Beulah" In Own Show As Summer Replacement

(Continued from Page 1)

three characters and Ray Sinatra's orchestra. Script is by Phil Leslie and producer will be Helen Mack. Program which will be heard in the Pearce time Sat. 10:15-10:45 p.m., EWT over CBS network, will start late in June or early July. Roche, Williams & Cunyngnam is the agency.

WAAT Rebroadcasts Talks

Newark—Ministers representing 15 different denominations were heard on WAAT yesterday in connection with the station's V-E Day observance. In addition WAAT rebroadcast the remarks of President Harry S. Truman and Prime Minister Churchill at three different periods during the day.

P. A. System Used

Fort Wayne—This city first heard the official announcement of V-E Day from the booming loudspeakers atop Indiana's tallest building the Lincoln Tower where WOWO had placed its lines. Tower speakers are ordinarily used only at Christmas time to broadcast carols and songs of peace, which made this a fitting setting for the historic message of peace in Europe.

Conference Diplomat Heard On "V-E Day"

(Continued from Page 1)

task of building a United Nations security structure that will end wars. Edward R. Stettinius, Secretary of State, spoke first as the representative of the United States. He was followed by Wellington Koo for China, Anthony Eden for Britain and Georges Bidault for France. The first three spoke in English, M. Bidault spoke in French and was followed by a translator.

It was the official V-E Day broadcast from the United Nations conference. Being strictly a broadcast program it was attended only by radio newsreel and press representatives. Through all networks and short wave it was carried to all parts of the world.



*record-breaking
record jockey!*

The radio personality who conducted remote broadcasts with 42 "name" bands in one year—more, as far as we know, than any other similar star—

was STEVE ELLIS!

The radio personality who performed (for a gigantic Marine Corps Ball) the "greatest job of one-man production, announcing, and emceeing in 1943"—

was STEVE ELLIS!

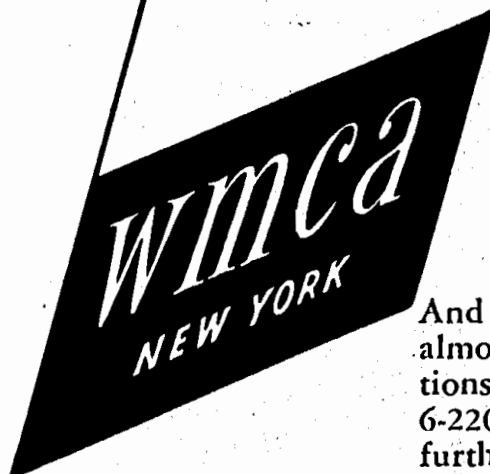
The radio personality who did that top-flight all-night emceeing job on a New York network key station—

he, too, was STEVE ELLIS!

That's why the star WMCA called in to conduct its colorful and varied record show, "The Music Box" (9:30-11:30 am, Mon.-Sat.)—

is STEVE ELLIS!

And that's why—in 3 months—Ellis is almost sold out! But a few participations are still available. Call Circle 6-2200 or Weed & Company for further facts and figures—today.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 31, No. 29

NEW YORK, N. Y., THURSDAY, MAY 10, 1945

TEN CENTS

Radio Citations Planned

Don't Fear Too Much Haste In Re-Successor To Ryan

Washington Bureau, RADIO DAILY

Washington—Recent announcement that J. Harold Ryan wants an out from the presidency of the NAB this summer has resulted in the usual jumble of proposed candidates, but the consensus as it comes from all quarters is that the NAB members do not want another NAB "interim" head. Serious-minded members are of the opinion that plenty of good men will be available as the wartime pressure eases up. That these men may be in the service at present or engaged in some important war effort should not be a bar to their ultimate possibilities as an NAB president.

Suggestions have been made that the NAB get along with a managing director.

(Continued on Page 6)

TS Officers, Directors Will Be Voted On Today

Officers and members of the board of directors of the American Television Society will be elected today in the auditorium of the Museum of Modern Art. No additional nominees other than those proposed by the nominating committee were made for the four offices in the society, therefore, the current slate will be re-elected.

(Continued on Page 6)

N. Y. Advertising Women Re-elect All Officers

Entire slate of Advertising Women of New York officers which served during the 1944-45 club year were turned to office at the annual meeting of the club, held May 9. Five new officers were elected.

(Continued on Page 6)

Good News

San Francisco—Of all the NBC staff men on the air from San Francisco, Ben Grauer alone showed signs of real rejoicing on V-E Day. Just before he went on the air he was handed a telegram from the mother of one of his closest friends, Lt. Abbott Sidney, a bombardier of New York reported missing for the last eight months. Wire stated that Lt. Sidney is a prisoner.

Churchill Today

Winston Churchill, Prime Minister of Great Britain, will deliver an address starting at 3 p.m., EWT, today over the major networks commemorating the fifth anniversary of his elevation to his present post. Reports are that the talk will be lengthy and detailed in character.

Shortwave Operations To Be Based In Frisco

Washington Bureau, RADIO DAILY

Washington—Paring down by at least 50 per cent within the next two months of shortwave broadcasts from this country to Europe is expected from the OWI, which is now at work on a revised budget to conform with the new demands of a one-front war. Expansion of West Coast operation is scheduled, with San Francisco to supersede New York as an operation base. Details of the expansion—and of the reduction in the New York force—are not yet worked out.

In addition, ABSIE will be off the air.

(Continued on Page 6)

Corwin's V-E Day Show To Be Repeated Sunday

As a result of strong and favorable reaction from the radio audience, CBS will repeat the Norman Corwin show, "On A Note of Triumph" which was heard Tuesday night over the networks at 9-10 p.m., EWT. Repeat will be on Sunday.

(Continued on Page 2)

WPB Official Appraises Radio Production Outlook

Washington Bureau, RADIO DAILY

Washington—Members of the WPB's radio and radar industry advisory committee have unanimously approved a proposal of the radio and radar division to authorize civilian radio production as soon after V-E Day as military requirements fall below stated levels. L. J. Chatten, division director, announced during a conference here.

Profits are rolling in to WLAW advertisers. The market is Industrial New England. Advt.

Kiwanis Radio Awards Week Of May 13; All Broadcasters In United States And Canada Included

Du Mont Gives Report On Year's Operations

Annual report of the Allen B. Du Mont Laboratories, Inc., shows that net sales for 1944 were \$9,129,507; profits before Federal income taxes and renegotiation were \$1,494,195; and earnings after provision for Federal taxes and renegotiation were \$347,195. Net sales for 1943 came to \$4,648,346; profits before Federal income taxes and renegotiation were \$1,494,195.

(Continued on Page 7)

American Forces Web Shifts Men In London

British Bureau, RADIO DAILY

London—Lt. Karl Hoffenberg, formerly with WGN, Chicago, has been named head of the American Forces Network, London, following the vacancy created by the elevation of Lt. Col. John S. Hayes to the associate director.

(Continued on Page 2)

FTC Action Against Fada Alleges Misrepresentation

Washington Bureau, RADIO DAILY

Washington—Fada Radio & Electric Co., Inc., of Long Island City, N. Y., and its president, Jacob M. Marks, are charged in a complaint issued by the Federal Trade Commission with misrepresentation.

(Continued on Page 6)

Chicago—All radio stations in the United States and Canada will be awarded certificates of citation during Kiwanis Radio Week, starting May 13, in recognition of the radio industry's contributions to the war effort and the service of local stations to their respective communities. The citations will be presented by the Kiwanis Club of Chicago.

(Continued on Page 7)

Truman's 64.1 Rating Maintains Its Ground

Tentative rating given President Truman's proclamation of the German surrender, will stand, according to C. E. Hooper, Inc. who carried out the survey for CBS. Given a new high of 64.1 President Truman exceeded all other listeners to a single time which would be an estimated 64.1 per cent.

(Continued on Page 7)

Tele And AM Application Filed In Washington

Washington Bureau, RADIO DAILY

Washington—Applications for an FM and a commercial television station in Miami Beach, Fla., were filed with the FCC yesterday by A. Frank Katzentine, licensee of WKAT in that city. Application was filed also for a radio station.

(Continued on Page 7)

Reminder

Detroit—Radio listeners in the Detroit area yesterday heard wounded veterans of the Pacific war tell about the necessity of continuing full production in this "Arsenal of Democracy." In a fast tour in and out of studios eleven Purple Heart wearers from Percy Jones Hospital visited 22 programs from early morning to evening, the day after V-E Day.

They'll get to know and buy your product if you tell and sell them thru WLAW. Advt.



Vol. 31, No. 29 Thurs., May 10, 1945 Price 10 Cts.

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

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

Coming and Going

WALTER WINCHELL and EARL WILSON, newspaper and radio columnists, have left San Francisco for Hollywood.

CHARLES MICHELSON, head of the transcription organization bearing his name, off on a trip to visit clients in Chicago, St. Louis and Cincinnati.

CEDRIC FOSTER, commentator on the Mutual network, has returned to New York following a business visit to the West Coast.

PAUL SHANNON, announcer on KDKA, Pittsburgh, who narrated for Paramount Newsreel the inauguration ceremonies of the late President Roosevelt, is in Gotham for some more work with the cinema newsies.

VERNON RADCLIFFE, ELLA MASON and DR. WALTER EDDY, of the American Institute of Home Products, in Boston yesterday for the dinner tendered Dr. Eddy by the Yankee Network.

ARTHUR PRYOR, vice-president of BBD&O in charge of radio, and GERTRUDE SCANLON, account executive with the agency, are in Philadelphia for conferences with clients.

RAYMOND GRAM SWING, Blue Network commentator, is back in the East from San Francisco and is again originating his broadcasts in Washington, D. C.

HEDDA HOOPER, who covered the San Francisco conference for the Blue Network, has returned to Hollywood with her two assistants, MOLLIE MERRICK and TREVA DAVIDSON.

V. N. "BUD" SPRINGGATE, sales manager of KXOK, St. Louis, in Chicago for a few days on station business and to look in on several friends in the Windy City.

DUANE JONES, president of the advertising agency bearing his name, is back in his New York office following a business trip to the West Coast.



American Forces Web Shifts Men In London

(Continued from Page 1)

directorship of the Troop Broadcasting Service, SHAEF and the promotion of Major Bob Light to the chief executive post in Paris.

In his new post, Lt. Hoffenberg now supervises AFN's London broadcast activities to the troops in the United Kingdom and on the continent, and figures largely in the planning of AFN's post-war programs.

Staff Sgt. Harry Lytle, formerly of WBNS, Columbus, takes over Hoffenberg's post as program director. Other newcomers to the staff of AFN are Pvt. Sloan G. Finley, former announcer and newscaster of WMC, Memphis; David Scott, former engineer of WAAT, Newark, named engineering chief of AFN in London; Staff Sgt. Varner Paulsen, former production manager of WIP, Philadelphia, as production head and the addition of three Navy men, Charles McMahon, former announcer of WCPO, Cincinnati; Mel Johnston, former announcer of Danville, Va. and Norman Sickel, formerly of WNEW, New York, and KYW, Philadelphia.

Corwin's V-E Day Show To Be Repeated Sunday

(Continued from Page 1)

be heard at 11 p.m., EWT Sunday night.

Program which was specially prepared as V-E Day feature, was written, produced and directed by Corwin. Bernard Herrman wrote the special music and Lud Gluskin conducted the orchestra. Martin Gable was narrator, plus a cast which included folk singers and actors particularly good at dialects. CBS states that its switchboard was swamped following the original broadcast and many radio editors who missed the program due to no publicity build-up in advance, have also made requests for the program.

FINANCIAL

(Wednesday, May 9)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 10, 1925)

The Brunswick-Balke-Collendar Company has agreed to pay \$1,500 a year to the American Society of Composers, Authors and Publishers for the privilege of broadcasting music by the society's members two hours a week over WJY. WEAJ was one of the first stations to enter into such an agreement.

Young Lady Available

Seven years experience in every phase of network and station operation, servicing national and local accounts, brings you an experience you may use with profit in your agency's radio department. Write RADIO DAILY, Box 166, 1501 Broadway, New York 18, N. Y.

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

WDAS

AUDIENCES HAVE BEEN Loyal

FOR MORE THAN TWENTY YEARS

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



Made to order

There's another kind of made to order... it's in Baltimore radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest market... it's the W-I-T-H coverage. For it's a fact that W-I-T-H, the successful independent, delivers more results per dollar spent than any of the four other stations in town.

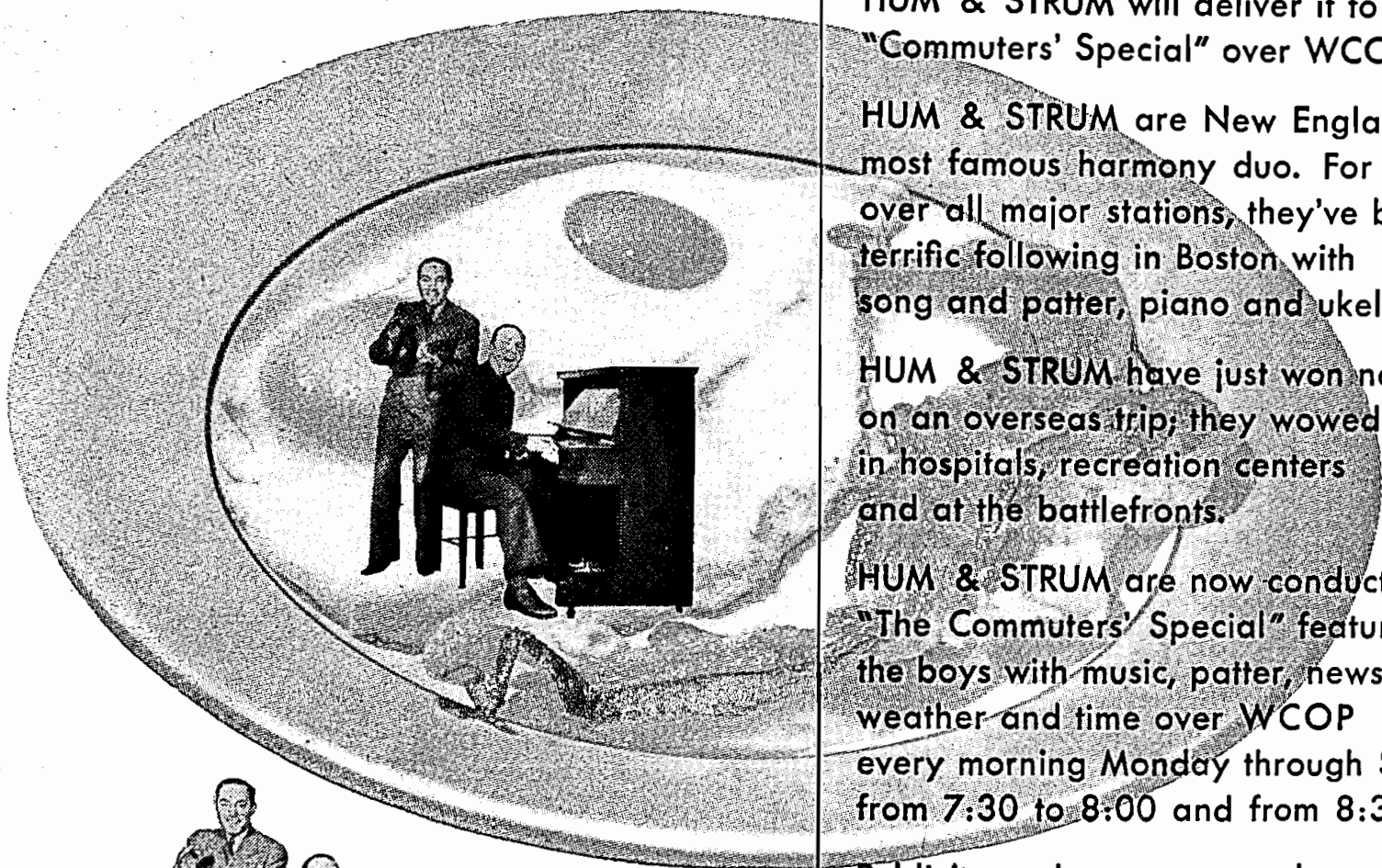
If you're thinking about the oldtime "buyer" market that's on its way back... you'll want to know more about W-I-T-H. That's the Baltimore station that sells merchandise. It always has.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

"Want Boston at breakfast?"



HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's most famous harmony duo. For twenty years, over all major stations, they've built a terrific following in Boston with song and patter, piano and ukelele.

HUM & STRUM have just won new laurels on an overseas trip; they wowed GI's in hospitals, recreation centers and at the battlefronts.

HUM & STRUM are now conductors on "The Commuters' Special" featuring the boys with music, patter, news, weather and time over WCOP every morning Monday through Saturday from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are sewing up new and greater audiences. Participations are available in one-, five-, ten- or fifteen-minute units. Every one of them will cash in on the buying decisions which are made at Boston breakfast tables!

For humming sales get aboard the "Commuters' Special" with

HUM & STRUM

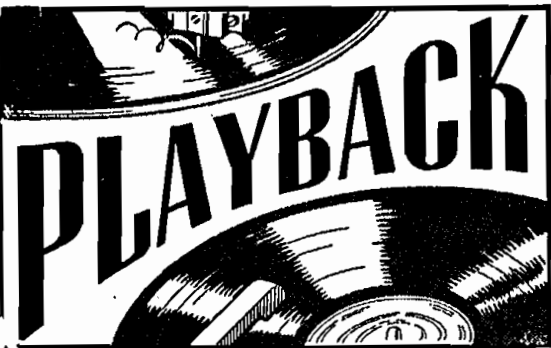
**Every morning Monday through Saturday
from 7:30 to 8:00 A.M. and
8:30 to 9:00 A.M.**

NEW TO THE BLUE JUNE 15th

WCOP Boston

A COWLES STATION

Costs and availabilities through any Katz office



California Commentary!

● ● ● Joe Alvin, NBC Western division's news and special events director, and Hal Bock, the division's publicity director, have returned to their Hollywood posts after attending United Nations Conference sessions in San Francisco. . . ● John Wald of the "Rich-

Los Angeles

field Reporter" has been shuffling to and from San Francisco and was in Hollywood Sunday to do his chores on the Eddie Bracken show. Dick Joy journeyed to San Francisco and Portland to do the spieling on Phil Baker's "Take It Or Leave It" stanzas. Wilton Gunzendorfer of KSFO, San Francisco, and Philip G. Lasky of KROW, Oakland, were among the station managers who heard Brigadier General Romulo and Phil Baker at the San Francisco Press Club. In attendance also were H. V. Kaltenborn, William L. Shirer, James Abbe and other commentators, while publicity men included Milton Samuels and Bob Hall of Pacific Blue, who headquarter in Hollywood. Henry Orbach, the Pacific Blue's news director, choo-chooed back to Hollywood to prepare for V-E Day developments. Bill Pennell, KFWB announcer, who has been attending the San Francisco confabs, has also returned to the film city.

★ ★ ★

● ● ● Bill Henry, CBS commentator who has been covering the Security Conference moves, will be among the speakers at the eleventh annual Matrix Table banquet to be held at the Hollywood Roosevelt, May 11. Ona Munson will act as mistress of ceremonies, while Gracie Allen and Jack Bailey will be among the speakers. Jean Meredith, assistant publicity director at Columbia Pacific, is president of the Los Angeles Alumnae, Theta Sigma Phi, who sponsor the affair. Garry Moore, Jimmy Durante, Ray Bolger, H. L. McClinton, Harry Witt, Frank Conrad, Hal Bock, Charles Herbert, Margaret Ettinger, Everett Crosby, Howard Petrie, Eddie Jackson, Les Raddatz, Noel Corbett, Jean MacFarland, Hal Carlock and Chet Brouwer were among those who attended the cocktail party tossed by the N. W. Ayer agency. Al Jarvis has organized the "Make Believe Ballroom Four," instrumentalists. The new group has opened at the Swing Club, Hollywood, with Frank Laine as soloist.

★ ★ ★

● ● ● Tom Hargis, KNX program manager, has appointed Alan Keyes to the post of staff announcer. The two formerly worked together for NBC in Chicago. Announcer-Commentator Jim Doyle will soon be spieling on all four major networks, if a deal now pending materializes. The guys and gals at Columbia Square are rather proud of Hurd Hatfield, who plays the starring role in M-G-M's "The Picture of Dorian Gray." A few years ago he spent a season working as a stage-hand at CBS-KNX. Cottonseed Clark will henceforth read a chapter from newly published volume of poetry each Saturday on the CBS Hollywood Barn Dance. Succeeding chapter will be used to enable listeners to follow the verse as it is read. Dorothy Arzner, Hollywood film director, has launched the new Mutual-Don Lee series dramas "You Were Meant To Be A Star." Henry Gerstenkorn of Mutual-Don Lee was singled out for praise at the luncheon launching the Western States Seventh War Loan Drive for his aid in radio tie-ups with Hollywood boulevard theaters. Ira Cook has been signed by Smith, Bull and McCreery to emcee Washington Motors new two-hour Sunday show over KMPC. Deal is set for one year. Program Director Jim Strain and News Editor Lyman Smith of KMTR have returned from San Francisco, where they recorded 25 15-minute interviews with noted personalities attending the United Nations Conference. Harold A. Safford, program director of WLS, Chicago, who has been at the San Francisco security sessions, visited Columbia Square and lunched with Harry Witt, Webley Edwards, Charles Vanda, and Tom Hargis of CBS. George Irwin, formerly with Smith, Bull and McCreery, has joined KECA's sales staff.

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

THE STATE OF FLORIDA has appropriated \$500,000 for a state advertising campaign to be conducted during the forthcoming year. Radio is said to be included in a lengthy list of media to be used.

DALY BROTHERS SHOE CO., will advertise Air-O-Magic Shoes for men in the fall season. The theme of this campaign will be the history of footwear. Supporting their magazine promotion will be a weekly radio series in 16 key markets. Advertising for Air-O-Magic Shoes is handled by Norman D. Waters and Associates.

JOHN T. URICE, for many years an executive of the J. Walter Thompson Company, has joined H. W. Kastor & Sons advertising company to head up that agency's food business. Urice whose experience included work for Kraft, Swift and other accounts, will handle the number handling of Welch Grape Juice at Kastor.

CHOICE
IN
CHATTANOOGA
IS

WDDO

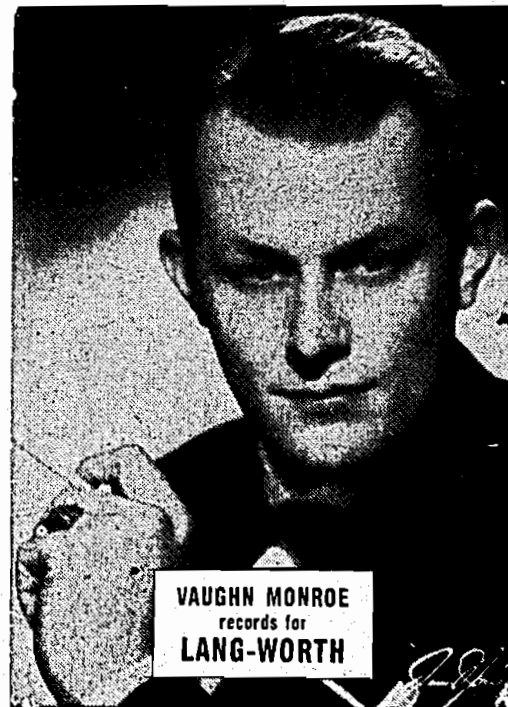
20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

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



VAUGHN MONROE
records for
LANG-WORTH

If your station is one of the 665 planning to broadcast the "Treasury Salutes" for the 7th War Loan Drive, you'll be interested in knowing that you will be exposing your playback to another NBC recording. We also cut-the-grooves for the rest of the 7th War Loan recorded campaign . . . including *Music For Millions* and *Sing For The 7th*.

Based on true stories of our fighting men and women, *Treasury Salutes* are featuring such important stars as Raymond Massey, Jane Wyatt, Walter Hampden, Les Tremayne, Martha Scott and others.

Music For Millions scheduled for broadcast on 720 American stations, features Barry Wood, Mary Small, Frank Parker, Bob Hannon and other radio and movie favorites.

Sing For The 7th a series of 4-minute NBC recorded Treasury shows is Emceed by Ralph Bellamy and also presents a long list of star talent.

We might add that the prolific scheduling of these Treasury shows will go far in selling your listeners (the American people) on the importance of the 7th War Loan Drive and in turn bring V-J day months closer.

Now it can be told. One of the most unusual stories to come out of World War II concerns the Allied seizure of Radio Luxembourg, with its powerful transmitter located on the German border. When a small group of soldiers with Morry Pierce of the OWI (formerly of WGAR, Cleveland) captured the station, a complete set of NBC THESAURUS transcriptions was found in an air-tight vault built into a wall. The fleeing Nazis had left the musical library intact, all ready for broadcasting. Shortly thereafter THESAURUS programs were being beamed back across the border into the Reich . . . music by Allen Roth, Sammy Kaye, Norman Cloutier and other THESAURUS artists . . . to accompany important Allied propaganda messages. Another prisoner of war was liberated to help beat the enemy.

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



A Philadelphia Institution

Philadelphians call visitors' attention to the WCAU studios on Chestnut Street in much the same way they point to the Union League, Independence Hall, the Liberty Bell and William Penn's Statue on City Hall . . . *"There's our leading Radio Station."*

For over two decades WCAU has been Philadelphia's "habitually-tuned-in station." Think of the billions and billions of times Philadelphians have tuned in WCAU for their entertainment.

WCAU

CBS AFFILIATE • 50,000 WATTS

PHILADELPHIA'S LEADING RADIO INSTITUTION

Shortwave Operations To Be Based In Frisco

(Continued from Page 1)

air as an American operation within three months—the transmitters reverting to BBC, its original owner.

Disposition of the East Coast transmitters is uncertain, with those built with OWI funds to be referred to Congress for policy. It is not at all certain that they will be for sale to private operators, nor is it certain that there will be private buyers available for them.

Easy Aces Sign With Ziv

John Sinn of Frederic W. Ziv's New York office has just signed the "Easy Aces" to the largest transcription deal ever pacted. "Easy Aces" have been one of the pioneer comedy shows of radio. Lavis bankrolled the bridge playing comedy team for four years, then Anacin picked them up and sponsored the show for nine years. The program will be the quarter-hour format with which "Easy Aces" had their greatest success.

Renaud Gets CBC Post

Ottawa—Dr. Augustin Frigon, CBC general manager, has announced that Omer Renaud has been appointed commercial manager (Quebec division), with headquarters in Keefer Bldg., Montreal. He succeeds J. Arthur Dupont, who has resigned to engage in private radio activities. Mr. Renaud was formerly program director of the French network. In his new position, he will represent E. A. Weir, CBC commercial manager.

Two New MBS Affiliates

Mutual has added two new full-time affiliates: WSSV, at Petersburg, Va., 250 watts, 1,240 kc, effective June 1, general manager Jonas Weiland. WTMC, Ocala, Fla., 250 watts, 1,490 kc, effective June 15, owner and operator, John H. Perry.

WPB Official Appraises Radio Production Outlook

(Continued from Page 1)

military orders begin to drop. These orders are expected to exceed the capacity of the radio tube and component industry for some time, Chatten said.

He estimated that one-front war requirements for the last six months of the year average \$197,000,000 a month, or 79 per cent of present outstanding contracts and commitments. However, outstanding contracts and commitments averaging \$249,000,000 per month for the remainder of the year are 18½ per cent higher than the average monthly production rate of \$210,000,000 during the first quarter of 1945.

New Equipment to Pacific

This reflects increasing demands for new type electronic equipment for the Pacific war. On three new items alone, he said, production of \$57,000,000 a month is called for by the end of the year, requiring 32 per cent of the current tube production rate and about 23 per cent of the present production rate on resistors, capacitors and other such standard components, Chatten said.

The proposal that has been endorsed by the industry advisory committee, Chatten said, calls for the retention of Order L-265 until scheduled military orders for electronic equipment recede below 90 per cent

of the average monthly delivery rate for the first quarter of 1945.

At this time, the Radio and Radar division has recommended to WPB planners that L-265 should be revised to permit unrestricted production of components, including tubes for replacement purposes and all electronic and equipment except broadcasting, receiving and reproducing equipment for entertainment purposes.

Under the plan, L-265 would be revoked when scheduled military requirements recede below 75 per cent of the delivery rate for the first quarter of 1945 and a two-band rating system would be continued to assure preference for military and highly essential civilian requirements over other civilian deliveries.

Huth Named Chairman

G. A. Huth, president of Adler Manufacturing Co., Louisville, Ky., was elected chairman of OPA's radio cabinet manufacturers' industry advisory committee at its recent organization meeting in Chicago, OPA announced.

J. C. Williams, president of Niles Cabinet Co., Niles, Mich., was elected secretary-treasurer.

OPA has in preparation a form that will be sent to the radio-cabinet manufacturers within a short time, asking cost data to be used in figuring new maximum prices.

N. Y. Advertising Women Re-elect All Officers

(Continued from Page 1)

directors were elected and the remaining two places on the board will be held by women elected a year ago for two-year terms.

The newly-elected directors are Grace Johnsen, director of women's activities, American Broadcasting Company; Mary McClung, advertising director, New York "Post"; Mary Candace Tucker, promotion director, Charm Magazine; Helen Pepper, editor, Refrigerating Engineering; Kay Hardy, artist and writer. Caroline Hood, director of public relations, Rockefeller Center, is president; vice-president is Eugenie S. Stamler, media director, The Biow Company. Officers will be installed at a dinner meeting May 24.

ATS Officers, Directors Will Be Voted On Today

(Continued from Page 1)

George T. Shupert, nominee for president; David Hale Halpern, for vice-president; Alice Pentlarge, for secretary, and Don McClure, for treasurer, will be uncontested candidates for their respective offices in the video organization.

One additional candidate for the board of governors was proposed from the floor at the April meeting, resulting in eight candidates for the seven positions on the board of directors. They are: Prof. Edward C. Cole, John Flory, Dan D. Halpin, Theodore Huston, Charles H. Kleinman, Raymond E. Nelson, Evelyn Peirce and Herbert E. Taylor, Jr.

WKY covers
The Biggest Part
of Oklahoma's
RETAIL SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative

Send Birthday
Greetings To—

May 10

Scotty MacLean Betty Shaffer
Lee Reiser Alma Sandra Munsell
Jack Sheldon John Clarke
Francis X. Zuzulo

Exclusive!
COUNT BASIE
(IN PERSON)
11:05 P.M.—11:30 P.M.
MONDAY thru SATURDAY
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Fear Too Much Haste Re Successor To Ryan

(Continued from Page 1)

director until such time as the field has been carefully combed and not make it mandatory that a successor to Ryan be installed immediately he resigns. Just to get the thing done in a hurry has not proven itself a good job in the past and broadcasters from out of town visiting the NAB and on FCC or other station business all seem to have the same idea. They fear too much speed may result in a big mistake.

Action Up To Directorate

Action however will be up to the NAB board as the first move. Whether the end of the war in Europe will now ease traveling so that the NAB will hold its annual convention is not yet known. So far the convention is in abeyance.

FTC Action Against Fada Alleges Misrepresentation

(Continued from Page 1)

misrepresentation in connection with the sale of radio sets. In printed advertisements and on the air Fada, the complaint alleges, has represented falsely that it originated Fada radio sets and has manufactured them since 1920.

The complaint charges that the original Fadas, which from 1920 to 1932 were widely known and enjoyed a national reputation for quality and performance, were manufactured by F. A. D. Andrea, Inc., whose corporate name later was changed to Fada Radio & Electric Corporation. According to the complaint, the respondent, Fada Radio & Electric Co., Inc., in 1934 acquired the assets of Fada Radio & Electric Corporation through the respondent, Marks, and since then has been manufacturing radios under the trade name Fada.

The respondents are granted 20 days to answer the complaint.

SPEAKING OF

\$ A L E S \$

Annual per capita retail sales
in THIS city is

\$1,868.00

And the outstanding area advertising
media is:

W B O C

RADIO PARK — SALISBURY, MD.

"One of America's
Finer Radio Stations"

Du Mont Gives Report On Year's Operations

(Continued from Page 1)

ne taxes, \$756,061, and earnings
er provision for Federal taxes of
\$3,261.

Du Mont's net current assets have
reased \$1,585,346 during the year
\$2,180,987 as of Dec. 31, 1944. The
worth at Jan. 2, 1944, of \$1,035,610
s increased to \$2,747,755. During
period from Jan. 1, 1945, to March
1945, Du Mont's shipments have
en \$2,340,000 as compared with
pments of \$1,652,674 for the same
riod in 1944. As of March 25, 1945,
Du Mont has unfilled orders on hand
\$6,850,000. This compares with
300,000 of signed contracts and let-
s of intent amounting to \$3,600,000
of Jan. 1, 1944.

Referring to their television opera-
ns, Du Mont points out that a new
adio has been added to the WABD
ilities, as well as numerous view-
; rooms and program production
partments. It also points out that
ABD is the only tele station operat-
g with dual studio facilities.

On the strength of the more than
) applications made to FCC for new
e transmitters, Du Mont has main-
ned an active sales campaign to
orm and sell these prospective pur-
asers of television transmitting
uipment on the Du Mont equipment
ervation plan, Du Mont said, add-
g that considerable work has been
dertaken toward the marketing of
st-war tele receivers.

New "Shadow" Sponsors

New sponsors for Charles Michel-
n's "The Shadow" are: Shillito
pt. Store over WKRC, Cincinnati;
mp's Pharmacy over KVOP, Plain-
w, Texas. Renewed sponsors are:
odern Constructions Co., over
PDQ, Jacksonville, Fla.; H. J.
imes Co., over WSIX, Nashville,
nn.

Rome Service Opened

Direct radiotelegraph service for
mmercial and personal messages
etween New York and Rome was
augurated Friday, May 4, by RCA
mmunications, Inc., according to
announcement made by Lt. Col.
ompson H. Mitchell, vice-president
d general mnaager of RCAC.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Kiwanis Plans Radio Awards For Week Starting May 13th

(Continued from Page 1)

bear the signature of Ben Dean of
Grand Rapids, Michigan, president of
Kiwanis International. The tribute to
the radio industry will come on the
industry's 25th anniversary.

Kiwanis Clubs in 600 cities and
towns in the United States and Can-
ada will sponsor the awards. The Na-
tional Association of Broadcasters is
co-operating with Kiwanis in arrang-
ing the observance. Radio stations in
the 50 towns having no Kiwanis clubs
will be invited by clubs nearest them
to send representatives to the radio
week meetings to receive their cita-
tions.

Herbert Bayard Swope will present
awards to the major networks at a
dinner meeting of the Kiwanis Club
of New York City, Wednesday even-
ing, May 16, at the Hotel McAlpin.

The same day J. Harold Ryan, presi-
dent of NAB, will address the lun-
cheon meeting of the Omaha Kiwanis
Club. Board members of the NAB
will attend.

Ted R. Gamble, national director of
the War Finance Division of the
Treasury Department, will describe
the part radio has played in the sale
of war bonds in an address before
the Washington, D. C. Kiwanis at
noon Thursday, May 17, while Walter
Compton, White House announcer of
the Mutual Broadcasting System will
appear before the Hagerstown, Md.,
club.

Col. E. M. Kirby, chief of the radio
branch of the War Department's Bu-
reau of Public Relations, will address
the Kiwanis Club of Chicago at noon
Thursday, May 17. All Chicago sta-
tions will be honored at this meeting.

Cities which have announced they
will pay tribute to their local broad-
casters include Cleveland, Detroit,
Norfolk, Va., Windsor, Ont., Hot
Springs, Ark., Tulsa, Okla., Denver,
Columbia, S. C., Knoxville, Fort
Wayne, Indianapolis, Portland, Ore-

» IN PHILADELPHIA

WIBG

Leads in **SPORTS**

10,000 WATTS

Leads in **MUSIC**

FULL TIME!

Leads in **NEWS**

Philadelphia's
Most Powerful Independent

REPRESENTED BY JOSEPH LANG, SPOT SALES INC.

Truman's 64.1 Rating Maintains Its Ground

(Continued from Page 1)

36,500,000 people. Lack of sufficient
telegraph facilities on Tuesday de-
layed the transmission of the figures
to the Hooper offices and resulted in
the job being done completely by
phone as to getting in the results
from the field.

Due to war-plant and other listen-
ers and to the fact that only homes
were called, there was a possibility
that the figure might drop a little.
However, further tabulations received
indicated yesterday that the figure
would go up slightly rather than
recede. Allowances had been made
for the war-plant and other loud
speaker audiences throughout the
country.

Tele And AM Application Filed In Washington

(Continued from Page 1)

a new AM broadcaster in Palm
Springs, Calif.—The applicants being
two former employees of KNX, Los
Angeles. They are Richard Joy, an-
nouncer recently released from the
Navy, and Don McBane, who is also
an air line pilot. McBane is to handle
the technical end of the 250 watter
the two men have applied for and
Joy the programming and commer-
cials. Wave length sought is 1,340 kc.

Televise WNEW Program

WNEW's "Town Crier of Chung-
king" was televised over WABD,
Sun., May 6, 9-9:30 p.m. Script was
written by Milton Robertson.

PITTSBURGH—
all wrapped up for you—
WE DELIVER!

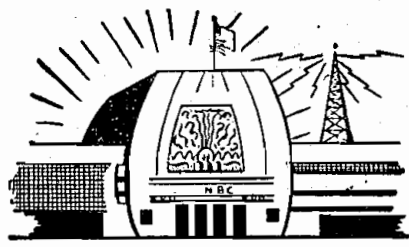


ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

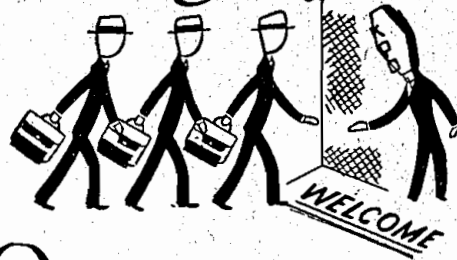
Maybe the walls are bulging

a little,



but we're mighty

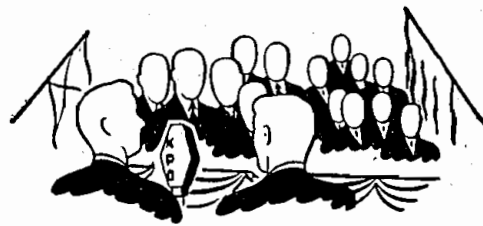
happy to be playing host



to the top-notch NBC-KPO commentators

covering The United Nations Security

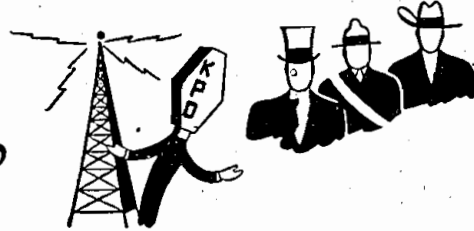
Conference.



And we're

proud to provide NBC-KPO facilities

to our colleagues,



the

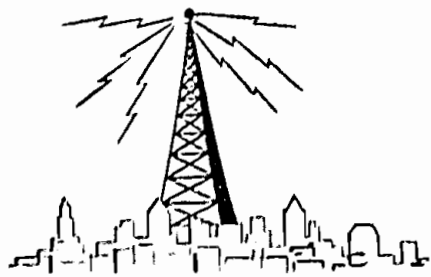
British Broadcasting Corporation,

Australian Broadcasting Commission

and Canadian Broadcasting Corporation.

KPO continues to serve in the

public interest.



FIRST in Northern California

KPO

50,000 watts

Represented by NBC SPOT SALES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 31, NO. 31

NEW YORK, N. Y., MONDAY, MAY 14, 1945

TEN CENTS

THE MIGHTY



th

WAR LOAN

MAY 14th ★ ★ JUNE 30th

“RADIO’S BIGGEST SELLING JOB”



Vol. 31, No. 31 Mon., May 14, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Willk, 6425 Hollywood Blvd. Phone Granite 6607.

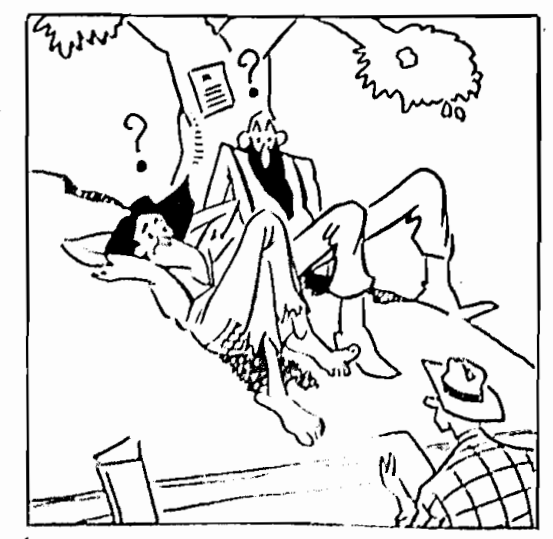
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (May 11)

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

20 YEARS AGO TODAY

(May 14, 1925) WGBS listeners will be given a real treat when D. B. Rogers of the Herald-Tribune steps up to the mike to reveal the secrets of a newspaper morgue...



"WFDI would like to know your occupations, gentlemen."

THE WEEK IN RADIO Radio On V-E Day By CHARLES MANN

THE overwhelming news of the unconditional surrender of Germany was projected by radio with great restraint and sobriety. To radio fell both the coveted honor and the obligation to make V-E Day one of rejoicing and simultaneously remind the war-weary people that V-J Day is yet to be achieved.

Spotshots: FCC policies will remain unchanged until after the war with Japan. Awards in the ninth Annual American Exhibition of Educational Radio programs will be announced Wednesday. House Interstate Commerce Committee has ended its hearings on the Dondero bill to ban interference by unions with educational programs.

may wait until a good man is available for the job. Hooperating for President Truman, per request of CBS, gave him 64.1. Allen B. Du Mont's annual report shows net sales for 1944 were \$9,129,507. On V-E Day WMCA broadcast a direct short-wavecast from Hitler's personal fortress at Berchtesgaden. Bryon Price, director of the Office of Censorship, issued a few amendments to the present Censorship Code, with further revisions to be announced shortly.

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

Second Week Arranged For "Breakfast Club" Tour

Second week of the eastern tour of Don McNeill's Blue web "Breakfast Club" show in the interest of the Seventh War Bond Drive was announced Friday. First eastern broadcast will originate today from Constitution Hall, Washington, D. C., with appearances scheduled for the rest of the week as follows: Mosque Auditorium, Richmond, May 15; New York studios of the Blue, May 16 and 17; Academy of Music, Philadelphia, May 18 and New York studios, May 19.

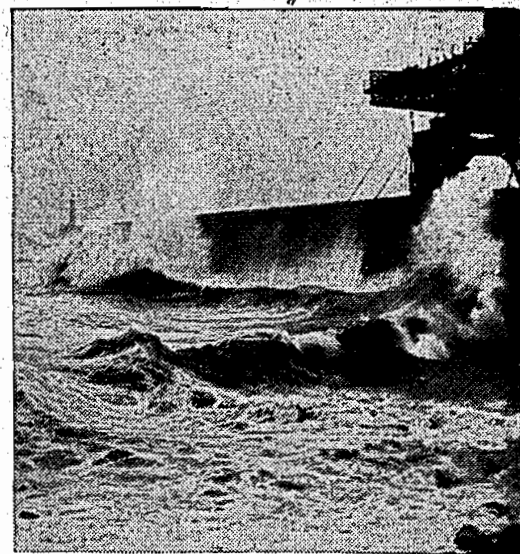
McNeill's "Breakfast Club" program will be telecast on Friday, May 25, over WABD, Du Mont tele station in New York as a feature of the 7th War Loan campaign, it was announced on Friday by Paul Mowrey, television director of the Blue Network,

WEAF Farm Program On NBC Tele Today

Farm representatives attending today's extension of Mert Emmert's "Modern Farmer" over NBC will view a special television demonstration at 10:30 a.m., EWT. Show will now run a full hour over WEAF.

and Sam Cuff, general manager of the Du Mont video outlet.

The second week's tour will be as follows: personal appearance, Boston Opera House, Sunday, May 20; Broadcasts from New York studios, May 21-22; Broadcast from WELI, New Haven, morning May 23; Personal appearance, Springfield, Mass., evening May 23; Broadcast from Springfield, May 24; Personal appearance, Providence, R. I., evening, May 24; Broadcast from Providence, R. I., May 25 and broadcast from Madison Square Garden, New York, on May 26.



SEA WALL

A safety zone beyond the storm... a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time... safe against the howl of sales chatter... safe against the deluge of high pressure.

That safety zone is W-I-T-H... the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS in Philadelphia. Text: 'IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.' Includes an image of a radio.

Bond Sales Get Underway

Independents Plan Varied Series Of Shows

Independent stations in New York and throughout the nation are launching the greatest bond selling drive in broadcasting history this week with the heaviest schedule of announcements and programs ever presented in connection with a War Bond sales campaign.

Officials of the Treasury Department disclosed the past week-end that 740 stations throughout the country had already ordered the new recorded series of "Treasury Salutes" and indications were that orders for the series would pass the 900 mark this week.

In New York a survey of local stations made by RADIO DAILY revealed that many special features are scheduled starting today. Many stations put special emphasis on the "Glenn" (Continued on Page 6)

V-E Day Audiences 100% Above Normal

Comprehensive survey made in four major cities across the country, New York, Philadelphia, Chicago and San Francisco, revealed radio listening audience for V-E Day news was found to be almost double that of a normal listening audience, according to an analysis made by C. E. Hooper, Inc. for CBS.

Taking 100 per cent as normal the survey showed that sets in use during (Continued on Page 6)

Yocum Resigns CBS Post To Again Manage KGHL

Washington Bureau, RADIO DAILY
Washington—Edward Yocum has resigned as director of station relations in the Washington office of CBS. He will return to Billings, Mont., where he will resume his position as (Continued on Page 6)

Best Available

Seventh War Loan songs written by some of the topflight hit writers in the country, which have already been recorded for use on two transcribed Treasury series, will also be heard via live talent on leading network and local programs. Each tune in itself is of hit calibre and on the recorded versions, Mark Warnow's orchestra is heard accompanying radio's best singers.

"NEED YOUR COOPERATION"

To All Radio Advertisers, Advertising Agencies, Radio Networks and Radio Stations:

In the Seventh War Loan we will need your co-operation more than ever before. With a seven billion dollar quota for individuals, four billions in Series E bonds alone, the Treasury is undertaking the greatest financing operation in history.

The next few months will be crucial to the whole American war effort. The good news from Europe may breed dangerous overconfidence in our people and encourage a spirit of let-down and relaxation. Such a reaction would imperil much that has been accomplished in the past, and leave us in no position to deal with the tremendous problems of the present and the future.

It is vitally important, therefore, that the Seventh War Loan be given all possible support. It is the most significant way in which Americans on the home front can express their determination to see the war through to ultimate victory.

Sincerely,

(Signed) HENRY MORGENTHAU, JR.

Secretary of the Treasury.



H. MORGENTHAU, JR.

Call To Action

To The Broadcasters of the United States—

A message from Ted R. Gamble, National Director, War Finance Division of the U. S. Treasury Department:

"To achieve the goal of the 7th War Loan—seven billions from individuals, four billions in Series E Bonds alone—we must fully inform the American people of the urgency of this largest of all war loans.



TED R. GAMBLE

"The facts are simple: allied victory in Europe does not materially lessen the cost of our still-to-be-fought battles to win ultimate victory: two loans in 1945 must raise a total sum equal to the three war loans which were conducted during 1941.

"Broadcasting has gone all-out in backing previous war loans; in this one we will need your co-operation more than ever before. Yours is the medium through which people can best be informed why we must all buy "extra" Bonds to put over the Mighty 7th."

Canada Strike Vote Set By Communications Union

Montreal—A strike vote from 4,000 members of the Canadian Communications Union has been called in protest against the reported failure of Hon. C. D. Howe, Minister of Reconstruction and Munitions, to negotiate (Continued on Page 4)

"Radio's D-Day"

By THOMAS H. LANE
(Director, Advertising, Press and Radio, War Finance Division, U. S. Treasury Department).

"Today is Radio's D-Day in the war with Japan. Advertisers, ad agencies, the networks, local stations, every ounce of energy and every talent are ready for the 7th War Loan, the biggest selling job they have ever undertaken. Everyone in Radio has a right to look back proudly on their contributions to the six previous war loans which helped so mightily in crushing the Nazis.



THOMAS H. LANE

"However, Radio knows that unconditional surrender will be imposed upon Japan not by looking back but by 'work, work and more work.'

Every D-Day is a tough job. For Radio, D-Day and every day thereafter until final victory means every sponsor, every station, every man and woman on the job selling more bonds to every community and certainly to every American. Thanks . . . and good luck!"

Ascap Named In Suit Filed In Nebraska

Omaha—A suit attempting to recover music royalties paid Ascap from 1937 to 1941 by the Woodmen of the World Life Insurance Company and Joseph Malec of Omaha has been submitted to the State Supreme Court at (Continued on Page 4)

Networks Launch Unprecedented Campaign

Radio will launch its greatest selling campaign today — the seventh war loan. Networks, advertisers, local stations will go into action in every community to spearhead a bond selling drive unprecedented in size and character.

Reports to the War Finance Division of the Treasury Department from every section of the country indicates that the radio industry is ready with the greatest sales campaign in its history to push the \$14,000,000,000 war loan over the top. Four billion dollars of this overall goal must come from Series E War Bond buyers—one billion dollars more than any previous War Loan E Bond objective.

The four major networks went into action from 8:30 to 9 p.m. last (Continued on Page 7)

Spotlight Band Shows Shift, Blue To MBS

The "Victory Parade of Spotlight Bands" heard on the Blue Network six times a week at 9:30 p.m., moves to Mutual on Monday, June 18, on a new summer schedule of three half-hour shows weekly on Mondays, Wednesdays and Fridays, officials of Coca-Cola, sponsors of the show, announced Friday.

Change from the Blue to Mutual increases the coverage of Coca-Cola (Continued on Page 7)

General Motors Renews NBC Symphony Third Year

General Motors will sponsor the NBC Symphony Orchestra under the baton of Arturo Toscanini and other noted conductors for a third year according to a joint announcement of Alfred P. Sloan, Jr., chairman of GM (Continued on Page 7)

RC Award To NBC

NBC, through its president, Niles Trammell, was the recipient of a certificate of award from the N. Y. Chapter of the American Red Cross Donor Service, which said in part, ". . . to the members of your organization (NBC) for outstanding leadership in the task of maintaining the supply of life saving blood plasma to the Armed Forces overseas."

AGENCIES

THE TEN-B-LOW COMPANY, Columbus, Ohio, ice cream concentrate manufacturer, for the fifth consecutive year will use radio to spearhead its spring and summer campaign. Through the Ralph H. Jones Co., Cincinnati, recorded spot announcements have been placed with the following stations to be run daily for 13 weeks starting May 15th: WLW, WBZ, WTAM, WOKO and WCAU.

JOHN P. MYERS, recipient of an honorable discharge following two years in the armed forces, is reopening his radio production offices at 119 East 57th St.

STERLING ADVERTISING AGENCY is preparing a series of advertisements for the Mouton fur of J. Laskin & Sons.

MAXON, INC., plans to open a branch office in the near future in Dallas.

Ascap Named In Suit Filed In Nebraska

(Continued from Page 3)

Lincoln. Woodmen would recover principal payments of \$87,724.92 plus interest and damages which bring the total to \$298,319. Malec owner of Omaha's Peona Park sued for \$14,283.52 plus interest and damages amounting to \$50,707.

The payments were made following passage of a law in 1937 preventing Ascip from operating in the state. This law recently was repealed. The actions were dismissed in district court.

STARS OVER KMBC



SAM MOLEN

Like all KMBC personalities, Sam Molen is nationally publicized and nationally known! Sam has made a name for himself as KMBC sports editor. His nightly sportscasts are the talk of the town. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS



Radio Is My Beat . . .!

● ● ● At last the secret's out. Fred Allen, variously reported as being romanced by "Hall of Fame" plus a dozen other anxious would-be sponsors, has signed on the dotted line with Standard Brands, replacing the Eddie Bracken spot. Reported figure is around \$22,000, with Fred starting the last week of September. . . . Francine Larrimore, once the toast of B'way, planning a stage comeback. . . . Gertrude Lawrence in Hawaii on way to the So. Pacific. . . . Lyman Bryson, CBS biggie, got himself married over the week-end to his secretary, Kay McGrattan. . . . Inside on Bob Moss' quitting the Chesterfield show is merely that he got homesick for Calif. Plus, of course, the fact that he's been offered twice the dough out there. . . . Hildegard's fans will be happy to learn that tomorrow's Hooper will show a two point tilt, bringing her up to 18.6. Due credit must go to Herb Moss, who recently took over the head writing chores in addition to directing it. . . . Zeke Manners out of the army and talking about a new network show. Zeke and Mike Shore have set up a new music publishing firm out on the coast called Emmis Music Co. . . . NBC nixed Bob Merrill's chances of going on the CBS Prudential Hour, but has promised him a big show in June. . . . Ray Bolger said to be set for his own variety package if he clicks in the Durante-Moore summer replacement spot. . . . Latest reports show that the San Francisco conference has cost the networks half a million to date. This, exclusive of the moolah they've lost by the necessity of cancelling commercials to bring on-the-spot reports. . . . Is This Trip Necessary Dep't: Eddie Jaffe, the B'way p.a., went out to Detroit over the week-end for no other reason than he had a flock of Hollywood calls to make and he figured it'd be cheaper that way! . . . See you at the Geo. Gershwin Jubilee luncheon at the Astor tomorrow.



● ● ● Why is Harry James balking at coming East, despite the fact that he's been ink'd in to follow Sammy Kaye at the Astor? . . . Has Sinatra's overseas junket been nixed by the medicos? . . . What's the real reason behind Metro's refusal to okay Judy Garland for a network show? . . . Is it true that Doris Steele brought Terry Allen over to 20th-Century for a screen test—only to be offered one herself? . . . Howcum Artie Shaw won't accept bookings too far in the future—and what does he mean when he says his plans are 'indefinite'?



● ● ● Impressions of a Midnigher: No one looks less like a comedian than Fred Allen—but you name a funnier guy. . . . No song tugs at the heart like "Auld Lang Syne" . . . It seems to us that Gabe Heatter's many mimics only help add to his heavy Hooper. . . . Only way to get a hotel room these days is to watch the obits. . . . Frank Gallop's voice is as cultured and polished as a university professor's—and is twice as interesting. . . . One of the most show-wise and know-how emcees in the biz hasn't been grabbed off yet—none other than columnist Ed Sullivan, whose name spells plenty to any box-office. . . . Never met a guy in my life with as many pals as Mark Hellinger. . . . Wonder who'll be the first to start a Veterans of Foreign Wars Post for showfolks. . . . Never saw a program idea pick up as fast as these husband-and-wife breakfast chats such as Dick & Dorothy, Ed & Pegeen, etc. What a wow of a show Goody Ace and Jane could put on if someone could persuade them to try it.



● ● ● Radiokays: Jay Johnson's "Rhyme Without Reason" on WOR. . . . Frank Papp's direction and production of "The World's Great Novels" on NBC. . . . Johannes Steel's new tome, "The Future of Europe" . . . Geo. Wolfs expert scripting on NBC's "Your Radio Reporter" . . . Jerry Lester's nimble clowning at the Roxy, custom-built for radio. . . . WNEW's fascinating new series, "Radio Around the World"

—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

BILL GOODWIN has been invited to be guest speaker at a session of the radio department of the University of Southern California, Monday, May 14. The students voted him the invitation due to his work on the Frank Sinatra program.

Nate Perlstein, advertising manager of Pabst Blue Ribbon, arrived here last week to prepare his organization's 1945 and '46 advertising and promotional campaigns built around the Danny Kaye Show and also to work with Harry James in launching the James Show which will act as a summer replacement for Danny Kaye.

Canada Strike Vote Set By Communications Union

(Continued from Page 3)

for what employees term better working conditions. Should the vote favor a strike it would mean that all radio beam and range stations across Canada would be closed, this, in turn, affecting all meteorological and weather reports to the nation.

M.D.

PHYSICIAN
and
INTERVIEWER

with radio experience are available for live or recorded program or related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

Frederic Damrau, M.D.

247 PARK AVENUE
NEW YORK 17, N. Y.
Wickersham 2-3638

**HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:**

YOU can sponsor one of these
great network radio shows—locally



Men's Wear
Women's Wear Daily
Retailing Home
Furnishings
The Jewelers'
Circular-Keystone
Chain Store Age
(Druggists)
Chain Store Age
(Grocers)
Chain Store Age
(Variety Stores)
N. A. I. Tire Dealers
Ice Cream Review
Bakers' Weekly
Bakers' Helper
National Carbonator
& Bottler
Modern Brewery Age
The Milk Dealer
Radio Daily
Broadcasting

You pay only for your own area!

(Broadcast Live)

—**CHARLIE CHAN**, that clever Oriental detective, smash hit of films and fiction, is now a radio hit too. The exciting ADVENTURES OF CHARLIE CHAN, broadcast at a popular evening time, attracts an ever-increasing family audience.

—**CONSTANCE BENNETT**, glamorous movie star, gives warm, informal chats about Hollywood and Broadway—the personalities and fashions she knows so well. This daytime program is sure to attract a vast audience of women listeners.

Either of these great shows can be yours; can help sell your products or services right in your territory. Here is how it works . . .

Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. Your local station announcer gives your commercials during the broadcast—and identifies the great network show as yours.

Your sales message will have added appeal—will build more prestige—because it is linked with a big network program. The cost is low because you pay only your area's share of the program's national cost. Consult your local Blue Network station or contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 2nd Street, New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY
The Blue Network

HERE ARE OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

HEADLINE EDITION: More famous people heard on this news program than on any other radio show. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Noted writer, newsreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Fourteen Blue Network overseas correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Mid-day, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

KIERNAN'S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human-interest reporters of our time. Early evening, Mon.-Fri., 15 min. Available East only.

DICK TRACY. Popular juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

Indies Plan Programs To Aid 7th Bond Drive

(Continued from Page 3)

Miller Day" observance with programs of Miller's recorded music being featured.

The line-up of New York stations and their plans follow:

WLIB presents "Bonds Aweigh" a series of musical varieties from the U. S. Maritime Service Training Station at Sheepshead Bay from 7:30 to 7:55 p.m. on Monday, May 21. A prominent guest star will be featured on the programs each week and music will be furnished by a 23-piece Maritime Band under the direction of Ensign Phil Lang who formerly did arranging for Morton Gould and his orchestra. This series will be aired weekly until the final broadcast on June 25.

WNEW to Sell Bonds

WNEW, as a distributing agency for War Bonds will sell them on various programs including Martin Block's Make Believe Ballroom, The Milkman's Matinee and the Music Hall. Martin Block who has sold \$5,500,000 in preceding drives says that he hopes to sell another million in the Seventh. The outlet will install a line to the Statue of Liberty at Times Square to bring five-minute newscasts to the assembled crowds.

WBNX-Bronx, and WEVD-New York, announce that all foreign language programs will be dedicated to the Seventh War Loan Drive.

Special Concerts Planned

WQXR's executive vice-president Elliott M. Sanger announced that a series of four special War Bond concerts dedicated to the Seventh War Loan Drive will be broadcast from Times Hall on Monday nights from 9:05 to 10 p.m. starting May 14. The studio audience will be made up of purchasers of \$100 War Bonds or more.

WNYC's entire program schedule Monday, May 14th will be dedicated to the Seventh War Loan Drive. One of the chief programs will be a weekly series entitled "Seven Million Back The Seventh" presented every Saturday until the end of the drive from 8:15 to 8:45 p.m. The programs will consist of 10-minute dramatizations pointing out what War Bond money will buy. Music will be furnished by the Coleman Brothers Quintet and Eugene O'Neill, Jr. will narrate. The programs will be under the direction of Nathan M. Rudich.

On May 14 the opening day of the Seventh War Loan Drive, WBYN will present a two-hour show from 12:00 to 2 p.m. featuring all Glenn Miller's music. The show will be produced by Ted Lawrence the station's program director.

Staged Advance Program

WAAT, Newark, pushed forward the starting date of the Seventh War Loan Drive to May 10th, to enable Hal Machtyre who is scheduled to leave for overseas to appear in behalf of his close associate, Glenn Miller. Among the other top name bands featured were Benny Goodman,

NAB Opposes FCC's Move To Publish Station Finances

Washington Bureau, RADIO DAILY

Washington—The NAB Friday went on record against the FCC proposal to throw open to public inspection additional financial information to be filed by broadcasters.

In a brief filed by Counsel John Morgan Davis as a preliminary to appearance in the oral argument set for next Monday, Davis differed on a few points in the Commission's proposal. The altered financial report provision he said, works a hardship on the licensee because it requires his preparation of financial reports prior to his filing Federal income tax data and state corporation reports. The same filing date as for the Federal tax report would be far wiser, Davis contends, with an even later date if information far more detailed than for the tax report is sought.

As for the proposal that complete stock ownership in corporations which are part owners of licensee corporations, Davis said it must be recognized that "it is conceivable that a licensee may not be able to require legally all of its stockholders to furnish it with the information called for by this rule."

Publicity Angle Stressed

Turning to the publicity problem, Davis said, "It is not clear that the adoption of the proposal to open for public inspection the information contained under these rules will serve any useful purpose. In proposing its adoption the Commission has not pointed out the public necessity which requires the opening for public inspection, or any indication of the public benefit which will result from such public inspection. We can well appreciate why the Commission, as the Government agency charged with the licensing responsibility has a bona fide purpose of its own in requiring the information to be filed by licensees and to use such information for its own guidance.

"Why it is necessary to go beyond this and throw all such material open to public inspection, and thus violate the usual rule of safeguarding busi-

ness secrets of private industry, certainly is not apparent. True, if the rule related only to common carriers, the purpose served by making such material public is rather obvious. That would be consistent with the accepted concept of regulation of natural monopolies where rates charged the general public are affected by the business arrangements and practices of the carrier. Under the Communications Act, however, broadcasting stations are specifically excluded from the common carrier category and it is believed that the common carrier concept of full disclosure to the public of all matters affecting the maintenance and operation of a business should not be extended into this field. So long as the Commission has full knowledge of such matters it is inconceivable to us how any useful purpose will be served by making this material available to the public.

Cites Income Tax Privacy

"Indeed, the Congress has recognized the propriety of safeguarding the privacy of business information, in that income tax returns are treated as confidential information available only to the Treasury Department. If the information furnished the Federal Communications Commission were to be opened for public inspection, the safeguards set up by the Congress for income tax returns would be nullified insofar as the broadcasting industry is concerned and for many of the individuals engaged therein.

"In addition it would enable competitors to obtain information which might be used to the great disadvantage of the licensee. It would seem highly advantageous to the Commission to have the information it needs supplied freely without fear on the part of the licensee that such information may be used against it by its competitors.

"Since there is the possibility of damage to licensees by having this information disclosed, it is our view that the Commission should hesitate to adopt such a rule in the absence of a very strong showing for its need."

Charlie Spivak and the Modernaires who formerly were with Major Glenn Miller.

In addition WBNX will broadcast on eight successive Sundays, beginning May 13 through July 1 from 5:30 to 6 p.m. a special Treasury Department show dedicated to the Seventh War Loan entitled "Keep The Bell Ringing." It will originate directly from the Liberty Bell Bridge located at 187th Street and the Grand Concourse. Purchasers of bonds will be permitted to ring the bell.

WHN's Gloom Dodger program from 9:00 to 1:00 p.m. May 14, will present special songs and appeals dedicated to the War Bond Drive. Special guest stars will appear in behalf of the drive on Dick Gilbert's three shows 2:15 to 3:00 p.m., 5:00 to 6:00 p.m., and from 9:00 to 10:00 p.m.

WINS will present transcribed

Music for Millions and Treasury Salutes three times weekly until the end of the Seventh War Loan Drive, plus regular Buy Bond plugs throughout all live programs.

WOV's Italian programs on May 14 will feature specially prepared material dedicated to the War Loan Drive. In the evening Allan Courtney's 1280 Club and Hans Jacob, news commentator will also dedicate their programs to the drive.

Tele Press Club May 16

Television Press Club of New York, will hold its next luncheon session Wednesday, May 16, at the Hotel Sheraton's Satire Room at 12:30 p.m. Guest speaker will be Donald DeNeuf, assistant manager communications division of the Raytheon Mfg. Co. His subject on this occasion will be, "Network Television."

V-E Day Audiences 100% Above Normal

(Continued from Page 3)

May 8 were 99 per cent above the normal. On May 7, when the Associated Press distributed the "unauthorized" news of the German surrender, sets in use were found to be 91 per cent above normal.

On the morning of V-E Day, when both President Truman and Prime Minister Churchill broadcast the proclamation of victory, sets in use were 321 per cent above the normal 100 per cent. From 10:30 a.m. to noon, after the conclusion of the two proclamations, the listening audience was 169 per cent above normal. The average for the morning of V-E Day was found to be 236 per cent over the normal listening audience.

During the previous morning of May 7, when the whole world was anxiously awaiting official confirmation of the Associated Press dispatch sets in use were 192 per cent above the normal 100 per cent. As the day wore on with no confirmation forthcoming, the listening audience dropped to 182 per cent above normal, then to 122 per cent above, and finally during the evening, to 38 per cent above normal.

Yocum Resigns CBS Post To Again Manage KGHL

(Continued from Page 3)

manager of KGHL. A veteran broadcaster of the northwest and for several years a member of the NAB board, Yocum joined CBS last February when the network established the position of station relations director in Washington. He resigned as manager of KGHL at that time. His former employers urged him to return and last week he acceded to their wishes.

Joseph H. Ream, CBS vice-president said the Yocum position will not be filled for the present. He expressed his regret at Yocum's leaving and commended him on the excellent job done during the months he had been with Columbia in Washington.

MBS' New Station

MBS' new affiliate is KVIC, a 25-watt station at Victoria, Texas. Operating on 1,340 kc, the full-time web affiliation is effective immediately. Jerry Fisher is the station manager.

Send Birthday Greetings To

May 14

Murray Arnold	Ivan Black
Sam Blake	Carlton Brickett
Lew Lehr	Marie Nelson
Sally Jo Nelson	Edith Spencer
Joseph M. Seiferth	Stu Mac Harrie

7th War Loan Drive Starts Today As Radio Plans Record Campaign

(Continued from Page 3)

to reach the millions of Americans in their homes upon whose unanimous support the success of the "Seventy 7th" depends.

CBS from Washington, D. C., aired Bob Hope bond show, held under auspices of the 7th War Loan Committee of the War Activities Committee of the Motion Picture Industry.

Upwards of 6,000 extra war bonds were purchased by the nation's radio and little to attend the festivities in jam-packed Uline arena. The White House, Cabinet, Congress, members of the diplomatic corps attended.

CBS and the Blue Network put on programs dramatizing the cost of the war in lives and money while the Mutual network gave listeners Arch Heiler's "Strange Morning," starring Madette Colbert.

The big climax was the merging of the networks in order to give all Americans the opportunity to hear the special 7th War Loan appeal by radio's top salesman, Secretary of the Treasury Henry Morgenthau, Jr., who spoke for the final three minutes. Although Secretary Morgenthau has a record second only to the late President Franklin D. Roosevelt for audience listening, last night was undoubtedly the Treasury Chief's high

mark for reaching millions of Americans by radio. War Finance officials said that the three minutes before 9 p.m. represented radio's peak listening period.

Special Events Today

Two outstanding radio events mark today's program. From Constitution Hall in Washington where 4,000 assembled under the auspices of the Retail Section of the War Finance Division Don McNeill and his Breakfast Club show went over the Blue to the country.

Tonight the Blue Network will present the official opening ceremonies of the drive from Buffalo, N. Y., where Secretary Morgenthau, General Joseph W. Stilwell, commander of the Army Ground Forces, Guy Lombardo and his Orchestra, Barry Wood, Bea Wain, Danny Kaye and many other stars will participate in a one-hour program starting at 10 p.m., EWT. Lombardo will play five new War Bond songs, written by top-flight Tin Pan Alley tunesmiths.

Treasury Leaders Enthusiastic

Ted R. Gamble, National Director of the War Finance Division and Thomas H. Lane, the War Finance director of advertising, press and radio, were enthusiastic in their appraisal of radio's preparations to back the war loan.

Included in Mr. Lane's figures are 296 commercial network programs, 307 sustaining network shows, 128,625 local station announcements and 48,111 transcriptions.

Highlights Of Web Promotion

Highlights of network promotion will be:

Special Radio Days by Mutual on May 20, NBC May 30, Blue on June 6, first anniversary of D-Day which marked the beginning of the end for Hitler, and CBS on June 14, Flag Day.

In conjunction with OWI, the Treasury has worked out with national radio advertisers a schedule calling for the conversion of a minimum of two complete shows to the promotion of the sale of war bonds during the 7th War loan.

Independents Co-operate

Local station participation will be the most extensive of any of the war loans. In addition to locally developed programs, the stations will feature the new Treasury transcriptions. Three new series, "Music For Millions," "Treasury Salutes" and "Sing for the Seventh" have been ordered by nearly 800 local stations.

"Music For Millions" is a product of the combined talents of the nation's leading song writers and singers. Secretary Morgenthau, and Na-

tional War Finance Director Gamble, met with the song writers several months ago to enlist their aid in writing several new war bond songs. The result was that 21 individual writers and song-writing teams turned out new melodies.

740 Stations Participate

The new Treasury Salutes, already ordered by 740 local stations, feature the true stories of fighting men and women. Mark Warnow and his orchestra play the background music for scripts starring Raymond Massey, Walter Hampden, Jim Ameche, Les Tremayne, Martha Scott, Blanche Yurka, Jane Wyatt, Philip Merivale, Milo Boulton, Canada Lee, Judith Evelyn, Dwight Weise, Barry Nelson, Don Taylor, Billy Redfield, Lucy Monroe, Ralph Bellamy and Raymond Edward Johnson.

Radio's top bracket writers dramatized the new salutes. Among them were Ira Marion, Gene Hurley, John La Touche, Richard Dana, Hector Chevigny, G. Worthington Post, Bill Todman, Howard Connell, Sid Gerson, Howard Teichman and Col. Henry Henson.

Announcement Kits Mailed

Announcement kits, containing 7th War Loan messages by Bing Crosby, Clark Gable, Dorothy Lamour, Louis Bromfield, Edna Ferber and many other national stage and author names, have been sent to every local station. The announcements may be sold to local sponsors to help round out the station's promotion campaign.

War Finance Radio Section Chief Carr's department has also equipped local stations with publicity packets, tieup suggestions and a wide range of bond selling ideas.

Every effort is being made to keep on top of the war news. Examples are the last minute cutting a special transcription featuring the three survivors of the six fighting men who raised the flag on Iwo Jima, the great incident photographed by AP's Joe Rosenthal; and the shift in plans for yesterday's network shows to conform to President Truman's proclamation setting aside the day as a day for prayer to mark the victory in Europe.

CBS Show from Hollywood

The CBS bond show, from Hollywood launching the 7th War Loan, Sunday, May 13, 8:30-9 p.m., EWT, is titled "Men and Money." Program stars John Garfield, Agnes Moorehead, and Wilbur Hatch and his orchestra. Written by Sgt. Paul Pierce, produced and directed by Charles Vanda, program director for KNX, CBS station in Hollywood, the show will pick up Webley Edwards, CBS correspondent in Honolulu, re-creating the events of Dec. 7, 1941, and also on the program is Major Knox Manning, with a story on Salerno.

Secretary Morgenthau, closing the show, is heard on the four networks from 8:56 p.m. to 8:59 p.m., EWT, from Washington.

Spotlight Band Shows Shift, Blue To MBS

(Continued from Page 3)

bottlers from a network of 199 stations on the Blue to a total of 240 outlets on MBS, it was stated. The format of the show will remain the same with topflight bands being featured from Army, Navy, Marine posts and hospitals throughout the United States.

Acquisition of the Spotlight Band show gives Mutual both of the Coca-Cola shows. Morton Downey, formerly heard on the Blue, moved over to MBS on Feb. 5th.


General Motors Renews NBC Symphony Third Year

(Continued from Page 3)

and Niles Trammell, president of NBC. Renewal is effective August 1, and the program will be heard along similar lines as at present, with a talk by Charles F. Kettering, vice-president of GM. Sunday time of 5-6 p.m., EWT also remains the same.

Spring and summer concerts will be conducted by Dr. Frank Black and the winter season will see the return of Toscanini plus guest conductors.

to
control
Durham*
you
must
schedule
WDNC



*NORTH CAROLINA'S
THIRD LARGEST CITY

represented by Howard H. Wilson Co.

GIRL FRIDAY AVAILABLE

Young woman, extensive radio background, fine assistant. Knowledge programming, production. Excellent secretary for station or agency in N. Y. C. Write Box 167, Radio Daily, 1501 Broadway, New York 18, N. Y.



RADIO'S LONGEST LIST OF SATISFIED SPONSORS

BELONGS IN EVERY STATION'S LIBRARY!

(TO BE CONTINUED)

FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



the commercial that blooms for a day

Success in advertising is more a matter of repetition than perfection. The "one perfect announcement", heard once, obviously will not produce the volume of sales provided by a workmanlike consistent schedule.

With this in mind, WDRC's rate policy has been *and is* to encourage consistent and successful advertising in The Hartford Market.

There is only one rate on WDRC.

It's the same rate for national, regional

and local advertisers. It's a low rate for coverage of the entire Hartford Trading Area.

It's a rate purposely made still more attractive by worthwhile discounts for frequency.

WDRC invites inquiries from the advertiser who knows that frequent, consistent advertising will make his message *stick* and merchandise *move*.

Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut



WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 31, No. 32

NEW YORK, N. Y., TUESDAY, MAY 15, 1945

TEN CENTS

Shift Radio Reporters

Listeners Institutes Planned For Summer

A two-week series of summer radio listener institutes will be sponsored by the American Broadcasting Company (Blue Network) in co-operation with five universities, with each to be a two-day session beginning July 9, has been announced by Dr. H. B. Mummer, the web's director of public affairs, in charge of the listener institutes.

Following is the schedule: University of Kentucky at Lexington, Ky., July 9-10; Indiana University at Indianapolis, July 11-12; University

(Continued on Page 11)

Hearing On WOV Sale Set For Wed. By FCC

Washington Bureau, RADIO DAILY
Washington—Oral argument on the FCC proposal to deny the application for sale of WOV, New York, to Murray and Meyer Mester, has been set for Wednesday, it was announced yesterday by the FCC. The Commission announced proposed findings March holding the Mester Brothers unfit to purchase the station at \$100,000 from Arde Bulova and Harry Henshel.

Television Prospects Outlined By Speaker

Charlotte, N. C.—Speaking before the Rotary Club, Dan D. Halpin, television receiver sales specialist of RCA, said "Television completely fills all the requirements of good sales promotion."

"It produces life-like moving pictures."
(Continued on Page 10)

SERVING the 7th!

Lincoln, Neb.—The "Bushels of Bonds" auction on KFAB features full publicity on 50 simultaneous KFAB auctions in various communities to be held Saturday, May 19. Broadcasting of the results will start at 8:45 p.m., Pet Milk's "Serenade" program time. Prizes to highest bidders and to communities selling the most bonds will be awarded.

Summer Circuit

Hollywood — Freeman Gosden and Charles Correll—"Amos 'n' Andy"—yesterday joined the list of radio stars who will entertain troops abroad this summer. They will leave on June 2. Other stars planning summer tours are Bob Hope, Jack Benny, Bing Crosby and Ed Gardner.

State Convention Planned By Radio

Fayette, Mo.—First radio convention ever staged in Missouri will be undertaken by the Missouri State Chamber of Commerce on next Thursday. The program will originate at KFRU, Columbia, where F. Gano Chance, retiring president, will introduce the recorded voice of Eric Johnston, president of the Chamber of Commerce of the United States of America. Next the program will switch to KCMO, Kansas City, for the voice of Carl Bolte, chairman of the board of directors, and then other directors will be heard from KWTO, Springfield.
(Continued on Page 2)

Kiwanis Head Pays Tribute To Broadcasting Industry

Chicago—Paying tribute to radio as one of the basic liberties of our democracy, Ben Dean, president of Kiwanis International, yesterday addressed a message to the nation's 2,270 Kiwanis clubs in the United States and Canada as a part of the club's
(Continued on Page 2)

Communications Leaders Leave on European Trip

Washington Bureau, RADIO DAILY
Washington—In order to reach an informed decision on the wisest course to pursue in regard to post-war international communications, five members of the Senate Interstate Commerce Committee, the FCC chairman and high ranking Army and Navy officers left last week-end for

an inspection trip to Europe. Paul A. Walker is acting FCC chairman during Chairman Porter's absence.

In a terse statement on the trip, Chairman Burton K. Wheeler of the committee, revealed that it was undertaken "at the suggestion of the War and Navy departments in a letter."
(Continued on Page 8)

WLAW raises sales quotas for advertisers who want to reach Industrial New England. Advt.

WLAW has more listeners than there are people in the United State's 4th largest city! Advt.

Realignment Of ETO Correspondents Being Worked Out By Major Webs; Accent Now On Pacific, China

FCC Engineers Retain Broadcast-Power Cut

Washington Bureau, RADIO DAILY
Washington—The FCC engineering department has decided against recommending to the Commission membership that the order calling for a one decibel reduction in broadcast power be revoked at this time. The matter was studied within the past few weeks but it was decided that it should be shelved for the time

(Continued on Page 10)

Potentialities Of Radar Disclosed In Canada

Montreal—Some of the secrecy surrounding radar—officially described as "one of the most effective defensive weapons yet invented"—has been lifted with disclosure that one Canadian company has produced

(Continued on Page 8)

Press Wireless To Continue Service From Abroad

Although the war in Europe is ended, Press Wireless will continue to give service from stations PX and PV, its two mobile units now in Germany, until otherwise directed by

(Continued on Page 4)

As a natural result of Germany's surrender, assignment setup of European correspondents of the major networks will bring some of the men home on a rotation basis and others will be shifted to the U. S. or new foreign beats. More than 30 newsmen and commentators of the networks in Europe will be involved in the furloughs and new assignments, with CBS having nine men abroad who will rotate on a trip to the U. S. as per plan being worked out between

(Continued on Page 8)

Radio Merit Awards Announced By CCNY

National Awards of Merit for skill and craftsmanship in the effective creation of radio programs and promotion plans for the year 1944 have been announced by Dr. Harry N. Wright, president of the City College of New York. The awards go to advertising agencies, stations, national network and a transcription company;

(Continued on Page 11)

Elias Godofsky Applies For FM Station License

Elias Godofsky, formerly president and general manager of WLIB, now owned and operated by the New York "Post," has made application to the FCC for an FM outlet, it was announced.
(Continued on Page 10)

SERVING the 7th!

New York Municipal station will follow its hourly newscasts with bond-selling tag-lines such as: "The WNYC War in the Pacific is not yet over. . . . Buy War Bonds and Make the War News Good News." The station plans to broadcast all special events and receptions at the City Hall held to promote the Seventh War Loan campaign.



Vol. 31, No. 32 Tues., May 15, 1945 Price 10 Cts.

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

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

FINANCIAL

(Monday, May 14)

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.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

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

New "Shadow" Sponsor

Park Laboratory Company is the new sponsor of "The Shadow" heard over KMAC, San Antonio, Texas, effective immediately. Sponsor Nehi Corporation has renewed its contract for the same ET series over KALB, Alexandria, La.

20 YEARS AGO TODAY

(May 15, 1925)

As part of the general observance on the air of Mothers' Day, WNYC broadcast an elaborate program on the Mall in Central Park at three in the afternoon. Program featured addresses by national and local officials and music was furnished by the 69th Regiment Band. Cardinal Hayes pronounced the invocation.

GAG-MAN WRITER

Free to script humor show. Write Box 168, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

TOM SLATER, director of special features and sports for the Mutual network, has returned from Washington, D. C., where he had conferred with Treasury officials on plans for the 7th War Loan campaign.

NORMAN KNIGHT, general manager of WAJR, Morgantown, West Va., is spending this week in New York on station and network business. On his return to Morgantown he has a stopover scheduled for Washington, D. C., where he will discuss FM problems.

BARNEY CRAGSTON and LARRY SURLES, sales account executives of the co-operative program department of the Blue Network, have returned from a business trip to Chicago, Buffalo and Pittsburgh.

BILL HENRY, commentator on CBS with headquarters in Washington, D. C., has left San Francisco for the East. He has stops and conferences scheduled for Los Angeles, Denver, Chicago and New York.

BERT GEORGES, general manager of WHEB, Mutual affiliate in Portsmouth, N. H., in Gotham Friday conferring with network officials.

OLIVER M. PRESBREY, assistant director of radio at BBD&O, in Minneapolis on agency business.

CONSTANCE BENNETT is in New York for script conferences with Blue Network executives regarding her program which bows in on the web May 21. She'll remain here for about three weeks.

CHET HUNTLEY, West Coast newscaster for CBS who has been covering the San Francisco conference, has returned to Hollywood. He plans to be back in Frisco in a week or 10 days.

RALPH N. WEIL, manager of WOV, is back at the station following a 10-day business trip to Chicago.

O. F. SOULE, president of WFBL, Syracuse; R. G. SOULE, treasurer, and SAMUEL WOODWORTH, vice-president and general manager of the station, off to Buffalo to attend the CBS affiliates meeting on FM and television.

FAY E. BIGGS, publicity director of WPTF, NBC outlet in Raleigh, N. C., has returned from a four-day trip which took her to Washington and New York on station business.

MARY MARTHA BRINEY, coloratura soprano who made her New York operatic debut last year, is now in Pittsburgh, where she is broadcasting from the Urban Room of the William Penn Hotel.

LESTER WOLFF, radio director of the Winer Advertising Agency, is expected back at his desk today following a brief vacation in Maryland.

MILTON SAMUEL, western division publicity manager for the Blue Network, who has been aiding in the coverage of the San Francisco conference, returned to his Hollywood offices last week and now is leaving the film capital for another period in 'Frisco.

Kiwanis Head Pays Tribute To Broadcasting Industry

(Continued from Page 1)

"Radio Week" observance by the club. "It is significant that Kiwanis Radio Week coincides with the deliberations of the San Francisco conference," Mr. Dean said. "Radio through its prompt and accurate broadcasting of facts helps to build an intelligent public opinion, and the success of the San Francisco conference depends upon an enlightened public opinion. "We should never forget that this wonderful tool of communication can be misused and abused," he continued. "Citizens of the United States must be ever alert to protect radio as a free channel of public information. Never must we permit any agency of government or any propaganda group to control the airwaves. "As we celebrate the twenty-fifth year of radio broadcasting we should not only be grateful to this great agency of public information, but we should renew our resolution to safeguard free speech as one of the basic liberties of our democracy."

State Convention Planned By Radio

(Continued from Page 1)

field; KXOK, St. Louis, and KFVS, Cape Girardeau. H. C. Rethwisch, executive secretary of the Missouri State Chamber of Commerce, will act as chairman and will conclude the program at its point or origin.

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!"



HEAVY WEATHER

That's not such a good picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going... they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore... W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm... NOW!



W-I-T-H IN BALTIMORE

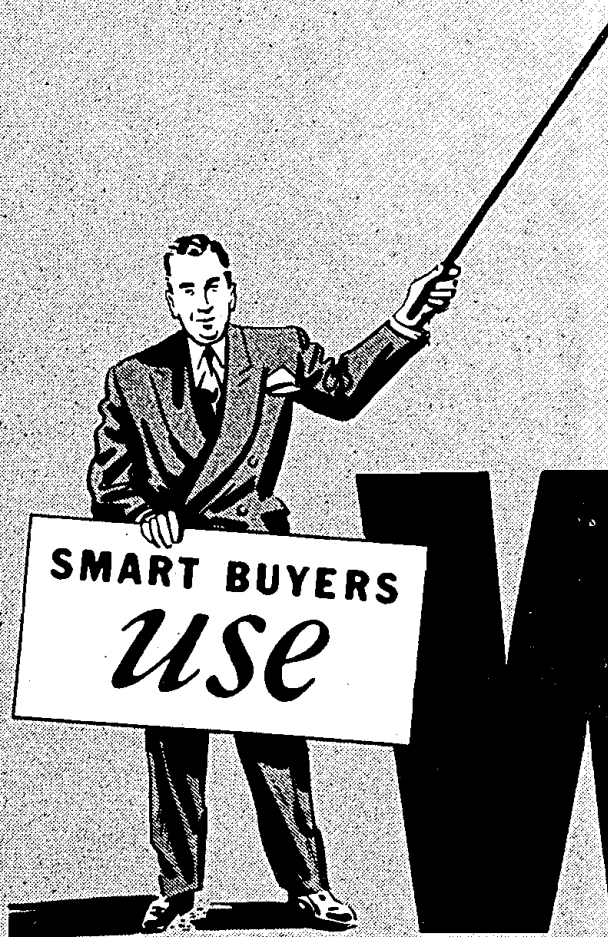
TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Read This Fact! *

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

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.



**SMART BUYERS
use**

WAAT

970 KC
NEWARK,
N. J.

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

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

AGENCIES

FREDRIC APT, radio time buyer of the Compton Advertising Agency, has resigned from his post and will announce his future plans shortly. FRANK KEMP, head time buyer of the agency, will be assisted by the newly promoted RALPH BREIDINGER as time buyer for the agency.

HUGH McRAE has been appointed general manager of the Dudley Rollinson Company, advertising, located in the Empire State Building, New York, according to an announcement just released. McRae just previously was with the Manufacturers Trust Company for 10 years and formerly in the advertising departments of the New York American, and Screenland and Silver Screen magazines.

JOSEPH HERSHEY McGILLVRA, INC., station representatives, announces the appointment of Walker & Minton to serve the McGilvra list of represented stations on the Pacific Coast. The Los Angeles office is at 403 West Eighth Street and is headed by Robert W. Walker and Eli C. Minton, while the San Francisco office at 68 Post Street is under the management of V. E. (Bob) Atkinson, Jr.

Press Wireless To Continue Service From Abroad

(Continued from Page 1)

Army authorities, J. W. Chaplin, Director of Communications for the company, announced.

In addition to its two mobile stations, Press Wireless has a fixed station in Paris. All are handling considerable volume of news traffic in connection with the wind-up of the war. Through the Paris station on May 8 was filed the largest volume it has handled since its re-opening on September 10, 1944.



California Commentary!

● ● ● One of the busiest news observers and commentators at the San Francisco United Nations Conference is Mrs. James E. Sidney Wales, who is heard Monday, Wednesday and Friday mornings at 8:45 over KROW,

Los Angeles

Oakland, with a repeat at 6:15 p.m. During the conference she is doing an additional spot daily at 4:15 p.m. Not content with this, Mrs. Wales is also doing work on the Independent Stations pool, through which she is also heard on KFWB, KYA, KLX, KSFO, KSAN, KMPC, KALW and KGER. Her biggest following during her regular morning broadcasts is among businessmen who believe she is about as objective a commentator as they've heard. . . ● Francis Conrad, Pacific Blue's station relations manager, will be principal speaker at the "Kiwaniis Salute To Radio" at a luncheon meeting of the local club in Stockton, Calif., May 15th. . . ● Howard L. Bailey, manager of KWG, Blue outlet in Stockton, who is a member of the Kiwanis Club in that city, invited Conrad as speaker on the occasion of the May 15th salute.

★ ★ ★

● ● ● Jack Stanley is one of the busiest boys in radio. He is now writing "Hollywood Fan Magazine," heard daily, except Thursday and Sundays over KFI, with Bullock's as sponsor. Jack Latham narrates the material Stanley assembles. Stanley is also assistant producer on the "G. E. House Party" and one of the writers on "People Are Funny." Bill Moies, veteran radio editor of the Portland Oregonian, who covered the United Nations Conference on special assignment from his paper, is visiting the Hollywood radio scene. Against his will, Bill Bird, radio editor of the Pasadena Independent, spent an extra day in San Francisco, where he has been attending the Conference. Bill missed his train home in a rush to buy a ticket. Tom Breneman's Hollywood restaurant is offering a "Don McNeil Special," a sandwich combo of limburger cheese and baloney, and rumor is that Tom's sending one, packed in dry ice, to Don in Chicago. Sort of a scented tribute to the fact that Don's "Breakfast Club" and Tom's "Breakfast In Hollywood" are vying for top daytime rating of air fare. Frank DeVol, music conductor for Rudy Vallee, is fast becoming known as a comedian as well as baton-waver, and he's had equal training in both. All through his school days, DeVol played the lead in dramatic plays, and then ran down to the orchestra pit during intermission to play with the school orchestra.

★ ★ ★

● ● ● Maxine, 22-year-old daughter of Chico Marx, is keeping fairly busy as a free-lance radio actress. She has worked on "Sherlock Holmes," "I was There," "Hollywood Comedy Theater" and other shows, and, although she handles several dialects, she does not use Italian at all although it is the trade-mark of her famous dad. Al Rackin, who recently dissolved partnership with Jack Melvin, has opened his own publicity offices in the Equitable Building. Jack will also continue in the free-lance publicity field. Jack Zoller, "Cavalcade" producer for BBD&O, called in the 68th AAF Base Unit Weather Service for technical advice and script doctoring on May 14th show, starring Dana Andrews and depicting unheralded role weather reconnaissance played in the success of the Von Runstedt counter-offensive and the Allied push through the Siegfried Line. Walter Tetley of "The Great Gildersleeve" show, has bought two pintos which he has installed at his ranch at Encino.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

"DISTINGUISHED Guest Hour" sponsored on WGN for past two years by Carson, Pirie, Scott & Company (retail store) will be offered in general sale via transcription through Neblett Radio productions. Such notables as Winston Churchill, Fath Flanagan and others have been heard on the series. Among those who will be transcribed are Ely Culbertson, bridge expert who recently won attention with his world peace program; Helen Hiatt, first woman radio news commentator to receive the Headliners Award, and Alexander Kerensky first premier of Russia.

Stewart-Warner's Profit \$467,642 For 1st Quarter

Richmond, Va.—At the annual meeting of stockholders of the Stewart Warner Corp., James S. Knowlson, chairman of the board, announced net profit of \$467,642 for the first quarter of 1945, ending March 31, provision of \$250,000 was set aside for "post-war plant rehabilitation and for contingencies arising out of war conditions."

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

27th Week

THE
JACK
KIRKWOOD
SHOW

Procter & Gamble

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

For miles in every direction from Philadelphia's downtown area are the city's homes — more individual homes than in any other city in America. These homes in the country's third largest market consume a variety of articles peculiar to home loving families. A knowledge of the life and habits of these families has made The Evening Bulletin the largest evening newspaper in America. Under the new ownership and management of The Bulletin this same knowledge is being applied to the development of an ever increasing circle of listeners for Station WPEN.



In Philadelphia—It's

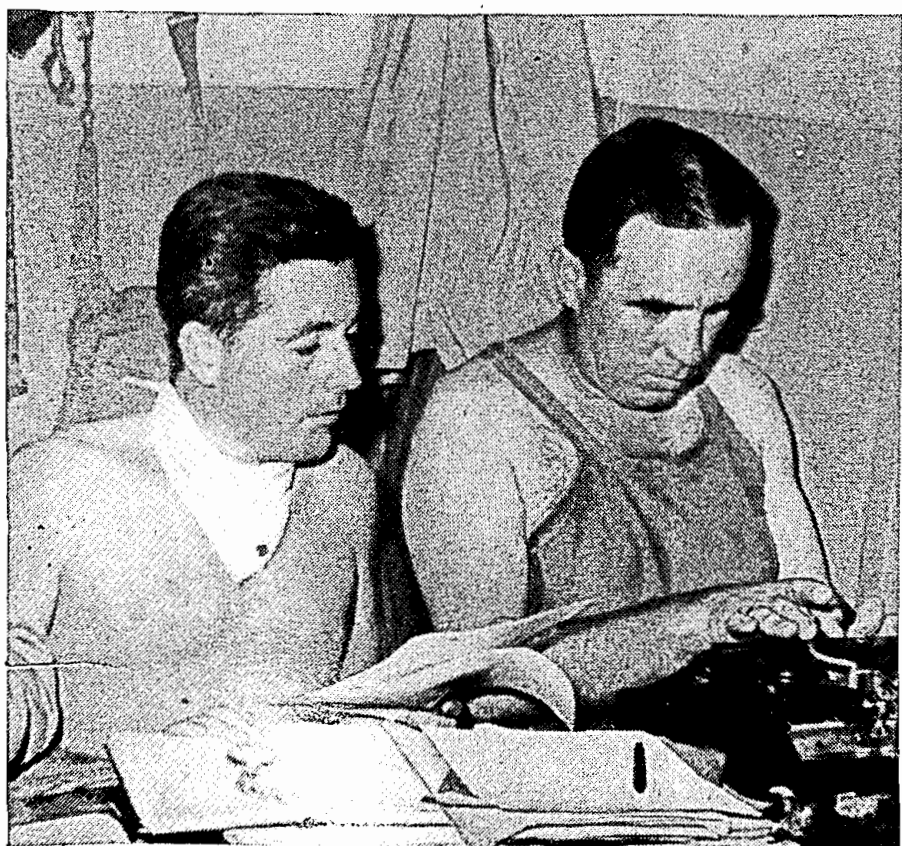
WPEN

World on the



● NBC Newsroom goes into action after days of constant alert... and the official word speeds across the whole country. NBC's International

Division, operating closely with OWI and OIAA, spreads victory news in eight languages, helps inform peoples and U.S. fighting men abroad.



● NBC newsmen in the Pacific send back reactions of Armed Forces there to victory in Europe... are already reporting the intensified battle of the East, now the scene of undivided Allied action in the war against Japan.



● NBC's television station, WNBT, begins first full-day broadcasting. Cameras set up at Times Square, and elsewhere, to record crowd reactions. Television viewers watch throngs from Broadway marquee... actually see NBC commentators broadcasting from studios... view historic scenes of war... and special programs.

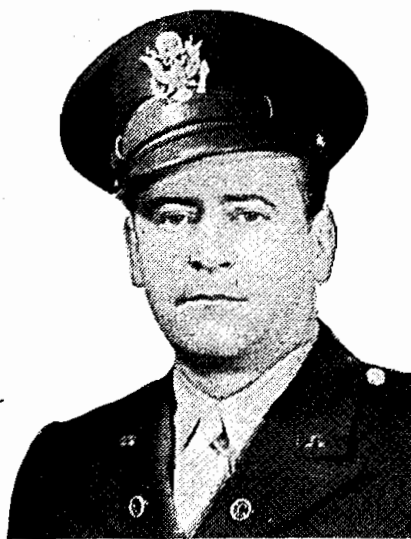
Air...

ON MAY 8, stirring news, inspiring victory programs—and sober reports on the war *not* yet finished went out the NBC air.

By sound radio, by television and short wave, audiences heard and *saw* the historic day unfold. NBC covered the global story completely—accurately, speedily and graphically.

THE RIGHT MEN AT THE RIGHT PLACES AT THE RIGHT TIME

WILLIAM F. BROOKS
Director of NBC News
and Special Events



Stanley Richardson
PARIS



John MacVane
GERMANY



Edwin Haaker
GERMANY



David Anderson
GERMANY



Wright Bryan
PARIS



W. W. Chaplin
PARIS



Chester Morrison
LONDON



Bjorn Bjornson
GERMANY



Paul Archinard
PARIS



Roy Porter
PARIS



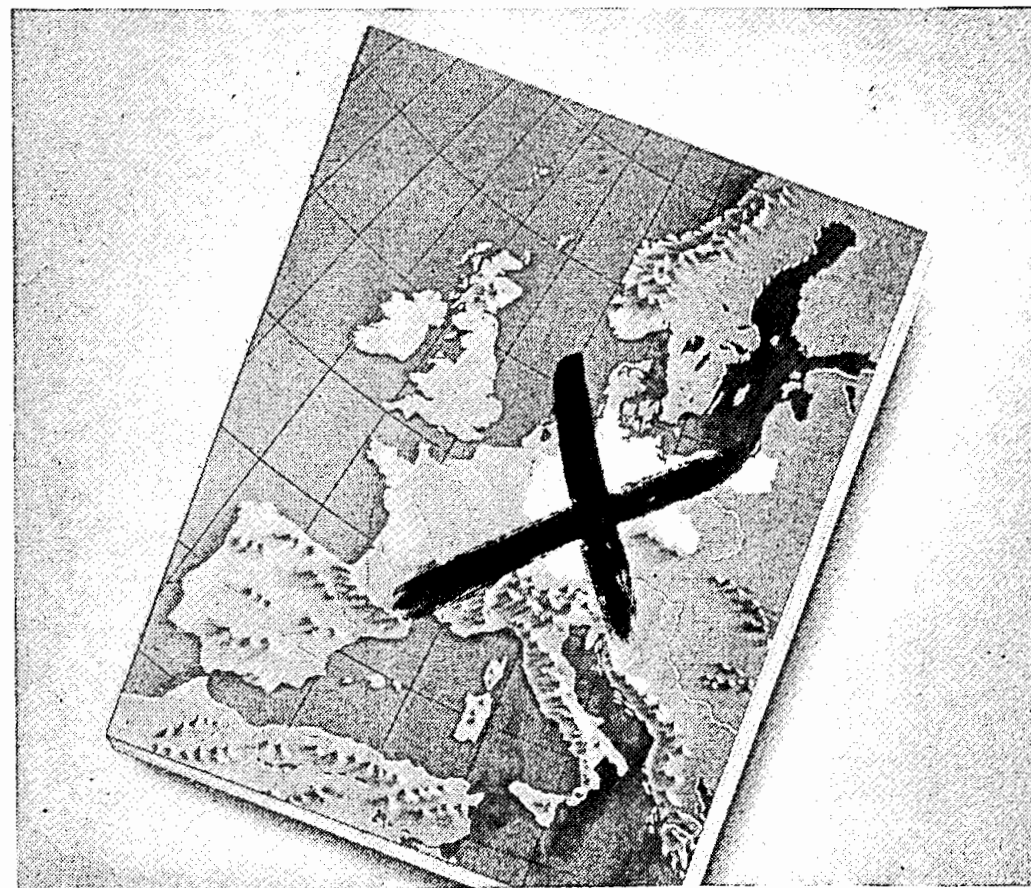
Grant Parr
ROME



Robert Magidoff
MOSCOW



● NBC alters its regular broadcasts, presents a full day and night of special distinctive programming to mark the occasion. Typical is the stirring music of Arturo Toscanini, Lauritz Melchior, Artur Rubinstein, Fritz Kreisler and Helen Traubel.



● NBC's illustrated documentation of 337 days—the march of events since D-Day as heard over the network—is available on request, while the supply lasts.

* * *

NBC has brought to America the end of but one conflict—from inside the shell of the vanquished Third Reich—from excited cities and busy factories of the victorious Allies—and from grim Pacific outposts where May 8 was simply another fighting day in the war. NBC's news coverage goes on from front lines of the war—as it will from the front lines of peace.

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

Radar Potentialities Disclosed In Canada

(Continued from Page 1)

radar and optical instruments valued at more than \$200,000,000.

Production figures for the plant, government-owned Research Enterprises, Ltd., were not broken down, but it was understood radar equipment constituted a good percentage. Starting from scratch in October, 1940, Research Enterprises used scale photographs and did not receive a working model from Britain until January, 1941. "Yet in spite of these serious handicaps," said the Munitions Department, "Research Enterprises was able to ship the first production unit of a radar device to the United States Navy in October, 1941, two months before Pearl Harbor."

Today the company, at Leaside, near Toronto, produces some 20 major types of radar for all types of applications, ranging from an anti-aircraft detection finder containing 60,000 components and mounted on several large trucks, to a small, airborne unit for detecting submarine and land targets.

Widespread peacetime uses are forecast for radar, the "magic eye" which locates moving targets despite fog, cloud, darkness or distance. After the war, the munitions department predicted, radar may prevent airplanes from crashing into mountain sides, reduce shipwrecks and collisions, avert many railway accidents and "eventually may make light-houses unnecessary."

Physically radar—short for radio direction ranging—is a device for projecting radio waves in the direction of a target and detecting reflected waves. An exact target position is obtained by measuring the time taken for the wave to go to and from the target and the angle from which the reflected waves arrived.

Canada entered the radar picture late in 1938 when a physicist from the National Research Council was sent to Britain to investigate work by a group under Sir Robert Watson-Watt, now credited with development of radar in the United Kingdom. The Dominion sought to purchase \$750,000 worth of equipment but only two items of the order were received.

Research Enterprises already had been built to produce optical glass and in October, 1940, it was decided to expand the plant for radar production.

The munitions department credited radar with an important role in the battle of Britain in bottling up the Italian navy, in Italy, Normandy, the Philippines and Iwo Jima. Radar had become a "commonplace" in locating stragglers in convoy, determining landmarks and landing fields in the dark and in checking take-offs and landings on enemy aircraft.

Webb, Cugat, Kelly To Guest

Clifton Webb, Xavier Cugat and Patsy Kelly all will guest tonight on Hildegard's "Raleigh Room" program at 10:30 p.m. over NBC.

Webs Re-Assigning Newsmen As Theater Of Warfare Shifts

(Continued from Page 1)

Paul White, network news director and Edward R. Murrow, chief of the European staff. William Brooks, NBC news head has set up an entirely new plan as to European coverage.

Several Changes At the Blue

Blue network, according to plans worked out by G. W. Johnstone, is making several shifts this week. Gordon Fraser, who has been with the First Army in Europe, will go to London for a month and then to New York for a short time before being reassigned. Fraser, incidentally, will see his new baby girl for the first time, the child having been born one day after Fraser left in January.

George Hicks who has been in Europe more or less continuously since 1943 will also arrive back in New York soon for reassignment. Robert Massel, another Blue correspondent who has been with the Ninth Army will go to Paris and then be given a Continental assignment. John Bryson will remain with the Ninth Army for the Blue and later will be attached to the Paris office. Herbert Clark, in charge of the Paris office for the Blue will take trips out into the field as the various correspondents come in.

Arthur Feldman, recently in the Pacific who has been in Washington for a short time, is now en route to London where he will act as manager of the London news office for the Blue. Donald Coe, who has been acting as manager in London, will go to the Continent before proceeding to

the Pacific. Clete Roberts, who is in Rome, will remain at that post indefinitely.

Johnstone stated that the Blue now has eight correspondents in the Pacific war area. Larry Tighe is now at Guam; John Hooley and Norman Paige are at Okinawa; William Ewing and Victor Ekland, are at Pearl Harbor; David Brandt is with General MacArthur at Manila and Edmund L. Souder, Jr. is at Chungking. Fred B. Opper, is now temporarily in New York but will soon leave for Chungking. Other assignments in the Pacific will be made as activities increase there, Johnstone said.

NBC Has Six in the Pacific

NBC currently has six correspondents in the Pacific area. Merrill Mueller is with MacArthur; Pat Flaherty is also in Manila. Robert McCormick and Joe Huinline are on assignment in the Central Pacific and Wilson Foster is in the U. S. on temporary assignment, but will return to the Central Pacific. Jim Whale, is covering the Honolulu and Pearl Harbor assignment.

Mutual is studying plans to shift correspondents from previous battle zones to active areas. John Thompson will probably be sent to Paris and Paul Manning from Paris to London. In the Pacific war areas, Mutual is concentrating on Philippine Island bases and working out of Manila will be Cedric Foster, Leslie Nichols, Bob Brumphy and Jack Mahon. Don Bell, returned there this past week.

"Famous War Speeches" Skedded For WOR Tonight

WOR will broadcast a full-hour documentary program titled "Famous War Speeches" Tues., May 15, 9:15-10:15 p.m., EWT, in which the history of the European war will be projected via the words of the leaders of the Allied and enemy nations.

The opening speech will be that of President Roosevelt when he declared "America hates war" during his speech at Chicago in 1937; closing speeches will be those made by President Truman and General Eisenhower on V-E Day. The program is a presentation of WOR's war services and news division.

"Pride And Prejudice"

The second session of "Pride and Prejudice," weekly program over WEVD and sponsored by Freedom House will be heard Wednesday, May 16 at 9:30-10 p.m. Questions to be discussed at this session are as follows: "Are the Colonial people the white man's burden?" Will prejudice have priority in post-war employment?" "Are there really races of mankind?" "Are people of one religion barred from the houses of worship of people of other religions?" "Is the Negro too aggressive now in demanding his rights?"

Edwards Bond Promotion Offers Plane To Gunner

Ralph Edwards, ever in the forefront of radioites doing their bit for the war loans, came up with a new stunt Saturday night. On his "Truth or Consequences" program appeared the veteran and much decorated Robert Moore, tail gunner on an American bomber, who has always aspired—in vain—to be a pilot. Edwards announced that if listeners will report, and verify, that they have purchased a million dollars in E-Bonds as a result of the gunner's appeal, the soldier will be presented an Aeronca, high-wing, two-passenger private plane for his own use and enjoyment. Bond totals have not yet been announced.

Victor Moore's Son Home

Pfc. Robert E. Moore, twenty-four-year-old son of the comedian Victor Moore returned to this country last week after having been liberated from a German prison camp.

Naval Band On WOV

New portion of the WOV "1280 Club" program will be a live feature presentation of Bluejacket Bob McCrae and his U. S. Naval Receiving Station Band, half hour weekly beginning Sat. May 12, 9:30-10 p.m.

Group Off To Study Int'l Communications

(Continued from Page 1)

ter to him from Secretary of the Navy Forestal.

"During recent hearings before our sub-committee studying international communications, Army representatives testified that approximately \$160,000,000 worth of communication equipment has been installed in various theaters of operations. Now that the European war is over, the problem arises as to what disposition shall be made of a substantial part of this equipment. The committee, in addition to studying the general problem of broadening our communications, expects to survey this surplus equipment."

Members of the committee who will make the trip are Chairman Wheeler and Senators Ernest W. McFarland of Arizona, Frank P. Briggs of Missouri, Albert W. Hawkes of New Jersey and Homer E. Capehart of Indiana. They will be accompanied by Paul A. Porter, chairman of the Federal Communications Commission; Rear Admiral Joseph R. Redman, director of Naval Communications; Major General Frank P. Stoner of the Signal Corps of the United States Army, and Edward Cooper, secretary of the committee. The group expects to be gone from 10 days to two weeks.

Seeks Coast Tele Outlet; Other Activity At FCC

Washington Bureau, RADIO DAILY

Washington—License for a television station has been filed with the FCC yesterday by the Portland Oregonian, licensee of KGW, Portland. Palmer Hoyt, publisher of the Oregonian, was a visitor at the White House also yesterday, but what this was in connection with, was not learned here.

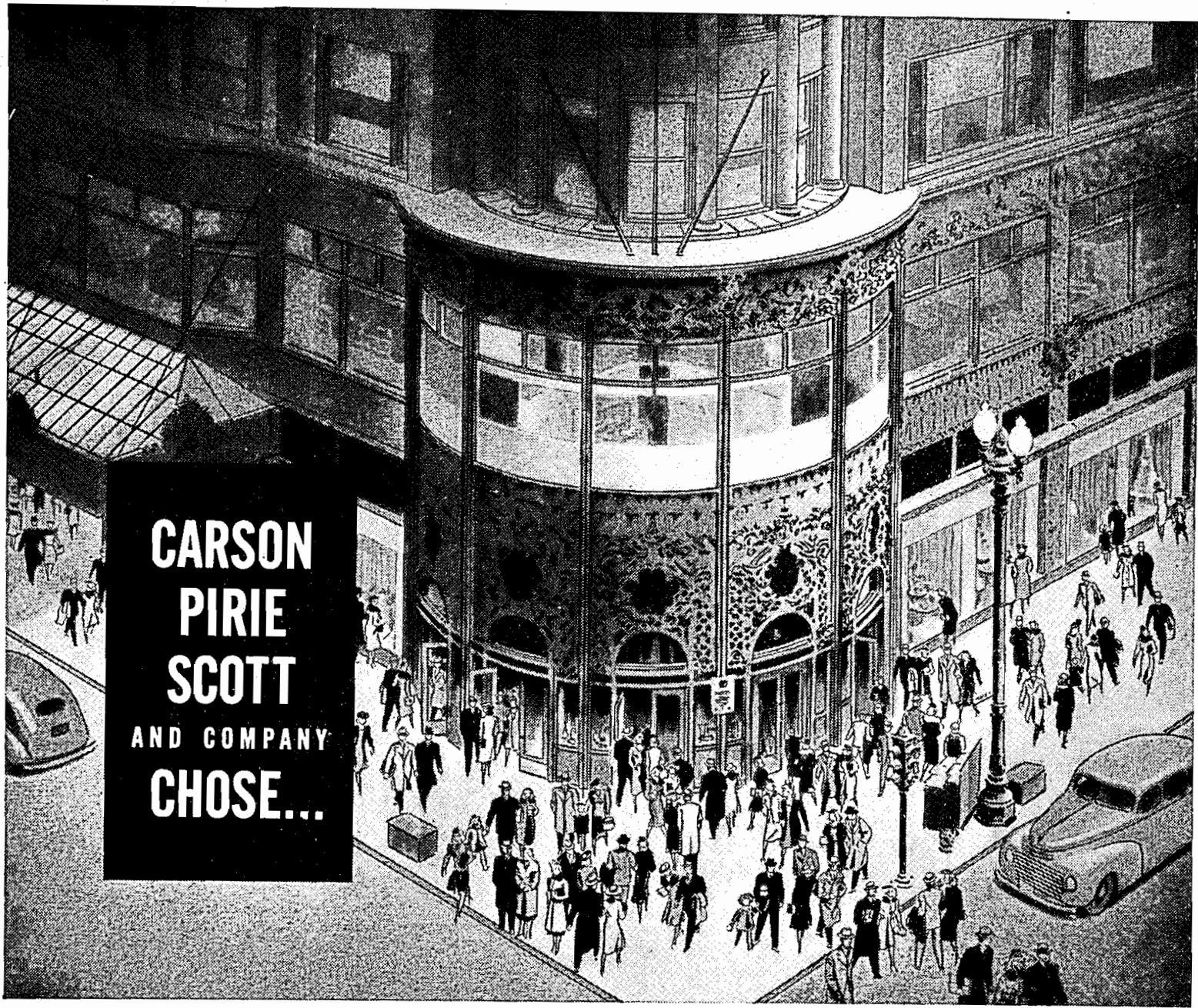
FM applications were received from two standard outlets, Joe L. Smith of WJLS, Beckley, W. Va., and the Piedmont Broadcasting Co., WBTM, Danville, W. Va. Application was received also for FCC approval of the acquisition of another 106 shares of common stock in WFLA, Tampa, Fla., by the family of John Stuart Bryan. This would give the Bryan family half ownership in the station.

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS



...WMAQ at 5:15 PM

Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over \$3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



1945—RADIO'S 25TH ANNIVERSARY
—PLEGGED TO VICTORY

The Chicago station most people listen to most

670 ON YOUR DIAL

PROMOTION

WSFD Fashions

"Kiddies Karnival," 17-year-old Saturday morning feature of WSPD, Toledo, has inaugurated a new feature. It is a style show for youngsters in which three to ten-year-olds model the newest in appropriate apparel, which is supplied by the sponsors. Listening audience as well as those in the studio enjoy the fashion parade, as it is brought to them in word pictures over the air.

Foot Health

The National Association of Chiropractors is promoting Foot Health Week, June 8 through 16, by asking radio to assist in arousing the public to the importance of proper foot care through the dissemination of pertinent information on radio programs. An old Fred Allen script which publicized foot care is being mailed to directors.

Reward

A clever eye-catcher is the promotion piece sent out by Edwin E. Kohn, station director of WFPG, Atlantic City, N. J. "Have You Seen This Man?" is the caption above the picture of the firm-faced Kohn, and underneath it, in still larger lettering, it says "Reward! Reward." The copy is written in the same vein, indicating "rich rewards" for advertisers who use this Blue affiliate.

KDKA Farm Program 24 Years Old Saturday

Pittsburgh—KDKA will observe the twenty-fourth anniversary on Saturday, May 19, of radio's first farm program devoted exclusively to the interests of the rural population. On May 19, 1927 within a year after KDKA was founded the inaugural agricultural program featuring market reports was broadcast at the request of the U. S. Department of Agriculture. Early in 1923, Frank Mullen, now vice-president of NBC made his radio debut via the KDKA farm program, which he conducted.

Today KDKA is one of approximately 100 stations conducting regular farm programs daily as a public service.

FCC Engineers Retain Broadcast-Power Cut

(Continued from Page 1)

being. The continuing tube shortage was one reason for retaining the order, it has been learned, as well as the fact that many stations have notified the Commission that their equipment would not permit them to step up their power. A few broadcasters, Chief Engineer George P. Adair said yesterday, have asked for restoration of the power.

It was learned also that the WPB was consulted on the matter and that agency notified the Commission it was opposed to any relaxation of the order at this time.

The matter is not one of great gravity at the Commission, where it is believed that the one-decibel reduction has very little influence on listening—that most listeners never know the difference.

Television Prospects Outlined By Speaker

(Continued from Page 1)

images, giving a fascinating new dimension to broadcasting," he continued. "It will mean that the perfect, pre-tested sales message can accompany a demonstration of products presented in an informative, entertaining way to the family group."

Mr. Halpin estimated that within five years after the commercialization of television it will develop into a billion dollar industry, and that by the end of another five years thereafter television service should be available to 100,000,000 people in 23,700,000 wired homes, representing 82 per cent of the nation's buying power.

Elias Godofsky Applies For FM Station License

(Continued from Page 1)

nounced yesterday. Godofsky said that if the FCC approves his application, which incidentally will be an "individual enterprise," it will be strong enough to serve 8,500 square miles in and around New York City. Plans have not been formulated as to where the station will be located; however, the cost is expected to come to \$46,800.

Missing In Action

Margaret Burlen, currently featured on MBS' "Agatha Christie," has received word from the War Department that her son, Robert, was reported missing in action somewhere in the Pacific. He was formerly employed by RCA.

Mack Transfers At NBC

Lathrop Mack, manager of the NBC guest relations department has joined NBC spot sales as a salesman, according to a recent announcement. He replaces Robert E. Howard who transferred to NBC spot sales in Hollywood. Mack, in turn, will be replaced by his former assistant, William Ervin.

CBS Marks Third Year Of Latin Amer. Network

Third anniversary of the CBS network of the Americas, or Cadena de las Americas, will be celebrated Saturday, May 19, it has been announced. This network was organized in 1942 as "an instrument of friendship and understanding among the Americas," and since then a balanced program schedule in Spanish and Portuguese has been shortwaved daily to the important population centers of Mexico, Central America, South America and the Caribbean. Among the other types of programs shortwaved include: news, news analyses, special events, warfront reports, popular and classical music, talks by government, business and labor leaders, educational, cultural, dramatic and sports features, etc. These programs are heard over 109 affiliated stations.

CBS has an independent shortwave staff, designed along the lines of the domestic network system, which operates from the CBS building in New York under the supervision of Edmund Chester, director of Latin American relations. Programs are shortwaved by WCBX, WCRC and WCBN, three of CBS' powerful 50-kilowatt transmitters, equipped with a system of highly directional antennas. The transmitters are on the air 136 and a half hours per week, 84 of these devoted to Spanish broadcasts and 52 and a half devoted to Portuguese broadcasts.

Martha Tilton To Pacific

Martha Tilton will leave for the West Coast this week-end to appear in a motion picture following which she will embark on another overseas tour for USO Camp Shows. Miss Tilton expects to leave for the South Pacific with the Jack Benny troupe around the last week in June.

New ET Accounts

New stations to sign up for Charles Michelson's "The Shadow" are: WSTV, Stubenville, Ohio; WGIL, Galesburg, Ill.; KOL, Seattle, Wash.; KGB, San Diego, Calif. Renewals include: WFMJ, Youngstown, Ohio, and WSLs, Roanoke, Va.

Another "E" Award

Commander Robert J. Foley, USN, thrice-decorated submarine skipper-hero, presented the Home Radio Division of the Westinghouse Electric and Mfg. Co. at Sunbury, Pa. with its 25th "E" award.

Send Birthday Greetings To

May 15

Walter Cassel Bert Sheffer
C. T. Williams Margaret Lipper
Ray Groon Wilma Green
James Tindale

EQUIPMENT

Hospital Radio

A complete, 3-channel radio amplification system with more than 1500 individual control boxes has been installed in Birmingham Veterans Hospital at Van Nuys, California. Manufactured by Newcom Audio Products, system consists of three master units, each wired to every bed to give patients a choice of three programs.

New Purchasing Director

New director of purchases for the John Meck Industries Company at Plymouth, Indiana, is Bert L. Bethel. Bethel's previous affiliations were Bendix Aviation, Stewart Warner and the Muter Company.

Johnson To Fairchild

Oliver F. Johnson has joined the staff of the Fairchild Camera & Instrument Corporation of New York to do market research and post-war sales and distribution planning. Until recently, Johnson was with OPA as executive officer in charge of field operations. Previously he was in business for himself as consultant on sales management, personnel selection and training methods, as well as other connections.

Special Pamphlet

The United Nations Information Office has published a pamphlet titled "United Nations On The Air," which is an assembly of 12 30-minute radio programs, six complete discussions heard on "Freedom Forum," via BBC and six similar features heard on "The People's Platform," presented as a public service by CBS.

All 12 programs were broadcast during the period from August to November 1944 and the enlightening publication, designed to enable students to study discussion technique on both sides of the Atlantic, sells for 25 cents.

WKY Covers

The Biggest Part

OF OKLAHOMA'S
FARM INCOME

WKY

OKLAHOMA CITY
The Katz Agency
Representative

Exclusive!
COUNT BASIE
(IN PERSON)
11:05 P.M.—11:30 P.M.
MONDAY thru SATURDAY
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Radio Merit Awards Announced By CCNY

(Continued from Page 1)

winning exhibits will be on display at the Conference on Radio and Business to be held May 22-23, at City College, School of Business and Civic Administration.

W. Ayer & Son, New York City, receives the award for "the most effective merchandising to and through a dealer or sponsor organization of a radio program by an advertising agency," for the program "Report to the Nation."

The "Let's Pretend" program on CWL wins the award for "the most effective commercial program developed by a national network."

For "the most effective radio program developed by an advertising agency," Hillman-Shane-Breyer of Los Angeles, Calif., is honored for the program "This Is My Story."

For the advertising agency performance "the most effective merchandising directly to the public." The Anur Kudner Co., New York, received the award for its promotion of the "General Motors Symphony of the Air."

KIRO, Seattle, wins the award with "Swap'n Shop," for "the most effective direct-selling commercial program developed by a clear channel radio station."

"Highlights of the Rockies," developed by KLZ, Denver, was judged as the most effective institutional, commercial radio program."

WDS, Champaign, Ill., for its "Sorority Charm" program, receives the award for "the most effective direct-selling commercial program developed by a local channel radio station."

For "the most effective sales promotion of a local program by a radio station," WEEI, Boston, is honored for its promotion of "Food Fair."

For the program, "Let's Make A Dress," awarded for WHCU, Ithaca, N. Y., the award for "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

Sales Promotion

WJR, Detroit, received the award for "the most effective sales promotion of a locally produced, public-service network program by a radio station, with the program Victory 'B.'" For "the most effective sales

COAST-TO-COAST

— KENTUCKY —

LOUISVILLE—News from WINN reports: Melvin C. Scarsdale of Chicago is a new control staffer. . . . Naomi Sheppard has moved from the reception to a continuity desk. . . . New business to date has included: Beach's Apparel Shop, 13 newscasts; 300 airings of "The Serenaders" for Orange Crush; Hull-Dobbs, 323 spot announcements; David Roth Sons, 300 spots.

— LOUISIANA —

NEW ORLEANS—Stanley Reyes of the WWL production department is combining sick leave with vacation, while various of his co-workers are pinch-hitting for him. . . . Larry Baird is away from the studio, too. He's at home with a broken leg—and conducting all commercial matters for WWL in his front parlor.

— MASSACHUSETTS —

BOSTON—Stephen James, assistant production manager of WEEI, was transferred from production to sales as an account executive May 7. . . .

WORCESTER—Julia Chase has been appointed women's features editor of WTAG to replace Mildred Bailey who resigned to join WCOP. Julia hails from WBZ. . . . WTAG has inaugurated an OPA series titled "Wartime Living" to help listeners regulate various phases of current problems. Olive Merrill serves as reporter and conducts weekly interviews. . . .

FALL RIVER—John F. Harrington has replaced Leonard C. Cox as WSAR sales manager. Mr. Cox passed away last month.

promotion of a network program, WOWO, Fort Wayne, Ind., earns the award with "America's Town Meeting of the Air."

WLW, Cincinnati, receives the award for "the most effective sales promotion of a locally produced, sponsored network program with "The World's Front."

The F. W. Ziv Co., Cincinnati, with "Calling All Girls" wins the award for "the most effective radio program developed for syndication by a transcription producer."

Honorable Mentions have been awarded to WDAL, Duluth, Minn., for "an unusually effective program developed to increase the station's share of the local audience," with "Open House"; to WEAJ, New York City, for "unusually effective sales promotion of a local program," with "Mary Margaret McBride"; to WHAS, Louisville, Ky., for "an unusually effective commercial program, with "Renfro Valley Gatherin'"; and to WTOP, Washington, D. C., for "an unusually effective sales promotion of a local program," with "Let's Learn Spanish."

Judges were Lou Frankel, Radio Editor, "Billboard"; Bruce Robertson, New York Editor, "Broadcasting"; George Rosen, Radio Editor, "Variety"; and M. H. Shapiro, Managing Editor, RADIO DAILY. Dr. John Gray Peatman, Associate Dean of the City College, served as Chairman of Committee on Awards.

— MICHIGAN —

KALAMAZOO—The Western Michigan Radio Forum heard Tuesday evenings at 8:30 CWT, over WKZO was launched by Western Michigan College in co-operation with WKZO and WJEF as an experimental adult education program. A moderator and program manager prepare the topics and obtain participants. Dr. W. F. Dunbar, WKZO-WJEF program chief, co-operates with the college in supervising. Both WJEF and WKZO are owned and operated by Fetzer Broadcasting Co.

— MISSOURI —

ST. LOUIS—After a year on the air, KSD's "St. Louis Heroes" has been bought by Gaylord Container Corp. for institutional advertising and 7th War Loan promotion. Sunday afternoon broadcasts which tell of local men and women in the war have won a 7.7 rating. . . . Jerry Hoekstra, war program director of KMOX has been named assistant to general manager Frank B. Falknor to replace Arthur Casey who has gone to WOL in Washington.

— NEBRASKA —

OMAHA—Former KOWH announcer Major Kermit Hansen, who was taken prisoner by the Germans last September in the fighting in the Moselle River area, has arrived in this country following his liberation by the American Seventh Army. After a stop in Washington and Fort Leavenworth, he will return home on a 60-day furlough.

Listeners Institutes Planned For Summer

(Continued from Page 1)

of Minnesota at Minneapolis, July 13-14; Iowa State College at Ames, Ia., July 16-17; University of Denver at Denver, July 19-20.

Purpose of the institutes will be to project discussions of the various aspects of radio from the standpoint of the listener, with participants representing such organizations as Parent-Teacher Associations, League of Women Voters and Educational Associations. Topics will include: "The Influence of Radio," "Radio Program Policies," "Broadcasting For Children," "The Radio Audience," "Listeners Reaction To Radio," "Relationship Between Organizations and Local Stations" and "The Future of Television."

Carmichael's Show Renewed

Los Angeles—Hoagy Carmichael's current NBC show, "Something New," has been renewed for another 13-week stanza by Nu-Made Mayonnaise, according to Jack Meakin, producer of the program for Foote, Cone & Belding. New contracts were handed Carmichael and the show's regulars: 19-year-old conductor Jimmy Higson and "The Teen Agers" band, the comedy team of Sweeney and March and "permanent" announcer Ken Peters.

ANY BONDS TODAY?

By Fibber McGee and Molly

Illustrated by Hilda Terry



"—but when Barry said 'Let's for a stake in the country,' he meant 'Let's buy a War Bond.'"

JOB WANTED

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

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

RADIO'S BIGGEST POINT - PER - DOLLAR VALUE



NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

"BOSTON BLACKIE"

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures' Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

*Write, wire or phone for sensational
rating history and audition discs.*

FREDERIC W. **ZIV** COMPANY

NEW YORK

2436 READING ROAD • CINCINNATI, O.

HOLLYWOOD

BOSTON BLACKIE • FILMDOM'S MOST LOVABLE SLEUTH

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

COL. 31, NO. 33

NEW YORK, N. Y., WEDNESDAY, MAY 16, 1945

TEN CENTS

1945 Educational Awards

Report Sale Of KMTR, KYA, To Easterners

West Coast Bureau, RADIO DAILY

Hollywood—Strong rumors persist that eastern interests have offered \$500,000 for KYA, San Francisco, and like amount for KMTR, Los Angeles.

Don Fedderson, president and general manager of KYA, declined to comment on the report, while Kenneth O. Tinkham, manager of KMTR, was unavailable for immediate comment.

Both stations are old timers in the radio field, KMTR having been established in 1924, KYA in 1926.

WOR Revives Pre-War "Man On The Street"

Resumption of WOR's "Man on the Street" interviews this week with Box Dixon doing the questioning marks the first sidewalk interview series to go on the air in New York since the lifting of the wartime censorship ban. Program will be heard from 6:15 to 7:30 p.m., Monday, Wednesday, Thursday and Friday. Dixon came to WOR from WTAG in Worcester where he was chief of special events department and producer-announcer on many of the station's major programs.

Bond-Show Newsreel Clip Presented By Tele Station

Los Angeles—In connection with its policy of devoting a portion of each program to an entertaining plug for the 7th War Loan Drive, W6XYZ showed its second batch of victory in Europe clips from Paramount News. Director Klaus Landsberg also ar-

(Continued on Page 2)

SERVING the 7th!

Oakland, Cal.—With sponsor's co-operation, KROW will broadcast a baseball game from the Oakland KROW Ball Park, giving the entire proceeds of the contest to the 7th War Loan Campaign. The game, date of which will be set shortly, will receive advance publicity and city-wide promotion in Oakland and in nearby San Francisco.

Telephonic Orchids

Los Angeles—New all time record in phone calls was marked up by KNX, when 1,600 calls followed the repeat performance of Norman Corwin's V-E Day program, "On a Note of Triumph." Broadcast was repeated on Sunday, May 13, in response to a flood of calls after its first broadcast on Tuesday, May 8.

Listeners Preferences Reviewed By CAB

Program preferences of listeners in large and small towns show wide differences according to the CAB's Comprehensive Analysis of Radio Program Audiences, released this week. This new series covers nine to 10 programs in each category and reveals that in some cases the preferences are almost exactly opposite, when the

(Continued from Page 11)

Berle Westchester Show Sells \$8,000,000 Bonds

Milton Berle and the cast of "Let Yourself Go," will take part tonight in the Westchester Bond Show to be held at the County Center in White Plains. Ann Sheridan will be the guest star, and according to reports the \$8,000,000 allocation has already been sold out to those who will attend the show. Berle program will be heard over CBS at its usual time tonight 10:30-11 p.m., EWT.

Lea Sponsoring New Bill Aimed At AFM Actions

Washington Bureau, RADIO DAILY

Washington—House Interstate Commerce Chairman Clarence F. Lea said yesterday his committee is drafting a bill to "prevent forms of extortion" with which he charges broadcasters are plagued.

Lea's committee has held several hearings during the present Congress on the bill of Michigan Representa-

WLAW dominates industrial New England with a listening audience of 1,902,591 people. Adv.

Twenty-Two Broadcasters Share Honors With 'First Awards' At The 9th Annual Judging In Columbus

By JOE OLSON

(Staff Correspondent, RADIO DAILY)

Columbus — Lion's share of the honors in the Ninth Annual American Exhibition of Educational Radio Programs, announced here today, went to stations and organizations in New York City and Chicago.

In all, the judges conferred 22 first awards; 16 honorable mentions; and two special mentions; and two special men-

(Continued on Page 10)

Sen. Hearing In June Re U. S. Radio Patents

Washington Bureau, RADIO DAILY

Washington—Hearings will be held in June by the Senate Interstate Commerce Committee on status of communications patents under which American companies work. This was announced over the week-end from the office of Senator Frank Briggs of Missouri, who is now in Europe in-

(Continued on Page 5)

Banshees Awards Given To War Correspondents

Ernie Pyle, late great war correspondent of the Scripps Howard Newspapers, was posthumously honored by International News Service here yesterday at the Banshees luncheon at the Hotel Waldorf. Barry Faris, edi-

(Continued from Page 11)

OWI To Continue Programs To Germany From N. Y.

Details of how the German people will be governed by the co-ordinated Allied program and the edicts of the Allied military government for their "de-Nazification" are currently being

(Continued on Page 2)

Austrian Envisions Bright Tele Future

Los Angeles—Speaking before the Society of Motion Picture Engineers Tuesday night, Ralph B. Austrian, executive vice-president of RKO Television Corp., said he believes it will be perfectly possible and feasible to release a television program on film

(Continued on Page 5)

CBS Reporters Rotate; 3 En Route From Europe

CBS correspondents who have covered the war in Europe, will rotate on trips home, it was announced yesterday by Paul White, director of news broadcasts. After furloughs in

(Continued on Page 9)

SERVING the 7th!

Jamestown, N. Y.—A special war bond program was broadcast over WJTN direct from the auditorium of Jamestown High School before an audience of 1,500. Transcription was re-broadcast later. Station is also airing its twice-weekly, five-minute feature, "Buy a Bond for Baby," in which listeners invest in their infants' future.

The average resident within WLAW's .5 mv/m contour has \$754.05 in the bank. Adv.



Vol. 31, No. 33 Wed., May 16, 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, May 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 5/8	165 1/8	165 5/8	- 1/8
CBS A	37 1/4	36 3/4	37 1/4	+ 1/2
Crosley Corp.	36	35 3/8	36
Farnsworth T. & R.	15 1/4	14 3/4	15
Gen. Electric	42 3/8	41 7/8	42 3/8	+ 3/8
Philco	38	37 3/8	37 5/8	- 3/8
RCA Common	12 1/8	12	12
RCA First Pfd.	85 1/4	85 1/4	85 1/4
Stewart-Warner	20 1/4	20 1/8	20 1/4	+ 1/8
Westinghouse	34 3/8	34	34 1/4	+ 3/8
Zenith Radio	39 7/8	39 1/2	39 1/2	- 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 1/2	5 1/2	5 1/2	+ 1/4
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/8	8 1/8
Stromberg-Carlson	19 5/8	20 5/8
WCAO (Baltimore)	27
WJR (Detroit)	41

20 YEARS AGO TODAY

(May 16, 1925)

Recent WOR program on which Zoe Beckley, well-known newspaper woman, gave a talk on Queen Marie of Roumania was well received. Miss Beckley has just returned from a European tour during which she visited Roumania and interviewed the royal matchmaker of the Balkans.

GAG-MAN WRITER

Free to script humor show. Write Box 168, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

H. V. KALTENBORN and ROBERT ST. JOHN, NBC correspondents who had been covering the San Francisco conference, are back in New York and have resumed their broadcasting from Rockefeller Center.

LOUIS H. PETERSON, president and general manager of WSSV, Petersburg, Va., is in town this week to attend the New Affiliates Meeting at the headquarters of the Mutual network.

JEAN COLBERT, director of women's activities at WTAM, Cleveland affiliate of NBC, is departing herself at Miami on her annual two-weeks vacation.

JOHNNY NEBLETT is due in New York tomorrow for a series of guest shots and to discuss further outlets for his series. He plans to tarry in Gotham through May 27.

HELEN SIOUSSAT, CBS director of talks, has left San Francisco for Los Angeles, from which point she will continue on to New York.

ROY S. LANGHAM, co-ordinator of broadcasts for CBS, spent yesterday in his home town of Gloversville, N. Y., where he addressed the Kiwanis Club in observance of International Radio Week of Kiwanis.

H. R. BAUKHAGE, Blue Network commentator who is covering the UNCIO at San Francisco, went out to Oakland yesterday to address the Advertising Club of that city.

GINNY SIMMS today goes up to Pawling, N. Y., where she will assist the servicemen at the Army Air Forces Convalescent Hospital when they broadcast tonight's edition of "The Road Ahead" over the Blue Network.

MICHAEL BARKWAY, recently appointed by BBC as representative in Canada, will arrive today in Toronto to assume his new duties.

WALTER CRAIG, radio director of Benton & Bowles, has left for the West Coast, where he will spend two weeks on business.

Bond-Show Newsreel Clip Presented By Tele Station

(Continued from Page 1)

ranged for the appearance of Lt. Frank Chapman, who was a leader of Philippine guerrillas and who spotted Japanese navy heading for Philippines and wired and whose tip enabled U. S. navy to attack and destroy this portion of Japanese fleet. Lt. Chapman was interviewed by Richard Lane.

Lt. Chapman also displayed objects he collected on various theaters of warfare.

Speakers Will Discuss Freedom Of Speech Issue

Francis C. De Wolf, chief of the Communications division of the U. S. State Department, will be the chief speaker at a luncheon on "World Freedom of Speech and Press" under the auspices of the American Civil Liberties Union at the Town Hall Club, New York, today. Other speakers will be James L. Fly, former chairman of the FCC, Arthur De Bra of the Motion Picture Producers and Distributors Association, Cranston Williams, general manager of the American Newspaper Publishers Association and Morris L. Ernst, counsel for the American Civil Liberties Union, New York.

OWI To Continue Programs To Germany From N. Y.

(Continued from Page 1)

shortwaved by the six East Coast shortwave transmitters to the German people, it has been announced by the Overseas Branch of the OWI. All orders and proclamations from General Dwight D. Eisenhower, Lt. Gen. Lucius Clay and other members of the Allied Control Council for the occupation of Germany are being shortwaved from these transmitters to other media reaching the German people.

From New York the Voice of America will continue to be the main radio channel from the United States to Germany, Radio Luxembourg and ABSIE, until their discontinuance which is expected in the near future. The OWI points out that the shortwavecasts from New York will continue as long as American military conditions make them expedient. Radiophoto transmissions to Germany by the OWI have not started as yet, but are part of the program planned for the military administration.

The theme of all broadcasts of the OWI will be to feed to the German people "cold factual summaries of world news," project the truth about themselves to the German people, and to clear up and correct historic falsifications spread by the Nazi propaganda machine.



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

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

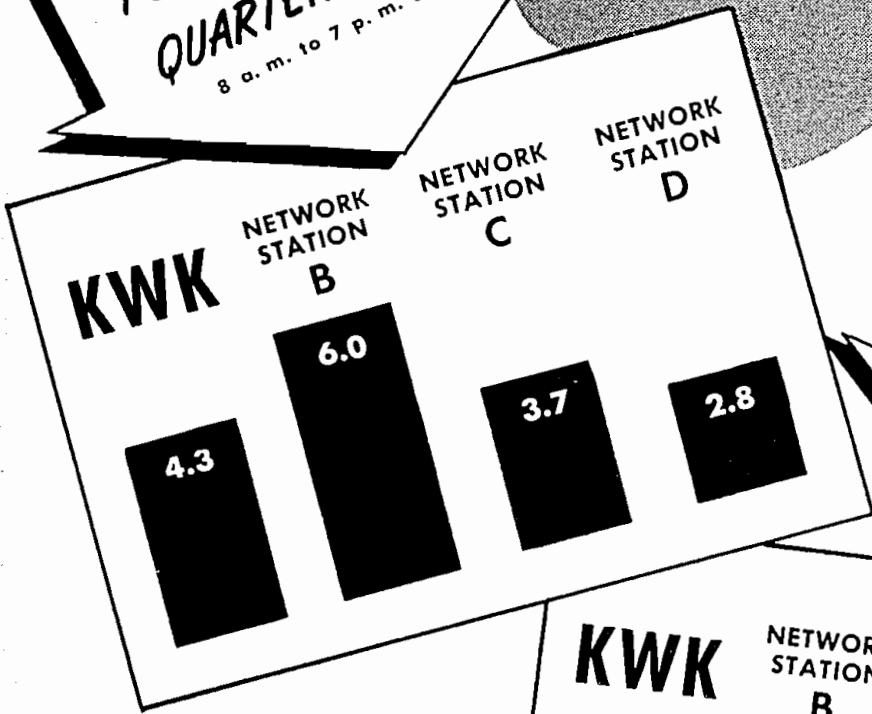
This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



Again

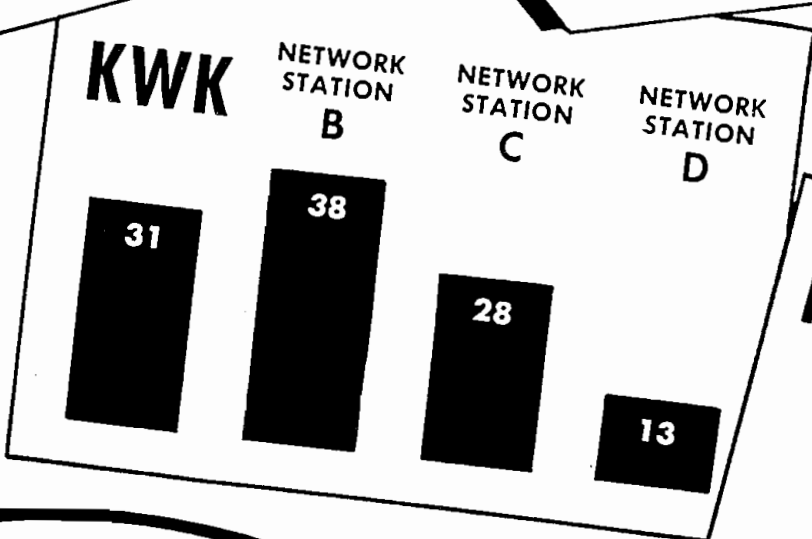
* Hooper day-time ratings
prove the popularity
of KWK personalities

AVERAGE
HOOPER RATING
FOR TOTAL 44
QUARTER HOURS
8 a. m. to 7 p. m. DAILY

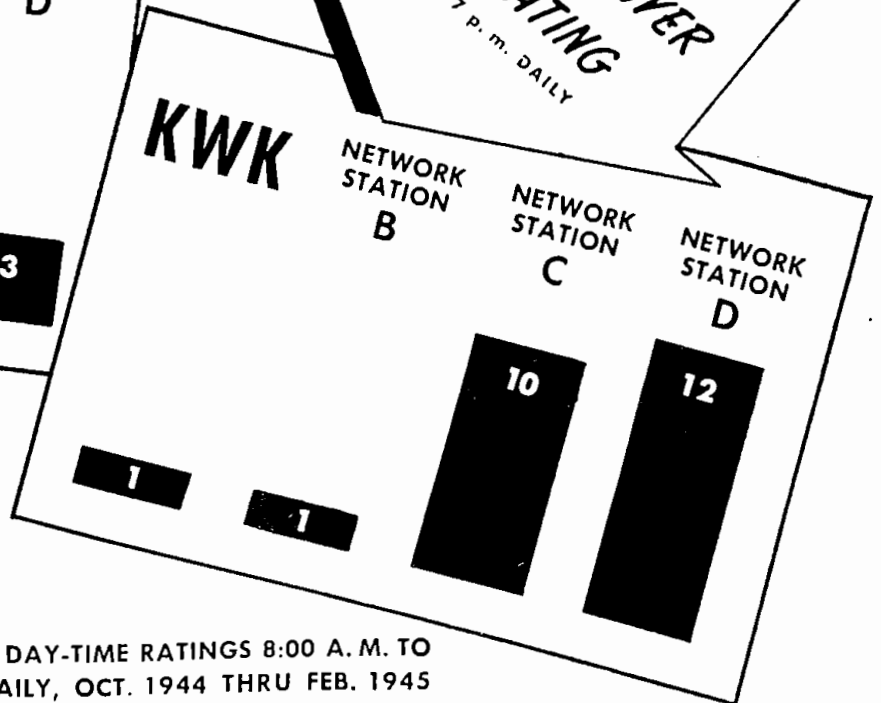


RUSH HUGHES • RAY DADY • ED WILSON
SHADY VALLEY FOLKS • EASY LISTENING
THE SMOOTHIES • CARL HOHENGARTEN
COON CREEK BOYS

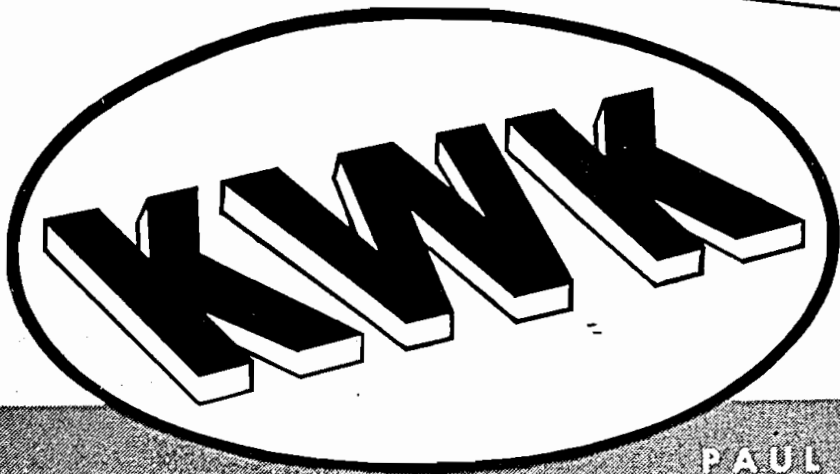
NUMBER
OF QUARTER HOURS
WITH 3.0 or BETTER
HOOPER RATING
8 a. m. to 7 p. m. DAILY



NUMBER
OF QUARTER HOURS
WITH 1.5 or LOWER
HOOPER RATING
8 a. m. to 7 p. m. DAILY



HOTEL CHASE
ST. LOUIS



* C. E. HOOPER DAY-TIME RATINGS 8:00 A. M. TO
7:00 P. M. DAILY, OCT. 1944 THRU FEB. 1945

PAUL H. RAYMER CO., Representative

IN PENNSYLVANIA THE

TRI-PENN MARKET



WGAL
LANCASTER



WKBO
HARRISBURG



WORK
YORK

**produces sales
for you**

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER



Radio Is My Beat . . .!

● ● ● Radio Row is Talking About: That heavy bankroll's sponsor (in the \$20,000 class) who is flirting with Phil Spitalny for a new air series. . . . The appearance of uniformed ex-radio lads around the agencies since V-E Day, sizing up the post-war radio situation. A lot of "war-execs" heads will be rolling down radio row any day now. . . . The Blue Network's sending down an engineer to Lakeland, Fla., the other day for a one-minute pickup! . . . The rumors that Columbia has the exclusive on the Kentucky Derby airing. . . . The chorines who are complaining about the 'hand trouble' of a famed Latin maestro. . . . Sophie Tucker's doing a "show must go on" routine at Chicago's Chez Paree. She just returned from Conn., where she buried her brother. . . . That report that Kay (Forever Amber) Winsor will get a pile of dough from 20th-Century only if they okay her story. She already got paid off. . . . Mary Martin's refusal to sing her famous "My Heart Belongs to Daddy," because her hubby, Richard Halliday, doesn't think it's 'dignified' . . . Morton Gould's tale about the ham maestro who, when he got applause after playing the National Anthem, immediately did an encore. . . . Paul Lavalley's amazing job on "Cities Service," bringing the rating up from three and one half to 10 in something like 26 weeks. . . . The inside on why Fred Allen didn't sign with Texaco again which everybody thought was 'in the bag.' It seems Texaco wanted to keep Jimmy Melton on in his present spot and build another show for Fred. The comedian, however, held out for a 'Hooper spot,' which they couldn't deliver.

★ ★ ★

● ● ● Show business proved again yesterday afternoon that it really has a heart—the occasion being a George Gershwin Jubilee luncheon at the Astor, or, in sum, a radio sendoff for the Gershwin picture, "Rhapsody in Blue." Most of the greats of the music world — Paul Whiteman, Walter Damrosch, Morton Gould, Leonard Bernstein, Jane Froman, Gladys Swarthout, Mildred Bailey, Harry Richman, Henry Busse, Paul Lavalley and dozens of others—were on hand to pay tribute to a composer who so enriched the music we hear on the air. 'Pops' Whiteman paid a magnificent tribute to Gershwin, aided and abetted by Morton Gould, Leonard Bernstein and Walter Damrosch. It may have been a commercial project with Warner Bros., but it certainly was a warming occasion to most of those present. A few minutes of the proceedings was aired over Mutual with Paula Stone emceeing as part of her regular program.

★ ★ ★

● ● ● Small Talk: Jeri Sullivan will be the next Mrs. Dick Stabile. His former wife, Gracie Barrie, will wed Mill Kafka, the Chicago hotel gent. . . . Tom Reddy, Blue announcer, takes his physical next week. . . . Bernie Dudley, who announces the Philharmonic among other things, checks into the Army this week. . . . There's a soda jerker in the NBC drug store who looks more like Earl Wilson than Earl Wilson. . . . Fitch bought Bill Bendix's "Life of Riley" to be aired Sundays via NBC in the fall. . . . Joan Brooks going on the Chesterfield Supper Club this Monday. . . . Walter Compton auditioning a new quiz show. . . . Mary Ashworth just got her Civilian Pilot's license. . . . Irene Manning and her hubby, Keith Kolhoff, reported on the verge, have patched things up. . . . Gary Cooper will star in his next picture, "Old Joe Clark," which he'll also produce. . . . Is Phil Carlin thinking of a half-hour weekly program to be called the "Mutual Playhouse"? . . . "Tin Pan Alley of the Air" will be heard from New York on the 19th and 26th. Saturday's guest will be Jule Styne. . . . Mildred Fenton recouping from a heavy cold at Atlantic City. Incidentally, Mil, we hear you've grabbed off one of the biggest sportscasters in the biz for your new show.

★ ★ ★

— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

DANNY KAYE will soon make a quick trip to Buffalo, to help promote that city's Seventh War Loan Drive. The star of the CBS "Danny Kaye Show" will be gone just a few hours.

After Frank Sinatra's recent appearance on George Fisher's Hollywood Whispers show over KECA, the star promised to play a return engagement when he comes back from his overseas tour. Sinatra said he has never received a more expert presentation than Fisher's.

Jack Haley's performance in "The Nervous Wreck," on Harold Lloyd NBC "Comedy Theater," last Sunday, garnered exactly 58 laughs, almost two a minute. This topped every guest comedy star who appeared on the popular Sunday program.

William H. Wood, former Captain of Infantry, U. S. Army, has joined the staff of Batten, Barton, Durstine & Osborn, as a production manager. Before entering service, Wood was production manager for the Jim Duffy, Co., Chicago, and copywriter for Montgomery Ward, Retail Advertising Department, Chicago.

The Motion Picture Magazine radio program will in the near future present Jack Benny and his entire troupe in a tabloid version of "The Life of Jack Benny." Also, in an upcoming issue of Motion Picture Magazine will be a photo layout of the same subject and of the broadcasting of the program.

Bill Goodwin's fan mail shows an increase of nearly 40 per cent, since he joined the Frank Sinatra show as a featured comedian.

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WJPG

ATLANTIC CITY, N. J.

WSTV—Staubenville, Ohio

WJPG—Atlantic City, N. J.

WJPA—Washington, Pa.

WKNY—Kingston, N. Y.



Austrian Envisions Bright Tele Future

(Continued from Page 1)

Over a "first run" group of stations and then re-release it in the same locality at a later time to a "second run" group and finally a "subsequent run" group. He pointed out any given locality can be fairly and completely covered.

Use of "telereels" (film transcription), Austrian declared, would provide huge savings in land lines and radio relay charges and would mean a greater percentage of its rate card could be retained by the local station operator. He said that in the post-war era, advertising managers and market analysts will lean heavily on spot type of telecasting.

Austrian announced RKO will make syndicated programs available as station construction starts and that even after national or large regional networks are established "telereel" will remain an important, if not most important, factor for all programs with the exception of sporting and news events. He pointed out that people do not wish to buy propaganda or advertising when they go to theaters, but tele will open home screens of the world to the advertiser.

Austrian added that qualified observers predict that some day there may be 30 million tele screens scattered through rest of world, and if as many as three people look at each of these screens at one time, there's a potential audience of 90 million. He declared television, like motion pictures, is showmanship by remote control.

Austrian said public relations via tele opens a vast new field of opportunity and tele on film will offer a most unique and effective way for large corporations to tell their story to the public.

Two CBS Web Programs Renewed For 52 Weeks

General Mills has renewed sponsorship of two CBS programs, "Light of the World" and "Valiant Lady." Through Dancer-Fitzgerald-Sample, Chicago, both renewals are effective May 28, 1945, for 52 weeks. "Prudential Family Hour," heard Sundays over CBS, has been renewed by the Prudential Insurance Company of America for 52 weeks from May 27, 1945 through Benton & Bowles, Inc.

John B. Harlow

John B. Harlow, contract license manager of the Electrical Research Products Division of Western Electric Company, died at his home yesterday following an acute heart attack. He was 61 and had more than 35 years of service in the Bell System. His home was at 10 Crestmont Road, Montclair, N. J. He is survived by his widow, the former Isabel June Chase, and two sons, John B., Jr., and Peter N. Harlow, both in the Armed Forces. The funeral and interment will be private.

Arquette To Vacation As "Glamour Manor" m.c.

Cliff Arquette, master of ceremonies of P & G's "Glamour Manor" heard on the Blue Network, across the board, 12-12:30 p.m., EWT, will take an eight-week vacation beginning sometime in June. During his absence, the program's format will be changed to audience participation. Benton & Bowles, agency for the program is currently casting for an emcee replacement to fill in during the eight-week interval. When Arquette returns to the cast, the program will revert to the original format when it will also originate on the Coast.

The program formerly originated from the West Coast, where it was unable to obtain a sizable studio audience, because of the early hour

Time Change For Malone On Blue Starting June 11

Ted Malone, the voice of G.I. Joe in Europe, will switch to a daytime spot on the Blue Network, Monday to Friday inclusive, at 11:45 a.m., EWT, starting June 11. Malone currently is heard Monday, Tuesday and Wednesday, 8 p.m., EWT, with a rebroadcast for the West at 11 p.m., EWT. With Malone's switch, the sponsor, Westinghouse, with change from institutional to straight product copy.

there. However, plans may be negotiated between the producers of "Glamour Manor" and the producers of "Breneman's Breakfast At Sardi's" whereby the latter will send their audience across the street to build up the former's audience.

Sen. Hearing In June Re U. S. Radio Patents

(Continued from Page 1)

pecting American communications facilities.

The hearings appear to be inspired by the recent resolution of Committee Chairman Wheeler and Senator Homer Capehart of Indiana, who called for study of the patent situation in connection with the announcement last month by Philips Incandescent that all its patents under which American manufacturers are now working must be renegotiated this summer. Many vital patents for radio and television transmission and reception are included.

FOR SALE

More than twice as many Grand Rapids listeners as any other station anywhere

The No. 1 Station (5000 watts) . . . with the No. 1 Network (NBC) . . . in the No. 1 Market in Outstate Michigan.

WOOD

GRAND RAPIDS

PAUL H. RAYMER CO., Sales Representatives

We Carry

No S

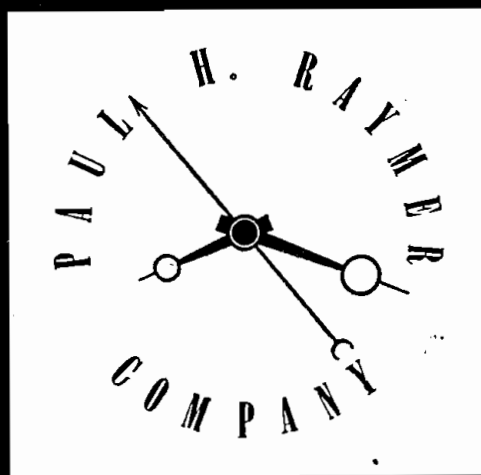


sidelines—



This business of ours is a full-time job. Advertising agencies and the stations we represent are served better because we carry no sidelines. The sales efforts of our men are not divided between radio and other advertising media. We sell no newspaper or magazine space, nor are we involved with transcription or talent departments.

Our full attention is devoted to building business exclusively for the stations we represent.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

PROGRAM REVIEWS

"ON A NOTE OF TRIUMPH"

Special V-E Day Program, written, produced and directed by Norman Corwin. Music by Bernard Herrman; musical director, Lud Gluskin; narrator Martin Gable. CBS-WABC V-E night, and repeated last Sunday 11-12 p.m., EWT.

Not the result of a hasty filler for V-E Day consumption, "On a Note of Triumph," is plainly evident of considerable thought and inspiration. Possibly it will go down in radio history as Corwin's masterpiece and already it is in book form as a permanent record. Corwin states it is not a "poem"; however it does register with the listener as of poetic nature, a dynamic documentary dramatization of a world emerging from a terrible five-year war in Europe.

Corwin delineates as only he can, the early days of the Hitler dominated countries, his rise to military heights and at long last the inevitable downfall. Nothing is left out and it is brought out dramatically by Gable and a strong cast of actors, skilled in dialect and radio drama. Music by Herrman, specially composed is unusually fitting throughout and the fine hand of Corwin is everywhere in the direction. The undertaking was a vast one, but Corwin seems to have covered his subject and what he wanted to say with rare skill and the talent that is his. No doubt it will be V-J Day before he can think of seeking to follow himself after doing, "On a Note of Triumph," a line, incidentally, from Walt Whitman.

The serious angle was given by nine soldiers whose opinions were asked on various pertinent subjects and to sum up, one of them said the consensus wanted by the men was "peace and understanding," understanding of their problems.

Ex-WAC Gets Offers

Pat Kair, ex-WAC, heard singing on the Gimmy Simms Veterans Theater over NBC Tuesday night, May 8, received three offers for professional engagements, according to Earle L. Sanborn, veterans representative of the U. S. Employment Service. Miss Kair, former corporal in the WACs, was heard singing, "The Song Is You."

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.

Washington Front

By ANDREW H. OLDER

IDLY glancing over some back copies of the Congressional Record—and that is not how we usually spend our leisure time—we came across an insertion by Ohio's Senator Harold Burton which seems to have escaped our notice at the time it first appeared. The statement deals with Robert Morris Pierce, chief engineer of WGAR, Cleveland, who returned to the station this winter after two years overseas with OWI as chief engineer for the Psychological Warfare Branch in North Africa and Europe. Pierce was the first engineer to go overseas for OWI, and his stay was supposed to be only six months.

To quote Burton, "One extraordinary service he rendered was in connection with the surrender of the Italian fleet in September, 1943. While every effort was being made to force the surrender of the Italian fleet Pierce conceived the idea of broadcasting the surrender terms on the international distress frequency. The only time available for him to work on this project was in the evening after the regular duties of his day had been completed. Often starting in the middle of the night, he labored many hours before the highly technical work could be completed.

"It was necessary for him to tune a powerful radio down from a frequency of 1,100 kilocycles to 500, which is the international distress frequency on which ships all over the world listen in constantly. The surrender terms were then broadcast and, in response, the Italian fleet soon steamed into the Allied base at Malta. Of this feat Admiral Sir Andrew Browne Cunningham, British commander in the Mediterranean said, 'Tell the Americans they have accomplished in one day with propaganda what I have been trying to do with the Navy for three years.'"

After North Africa, Pierce was charged with taking over captured stations in Europe and getting them back on the air, and with installing new stations. In order to take Radio Luxembourg for the Allies—it is the second most powerful station in Europe and was invaluable to our Army—Pierce, with armor and infantry support, "set out at midnight to take the transmitter by surprise. With several officers he led the way in a scout car. The small force had to overcome barriers along the way and on one occasion it became necessary to use dynamite to clear the road." The surprise attack was completely successful, and the station was taken almost intact. Pierce has received

'Charlie Chan' Series Goes Co-op

"Charlie Chan" series will be produced on a co-operative sponsorship basis over the Blue Network beginning June 18. Instead of the half-hour format, the program will be produced as a 15-minute series, five times weekly.

commendation from both OWI and the military for this feat. . . . Burton added, in conclusion, that this is indicative not only of the all-out effort by Americans in civilian clothes as well as in uniform, but it is also a demonstration of the "extraordinarily effective and valuable part that radio engineers and the radio industry of America contributed to the winning of the war in Europe."

* * *

IT'S news when a station sends a press release such as the one we received last week from WOL, Washington. It points out that WOL two weeks ago cancelled Cedric Foster's news comment to air the new local show featuring interviews by Miss Marshall Adams of local personalities. One minute after the show started, the release said, the WOL switchboard began lighting up, and inside of ten minutes 115 protest calls were registered. Another 52 came in during the next two hours, and the mail contained many additional complaints. (We take a little personal pleasure in this, remembering the days Foster was one of our bosses on the Hartford "Times" many years ago). . . . The next day Foster was on, along with a preliminary announcement by WOL manager Merle Jones, who thanked all those who had protested. "We are guided by your reactions," he said, "which have convinced us we will perform the greatest public service by rescheduling the program without further delay."

* * *

LATER in the week Miss Adams came through for WOL however—with the first radio interview with Eugene Meyer, publisher of the Washington "Post," on whose staff she used to be. Meyer last year bought the rival Washington station, WINX, for the considerable sum of half a million dollars, but had never been on the air over that station. . . . The same Miss Adams is quite a busy woman, authoring an article on the Mexico City designer Andre de Chastillon for Pan-American Magazine. A recent guest on her interview show was Hanna Sherman, style expert who has been setting Washington firms on their ears by showing them the value of sensible style and beauty advice as an offering of the firms to their women workers. Hospitals, government agencies and even the local traction companies have all sponsored her courses for their employees—one reason the male element in Washington is somewhat more clothes conscious lately.

To Handle Bendix In Syracuse

The Edward Joy Company of Syracuse, N. Y., has been named exclusive distributor in that territory, of the Bendix Home Radio, it was announced by Leonard C. Truesdell, general sales manager for home radio division of Bendix Radio Co.

EQUIPMENT**New Zenith Representatives**

Zenith Radio Corporation of Chicago, Ill., has appointed two new distributors to represent the company in eastern Virginia and North Carolina. The former territory and some few counties of North Carolina will be handled by Hiram B. Bennett and William D. Jenkins, whose firm is the Radio Supply Company of Norfolk. Eastern North Carolina distributor is Nash-Steele Motor Company of Raleigh headed by Roland B. Nash and Russell E. Steele.

Personnel Expansion

Appointment of Leo A. Santry to the home office staff of the Bendix Products division of Bendix Aviation Corporation at South Bend, Indiana has been announced. Santry, formerly eastern district manager for Trailmobile Company, will act as product manager on B-K vacuum power brakes and Bendix brakes. His appointment is in line with divisional service sales personnel expansion.

Stromberg Gets 5th "E"

Stromberg-Carlson Company of Rochester, New York, has been awarded a fifth Army-Navy "E" award for excellence in production. It has been announced to the communications firm's employees by Dr. Ralph H. Manson, president. The honor, fourth white star for the "E" pennant followed by less than two months the company's report of greatest production for 1944 in its fifty-one year history.

Ex-Serviceman's Plans

Anthony Acquaviva, first honorably discharged Pennsylvania Veteran to receive a government loan under the terms of the "G.I. Bill of Rights," will use the capital to start his own business in Philadelphia where he will handle the Bendix Radio line exclusively.

KNOW YOUR ABC'S about KOA

THERE ARE 326,191 RADIO FAMILIES IN THE DAYTIME PRIMARY AREA SERVED BY KOA.

FIRST in DENVER
KOA
50,000 watts 850 KC

Represented by NBC SPOT SALES

AGENCIES

PROMOTION

DR. H. ... BBA, economist and statistician has become associated with C. Hooper, Inc., in an executive capacity, effective May 15.

C-J SCARF NOVELTY CO., New York, makers of "Connie" Scarfs, have placed their advertising account with Hal Advertising Agency, New York.

GRANT ADVERTISING INC., New York, has expanded its media department under the supervision of Edward H. ... media director, who announced the appointment of Hal Winter, formerly of Raymond Spector, as publication space buyer, and Julia ... formerly of N. W. Ayer, as advertising buyer.

ROCKWELL ... one of the few top men in the world of contemporary art, has been engaged by the American Express Line to execute a series of ... for the shipping line's ... campaign, which is being placed by N. W. Ayer & Son, Inc.

MILDRED ... PRODUCCTIONS agency has announced the following two new staff members: Gloria Thompson, formerly of NBC programming, and Audine Shannon, of the production staff of "Truth Or Consequences." In conjunction with the above, ... also announced the expansion of her agency at 38 East 57th St. to the entire 6th floor, in addition to the other offices on the ...

Star News

Albert ... and wife Maybelle are the parents of a baby girl, "Suzanne." ... on "Romance of Helen Trent." ... "Let's Pretend" on CBS.

Dorsey Pennant RCA m.c.

Tommy ... who during the past seven weeks has been serving on a temporary basis as master of ceremonies on "RCA Show," has been signed as regular emcee of the program.

Another H.H. HOOPER from VTAG

9:30-10 p.m., TUESDAY

(32 City Avenue National)

CBS--This My Best--7.9

(City Zone Avenue--Worcester)

WTAG--This My Best--19.7

WTAG WORCESTER

WINS' Cross-Stitches

WINS new brochure is literally a nicely embroidered piece in cross-stitch. It's a multi-colored production in red, blue, beige, black and white, in addition to containing a page of photographs in rotogravure. It's shaped like a filing folder, with one cover illustrating graphically WINS' coverage. Filed away in this folder are six releases pointing up the station's commerciabilities. The crisply handled copy describes the "world's shortest radio program," Dorothy Day, news programs, "The Tune Factory" program, and "Roy Williams Songs." A small brochure is attached to the filefolder and tells about WINS' operating policy.

KTRH Campaign

KTRH, Houston, has inaugurated a promotion campaign utilizing 32 Rio Grande Valley and Gulf Coast newspapers. Campaign has been planned on a 52-week basis and will be devoted primarily to institutional material. Arrangements call for contact tours by station representatives, community salute programs, and broadcasts dedicated to each paper carrying promotion. Regular KTRH mailing schedules and circulars are being sent to people in each community.

WROK Mailing Piece

WROK, Rockford, Ill. has designed a special promotional piece titled, "Rockford Goes to 'Breakfast In Hollywood,'" with photos of local citizens who have appeared on the popular Tom Breneman coast-to-coast morning program, heard over the Blue Network. The 10 x 14 inch sheet is sent to local grocers, calling attention to the fact that the program helps him to sell P & G's Ivory Flakes and Kellogg's Pep.

WOV Salute

On the eve of the opening of the San Francisco conference, April 24, WOV dedicated the entire evening's broadcasts to that meeting. Each program had a message directed to its specific audience. Called "San Francisco Night," the special programming which was prepared by Arnold Hartley, program director, entailed every phase of the conference.

Banner Ad

Five thousand window banners are being distributed throughout northern New Jersey to drug stores by WAAT. Banners call attention to the dramatic serial of Betty & Bob, a 10:15 a.m. feature of WAAT, and ask the customer to "Buy ENO Here."

CBS Reporters Rotate; 3 En Route From Europe

(Continued from Page 1)

the United States, some correspondents will be assigned to the Pacific, and others will return to Europe to relieve several of the CBS staff who will retain their present overseas posts.

In the first group to arrive will be Bill Downs, Larry Lesueur and Bill Slocum, Jr. Both Downs and Lesueur went ashore on D-Day last June and have had many news beats in the 11 months of reporting the war from the Continent. One of Downs' most notable broadcasts was his eye-witness account of the German surrender to Field Marshal Montgomery's British forces; Lesueur was the first to broadcast from Paris after its fall.

Slocum, who has been on leave of absence from his position as director of Special Events, will return to that post and resume as co-author, with Margaret Miller, of "Report to the Nation."

In the next group to return will be Bill Shadel and Charles Shaw. Shadel has been attached to General Bradley's headquarters, and Shaw, who was the first American to broadcast from Denmark and Norway, has been in the Scandinavian countries.

Remaining in the European theater for the time being will be Edward R. Murrow, CBS European news chief, and Douglas Edwards, both in London; Charles Collingwood in Paris, Richard Hottelet with the

New Adventure Series Will Be Heard On Mutual

American Safety Razor Corporation in the interest of Gem Blades will begin sponsorship of a new Mutual series, "Adventures of the Falcon," starting Tuesday, July 3rd, 8:30-9 p.m., EWT, with origination point at WOR. It has been announced. The 52-week contract calls for utilization of 80 stations for the series.

The series is a Bernard L. Schubert, Inc., package and production will be under their supervision. Federal Advertising Agency represents the American Safety Razor Corp., and Sid Allen, MBS account man, handled the deal.

American occupation forces in Germany, Winston Burdett in Rome, Howard K. Smith on a roving assignment in Europe, and Farnsworth Fowle in Moscow.

In recent weeks, Collingwood broadcast an eye-witness account of the German surrender at Reims. Smith represented all the American networks at the formal surrender ceremonies in Berlin. Burdett represented the networks at the German surrender in Italy, and Hottelet reported on a three-day tour behind the Russian lines in Germany.

Two other CBS correspondents who covered the fighting in Europe returned less than a month ago to report the San Francisco Conference; Eric Sevareid from Germany, and George Mootad from Moscow.



in Audience Influence!

KGW is the FIRST station to broadcast news from a display window of Meier & Frank, Portland's largest retail store and one of the largest in the nation. In 1935 KGW was the FIRST radio station in Portland to install a teletype machine, bringing direct worldwide news coverage to its Pacific Northwest audience. Presenting news in a crowd-compelling way today, and establishing Portland's first radio news service was and is typical KGW foresight. For news the people of Portland stay tuned to KGW.

ONE OF THE GREAT STATIONS OF THE NATION

KGW PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

'45 Educational Citations

New York, Chicago Get Major Share Of The Prizes

(Continued from Page 1)

tions. New York City stations and organizations won seven first awards, four honorable mentions, and one special mention. Upon Chicago stations were conferred three first awards and one honorable mention.

CBC Gets Four Firsts

Four first awards, three of them under one classification: "Cultural Programs," went to the Canadian Broadcasting Corp. In a precedent making decision by the judges, accompanied by a special citation.

For the fifth consecutive year, station WMCA New York, won a first

award in the classification: "Public Discussion Programs." This year's prize-winning program was an entry from the series, "Free Speech Forum," planned and produced by WMCA and the New York Newspaper Guild.

None of the American networks, as organizations, submitted programs for consideration. But eight programs that won awards—six first awards and two honorable mentions—are regularly carried by American webs in addition to the stations or organizations that submitted them.

Judges Make Statement

In a statement by the judges that accompanied their announcement of awards was some criticism of American radio in general that was definitely on the caustic side. Exhibit:

"Frankly, as representatives of the

radio industry, we felt no great surge of pride over the work of the radio industry as represented by the programs submitted in this competition for our consideration.

"Again, however, we call attention to the fact that many fine programs were not entered. There was a surprising lack of: (1) freshness of approach; (2) imagination; (3) virility; (4) objectivity.

"We found this true of both the writing and the production. In contrast to this were the programs entered in the "Stage 45" and the other drama series by the Canadian Broadcasting Corporation.

"In these programs, radio was at its best, not only from the viewpoint of entertainment but in the projection of an idea.

"These well-written, well-produced

Judges In Criticism Of U. S. Shows; Laud Canada

programs highlighted long hours of listening by the judges."

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

The three judges were: Judith Waller, central division, NBC, Chicago; Edwin F. Helman, WBOE, Cleveland Board of Education, and Mark L. Haas, station WJR, Detroit.

Annual Awards of Education by Radio Announced

GROUP I—REGIONAL WEB, REGIONAL OR CLEAR-CHANNEL STATION

RELIGIOUS BROADCASTS: First Award, "Salute to Valor" series, planned-produced by National Council of Catholic Men, WEA, New York, and NBC. Honorable Mention: "Pulpit in a Foxhole" series, WNEW, New York. Honorable Mention: "Victorious Living" series, planned-produced by International Council of Religious Education, widely used over regional and clear-channel stations.

AGRICULTURAL BROADCASTS: Honorable Mention: "Ohio Farm and Home Hour" series, OSU Ag Extension Service, WOSU, Columbus. Honorable Mention: "Farming With Kenneth Yeend" series, KIRO, Seattle.

WOMEN'S PROGRAMS: First Award, "Consumer Time" series, planned-produced by War Food Administration, WRC, Washington and NBC. First Award: "Martha Deane Program" series, author-speaker, Marion Young, WOR, New York.

CULTURAL PROGRAMS: First Award, "Stage 45" series, author, Lister Sinclair; producer, Andrew Allen; CBL, Toronto, an CBC. First Award, "Mulrooney's New Year's Party" Special program, CBL, Toronto and CBC. First Award, "Montreal Drama" series, CBM, Montreal and CBC.

Honorable Mention: "Words at War" series, planned by Council on Books in Wartime, WEA, New York and NBC.

PUBLIC DISCUSSION PROGRAMS: First Award, "America's Town Meeting of the Air" series, planned-produced by Town Hall, Inc., WJZ, New York and Blue web. First Award, "University of Chicago Round Table" series, planned-produced by U. of Chicago, WMAQ, Chicago and NBC. Honorable Mention: "St. Louis Speaks" series, KMO, St. Louis.

PERSONAL AND FAMILY LIFE PROGRAMS: First Award, "Our Children" series, WHA, University of Wisconsin, Madison, and WLBL, Stevens Point, Wisc. Honorable Mention: "The Baxters" series, planned by National Congress of Parents-Teachers, WMAQ, Chicago and NBC. Special Mention: "Alcoholics Anonymous" series, WWJ, Detroit.

NEWS INTERPRETATION: First Award, "H. V. Kaltenborn" series, presented by the Pure Oil Company, WEA, New York and NBC.

PROGRAMS FURTHERING WAR, PEACE: First Award, "America Unlimited" series, WGN, Chicago. First Award: "The March of Minnesota" series, planned-produced by Minnesota Resources Committee; WCCO, Minneapolis, and special state network. First Award, "Russian War Relief Presents" series, planned-produced by Russian War Relief, Inc.; producers members of Radio Directors Guild of New York City; released to many stations. Honorable Mention: "Voice of the Army" series, planned-produced by Recruiting Publicity Bureau, U. S. Army, Governors Island. Transcriptions released to 807 stations.

CHILDREN'S PROGRAM, OUT-OF-SCHOOL: First Award,

GROUP II—LOCAL STATION OR ORGANIZATION

CULTURAL PROGRAMS: First Award, "WNYC American Music Festival—1945" series, planned-produced by Municipal Broadcasting System, WNYC, New York.

Special Mention: "New World A-Coming" series, planned-produced by station WMCA in co-operation with City-wide Citizens Committee on Harlem; WMCA, New York.

PUBLIC DISCUSSION PROGRAMS: First Award, "Free Speech Forum" series, planned-produced by WMCA and New York Newspaper Guild; WMCA, New York.

PERSONAL-FAMILY LIFE PROGRAMS: Honorable Mention, "Let's Talk About Children" series, WEEL, Boston.

NEWS INTERPRETATION: First Award, "History in the Making" series, planned-produced by University of Colorado and Rocky Mountain Radio Council; KVOD, Denver. Honorable Mention: "News Parade" series, WNEW, New York.

CHILDREN'S PROGRAMS, OUT-OF-SCHOOL: First Award, "Story Time" series, planned-produced by Colorado State College of Education and Rocky Mountain Radio Council; KLZ, Denver.

IN SCHOOL PROGRAMS, ELEMENTARY CHILDREN: Honorable Mention: "News Today—History Tomorrow" series, planned-produced by Rochester Public Schools, WHAM, Rochester, N. Y.

IN SCHOOL PROGRAMS, JUNIOR-SENIOR HIGHS: First Award, "Our America" series, planned-produced by Radio Council of Chicago Public Schools; WBEZ, Chicago Public Schools. Honorable Mention: "Behind Today's News" series, WIP, Philadelphia.

"Books Bring Adventure" series, planned-produced by Association of Junior Leagues of America; Transcriptions released to many stations. Honorable Mention: "Story-Book Time" series, WLB, University of Minnesota, Minneapolis.

IN SCHOOL PROGRAMS, PRIMARY CHILDREN: First Award, "Your Story Parade" series, planned-produced by Texas State Department of Education, WBAP, Fort Worth, and Texas Quality web. Honorable Mention: "Old Tales and New" series, WLB, University of Minnesota, Minneapolis.

IN SCHOOL PROGRAMS, ELEMENTARY CHILDREN: First Award, "Standard School Broadcast" series, planned-produced by Standard Oil Co. of California, KPO, San Francisco, and Pacific Coast network of NBC. Honorable Mention: "Exploring the News" series, planned-produced by WHA and Wisconsin School of the Air; WHA, U. of Wisconsin, Madison, and WLBL, Stevens Point, Wisc. Honorable Mention: "Once Upon a Time in Ohio" series, planned-produced by Ohio School of the Air; WOSU, Ohio State University Columbus.

IN SCHOOL PROGRAMS, JUNIOR-SENIOR HIGHS: First Award, "Conserving Canada" series, planned-produced by Canadian Broadcasting Corp.; CBL, Toronto and CBC.

Drafting New Bill To Prevent 'Extortion'

(Continued from Page 1)

passed by the Senate—last year and this year. During the House hearings on the Dondero companion bill several witnesses called for a broadening of the measure, and numerous committee members were impressed by their arguments. "We hope to send the Federal Communications Act to embody certain specific prohibitions against certain present evils," he said. He mentioned among these the following—all of which are AFM activities:

- Collection of royalties for broadcast of transcriptions.
- Extraction of fees for musicians to give up their time on the air.
- Demand standby service payment.
- Persistence that only musicians be employed as platter turners.
- Quota system whereby AFM dictated the number of musicians who must be hired for certain jobs.

Banshees Awards Given To War Correspondents

(Continued from Page 1)

In chief of International News Service presented a medal of honor to Pyle to John H. Sorrels, executive editor of the Scripps Howard News-chain.

The award read: For great bravery and particularly outstanding reporting on all war fronts—1942-1945.

At the luncheon, the award of the annual George R. Holmes Memorial Trophy, given annually for the best sample of an International News Service reporter's work, was presented, again in absentia, to Frank Conniff. This was received from Faris William A. Curley, editor of the New York "Journal American," for which paper Conniff worked on the East side before going overseas.

Following the presentation of the awards, the Banshees were entertained by four members of the cast of the hit musical "Carousel"—Miss Edna Darling, Miss Jan Clayton, John Witt and Eric Mattson, Miss Nancy Land, star of "Common Ground" and Hal Fischer, new character comedian, who has just finished a long tour at La Conga and will start a tour of the country within the next few days.

COAST-TO-COAST

— OREGON —

MARSHFIELD—KOOS received a transcribed production recently of the WSUN, St. Petersburg, show "Hat's Off to the Eagles," which contained an interview with a soldier from the KOOS listening area. . . .

PORTLAND—Sam Hayes, whose rapid-fire delivery bounces some 70,000 words of newscasting per week from three West Coast networks, visited Portland recently in his new role as regional advisor for the American Commission for Living War memorials.

— PENNSYLVANIA —

PHILADELPHIA — WFIL advertising-sales promotion director Malcolm McPherson has announced the arrival of Donald, born April 22 . . . Stan Lee Broza, WCAU program director, recently celebrated his 20th year in radio. . . . Announcer Fred Knight of WIBG is preparing a correspondence course in radio announcing which he will market this Fall. . . . WCAE has announced the appointment of Ben Muros as program director, a post he reaches via engineering, continuity and production.

— INDIANA —

FORT WAYNE—Real send-off for a baby food campaign on WOWO's "Modern Home Forum" was given recently. Opening day of the promotion, Don Bush, emcee of the show, became a father. **HAMMOND**—Joseph Hershey McGillvra, Inc. have been appointed exclusive representatives for WJOB and WASK, Lafayette, effective May 1.

— DISTRICT OF COLUMBIA —

WASHINGTON—Ben Larson, WWDC general manager and Joe Cross, New York writer, have sold a television show titled "I Challenge You" to WABD, New York. . . . V-E Day programs on WOL portrayed military, religious and civic reactions to news of Germany's surrender, as well as those of the man in the street, with the keynote one of thanksgiving. WOL served as origination point for all Mutual programs from Washington. Special eventer Jack Paige aired a description of the lighting-up of the Capitol dome.

— IDAHO —

BOISE—One of the few transcriptions of men overseas to reach KIDO started off with a description of a man's activities in the Signal Corps. When the army announcer asked the soldier's name and address, it was revealed as Cpl. James K. Newport of Boise—and he wanted the record sent to KIDO. His sister, Mrs. C. G. Phillips, is owner of the station.

— ILLINOIS —

PEORIA—New five-minute public service program, "Jobs For Our Veterans," on WMBD assists local organizations and civic clubs with veterans' projects. First program drew seven job offers for men interviewed. Program is handled by staffer George Bauer. . . . **CHICAGO**—Robert Hurleigh, WBBM news analyst, transferred to WIND, replacing Michael Fielding in the 7:45 p.m. spot Monday through Friday. Fielding is going to India. . . . Ted Swift, formerly local WEEL salesman, has joined WBBM sales. . . . WJD engineering now includes Austin Eberle.

— OHIO —

CLEVELAND—The Sohio News broadcast for Standard Oil Company of Ohio, aired locally over WTAM, Monday through Friday at 6 p.m., received an 18.0 Hooper rating for a six months period. This rating, says the McCann-Erickson agency, is the highest of any Monday through Friday local or network program.

— KANSAS —

WICHITA—KANS has a new retail sales representative in the person of Bill Allen, well known in newspaper circles and formerly hotel personnel director. . . . Twice in recent weeks Dora Ziebell, KANS receptionist, received a call from the city health officer who wanted to find out what happened in the "Road of Life" program because he missed listening to Dr. Brent's activities in surgery.

Listeners Preferences Reviewed By CAB

(Continued from Page 1)

large and small listening areas are compared.

It was found, for example, that "Take It Or Leave It," had an 11.2 rating in the larger towns of 500,000 to 1,000,000 population; in the smaller cities of 50,000 to 100,000 rating was 14.8. On the other hand Kraft Music Hall was one of the very few which ran about the same as to appeal. Vox Pop showed up stronger in the larger cities and March of Time did likewise. Walter Winchell had a rating of 15.4 in the large cities and 12.3 in the 50,000 to 100,000 population.

Lux Radio Theater with 18.9 in big cities was down to 14.5 in the smaller cities. Texaco Star Theater listed as "Fred Allen" also has a 13.3 in the large cities. Allen himself has not been on the air the past season with his own show. Ma Perkins led the daytime serials (CBS) with 6.0 in the large cities and "When A Girl Marries" did 9.8 in the lesser cities. Kate Smith also fared better in the smaller cities.

CBS Sets Derby Broadcast

Now that Col. Matt Winn has set the running of the Kentucky Derby for June 9, CBS will again carry the race exclusively, with Ted Husing and Jimmy Dolan at the mike.

ANY BONDS TODAY?

By Jack Benny

Illustrated by Hilda Terry



"Mr. Boggle wants a glass of milk, tomato and lettuce sandwich and a War Bond without mayonnaise."

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Send Birthday Greetings To

May 16

Bulk Owens	Norman Ross
Lillian Black	Gordon Kinney



TIME!

THE TIME to start the wheels of industry is indicated by the screech of factory whistles...and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

Coast-to-Coast offices, in all time-buying centers, help make "Nationally Represented by Weed & Company" a letterhead line that means more business for the better stations. "Time will Sell" and Weed & Company does *sell it!*

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 34

NEW YORK, N. Y., THURSDAY, MAY 17, 1945

TEN CENTS

Radio War Work Praised

NAB 10th Dist. Meet Draws Big Attendance

Omaha, Nebr.—The opening session of the NAB's 10th District Meeting in the quarters of WOW here spotlighted an Omahan, John J. Gillin, Jr., manager of WOW, and Hugh Weltis, former manager of KOIL and now president of the Broadcast Measurement Bureau. Gillin was lauded by President J. Harold Ryan for his 22 years service as NAB district director and for his position as senior director among the 21 men present.

This first meeting of the directors
(Continued on Page 8)

Microwaves Discussed By DeNeuf At Tele Club

Technical characteristic of microwaves as contrasted to the lower frequencies, and the advantages of the former in the operation of traffic-control network systems for aiding navigation in the post-war era as envisioned by Raytheon Mfg. Co., was the topic discussed by Donald DeNeuf, assistant manager of that organization's Communications Division, at the Television Press Club of New York.

(Continued on Page 6)

Canada Composers Group Rename The Organization

Montreal—As of April 30, 1945, the Canadian Performing Rights Society Ltd., is no longer known as such according to the Canada "Gazette." The society is now to be called Composers, Authors and Publishers Association of Canada, Ltd. by its initials it now may be referred to as CAPAC which sounds more like the American organization ASCAP than CPRS did.

SERVING the 7th!

Portland, Ore.—Harnessing the power of music to the selling of war bonds, KOIN's talent put on a big show at this city's Civic Auditorium, a half hour of which was broadcast over the station. The entertainers included movielites Claire Trevor and George Murphy. Attendance was estimated at well over 3,000 persons.

Rio Biz

Radio listeners of Brazil have chosen two programs produced by McCann-Erickson's Rio office as the best musical programs of 1944, following a recent survey. The programs are "Um Milhao de Melodias" sponsored by Coca-Cola, and "Instantaneos Sinfonicos" sponsored by Schenley. The survey was made by the magazine "Fon-Fon."

N. Y. 'Post' Is Bidder For KMTR And KYA

West Coast Bureau, RADIO DAILY

Hollywood—No deal has been closed as yet for purchase of KMTR, although a group headed by the station's manager, Kenneth O. Tinkham, is competing with the New York "Post" to buy the station. New York "Post" owners, Ted and Dorothy Thackery, have also made a bid for KYA, San Francisco.

Fibber McGee & Molly Lead In Latest Evening Ratings

Fibber McGee and Molly have taken the lead over Bob Hope in the latest evening ratings compiled by C. E. Hooper, Inc. Both shows however, are down from their previous highs and Fibber McGee has a 27.2 showing, a loss of 2.0 and Hope has 27.0 which is down 4.5 from his last report. Almost all of the succeeding
(Continued on Page 7)

Industry 'Loan' Contribution To Be Known In Dollar Volume

Washington Bureau, RADIO DAILY

Washington—When the 7th War Loan ends, broadcasters will have a more completely detailed dollars-and-cents-figure of the contribution of the industry and its advertisers to a war loan drive than ever before. Basis of the compilation will be a daily report chart, supplemented by a weekly one summarizing the in-

formation contained in the previous week's daily charts. The idea is that of Gene Carr, radio chief of Treasury's War Finance Division, with details worked out by Bill Cline and Tom Olsen of the radio section.

Medium 'Guardian Of Public Interest,' J. Harold Ryan, NAB's President, Tells Kiwanis Club Of Omaha

Fly For Gov't Hand In Intern'l Facilities

Luncheon meeting on "World Freedom of Speech and Press," was held under the auspices of the American Civil Liberties Union at the Town Hall Club, New York, yesterday with radio industry well represented. The meeting was called to discuss proposals for freedom of communications between the nations of
(Continued on Page 7)

Tele Speaker Urges Equipment Planning

West Coast Bureau, RADIO DAILY

Hollywood — Post-war television equipment must embody more eye appeal than motion picture equipment because it will be constantly seen by public at special events, as
(Continued on Page 2)

Blue Web Sponsoring "Breakfast Club" On Tele

Blue Network will televise "The Breakfast Club" over Du Mont's WABD, Friday, May 25, 8-9 p.m., EWT, as part of its promotional contribution to the sale of War Bonds
(Continued on Page 2)

Omaha—Defining radio as "a recognized guardian of the public interest," J. Harold Ryan, president of NAB, addressed the Kiwanis Club of Omaha yesterday in connection with the club's observance of "Kiwanis Radio Week."

Reviewing radio's 25-year history as an industry, Ryan paid particular tribute to broadcasters and their role during the war.

"Radio has become a recognized guardian of public interest," he said;
(Continued on Page 3)

Kiwanis Radio Awards Accepted By Networks

Kiwanis International and the New York Kiwanis Club, yesterday presented awards to the radio industry, the noon session of a meeting being broadcast over NBC 12:30-1 p.m., EWT with NBC receiving an award, for meritorious service, also Irving Berlin.

Clarence L. Menser, NBC vice-pres-
(Continued on Page 8)

Will Release Results Of Radio-Tele Surveys

When the first annual meeting of the Conference on Radio and Business convenes May 22-23, sponsored by City College, results of extensive surveys on the advertising aspects of
(Continued on Page 2)

SERVING the 7th!

The Seventh War Loan and contributions by naturalized citizens to the arts and progress of America will be stressed WHOM on the shows scheduled for "I Am An American Day," Sunday, May 20, over WHOM, Cowles station in New York. The Salute to the Flag will be recited in Italian, Polish, Jewish, German, Greek and Russian.

Write today to WLAW for market data on wealthy industrial New England. Advt. WLAW's audience is greater than the British empire's peace time army! Advt.

RADIO DAILY



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

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

FINANCIAL

(Wednesday, May 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₄	165 ⁵ / ₈	165 ⁵ / ₈
CBS A	37	36 ³ / ₄	37	- 1/4
Crosley Corp.	35 ¹ / ₂	35 ¹ / ₂	35 ¹ / ₂	- 1/2
Farnsworth T. & R.	15 ¹ / ₈	15 ¹ / ₈	15 ¹ / ₈	+ 1/2
Gen. Electric	42 ⁵ / ₈	42 ¹ / ₂	42 ⁵ / ₈	+ 1/4
Philco	38 ⁵ / ₈	38 ¹ / ₂	38 ⁵ / ₈	+ 1
RCA Common	12 ¹ / ₄	12 ¹ / ₄	12 ¹ / ₄	+ 1/4
Stewart-Warner	20 ¹ / ₈	20 ¹ / ₈	20 ¹ / ₈	- 1/8
Westinghouse	34 ³ / ₄	34 ⁵ / ₈	34 ³ / ₄	+ 1/2

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	27
WJR (Detroit)	41

20 YEARS AGO TODAY

(May 17, 1925)

New York's Aeolian Hall was the scene last night of a recital given by Godfrey Ludlow, violinist, Keith McLeod, pianist, and Milton J. Cross, singer. Hundreds of people were unable to gain entrance to the already packed auditorium. All three artists are on the staff of station WJZ.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D

560 Kc. 5000 W. 115

Tele Speaker Urges Equipment Planning

(Continued from Page 1)

well as in studio. Klaus Landsberg director of W6XYZ, Paramount subsidiary, told Society of Motion Picture Engineers' members Tuesday night. He pointed out however that such eye or "audience appeal" in equipment must not be achieved at expense of functional design and functional design need not be unattractive and will provoke confidence so essential to television now.

Landsberg said many improvements have been developed by broadcasters during war and to illustrate his point he showed pictures of control equipment along radically new lines, which he himself designed and recently put into operation at W6XYZ. This equipment clearly reflects influence of surrounding motion picture studio. "These designs represent a gradual evolution toward greater simplicity and service ability on distress of actual operating requirements" Landsberg declared. He said equipment can be moved from studio to studio with mobility of present sound control equipment in motion picture studios, or it can be loaded into a three-quarter ton truck for field work. He showed pictures of his new link transmitter design which likewise is exceedingly compact and simple in its operation.

Discussing film technical requirements Landsberg pointed out that better reproduction has been obtained by use of negative film rather than positive; that is negative film reverse into positive by electrical means during transmission. He predicted that eventually television studios equipment and facilities will influence design and use of motion picture equipment. While mobility and flexibility of television facilities is essential it will be likewise beneficial to motion picture production. Most important, it will result in decreased production cost and more economical quantity production of films so vital to television programming.

Blue Web Sponsoring "Breakfast Club" On Tele

(Continued from Page 1)

in the Seventh War Loan Drive. The program will have its regular cast, including the master of ceremonies Don McNeill and vocalist Nancy Martin.

Telev viewers will be admitted to the television show with the purchase of a \$100 War Bond, and only 50 purchasers will be admitted. The television production will be under the supervision of Paul B. Mowrey, manager of the Blue's television division. Harvey Marlowe will be the consultant producer.

"M Of T" Program Set

"March of Time" tonight on the Blue Network, will present a dramatized report on Hitler's last night in Berlin; an eyewitness account of fighting on Okinawa, and an unrevealed dramatic story of naval heroism.

Will Release Results Of Radio-Tele Surveys

(Continued from Page 1)

radio and television will be announced, it was disclosed yesterday by Dr. Robert A. Love, conference director and head of the school's evening session.

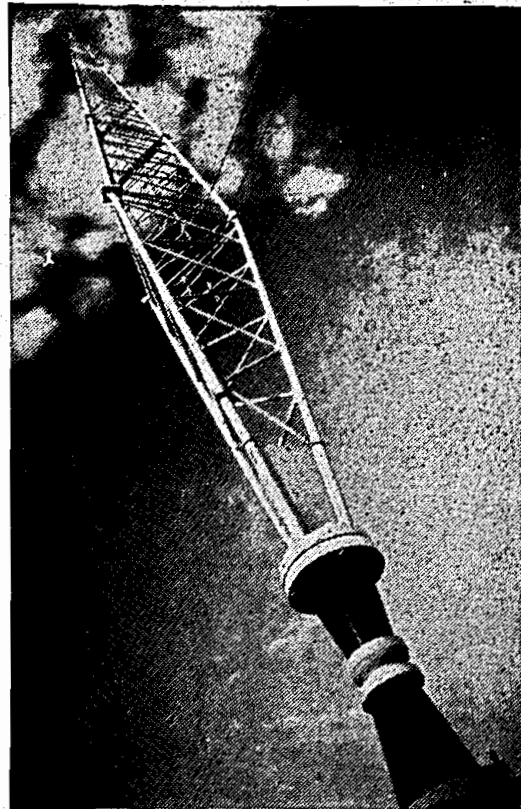
Among the various speakers who will participate are: Dr. Lyndon O. Brown on "What the Public Expects"; A. Craig Smith, vice-president of Gillette Safety Razor Co., on "What the Sponsor Requires"; Paul Mowrey, director of television of the Blue Network, on "What Will Open the Way: Production Costs and the Sponsor"; Lewis Avery, director of radio advertising of the NAB, on "New Fields for Radio Advertising"; Hugh N. Feltis, president of BMB, on "Radio's First Uniform Coverage Plan."

Philco Earnings

Philadelphia—Net earnings of Philco Corporation in the first quarter of 1945 totaled \$846,108 or 62 cents per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, it has been announced by John Ballantyne, president. In the first quarter of 1944, earnings amounted to \$846,326 or 69 cents per share.

New WMAQ Dramatic Show

Chicago—"Stay Tuned For Terror" is the title of the new 15-minute live dramatic program heard Mondays, Wednesdays and Fridays over WMAQ, and sponsored by Krank's Shaving Cream. Robert Bloch, pulp writer, scripts the programs which are produced by John E. Neblett. Featured in the cast are Craig Dennis and Helen Bernsohn. Agustav Marx is the agency.



Sign of a radio station

That's an antenna. And that's a prize-winning picture of the high sign of a radio station.

But that's not the answer to radio.

The pay-off is how many people listen to the programs that antenna sprays out over a market.

Five different antennas pierce the Baltimore city sky.

One of them belongs to an independent Baltimore station . . . the successful independent . . . W-I-T-H.

The W-I-T-H antenna delivers more listeners per dollar spent than any other station in this five-station city.

Facts to prove this are available. Glad to let you see them any time.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Coverage ...in Philadelphia



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

Ryan Sees Radio Recognized As 'Public Interest Guardian'

(Continued from Page 1)

"American business, with its own principles of freedom and public service and a war record which places it high among the glorious institutions of this earth, likewise has become a guardian of the public interest."

"I regard the years between 1935 and Pearl Harbor as the most significant in the history of broadcasting," Ryan declared. "What radio was equipped to do when war came can be traced almost wholly to the increased knowledge of how to use the medium which was acquired in those five or six years beforehand."

"First, the responsibility of war had to be explained to a nation which was almost stubborn for peace prior to Pearl Harbor. Then came the tremendous task of recruiting for all branches of the armed services, of conducting scrap drives, conservation campaigns, War Bond campaigns, explaining and popularizing the ration program, urging no travel at Christmas, then no travel at all unless necessary, promoting V-mail, civilian defense and a hundred other projects vital to the war on the home front. The NAB executive went on to say:



J. HAROLD RYAN

"In morale building activities, stations have staged camp shows, sent traveling troupes over wide areas to entertain members of the armed forces, picked up and broadcast practice maneuvers, sent out to all parts of the world and brought back the recorded voices of loved ones from that area, so the home folks could hear them, and then recorded and sent home shows to the fighters abroad, broadcast for jobs for returning veterans, equipped hospitals with sound systems and radio receivers, in short, pursued every avenue of activity wherein they might perform a

public service as centers of local communication.

"The full story of individual station co-operation with the war effort may never be told. It is too great to be recorded. It has been of such a nature as to defy factual analysis. It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters. This kind of Americanism cannot be reduced to writing. It can only be felt by the millions who listen and are inspired."

Links Radio With Advertisers

"Experiences of this war have brought radio and its advertisers to an even closer understanding. The fact that radio and its advertisers have contributed jointly to the war effort, millions upon millions of dollars in time and talent, has created a new kind of partnership between this medium of mass communication and its sponsor, which is American business."

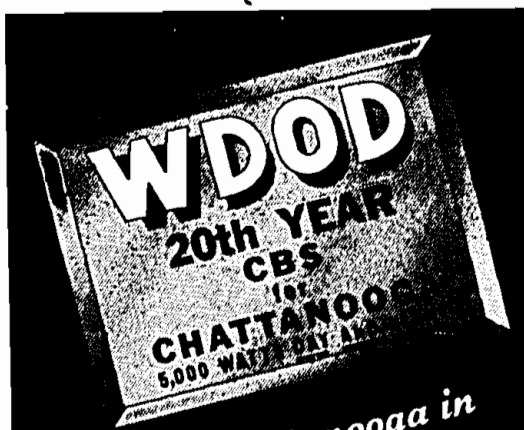
"I would call it a partnership in public service, a partnership in which American business sees a new opportunity for the use of radio."

Foresees Bright Future

"It is my prophecy that American business will want to use radio in the perpetuation of this trust, that it will find new ways to sell itself and its products to the American public through radio, that it will share more fully in radio's recognition as a guest in the American home—and whether this develops in the form of television, FM or the radio of the past 25 years, there shall be stronger safeguards of free expression and a greater fulfillment of public service by means of the union of broadcasting and the business man."



Yes, Iowa's industrial income equals its fabulous agricultural income . . . and you get both on WMT . . . 5,000 watts at 600 kc (best frequency in Iowa) covering the largest primary area in the state. *WMT gives you* Columbia's finer programs at the lowest rates in Iowa per radio family. *WMT gives you* a per capita income of \$4,322 per person with the national average only \$2,685. In short, *WMT gives you IOWA.*

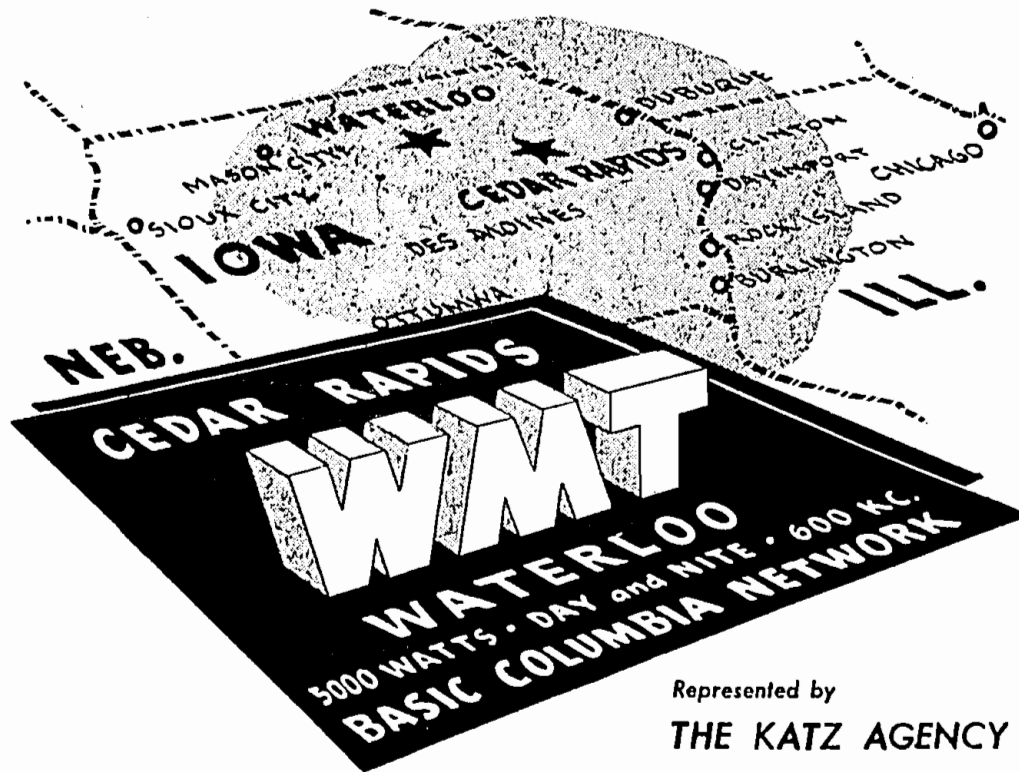


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LISTENING AUDIENCE
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Chicago's
BEST NEWS
SERVICE
AP-UP-INS
W-I-N-D

560 Kc. 5000 WATTS



Represented by
THE KATZ AGENCY

CROSBY AND HILDEGARD

SING A SONG FOR HOOPERATINGS

(OR HOW RADIO'S SOLOISTS RATED)

Soloist	Eight Month Average	September		October		November		December		January		February		March		April	
		15	30	15	30	15	30	15	30	15	30	15	28	15	30	15	30
Bing Crosby.....	23.1					22.6		22.7	25.2	24.6	25.8	25.8	23.2	23.7	20.1	22.9	18.8
HILDEGARDE*	15.8	8.4		12.3		13.9		15.8	19.4	19.7	19.3	18.0	17.6	15.4	14.9	16.0	16.0
Dinah Shore.....	15.7			13.4	15.3	15.0	20.6	15.3	16.5	17.3	17.6	18.2	15.2	14.7	13.0	15.0	12.0
Ginny Simms.....	11.8	11.0	10.5	11.2	11.5	10.9	11.5	12.1	14.1	11.6	11.9	12.9	14.0	11.5	11.6	12.1	9.8
Sinatra	11.2	10.5	12.4	9.7	11.4	17.5	10.5	12.6	11.7	9.8	11.3	10.7	10.8	11.0	11.1	10.1	8.1
Perry Como.....	9.2							7.6		9.8	8.1	11.4	10.1	9.9	9.2	8.8	8.3
Dick Haymes.....	8.8	6.5	7.6	9.9	9.5	9.2	9.8	7.6	9.3	9.4	11.2	7.7	9.6	10.8	7.6	5.7	9.3
Kate Smith.....	8.5		10.7	6.7	7.6	9.1	7.5	9.1	8.3	9.4	8.5	9.2	9.5	8.0	8.3	7.0	8.0
James Melton.....	8.5	6.6	7.8	8.7	8.7			9.8	8.9	9.4	8.9	9.4	8.8	9.5	8.0	7.2	6.7
Kenny Baker.....	8.2	4.8	6.7	7.3	7.9	8.6	10.4	10.7	8.9								
John Charles Thomas...	7.9	5.9	5.5	6.0	6.9	8.5	8.7	8.5	7.1	9.8	10.0	9.5	9.2	8.9	7.4	6.6	7.1
Nelson Eddy.....	6.1		5.5	5.0	5.5	5.9	4.3	6.3	9.6	7.5	6.4	7.0	6.4	4.8	5.3	4.5	7.3
Gracie Fields.....	5.4					4.8	5.0	4.9	3.7	6.6	6.7	6.4					
Mary Small.....	4.8	2.3	2.6	4.1	3.2	3.8	3.3	5.2	4.9	6.1	7.3	6.9	7.5	6.8	5.2	3.4	4.6
Dick Brown.....	2.4	2.8	1.3	2.3	1.7	2.9	1.7	4.1	2.4	2.2	2.1	3.4	2.0	2.9	2.3	2.2	2.1

*Moving Average. **Time Change.

AMERICA'S No. 1 FEMALE PERSONALITY!

AMERICA'S No. 1 SONGSTRESS!

★ PHENOMENAL FACT-- *On the air less than a year—Hildegard*
Has consistently been among!

SIGNING OFF FOR THE SEASON

EIGHT
INDI

Smith
Simm
five

NEW Y
boxoffice,
the air's
eight mo
go for G
pack in
of thrus
seven pe
this sea
wearer
his vol
man de
ber 30
if he s
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down
the
as big
sings
self
the

AD TAB

MONTH RISE

re big—
a in big
ies

Surprise of the season is the lady who has hung her shingle on the No. 2 door, Hildegard. Hildy was seventh last year and it took her own showcase to really let the audience hear her—but good. Pub's, however, seem to forget that the Plaza dame really has 'em listening. One day they're going to wake up and discover that despite her screwy delivery, any song she sings backed by a real pub drive, will land in the industry's true index of song popularity, *The Billboard Honor Roll of Hits*.

Dinah Dings 'Em

Right behind the de luxe seller of corn, is Dinah Shore. Dinah last year ran sixth with a 7.2 average. This year she's more than doubled that with a 15.7. That ain't hay. Dinah's new slot on NBC helped that double rating, but Dinah increased the audience delivered to her by Frank Morgan's Maxwell House show. Given the new Burns and Allen show ahead of her next season should mean that Dinah gets plenty more points in next year's tabbing.

Ginny Simms dropped a bit this season from her third slot last year, her average rating being off 7 of a point. That's not much, since available audiences during the past season has been off at least this. In other words Ginny's held her own.

Cantor and Gabe Hold Sinatra

The Voice's average is .6 of a point behind the Simms. Last season he ran .1 behind Simms. The competition of Eddie Cantor and Gabe Heatter is tough with the former, even at this season of the

year pulling a 17.3 and the latter 14.0, against Frankie.

Altho Como wasn't on during the entire eight months rated, his 9.2 for a 15-minute program is really solid. It must be admitted that the program itself delivers a really top audience for a 15-minute seg, but a 9.2 is good, even for Waring at the same hour.

Dick Haymes runs right behind Como with only a .4 of a point drop. His Auto-Lite slot has been an in and out and trade says if they leave him alone he'll deliver a bigger and bigger audience.

Kate's Shrinking Rating

Kate Smith was second last year—before she was sold down the river to take the job of fighting Jack Benny for General Foods and CBS. She landed a 14.1 in the '40-'44 six-month average and an 8.5 this time. She tied James Melton, who is not supposed to be in the Smith class as far as ratings are concerned. Kate hit a 10.7 to start in September and then never hit that again. She does worse, generally than the "Quiz Kids" and the "Fitch Bandwagon," the competition during her second half hour.

"Our" Gracie a Tag Ender

Gracie Fields is another singer who just hasn't hit this season. She did a 10.2 during the June, July, August ratings of '44 and then with the top months' audience to draw on she rated 5.4. Nelson Eddy's following kept him the big dough, for he averaged a 6.1 despite the Andrews Sisters' competition. Eddy gets his audience because of Eddy with his rating consistently two points better than the shows on both sides of him. John Charles Thomas is another voice which gathers him his own audience, a better audience than his preceding show and better than any show against him on the other three nets. There's seldom a seg that does better than a seven on Sunday afternoons—and certainly not with tonsils.

Nearly all the singers tabbed have productions around them, voices don't rate without them, but they're still the major pull in every case. Take the voice away from any seg tabbed—and watch the Hoopers droop—for the h.r.'s that are behind the programs.

Reprinted from the *Billboard* (May 12)

CREDITS FOR THE RALEIGH ROOM

SPONSOR:

Brown & Williamson
Makers of RALEIGH CIGARETTES

Agency:

RUSSEL M. SEEDS

Producer:

ANNA SOSENKO

Director-Writer:

HERBERT MOSS

Writers:

JOSEPH STEIN and LOU MELTZER

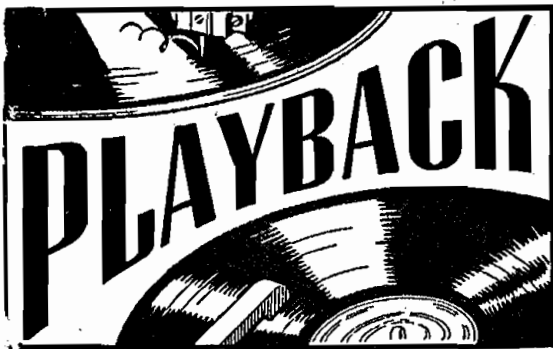
Musical Conductor and Arranger:
HARRY SOSNIK

Personal Manager:
ANNA SOSENKO

Exclusive Representative:
MUSIC CORPORATION OF AMERICA

ARDE'S RALEIGH ROOM
15...!

-RETURNING SEPTEMBER 12



It is pretty obvious that great progress has been made in the improvement of hearing aids for deaf persons. But, one of the most unusual applications of recording in this field has to do with the activities of Dictograph Products, Inc. This company, which manufactures the Acousticon hearing aid, has just finished an NBC recorded series of word tests to be used in clinics, department stores and Acousticon hearing centers. The tests consist of 50 so-called high frequency words and 50 low frequency words recorded in bands of 10 words each. These records, when played back, allow the attendant to determine what type of hearing aid would best suit the patient's needs.

The Book of the Month Club (almost an American institution now) is sponsoring a program called *Author Meets the Critic*—heard over WHN, New York, every week. On each program the author of a current best-seller and an accredited critic come to verbal blows about the book in question. We fit into the picture by recording this weekly program and making a distribution of finished pressings to some 135 stations all over the nation.

Eyes-Open-Corner. Our skilled staff of writers are turning out Thesaurus scripts to the extent of 48 individual musical shows each week. These fully planned programs become the exclusive property of our subscribers in their town.

It might be of interest to many of the stations who are carrying the *Voice of Prophecy* which is being recorded at NBC, Hollywood, that in addition to the American version of the program a Portuguese translation of this widely distributed religious feature is being released to stations in Brazil. Another version in Spanish of this program is making the International rounds of Central and South America.



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



Windy City Wordage!

● ● ● They're still talking about the nail-on-the-head V-E Day prediction made several months ago by Harlan Eugene Read, WBBM news analyst. Read prophesied it would be May 7. How did he do it? A study of Allied strategy convinced him that the Germans would capitulate sometime early in May. How did he pin it down to the exact day? That was easier yet. "May 7 is my birthday!" says Read. . . ● Patsy Kelly and Barry Wood due to follow Henny Youngman into the Empire Room of the Palmer House. . . ● Fred Tuerk, Utah Radio Products prexy, birthday-partyed Gen. A. F. Lorenzen at a luncheon Monday. . . June issue of Tune In mag devotes a double page spread to Johnny Neblett and his "So The Story Goes," reproducing two of his stories which inspired the greatest amount of fan mail. . . ● Master Sgt. Ezra Stone, radio's original Henry Aldrich, home-bound on his first furlough in some time, stopped off in Chicago the other day to introduce his 13-month-old son to kin folks. . . When Songstress Nancy Martin was in Richmond, Va., Tuesday with the Breakfast Club troupe for a war bond broadcast she took time off for a visit to an aunt and cousin, both of whom also are named Nancy. . . ● Mary Little, radio ed of the Des Moines Register-Tribune, in town for a couple of days for a huddle with Ell Henry, Blue Central Division publicity chief, and other Blue execs over plans for giving KRNT, Des Moines, a rousing sendoff when it joins the Blue on June 15.

★ ★ ★

● ● ● "One Dream At a Time," the tune penned by two former Windy City citizens—Maggi McNellis, the N'Yawk radio spieler, and Tim Gayle, Fred Waring's publicist—is getting quite a play from Boyd Raeburn, the Chicago batoneer now making with the rhythm in Manhattan. . . ● Hildegard, no less, premiered Bernard "Whitey" Berquist's patriotic ditty, "All Right, Sit Tight, Let's Get the Battles Won." "Whitey" is pianist in Percy Faith's Carnation Contented ork. . . ● Harry Stewart, NBC's Yogi Yorgesson, has gone to Hollywood for a screen test. He's doing his weekly stint on the Saturday morning KC Jamboree from the movie capital. . . ● Quiz Kid Richard Williams recently was the luncheon guest of sixteen august deans and professors at the Northwestern University Faculty Club. Dick was the only kid. The idea was to persuade him to attend Northwestern. . . ● Narrator Johnny Neblett of NBC's Tin Pan Alley of the Air will commute between Chicago and New York by his own plane when the program originates from Gotham on May 19 and 26. . . Victor Borge, pagliacci of the piano, had the guests in stitches at the NBC cocktail party in his honor the other day at the Ambassador East's Polo Room. The shindig was in celebration of Borge's engagement as the Fibber McGee and Molly summer replacement.

★ ★ ★

● ● ● Ed Horstman, manager of the Blue's (Central Division) engineering department, reports encountering a bright-eyed chap who wanted to know how electrical transcriptions would be handled when television comes in! . . ● Don Kelley, WBBM's director of special events and publicity, will address Danville, Ill., Kiwanians today (May 17) during a program honoring radio in Danville. Station WDAN, CBS affiliate, will be awarded a Kiwanis "Certificate of Citation" at the meeting. . . ● The Hoosier Hot Shots of National Barn Dance fame introduce a number, "Don't Tell Me Your Troubles, I've Got Plenty of My Own" in their latest Columbia picture, "Rhythm Roundup." The tune, appropriately enough, was penned by an inmate of California's Folsom prison.

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

CHARLES B. HOFMANN, former of the Biow Company, has joined Sherman & Marquette in the agency New York offices, where he will direct media and research.

SIMONS-MICHELSON ADVERTISING AGENCY on May 21 will assume occupancy of its new quarters on the 11th floor of the Lafayette Building in downtown Detroit. Offices will occupy over 8,000 square feet.

PARAFFINED CARTON RESEARCH COUNCIL of The Paraffined Carton Association announced the appointment of Ivan Hill Advertising, of Chicago, as advertising agency; and the immediate start of an intensive food packaging research and promotional program.

Microwaves Discussed By DeNeuf At Tele Club

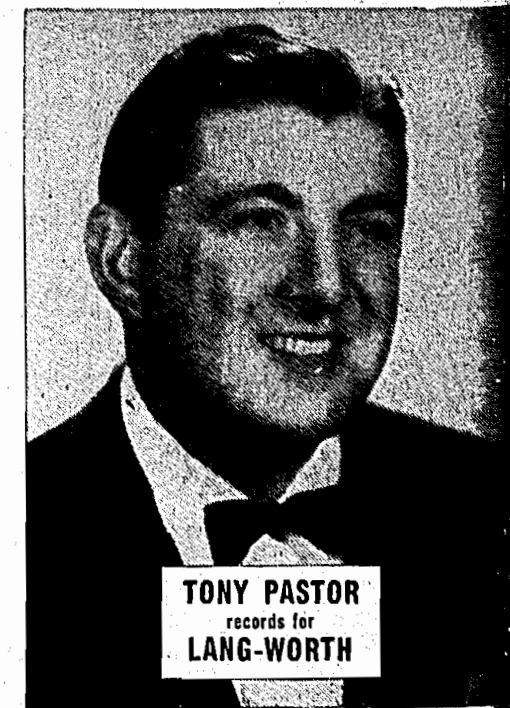
(Continued from Page 1)

York's luncheon meeting yesterday at the local Hotel Sheraton.

De Neuf explained the proposed Raytheon experimental circuit between New York and Boston which will have some half dozen repeater points, 30 or 40 miles apart, following the established air lanes between the two cities, and this initial circuit he declared, will have as its logical link a similar system between New York and Chicago. Eventually under private ownership, but of course subject to Federal control, the circuits will knit together all principal communities.

He described microwaves as the electronic impulses from 800 to 1,000 megacycles and on up to 30,000 megacycles, whereas the ordinary broadcast band is from .5 to 2 megacycles.

Yesterday's luncheon meeting was presided over by Cliff Denton, club chairman, who announced that a more meeting will be held in the present series before recessing until the autumn.



TONY PASTOR
records for
LANG-WORTH

For Gov't Hand In Intern'l Facilities

(Continued from Page 1)

world in relation to the United Nations Conference in San Francisco. In response to a letter from Hon. Ford R. Stettinius, Jr., Secretary of State, the ACLU yesterday also sent a wire to the Secretary, suggesting "the desirability of adopting such resolution as was unanimously agreed to at the Mexico City Conference directed at censorship and limits on free communications." The telegram was read in full at the luncheon meeting.

Speakers at the luncheon which was broadcast over WNYC from 2:05 to 3:30 p.m., during which time the chairman of the FCC James H. Doolittle had the floor, were Francis B. Wolf, chief of the Communications Division of the U. S. State Department, Arthur DeBra of the Motion Picture Producers and Distributors Association; Emory Newton who sent a message from Cranston Wilcox, general manager of the American Newspaper Publishers Association; Morris L. Ernst, counsel for the U. S. U. and Fly.

DeBra expressed the belief that a unit of instantaneous, world-wide electrical communications and reduced rates was an all-important step. He said the best manner in which to set up a unified scheme would be by private monopoly and government regulation of its machinery and that due to the scarcity of radio frequencies, there must be unified exploitation here also. DeBra said that we may anticipate the imminent arrival of television in the home.

Texas Theaters And NBC Join In Bond-Drive Start

Dallas—With National Director Ted R. Gamble of the War Finance Division and R. J. O'Donnell, Southwestern chairman of the War Activities Committee and Texas "Showmen's Seventh" chairman, as the principal participants, Texas kicked off its Seventh War Loan Drive on Sunday with a statewide broadcast over the Texas Quality Network. The program, the regular "Showtime" weekly radio show of the Interstate Theaters Circuit, originated from the stage of the Palace Theater in Dallas. It was carried over in WFAA, Dallas, KPRC, Houston, WBAP, Ft. Worth and WOAI, San Antonio, 3:30 to 4 p.m. Fred Lowery and Dorothy Rae of the Horace Heidt orchestra were featured. The entire program was devoted to war bonds.

WOR's FDR Disk On Sale

Bearing the label of WOR Feature Records, excerpts from the speeches of the late President Roosevelt, featuring the actual voice of the former Chief Executive, are now being offered for sale by retail record stores. Seven excerpts are included on two sides of a 10-inch record.

Iris Burguet In New York

Iris Burguet, star of the General Electric program heard over the RHC Cadena Network in Cuba, is in New York. She will appear as a special guest of CBS on the Cadena de las Americana program "Viva America" on May 20th. On the 19th she will be the guest at special cocktail party given by CBS.

Fibber McGee & Molly Lead In Latest Evening Ratings

(Continued from Page 1)

shows in the "first fifteen" show gains in their listeners.

In third place is Lux Radio Theater, with 26.1; Screen Guild Players 23.3 in fourth place. In order the rest follow: Joan Davis-Jack Haley, 23.2; Bing Crosby, 22.4; Walter Winchell, 21.8; Charlie McCarthy, 20.1; H. V. Kaltenborn, 19.0 (limited network); Hildegard, 18.7 with computed rating for the East; Mr. District Attorney, 18.0; Gabriel Heatter (Tues. and Thurs.) 17.9; Abbott and Costello, 17.5; Kay Kyser, first half hour, 17.3; Lowell Thomas, (limited network) closes the first 15 leaders with 17.3 also.

Top three for Sunday afternoon, gives William L. Shirer, 8.9; John Charles Thomas, 8.4 and World Parade, 8.0.

Churchill's Life Subject Of BBC-WNEW Co-Op

"The History of a Reputation," a 45-minute dramatization of Prime Minister Winston Churchill's life, will be broadcast over WNEW as a special events program Fri., May 18, 9:45-10:30 p.m., in co-operation with the British Broadcasting Corporation. The transcribed program features Robert Donat as narrator and Ralph Richardson as Churchill. This program was arranged by Jo Ranson, station's special events director.

Dollar Volume Setup For Radio 'Loan' Time

(Continued from Page 1)

is a comparatively simple matter," Carr said, "because OWI has already provided us with those.

"Our big problem is obtaining detailed information on the actual use of other announcements and programs. With this in view, we solicited and have received the whole-hearted support of NAB.

Broadside Sent

"The NAB has sent a broadside to the entire industry under theme of 'Telling the World' of radio's part in the 7th War Loan. Included in it are weekly forms to be filled out by the station throughout the seven weeks of the drive, reporting the number of broadcasts during each week of the transcribed 'Treasury Salutes,' 'Music for Millions' and 'Sing For The 7th', transcribed and live announcements, special locally used spots of all kinds and the local war bond programs which stations are creating and broadcasting of their own volition and responsibility.

"This information will be made available for our charts immediately upon their receipt by Arthur Stringer at NAB in Washington so that at the conclusion of the 7th Drive the Treasury, NAB and the industry will have an intelligent, clear-cut breakdown and fairly accurate total of broadcasting's efforts."

WANTED

BOYS — PART-TIME — LIGHT NEWSPAPER DELIVERIES

9:00 - 12:00 NOON

CALL WI-7-6336

Scoop!
JIMMY DORSEY
 (IN PERSON)
 9:35 P.M.—10:00 P.M.
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W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

Thorough PITTSBURGH Coverage

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EXCLUSIVE!
WIBG
 990 ON YOUR DIAL
Athletics and Phillie's HOME GAMES
 PHILADELPHIA

Kiwanis Radio Awards NAB 10th District Meeting Accepted By Networks Draws Large Member Group

(Continued from Page 1)

ident in charge of programs accepted the honor in behalf of NBC. Dr. Harold Korn, program chairman of the Kiwanis international and local clubs said that he was presenting "this testimonial of appreciation to NBC in grateful recognition of the contribution which this network and the radio industry have made to the prosecution of the war effort, to keeping the channels of information free

Hosts Kiwanians

Portsmouth, N. H. — Forty members of Portsmouth Kiwanis Club attended Kiwanis radio week observance dinner in WHEB studio Tuesday night. WHEB had the distinction of being only station in USA that both prepared and served dinner in station to Kiwanians during this salute to radio industry. Dinner prepared in modern WHEB kitchen. Plaque awarded by Kiwanis President Oscar Neukom to Bert Georges, vice-president and general manager WHEB.

and unprejudiced, to the prompt, accurate and continuous communication of news, and to the development of high standards of public service, entertainment, education and music appreciation."

In accepting the award Menser said he spoke for a large group of people who make up the network from engineer to newsman, producers and artists, advertisers and executives, plus many others. Their combined efforts he said were necessary to the presentation of the programs by which the network is judged.

CBS, Blue, MBS Cited

In the evening, CBS, represented by Frank K. White, vice-president and treasurer, accepted the Kiwanis award for the network.

Edward J. Noble, chairman of the American Broadcasting Co. (Blue Network) attended as representative of that web, while Robert D. Swezey accepted the award for the Mutual network, of which he is vice-president and assistant general manager.

(Continued from Page 1)

west of the Mississippi River was brought to Omaha as a tribute to Gillin's position in radio, Ryan said. Feltis reported on the organization of BMB, describing it as a yardstick for determining radio coverage similar to the audit bureau of circulation. The gauge for radio, he said, is a ballot sent to a million listeners, from which the bureau receives 60 to 80 per cent of returns.

More than five hundred stations, about 60 per cent of those which could use the system, are receiving the bureau's service, he said. C. E. Arney, Jr., NAB secretary-treasurer, said there will be no election to decide on a successor to succeed Ryan, whose term expires July 1, and who will return to his position as vice-president and general manager of Fort Industry, a group of seven radio stations.

Arney said the problem of replacing Ryan had been put in the hands of a committee headed by G. Richard Shafto of Columbia, S. C., which is fully empowered to select a successor or arrange for short term appointments among the directors of say three months.

Morning closed session was devoted to financial matters.

Noon Session

At noon the broadcasters' directors gathered at the Fontenelle Hotel for a joint meeting of the Downtown, South Omaha, Dundee, North Omaha and Council Bluffs, Iowa, Kiwanis Clubs at which Ryan spoke and certificates were presented to Nebraska radio stations.

Many Execs Present

Radio executives present included: Harry B. Spence, Aberdeen, Wash.; E. L. Hayek, Albert Lea, Minn.; Glen

Bannerman, president of the Canadian Association of Broadcasters, Toronto; Leslie Johnson WROK, Rock Island, Ill.; J. O. Maland and Harold Fair, WHO, Des Moines, Iowa; Dietrich Dirks, Sioux City, Iowa; James Shouse, WLW.

Paul W. Morency, Hartford, Conn.; Campbell Arnoux, Norfolk, Va.; Kolin Hager, Schenectady, N. Y.; Hugh Terry, Denver, Colo.; W. B. Way and Kenneth Miller, Tulsa, Okla.; Roy F. Thompson, Altoona Pa.; T. A. M. Craven, Washington, D. C.; Frank King, Jacksonville, Fla.; John E. Feltzer, Kalamazoo, Mich.; Nathan Lord, Louisville, Ky.; Hoyt B. Wooten, Memphis, Tenn.; J. L. Reinsch, Atlanta, Ga.; Frank Stanton, CBS New York, N. Y.; Lewis H. Avery, NAB and Fred Borton, Miami, Fla.

Extend Oral Argument In WOV Case At FCC

Washington Bureau, RADIO DAILY
Washington—Although the date May 23 had been announced only days previously, the FCC yesterday revealed that it has continued the oral argument in the WOV case to June 13. Argument will be on the Commission's proposal that it deny approval of the sale for \$300,000 of New York station by Arde Bullock and Harry Henshel to Murray Meyer Mester.

Wrightson And Farrell Prudential Hour Show

Earl Wrightson and Eileen Farrell and orchestra, will be the replacement for the Prudential Hour on CBS Sundays 5-5:45 p.m., EWT. Same format will be used as currently a minimum run will be 13 weeks.

**IT'S THE STATION
THAT BROUGHT
MY BOY HOME**



Since Pearl Harbor
two thousand
four hundred eighty
WGAR programs
have brought news
or actual voices of
hometown servicemen
from remote sources.
Done sincerely for
our loyal listeners, they
also help explain why
commercial messages
get attention, belief,
response so effectively
over the Friendly station.



*Send Birthday
Greetings To—*

May 17

Franklin Dunham Louisa Vass
William Lang

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

**KLZ
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More advertisers — local and national — buy more time on KLZ than on any other Denver station.

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FREE SPEECH
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 31, NO. 35

NEW YORK, N. Y., FRIDAY, MAY, 18, 1945

TEN CENTS

Tele Granted 13 Channels

FM, Video Influencing NAB Rules-Revision

Omaha, Nebr.—Directors of the National Association of Broadcasters were keeping one eye out for television and FM in the final day of their wo-day meeting here. Among a number of recommendations, largely governing membership, approved by the group was one which would allow directors-at-large to be selected from the television and FM fields.

This same recommendation more clearly defines the classifications of stations. Instead of "operating power to govern these classifications," the group advocates this wording:

"As used herein the term, 'large station' shall be deemed to include

(Continued on Page 8)

NBC Sets Assignments For European Reporters

Post-war assignments for NBC correspondents covering the European phase of the war, were announced yesterday by William F. Brooks, director of news and special events. Brooks said he will keep his staff broad at full strength, on the premise that the flow of news may increase rather than diminish.

Bjorn Bjornson will cover Copenhagen. (Continued from Page 11)

Radio Curriculum Set By University Of Illinois

Chicago—A radio curriculum in the University of Illinois School of Journalism was approved by the University Board of Trustees. Immediate needs of radio for 500 trained persons was pointed out, with expectations of

(Continued on Page 2)

Dilemma

As Johnny Thompson, Blue Network's "Song Salesman" was passing the Brill Bldg. (home of music publishers) recently, an empty half-pint milk bottle came hurtling down, missing his head by inches, and shattering on the sidewalk. Thompson looked up and mournfully commented: "I'll never know whether that came from someone whose song I didn't sing or someone whose song I did sing!"

Indoctrination Course For New MBS Outlets

"An indoctrination course" was conducted early this week for Mutual's new affiliates, formerly with the Blue Network, and meetings held with the chief executives of the New York office outlined to the representatives of the new affiliates policies of Mutual's programming, promotion and publicity departments.

Edgar Kobak, president of the network, discussed the network's over-

(Continued from Page 9)

Canadian Railways Adopt Point-To-Point Radio Lines

Montreal—Development and experimentation with point-to-point land-line radio automatic relay systems within the past year by the two major communication systems in the United States has been followed closely by officers of Canada's two large railway systems, Canadian Pacific Railway and

(Continued from Page 11)

Radio's Role In The War Described By Col. Kirby

Chicago—Col. E. M. Kirby, chief of the radio branch of the War Department's Bureau of Public Relations, was principal speaker yesterday at a special luncheon session held by the Kiwanis Club for the purpose of honoring local broadcasters and stations. Col. Kirby had as his subject, "American Radio In War," and gave

Capture the willing market—Industrial New England—thru WLAW.

Seven Between 174 And 216 mc. Definite; FCC To Follow With Six More; FM To Get Further Study

New REC Officers Installed By Club

Murray B. Grabhorn, newly elected president of the Radio Executives Club and other officers were installed at a luncheon meeting yesterday at the Hotel Roosevelt in New York, at which Warren Jennings, retiring president, presided. Other new officers taking their places on the dais were Craig Lawrence, vice-president;

(Continued from Page 11)

Grant Milwaukee 'Journal' New Developmental Station

Washington Bureau, RADIO DAILY

Washington—Application of the Milwaukee "Journal," licensee of FM broadcast station WMFM for a new developmental station was granted yesterday, but with the proviso that power and frequency are to be as-

(Continued on Page 2)

Blue Holds Open House In New Chicago Quarters

Chicago—The sales and promotion departments of the American Broadcasting Company's central division held an open house in their new location on the 23rd floor of the Civic

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced that it is withholding at least until the fall its final decision on the position of FM in the spectrum. In the meantime, it brought forth its final decisions on allocation of frequency space between 25 and 30,000 megacycles for the various other services concerned—including television. Seven channels between 174 and 216 megacycles were definitely assigned television, with the

(Continued on Page 10)

Upturn In Business Recorded In Chicago

Chicago—A 52-week renewal contract for the four quarter-hour periods known as the General Mills hour, sponsored by General Mills Inc., and heard Mondays through Fridays, from 1:00 to 2:00 p.m., CWT, was announced yesterday by William Weddell, assistant sales manager of the NBC central division. Renewal is effective June 1. The first three quarters of

(Continued on Page 8)

Heavy Advance Bond Sale For Glenn Miller Show

More than \$500,000 have been sold in War Bonds for the event of the Major Glenn Miller show to take place at the Paramount Theater on June 5, it has been announced by Robert M. Weitman, managing director.

(Continued on Page 5)

SERVING the 7th!

The main studio of WNEW has a huge swastika flag hanging on the wall which all performers have to face when broadcasting. The flag was put up by Martin Block, emcee of the "Make Believe Ballroom" program, for the purpose of inspiring performers whenever they have to make a plea to their listeners to purchase War Bonds.

SERVING the 7th!

Oklahoma City—WKY dedicated Saturday, May 12, to the 7th War Loan Drive with salutes to the WKY Armed Forces. Many programs were cancelled to make way for the six specially prepared broadcasts. Additionally, the station originated the hour-long "Airborne Attack" for the three other stations located in Oklahoma City.

WLAW assures its listening audience of clear reception and a wide range of programs. Advt.



Coming and Going

Vol. 31, No. 35 Fri., May 18, 1945 Price 10 Cts.

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

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Award to Detrola

May 26 is the tentative date set for the Army-Navy production award to the Detrola radio division of International Detrola Corporation.

20 YEARS AGO TODAY

(May 18, 1925)

A plea for DX-ers appeared recently in the "Loud Speaker" column of the New York Sun. Letter written by Edward Kane, who is beginning to believe that radio is getting to be in a class with fishing, says: "The prime purpose of this letter is to advocate a silent night. I have a log of 53 stations; also official confirmation of PTT, Madrid, which I don't believe is authentic as I think I heard CYL, Mexico City."

WILLIAM S. HEDGES, vice-president of NBC in charge of stations, in Harrisburg this week to address the Kiwanis Club of that city.

BENEDICT GIMBEL, JR., president of WIP, Mutual affiliate in Philadelphia, has left for Chicago, where today the network will hold a meeting of the directorate.

O. L. "TED" TAYLOR, of the Taylor-Howe-Snowden radio group, who is in town this week, made a flying trip to Washington, D. C., but will return to Gotham before leaving again for the home offices.

JO RANSON, special events and publicity director of WNEW, is expected back at the station today following a short illness.

BILL HENRY, CBS commentator who covered the San Francisco conference, has returned to Washington, D. C., from which point his programs emanate.

M. A. MULRONY, general manager of KGU, Honolulu, has arrived from Hawaii on station business. Conferred Wednesday with the national representatives of the station.

WALTER WINCHELL plans to come to New York following his Blue Network broadcast of next Sunday, which will originate in Hollywood.

FRANKIE MASTERS and the members of his band yesterday were in Jackson, Miss., for the broadcasting of "Spotlight Bands" program over the Blue Network from the Foster General Hospital.

SPENCER MITCHELL is here from WDAE, Tampa, Fla., for conferences with the station's national reps.

JOHNNY CROFT, manager of WJPA, Washington, Pa., in town to attend the meeting of new affiliates of Mutual Broadcasting System.

Grant Milwaukee 'Journal' New Developmental Station

(Continued from Page 1)

signed later. The application had been for 91 megacycles, and had it been granted it would have been interpreted as a tipoff that the Commission planned to peg the FM band at from 84 to 102 megacycles. Had it been denied, the supposition would have been that the Commission has decided to keep FM to its present level in the spectrum.

The Commission's action, however, throws no hint as to what its intent is.

FINANCIAL

(Thursday, May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/4	165 3/4	166 1/4	+ 1/2
CBS A	37 7/8	36 7/8	37 3/4	+ 1
Crosley Corp.	35 7/8	35 3/4	35 3/4	+ 1/2
Farnsworth T. & R.	15	14 7/8	15	+ 1/8
Gen. Electric	44	42 3/4	43 1/8	+ 1 3/8
Philco	38 7/8	38 1/8	38 1/2
RCA Common	12 1/8	12	12
RCA First Pfd.	86 3/4	86	86	+ 1/4
Stewart-Warner	20 3/8	20 1/8	20 1/8	- 1/8
Westinghouse	37 7/8	36 3/4	37 1/2	+ 1 1/4
Zenith Radio	39 3/4	39 5/8	39 5/8	- 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	5 3/8	5 1/4
OVER THE COUNTER		
Du Mont Lab	7 3/8	8 1/4
Stromberg-Carlson	19 7/8	20 7/8
WCAO (Baltimore)	27
WJR (Detroit)	41

Radio Curriculum Set By University Of Illinois

(Continued from Page 1)

1,000 openings a year within a few years.

The course will be in co-operation with the University's non-commercial radio station, WILL, utilizing equipment and personnel of the station and of the journalism school. The new curriculum will be offered to juniors and seniors.

It will involve five new courses: principles of broadcasting, radio announcing, radio advertising, radio production and direction, and radio law. The students also will study news reporting, advertising principles, law of the press, social sciences and other subjects.

Establishment of the course follows recommendations of the radio industry that educational institutions provide professional training in this field. The University of Illinois has been offering limited instruction only, coupled with actual experience at WILL. The journalism library contains considerable material on radio.

Radio Committee Named

Members of the special committee of the "I Am An American" Foundation include: Edward Arnold, Jack Benny, Bing Crosby, Bob Hope, Drew Pearson, H. V. Kaltenborn, Leo Carrillo, Jean Hersholt, John B. Hughes, Edward G. Robinson, Fred Beetsen and Fulton Lewis, Jr.



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-REED

CKLW

BEST RADIO BUY in the DETROIT AREA

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

IN PHILADELPHIA

Nearly everybody listens to

WDAS

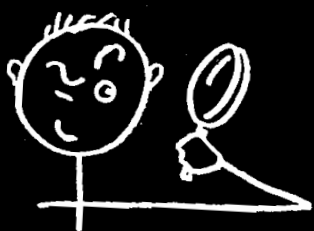
BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.

a slateful of KID SHOWS

It may be "a pause in the day's occupation" to the poet, but to Mutual and its audience, The Children's Hour is one of the busiest periods in the whole radio day: From 5 to 6 p.m. every weekday, while parents beam (and listen) approvingly, youthful ears all over the land are bent to catch these four consecutive, top-notch Mutual programs:

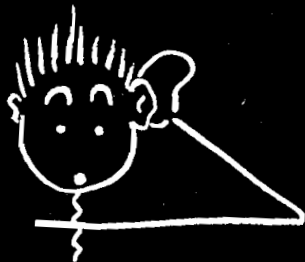
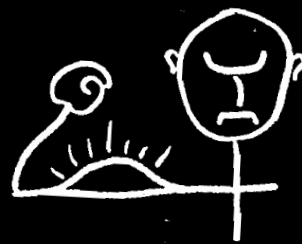


5-5:15

CHICK CARTER... Treading his foster-father's footprints, placed by the immortal Nick, this junior sleuth tracks down consistent rating rewards, coast to coast.

5:15-5:30

SUPERMAN... Back at work for Kellogg, the Man of Tomorrow spans the continent five days a week, to the increasing delight of sponsor and listeners alike.

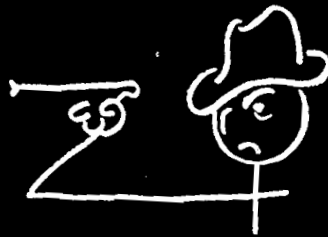


5:30-5:45

MYSTERY HOUSE... Fans from 3 to (so help us) 93 applaud this new show, which distinguishes clearly between healthy spine-tingling and sheer hysteria.

5:45-6

TOM MIX... Repeatedly rated the most popular daytime kid show on any network, the veteran straight-shooter is notching new sales records for Ralston.



The success of all four of these programs, audience-wise, and of two of them, sales-wise, is a double-action tribute: to the responsiveness of Mutual's young audience, and to the skill of Mutual's programmers.

And speaking of sales results—as who isn't—may we point out that what's being won at 5:15 and 5:45 could also be won at 5 (now available in individual markets) and 5:30 (now available on the full network)?

MUTUAL BROADCASTING SYSTEM

LOS ANGELES

By RALPH WILK

DALE EVANS and Bill Marshall will co-star in a radio musical show for C. P. MacGregor's "Hollywood Radio Theatre." The play is an original by Roger Quayle Denny entitled "A Little Bit West of Heaven."

Bob Burns has been asked to write one of his famous humorous stories of his relatives for inclusion in a tome being made up by the American Society of Illustrators for free distribution among the armed forces abroad. Among the other authors, beside Burns, will be Jack Benny, Fred Allen, Robert Benchley and James Thurber, and cartoons and illustrations will be supplied by the country's top artists.

Hedda Hopper coins a phrase when describing the chickens raised by her manager Dema Harshberger. Hedda, who is the star of her own CBS program, "Hedda Hopper's Hollywood," says that Dema's chickens "are the nuts!" The reason? Dema has a special mash made for her chicks that is composed entirely of crushed English walnuts!

It was reunion on a recent Sherlock Holmes broadcast when four Britishers met to play in one of "The New Adventures of Sherlock Holmes" and to talk over old times. There was Edna Best, assistant producer of the show, Basil Rathbone, Nigel Bruce and their friend of London stage days, Lester Matthews, who took part in a recent show.

Radio Commentator - Announcer Jim Doyle, who frequently doubles as narrator for educational films, is doing another series of history shorts which will be released to the nation's high schools in the Fall semester.

Blue Holds Open House In New Chicago Quarters

(Continued from Page 1)

Opera Building yesterday afternoon. Blue Network departments housed in the new quarters include sales promotion, research, network sales, co-op sales and national spot and local sales. Among the departments remaining at the Merchandise Mart are music library, publicity, engineering, traffic, program and executive.



Notes From An Aisle Seat . . . !

● ● ● NBC putting on a special War Bond show Memorial Day at 1:30 p.m., with Bill Stern doing the emceeing. Star attraction will be talks by relatives of heroes who lost their lives in the war such as Mrs. Tommy Hitchcock, wife of the famous polo star; Mrs. Charles Paddock, wife of the track wizard; Mrs. Joe Hunt, wife of the tennis champ; Mrs. Mike Kennick, mother of the Omaha football giant; and Billy Southworth, manager of the St. Louis Cards, who lost his pilot son not long ago. . . . Marlene Dietrich and Jean Gabin said to be set for a movie company in Paris. It may be a one-picture deal, tho'. . . . Bob Hope's sole reason for being in New York this week-end is for a golf session with his pal, Ed Sullivan. . . . Wm. Morris & Herb Moss talking about a new Olson & Johnson air deal. . . . Marilyn Maxwell signed for the lead in Eddie Cantor's musical, "Nellie Bly," which he brings to N. Y. in the fall. . . . Orson Welles, who has little or nothing to show for all the dough he made in the past few years, has engaged a business manager, Boo Roos, to take care of his finances. . . . Erudite New Yorker mag refers to Dick Haymes in its review of "Diamond Horseshoe" as Richard Haymes. Which recalls the days the N. Y. Times called the band leader, Benjamin Goodman. . . . And the Blue net's program correction sheet had this delightful line the other day: "Kill Hedda Hopper. Insert special San Francisco conference report."

★ ★ ★

● ● ● The Big Time: Ernie Lehman's guest column for Irving Hoffman (satirizing Earl Wilson) tagged: "I Am Gazing Into My Earl Well". . . . Jack Eigen on WMCA Sundays, with the lowdown on the higher-ups. . . . Announcer Fred B. Cole's amateur photography, which is good enuf to land in the better mags regularly. . . . Erskine Hawkins' blazing trumpet at the Lincoln Blue Room. . . . The pianoing of Fred-eric Vonn & Bob Downey on the Arrid show for the sixth or seventh time last week. . . . Lew Parker's very funny routine at the Strand. . . . Patti Dugan's vocals with Les Elgart's sensational crew. . . . NBC Press Dept's ballyhoo job on Fred Waring, one of the most solid campaigns in years.

★ ★ ★

● ● ● After a recent broadcast, Frank Sinatra entertained the studio audience with a special parody that went like this: "I know I'm frail and weak, but where the heck can I find some meat?" From the rear of the studio came a femme shriek: "Right here, Frankie!". . . . Because they couldn't sustain the Crossley that Johnny Morgan had rolled up, the Ballentine program will go musical. No comedy whatsoever. . . . A sponsor is trying to get Al Delacorte, editor of "Modern Screen," to give him permission to build a radio show out of his famous Readers' Interest poll, which points out the coming starlets long before even the studios are aware of it. . . . Bea Wain signed for the Conti summer replacement on Mutual. . . . Oscar Serlin's new play, "Beggars are Coming to Town," with Paul Kelly, Ricardo Cortez and Dorothy Comingore, goes into rehearsal in August. . . . Alan Young show remaining on throughout the summer. . . . Si Steinhilber, Pittsburgh Press radio ed, coming to town June 1st. He'll be at the Astor. . . . Richard Arlen talking about doing a soap opera. . . . Medicos have warned a coast nite club comic to stay on the wagon or else . . . Ray Johnson into the army this week? . . . Shirley Eder being talked of for a new quiz show along with one of sportdom's biggest names. . . . Milton Berle and Pete Donald will battle it out on the tennis courts at Cedars Country Club in Lakeville, Conn., for the 7th War Loan Drive. . . . Marty Ragaway, former "Guess Who" scrippler, quit over salary differences. . . . Add golfing trios: Harry Wismer, Paul Porter and Bob Hannegan . . . Wonder why WNEW hasn't a single commentator or newscaster as such. Various announcers handle the news chores.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

WILL O'NEIL, who conducts the Chicago Sun's Yanks, service Bureau has inaugurated a similar feature at 7 p.m. Tuesdays over WJJD. Program will answer questions sent in by veterans and their families, stressing the provisions of the GI bill of rights.

WIND, Chicago, has arranged for exclusive broadcasting of all Chicago White Sox night games. The station broadcasts regular schedule of Chicago Cubs games.

WGN's sales and publicity departments have moved into their new quarters in Tribune Tower. The sales department, formerly on the 11th floor, has moved to the fourteenth. New suite of offices occupied by William A. McGuineas, commercial manager, are adjoined by audition room with built-in playback. Near by on the same floor are the offices of the WGN sales staff under the direction of Norman Boggs.

Each member of the staff has an office of his own, with Myrtle Stahl, educational director, occupying an adjoining office. The publicity department, which remained on the 11th floor moved into a larger office adjacent to the program department, which had been vacated by sales. With these changes the staff of WGNB, WGN's frequency modulation sister station, will be able to occupy offices next to the WGNB studio on the 11th floor. The new WGNB offices now being prepared for occupancy will include private offices for Marion Claire, director of WGNB and Lewis James, production manager and an adjoining office for Estelle Barnes, program director, and her staff.

Art Jacobson, manager of the NBC central division production department, has been elected president of the NBC athletic association for 1945-46. Other new association officers are Harry Bubeck, production director, first vice-president; William Weddell, assistant sales manager, second vice-president; Betsy Ross, secretary to Judith Waller, secretary, and Jack Ryan, press manager, treasurer.

James Doolittle has been named manager of the midwestern sales office of Neblett Radio productions.

Raymond Venenour formerly with WGIL, Galesburg, Ill., has joined the WBBM staff of studio technicians.

"Unconditional surrender" is the title of WBBM news editor Everett Holles' new book tracing allied conquests, from North Africa to Berlin. Publication date is May 24.

New Yorkers Ask FCC For Tele Station Permit

Washington Bureau, RADIO DAILY

Washington—Application for a new commercial tele station in New York, to operate on Channel No. 10—186-192 megacycles, was filed with the FCC yesterday by Palmer K., and Lois C. Leiberman.

Free Speech "MIKE"

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

KMPG

LOS ANGELES

710 Kc.-1000

THE WEST'S GREATEST INDEPENDENT

National Sales Representative • Fox Film Company

AGENCIES

FOOTNOTE, CONE & BELDING has resigned the Capitol Records account. The move resulted from the fact that Majestic Radio & Television Corporation, a prior FC&B client, has entered the recording field through the organization of Majestic Records, Inc., headed by James J. Walker, sometime Mayor of New York.

J. ACKERMAN BRIGGS, manager of the Hollywood office of Kenyon & Eckhardt, has resigned his position to accept the post of president and general manager of the Los Angeles Shopping News.

W. S. HILL COMPANY, Pittsburgh advertising agency, announces the removal of its offices to the Arrott Building, 401 Wood Street.

MARSCHALK & PRATT has been engaged to place the advertising of the American Cable and Radio Corporation.

Heavy Advance Bond Sale For Glenn Miller Show

(Continued from Page 1)

tor of the theater and chairman of special events for the "Showmen's Seventh." The goal set for the event is \$4,000,000 and indications are that the figure will be reached far in advance of June 5. Weitman pointed out that the "high pressure sales job" is due to the overwhelming support of disk jockeys who are co-operating with Marvin Kirsch of RADIO DAILY and Nat Strom, co-chairman of the show's radio committee. Negotiations are underway to have one of the major networks carry the complete or a portion of the proceedings honoring the band leader.

Celebrities of radio, stage and screen, in addition to a soldier pageant which will feature 300 officers and enlisted men of Mitchel Field and the 50-piece Air Force Band of that base, have already been set for the occasion. Among the celebrities are: Charlie Spivak, Count Basie, Paul Whiteman, Benny Goodman, Louis Prima, Fred Waring, Jerry Wald, Gene Krupa, Guy Lombardo, Xavier Cugat, Cab Calloway, Sammy Kaye, Milton Berle, Perry Como, Morton Downey, Marion Hutton, Johnnie Johnson, Allan Jones, Gil Lamb, The Modernaires, Dean Murphy, Jo Stafford, Tip, Tap & Toe and Ethel Waters.

Handling Tour

Three servicemen, formerly in radio, are masters of ceremonies for the "Airborne Attack" flying demonstrations touring 54 cities in this country on behalf of the 7th War Loan Drive. They are Cpl. David L. Smith of Amarillo, Texas, formerly at KFDA and KNOW, Austin; T/Sgt. Richard C. Parkes of Nutley, N. J., formerly at KOA, Denver, Colo.; Sgt. Arthur Peterson of Chicago, heard over WOWO and WGL, Ft. Wayne, Ind.

A Horrible way

to
sell
a
HAT!



From the gifted mind of WOR writer-producer-director Jock MacGregor have come such chillers as "Nick Carter," "The Mysterious Traveler" and a string of other blood-curdling WOR audience-builders.

Horror, the strange and weird; adventure that leaves WOR listeners relaxed and enjoyably receptive, are Jock's specialties. But so, too, is his rock-sound ability for hammering into every one of these WOR shows the simple but effective gimmicks that make people say "Gimme."

Long aware of this action-arousing combination was the Buchanan Company, alert advertising agents for Adam Hats. Said they:

"Up to now, Adam Hats has done only sports broadcasting. But if you can cook up something that has the MacGregor touch . . . well . . ."

THE RESULT: "THE STRANGE DR. WEIRD," a once-a-week, fifteen-minute combination of slick radio drama by WOR's Jock MacGregor and powerful commercial writing by the Buchanan Company. Launched only late last Fall, it was an immediate hit, and has reached an average of 225,400 radio homes per broadcast ever since.

Says William A. Pludo, vice-president of Adam Hat Stores, Inc.:

"For many years, the Adam Hat Company has been interested in radio as an advertising medium, but we had not been able to find a completely satisfactory program. I know you will like to know that WOR's "The Strange Dr. Weird" has proven to be an effective, well-broadcast series that does a fine selling job for us."

"The Strange Dr. Weird" is another example of WOR's carefully clocked programming. WOR deliberately plans to create moods that, in turn, send listeners trotting off merrily to pay cash for things on dealers' shelves.

If you would like to take advantage of the advice of skilled showmen, who are also skilled salesmen, it would not be a bad idea to do what the Buchanan Company did; i.e., pick up your phone and dial Pennsylvania 6-8600, or write . . .



at 1440 Broadway
in New York

WHERE SHOWMANSHIP SELLS

It happened on NBC



In the Beginning . . .

DECEMBER 1935

The Kraft Cheese Company presented a crooner named Crosby on the two-year-old Kraft Music Hall—over 58 stations of the NBC Network.

JULY 1936

After six months on the air, Bing's Hooper rating was 9.3—the first available rating on the new show.

WINTER 1937-38

Bing Crosby was moving forward fast. His Hooper rating for the winter months, October through April, averaged 23.6.

► In 1935 Harry Lillis Crosby was popularly known as a radio crooner. In the nine years that followed on NBC, Crosby has become by all odds the best known singer in the world. The Crosby voice has been heard by more people than any other voice in the world. Under the far-sighted sponsorship of the Kraft Cheese Co., Bing has won more listeners to the Kraft Music Hall than any other musical program on the air.

In these nine years Bing grew into something more than a voice. He has become an American institution.

How did Bing get this way in nine short years on NBC? First he has a voice and style of singing that are irresistible. He can bring mellow beauty to a fifty-year-old ballad as effortlessly as he can swing out on the latest hep-cat tune. He has never sung an affected note. He

The Story of Bing Crosby) NO. 3 OF A SERIES

Ten Years Later . . .

DECEMBER 1944

The Bing Crosby—Kraft Music Hall, now heard on 137 NBC stations and short-waved to troops all over the world—the third highest Hooper-rated program on the air.

WINTER 1944-45

Bing Crosby won a total of eight first places in the four major popularity polls. (Through the years he has won more "firsts" than any other entertainer.)

DECEMBER 1945

Bing Crosby will complete ten strikingly successful years on NBC—an outstanding example of continuous popularity.



has never gone high-hat for an instant. He doesn't like dress clothes—so he doesn't wear them.

He has strolled his way through a score of notion pictures, a twinkle in his eye, proving you don't have to be a great lover to be a movie star.

America is proud of its Bing Crosby. He has taken rank with Will Rogers, George M. Cohan and other beloved American personalities.

NBC is proud to be the network on which Bing Crosby has become America's Favorite Troubadour. NBC is proud of the part it has played in helping to create this living legend of Americanism.

. . .

NBC believes that the Crosby stature is directly comparable to the NBC audience—in other words, both Bing Crosby and his NBC audience are GREAT.

National Broadcasting Company

America's No. 1 Network

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



A Service of Radio Corporation of America

FM, Video Influencing NAB Rules-Revision

(Continued from Page 1)

all standard broadcast stations in Class 1-A and Class 1-B and in Class 2 above 5,000 watts power, and FM stations in Class C, and television stations.

"The term 'medium station' shall be deemed to include standard broadcast stations in Class 2 above 250 watts power and up to and including 5,000 watts power, and all standard broadcast stations in Class 3-A and Class 3-B, and FM stations in Class B.

"The term 'small station' shall be deemed to include all standard broadcast stations in Class 2 of 250 watts power and all standard broadcast stations in Class 4, and FM station in Class A."

"Another suggested amendment involves associate members and would allow any individual, firm or corporation engaged in any profession, as well as any business, to gain such a status. Similarly, any individual, firm or corporation which has filed with the FCC an application for, or has been granted a construction permit, but does not come within the requirements for active membership shall be eligible to become an associate member."

Voting Procedure Treated

For voting procedure, the directors favor a provision that the person designated to represent a member must be an owner, partner, officer or executive whose time is devoted principally to the business of such active member." It says further that there shall be one vote for each active membership "provided that this provision shall not preclude the appointment to standing or special committees of other persons actively employed by any member station."

The directors also recommended an amendment on duration of membership. It reads:

"Membership in the association shall continue and be in full force and effect until some person legally qualified to act for the member shall give proper notice in writing to the secretary-treasurer of the association of the member's intention to withdraw from membership. All rights of membership shall terminate upon the submission of a withdrawal notice.

"No member whose dues are in arrears may be reinstated in membership unless all sums due and owing the association are paid in full. Violation of the by-laws shall be considered sufficient cause for suspension."

The provision regarding non-payment of dues would be amended to read:

"Any member who for a period of four months has failed to pay the dues incident to his membership and for which proper billing has been made, shall be automatically dropped.

"For good and sufficient cause the secretary-treasurer may extend the

PICTURE OF THE WEEK



Five announcements on Jean Porter's program, "A Woman's Point of View" on WELI, New Haven, brought more than three tons of clothing for the United Nations Relief Association drive. Jean, like many other broadcasters throughout the nation, contributed much in time and talent to recruit clothing for poverty stricken people of Europe.

period of delinquency but in no case shall such an extension total more than an additional four months."

Regarding classification, the following amendment is recommended:

"Annually, on call of the secretary-treasurer of the association, each active member shall certify, in accordance with the provision of Section I, the class into which his volume falls; provided that any active member who for any reason is unable to determine the net receipts from the sale of time received in the previous year, shall continue to pay dues upon the basis of the previous classification until such time as his certification can conveniently be made, in which event any change in the amount of dues attaching to such active membership shall be retroactive to the beginning of the calendar year."

Another change is that "all dues shall be payable in advance annually, semi-annually, quarterly, or monthly."

At the sessions, C. E. Arney, Jr., secretary-treasurer, announced that

F. M. Russell, NBC vice-president at Washington, has been named by the NBC president as network representative for the one-year term beginning July 1.

J. Harold Ryan, NAB president, said success of this first meeting west of the Mississippi had prompted suggestions for many other non-eastern cities for next year's meeting. Since travel is the second largest item of expense to the board, a centrally located spot is desirable, he said.

Following the last closed-session Thursday, the directors and other radio officials attended a meeting at the Paxton Hotel in which Ryan and Glen Bannerman, president of the Canadian Association of Broadcasters, were honored. Arney is scheduled to remain in Omaha until Saturday.

Bryson On Blue From Norway

John Bryson, Blue Network commentator now in Norway, was heard from that country last night on the web at 11:15 p.m. His talk went to Stockholm by land line and was short-waved via RCA to America.

Upturn In Business Recorded In Chicago

(Continued from Page 1)

the hour, made up of the three daytime serials, the Guiding Light, Today's Children and Woman in White are written by Irna Phillips and are heard on the full NBC network. Agency for the three shows is Knud Reeves Advertising Agency, Inc. (Minneapolis).

"Charm School of the Air," featuring information and advice on how to be charming had its premiere on WGN, Monday, May 14, 9:30 to 10:30 a.m., CWT. Mary Afflock is producing and Nikki Kaye is scripting the show with Virginia Clark, Forrest Lewis and Lee Bennett in the principal roles. Harry Sukman provides the piano accompaniment.

Brisk Biz at WMAQ

Brisk business at station WMAQ the past week was topped by orders for two new programs and the renewal of the Town and Farm program. The Atlas Brewing Company (Atlas Prager Beer), through Olin Advertising Company, launched a new Monday-Wednesday-Friday series on Monday, from 10:30 to 10:45 p.m., CWT, featuring the Dinning Sisters trio. The Four Vagabonds, currently in New York on a bond tour, will become regular talent on the program on their return. Contract is for six weeks.

The other new program, "Stations Tuned for Terror," sponsored by Consolidated Royal Chemical Corporation (Krank's Shavecream) through Russell M. Seeds Company made its broadcast on Monday, 10:45 to 11:00 p.m., CWT. The Monday-Wednesday-Friday transcribed dramatic series features tales by Robert Bloch, well-known mystery writer, with Craig Dennis as emcee and narrator. Contract is for 52 weeks.

The WMAQ renewal order came from Sears, Roebuck & Company through Roche, Williams and Clear, Inc., for Everett Mitchell's "Town and Farm" program, effective May 15 for 52 weeks. Program is aired Mondays through Saturdays from 6:15 to 6:45 a.m., CWT.

G. E. Officials Named To New Executive Posts

Schenectady—Three new personnel appointments have been made in divisions of the General Electric Company's Electronics Department.

Paul L. Chamberlain has been appointed manager of sales for the receiver division by I. J. Kaar, division manager. He will make his headquarters at Bridgeport, Conn.

Henry A. Crossland has been appointed assistant to the manager of the government division by V. M. Lucas, division manager. He will be located in the Washington, D. C. offices of the company.

James D. McLean has been appointed manager of sales for the transmitter division by C. A. Priest, division manager, and will have headquarters at Schenectady.

Doctrination Course For New MBS Outlets

(Continued from Page 1)

Operational policies, which, incidentally, will be published shortly in circulation among affiliates and persons concerned. Phillips Carlin, vice-president in charge of programming reiterated his plans for greater expansion in programming. Robert Schmid, vice-president in charge of production, discussed the advertising plans. Transcripts of the meetings are being made for distribution among Mutual affiliates.

Full List Attends

Among those who attended: E. L. Murty of WHBQ, Memphis, Tenn.; J. Brandy, WSLB, Ogdensburg, N. Y.; F. L. Keese, WMBO, Auburn, N. Y.; Pete Wasser, KQV, Pittsburgh; Jim Elmer and G. H. Roeder, WCBM, Baltimore; Ted Chapeau of WJHP, Jacksonville; A. R. Galliher and R. Helms of WHLN, Harlan, Ky.; Norman Knight of WAJR, Morgantown, W. Va.; Art Graham of WKST, New Castle, Pa.; John Croft of WJPA, Washington, Pa.; R. W. Richmond of WTKK, Akron; W. W. Cribb, KHMO, Hannibal, Mo.; C. E. Johnson and C. C. Eanes, Jr., WILM, Wilmington; Walter Speight of WATL, Macon, Ga.; B. C. Pressley of WATL, Macon, Ga.; Hugh O. Potter of WOMI, Cynthiana, Ky.; Ben Kirk of KQV, Pittsburgh; Milton Hinlein, KDRO, St. Louis; Ken Gordon and Fred Woodard of KDTH, Dubuque, Iowa; James Weiland and L. H. Peterson of WWSV, Petersburg; Louis Howard of WJIT, N. C.; D. J. Poynor of WMBH, Joliet, Mo.; Frank Nied and Judge Svens of WRRN, Warren, O.

Network Executives Present

Among the other New York Mutual executives who participated in the sessions were: Robert D. Swezey, vice-president and general manager; Carl Haverlin, vice-president in charge of station relations; Harold Culter, manager of audience promotion; Bert Hauser, director of cooperative programs; Jim O'Bryon, publicity director; Charles Godwin, Jerome Sill and Paul Hancock of the station relations department, and Frank Zuzulo, trade news editor.

Southernaires To Receive Inter-Racial Guild Award

The Southernaires who have had their own program on the Blue Network for the past 16 years have just been awarded a citation by the International Film and Radio Guild. The citation is for their contribution toward inter-racial harmony and universal understanding, through the medium of radio. The award is going to be made in the Shrine Auditorium in Los Angeles on May 24th. Since the Southernaires are unable to appear, Frank Samuels of the American Broadcasting Company will accept the award. Others receiving similar awards include Bette Davis, Bing Crosby, Orson Welles and the Warner Brothers Studios.

Radio's Role In The War Described By Col. Kirby

(Continued from Page 1)

Corps and then revealed how every correspondent is indebted some way to this branch of the service, plus the help of the Army Radio Public Relations personnel.

Reviews European Invasion

"Today there is no active front in the world without the means of communications back to the American people by radio, through the voices of the accredited radio correspondents. Behind this, is an almost untold story of the unprecedented co-operation between the Army and the free American press and radio," Kirby stated.

Taking the invasion of Europe as an example, Kirby gave an idea of what made possible the greatest coverage of a single event in the history of the world. He said that back in March 1944, a special Signal Corps Public Relations mission left the War Department for England. The mission was headed by then Col. David Sarnoff, since promoted to Brigadier General. He had the sympathetic support of Major General Frank Stoner, head of the Army Communications Service.

Large-Scale Conference Held

Subsequently all met with the radio and press, also picture syndicates in London. It was learned that the press was currently filing 130,000 words daily. It was estimated that D-Day would step it up to a possible 500,000 words per day. This was impossible without the aid and co-operation of the Signal Corps. The commercial companies could only handle 300,000 words per day at the most. Then it was, Kirby continued, that Col. Sarnoff, through difficult negotiation, persuaded the commercial companies to permit the Signal Corps to provide the additional capacity required; to submit to the principle of traffic control which was needed to determine when the commercial companies were fully loaded. This was due to knowing when the Signal Corps was to handle the overflow of copy describing the event.

D-Day Activities Recounted

On D-Day there was delivered to the American press about 460,000 words of copy, a record that has not been topped. Picture transmission schedule from England to the United States was about two pictures a day, but the Signal Corps stepped it up on D-Day to 67 pictures, an average of a picture every seven minutes during the transmission periods. This volume of speed also remains unparalleled.

As to broadcasting, Col. Kirby said that they found the four American networks sharing one circuit between London and New York, and this meant only one network could be served at a time. Through negotiations the British post-office assigned a second circuit. Then the Signal Corps erected a transmitter of its own, thus enabling three networks to broadcast simultaneously out of

London. "What happened on D-Day" Col. Kirby said, "is brilliant history," and another chapter in the story of co-operation between radio and the War Department.

Outlines Work in Pacific

Col. Kirby also explained the working of the armed forces in the Pacific where radio equipment is carried ashore with the first wave and correspondents can go along and bring the news to the American people with a minimum of drawbacks. Also when MacArthur moved on Leyte and later into Luzon, a radio ship was in the convoy. Loaded with radio equipment these ships are beamed to San Francisco.

New transmitters are working in Manila and other points such as Saipan, Guam and even Okinawa, not to mention other places in the vast Pacific.

Cites Axis Methods

Col. Kirby contrasted the American way with that of the enemy and asked whether anyone had ever heard of either a German or Japanese broadcast from the front or other places excepting through the official government channels. Various other instances were cited by Kirby in revealing why the U. S. gives valuable cargo space to broadcasting equip-

AFRS To Advise GIs Of Peace-Time Rights

Washington Bureau, RADIO DAILY

Washington—Full information on the War Manpower Commission program for returning vets will be spread overseas through 450 outlets of the Armed Forces Radio Services and from shortwave transmitters on the east and west coasts, it will be announced today by the WMC. In cooperation with the War Department, discs have been sent out entitled "What's the Deal," containing a detailed account of what servicemen may look for from WMC upon their discharge.

ment so that the American people may be informed as to what is transpiring everywhere the armed forces and Navy is at work.

Citations Awarded

Presentation of citations to Chicago radio stations was made by James B. Blaine, Chicago Kiwanis Club president. Chicago station representatives present to receive the citations were: Bradley Eidman, WAAF; Joe Rudolph, WAIT; J. L. Van Volkenburg, WBBM; Howard Kelgan, WCFL; William P. Brady, WEDC; Roy McLaughlin, WENR; Herbert Rodolph, WGES; John Carey, WIND; Fred Harm, WJJD; Glenn Snyder, WLS; Harry C. Kopf, WMAQ; Wendell P. Lovelace, WMBI; Robert O. Miller, WSBC, and Paul Brines, WGN.

At Last CERTIFIED MERCHANDISING!

G geared to RADIO ADVERTISING to move your food or home product.

All products advertised on these hard hitting programs are merchandised to the most important food outlets in the Metropolitan New York area.

There are availabilities now on—

"THE FOOD AND HOME FORUM" on WOR

with DR. WALTER H. EDDY

4:30 to 5:00 P.M., Monday thru Friday

"FOR WOMEN ONLY" on WHN

with ELLA MASON

1:00 to 1:30 P.M., Monday thru Friday

"THE CAPT. TIM HEALYS" on WMCA

with CAPTAIN AND MRS. TIM HEALY

1:30 to 2:00 P.M., Monday thru Saturday

Our Plus Service.

Each sponsor gets a **MONTHLY AFFIDAVIT** of **MERCHANDISING** which certifies when, where and how merchandising was done.

For details . . . phone or write to ERNEST WALKER

AMERICAN INSTITUTE OF FOOD AND HOME PRODUCTS

509 Madison Ave., New York 22, N. Y., Tel. PL. 3-7146

Robert A. Bories, General Manager

Tele Granted 13 Channels

Provision Is Made For Wide-Band Color Video

(Continued from Page 1)

480-920 mc. band also reserved for the new wide-band color tele.

Six additional tele bands will be provided in the 44-108 mc. region—apportioning of which will be delayed pending further testing.

The complaint of FM broadcasters against the Commission's proposal to move their service to the 84-102 band has proved potent enough to cause the Commission to withhold decision and conduct further study.

The allocation of the entire 44-108 mc. band, in which FM will fall, "is left unassigned at this time pending the outcome of measurements and tests of FM transmission during the coming summer," the Commission explained.

This space ultimately will be allocated as follows: 36 mc. to television; 18 mc. to FM; two mc. to facsimile; four mc. to the amateurs, and four mc. to non-government fixed and mobile services.

The Commission indicated three possible alternative allocations for this region which turn upon the exact location of FM. The three alternatives for FM are (1) 50-68 mc., (2) 68-86 mc. and (3) 84-102 mc.

The Commission also announced that, with the co-operation of the industry, it is planning to proceed with tests during the summer. A joint committee under the chairmanship of the Commission's chief engineer, and composed of engineers from the Commission and the industry, will conduct these tests. The FCC declared:

"The reason for not making a final decision at the time was that the Commission felt that further measurements were desirable before making a final allocation for FM. In this connection the Commission pointed out that its decision not to make a final allocation for FM at this time would not in any way hamper the future development of that service because the Commission has received advice from the war production board that the radio industry will not resume production of new AM, FM, and television transmitters or receivers in 1945 or even in the first part of 1946 unless Japan capitulates to the Allies.

"This is not to say that a small quantity of receivers and possibly a few transmitters may not be made available. However, this will have little or no effect on the future expansion of AM, FM and television services.

"The War Production Board has also advised the Commission that in the event there is any change in its

prediction it will give 90 days advance notice."

The allocation table disclosed three principal changes from the proposed report issued last January and which was subsequently the subject of oral argument.

(1) The band in the 27 mc. region available for scientific, industrial, and medical devices, including diathermy machines, was enlarged in accordance with the recommendation of the manufacturers of diathermy machines, from the 30-kilocycle channel width assigned in the proposed report.

(2) Television has been assigned a thirteenth channel at 174 to 180 mc. In the proposed report this band had originally been assigned to air navigation aids. In addition, two of the three alternative allocations suggested for the region from 44 to 108 mc. would make possible the immediate use of all television channels. In the proposed report it was noted that the television channel from 72 to 78 mc. would not be usable until the aviation markers centered on 75 mc. were moved. Under alternatives 1 and 2 the band around 75 mc. has been assigned to services other than television, and television has been given assignments which will not have to wait until other services move out. This would make available 13 channels below 300 mc., all of which could be assigned to television.

(3) In the proposed report six mc.

FM Interests Seen As Influential In FCC Circles

were left unassigned with the statement that they would ultimately be assigned to television, FM, facsimile or the safety services upon a showing of need.

The allocation table released today makes the unassigned space available as follows: two mc. are added contiguous to the FM band of 18 mc. width wherever that band is finally placed. Initially these two mc. will be available for stations rendering facsimile service exclusively, but manufacturers of FM receivers should include these two mc. in new FM receivers, as eventually it is contemplated that facsimile may move about 400 mc., thus making these two mc. available for FM. In the proposed report no separate assignment was made for facsimile below 400 mc. except insofar as it was stated that FM stations might be authorized to employ facsimile during hours when they were not rendering oral broadcast service—a provision which is retained in the final report issued by the Commission.

The three alternatives for the 44-108 mc. band are shown in the tabulation below as released by the Commission yesterday.

FCC Lists Three Alternatives For 44-108 mc. Band

ALTERNATIVE NO. 1		ALTERNATIVE NO. 2		ALTERNATIVE NO. 3	
Freq. Band Megacycles	U. S. Allocation	Freq. Band Megacycles	U. S. Allocation	Freq. Band Megacycles	U. S. Allocation
44-48	Amateur	44-50	Television Fixed and Mobile.	44-50	Television Fixed and Mobile.
48-50	Facsimile.	50-56	Television Fixed and Mobile.	50-54	Amateur.
50-54	Educational FM Broadcasting.	56-60	Amateur.	54-60	Television Fixed and Mobile.
54-68	Commercial FM Broadcasting.	60-66	Television Fixed and Mobile.	60-66	Television Fixed and Mobile.
68-74	Television.	66-68	Facsimile.	66-72	Television Fixed and Mobile.
74-78	Non-gov't Fixed and Mobile.	68-72	Educational FM Broadcasting.	72-78	Television Fixed and Mobile.
78-84	Television Fixed and Mobile.	72-86	Commercial FM Broadcasting.	78-84	Television.
84-90	Television Fixed and Mobile.	86-92	Television.	84-88	Educational FM Broadcasting.
80-96	Television Fixed and Mobile.	92-98	Television Fixed and Mobile.	88-102	Commercial FM Broadcasting.
96-102	Television Fixed and Mobile.	98-104	Television Fixed and Mobile.	102-104	Facsimile.
102-108	Television Fixed and Mobile.	104-108	Non-Gov't Fixed and Mobile.	104-108	Non-Gov't Fixed and Mobile.

NBC Sets Assignments for Europe Reporters

(Continued from Page 1)

en and Oslo. Paul Archinard and Porter remain in France and Max Jordan will return to Switzerland. Grant Parr, remains in Rome, Sven Norberg in Stockholm and Frank O'Brein in Cairo. W. W. Chaplin falls a roving assignment in Europe. Robert Maguire remains in Moscow, but will establish a Balkan bureau as soon as the authorities permit. Ed Haaker and Chester Morrison will assist Stan Richardson in London. John MacVane and David Anderson will return to the United States for a rest before being reassigned. Thirie Janssen is in this country soon will return to the Mediterranean area. In addition, Louis P. Lochner, will report from Berlin, if and when facilities are established. Lochner covered that city for the AP for 18 years before the war.

Special Two-Hour Show (On WNYC This Sunday)

NYC will devote a special two-hour broadcast, 2:30-4:30 p.m., EWT, Sunday, May 20, to "I Am An American Day" program, with the entire proceedings to emanate from the Mall at Central Park. Among the celebrities who will be heard are: Marian Anderson, Regina Resnik, Igor Gorin, Hubert Evans, Grace Moore, Maureen O'Hara, Brenda Lewis and the City Center orchestra and chorus. The production will be under the supervision of M. S. Novik, director of WNYC, and Mike Jablons of the publicity department.

Hildegard Going Overseas

Hildegard, whose "Raleigh Room" broadcast will suspend for the summer following the broadcast of June 5, is planning an overseas trip to entertain soldiers on foreign duty. The "Raleigh Room" will return to the air over NBC on Sept. 12.

Send Birthday Greetings To—

May 18

Richard Brooks	Paul F. Harron
Raymond Paige	Donald Peterson
How White	Meredith Willson
Perry Como	

May 19

Paul Brenner	Barbara Maurel
Keith Field	Rudolf Friml, Jr.
Mary Young	Lillian Gordoni
Marinus Koster	Peggy Byrne

May 20

Patricia Dunlap	Robert Hansen
Harold Stein	L. B. Wilson
Gail Patricia Gander	

★ PROMOTION ★

Success With Cards

New Columbia Broadcasting System promotion tells of the outstanding success achieved by Bob Hawk and his network program, "Thanks to the Yanks" in securing playing cards to be sent to servicemen. Copy relates story of progress from day of appeal, which is effectively brought to the reader through action photographs taken during the handling of 228,000 decks of cards received.

War Loan Promotion

The Radio Section of the Treasury Department, Washington, D. C., in connection with the 7th War Loan Drive starting May 14 through June 30, has brought out a series of radio announcements in book form. There are three of these books. Appeals are pointed to the cosmopolitan audience, and the rural audience as well as for general use and sale to local advertisers. Announcements comprise 25 and 100 words and may be used as is or adapted to special need.

New "KFPY Farmer"

KFPY made it known to the listening area in Washington, Idaho, Oregon and Montana, that if sufficient requests were made for a station paper, such would be put out. As a result, Volume 1, Number 1 of the

"KFPY Farmer" has been mailed out to farmers, gardeners and city people interested in or associated with farming. Managed by E. W. Jorgenson, paper is sent out free and will remain a four-page tabloid until war restrictions on paper are lifted by the Government.

Second WCOP Mail Piece

Second mail piece of the 1945 direct mail campaign of WCOP, Boston, is "Who's Who In Boston?" It is an attractive four-page, two-color folder presenting Virginia Dwyer's "People You Should Know" program. Title page asks the question against a background of a giant reproduction of "Who's Who In America," and goes on to show a portrait of Miss Dwyer and to describe the program and list availabilities and rates. Folder has gone out to agencies and advertisers.

Posting Campaign

WCAU, Philadelphia, is entering into a full-scale posting campaign. Beside a complete showing of advertisements on railway express trucks in metropolitan Philadelphia, WCAU posters will be placed in 263 suburban trains of the Pennsylvania and Reading railroads. Under the campaign, Philadelphia and its environs are fully covered by these two mediums.

New REC Officers Installed By Club

(Continued from Page 1)

Helen Wood, secretary and Claude Barrere, treasurer.

In taking office, President Grabhorn paid tribute to Warren Jennings and other officers for their administration of the club's affairs the past year. He also announced that committees would be appointed and plans worked out for the luncheon program scheduled beginning in October.

Braunfeld Thanked

Club members gave a rising vote of thanks to the retiring administration and also to Archie Braunfeld, CPA, who audited the club's books.

One of the first subjects which will be discussed by the club's executive board will be the program schedule for the coming year. Members are divided as to whether the meetings should come under the category of educational, entertainment, or forum sessions. It is probable that a mail poll will be conducted among the membership to decide this issue.

Fire Damages New Studios

Los Angeles—Fire badly damaged a two-story building on Sunset Boulevard, near Vine Street, which was to have served as a new home for KGFJ. Complete extent of damage is not known as yet, nor possible delay this may effect on KGFJ's advent to Hollywood.

Canadian Railways Adopt Point-To-Point Radio Lines

(Continued from Page 1)

Canadian National Railways. The application of automatic unattended ultra high frequency radio relay systems is calculated to make possible, without disturbances from atmospheric and other controllable influences which adversely affect ordinary point-to-point radio, the network transmission of high fidelity radio programs and ultimately television, and point to point transmission of printing telegraph, telephone and facsimile, such transmission being contemplated over considerable distances.

CPR And CN Enthusiastic

Canadian National and Canadian Pacific announces that the measure of success so far achieved through experimentation has been such as to justify their taking practical and immediate action in the home that as a result of similar experimentation by them a solid foundation will have been laid to make available to the Canadian public the advantages of this new and revolutionary medium of communication transmission.

Gets Singing Role

Los Angeles—Manda Lane's initial appearance on Hoagy Carmichael's NBC show, "Something New," won her a contract as regular vocalist with the Ted Straeter orchestra at the Mark Hopkins Hotel, San Francisco.

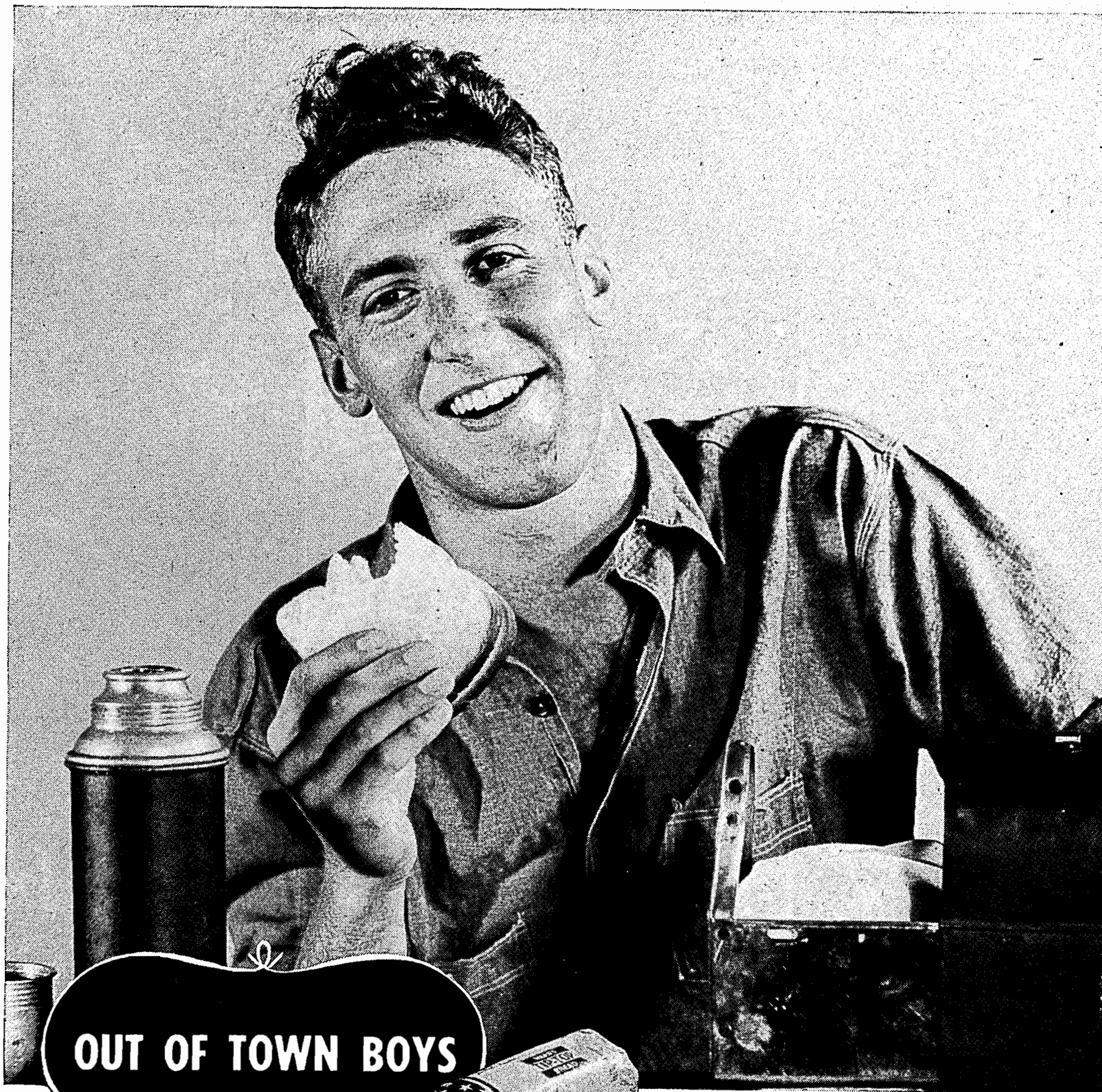
ANY BONDS TODAY?

By Fibber McGee and Molly

Illustrated by Jeff Keate



"Charles has been walking in air since he bought all those War Bonds."



**OUT OF TOWN BOYS
MAKE GOOD**

TIP TOP RECORD

Since 1941 Ward's Tip Top Bread*—a famous name in bread—has been a consistent user of WFBR—Baltimore's Big Home Town Station.

From "Every Woman's Hour" to News Periods, Minute Spots—and now Tennessee Jed—Ward's Tip Top Bread has had tip top acceptance in Baltimore.

*Agency: J. Walter Thompson Co.

WFBR—Baltimore's Big Home Town Station has seen to that.

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

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

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 36

NEW YORK, N. Y., MONDAY, MAY 21, 1945

TEN CENTS

Censorship Is Curtailed

Delegates To UNCIO Express Radio Views

San Francisco—Leading delegates to UNCIO are calling for fullest possible international use of radio to help prevent future wars, according to a preliminary report of survey made by British Broadcasting Corporation.

Although not all 49 nations queried have had opportunity to respond to BBC's letter to delegation leaders, it is clear from 13 statements already received and from conversations with most of delegates that there is complete cognizance of contribution radio is making for victory and hope that na-

(Continued on Page 5)

Educational FM Enrollment Underway For O. Workshop

Columbus—A capacity registration (limited to 150) is assured for the nation's first Educational FM-Station Workshop to be conducted on the Ohio State University campus, here, and in Cleveland, June 18-July 27.

Among those who will serve on the special faculty for the six-weeks'

(Continued on Page 2)

New Mutual News Series Features Three Analysts

Three news analysts will participate in a new Mutual series beginning June 3, from 1-1:15 p.m., EWT, it has been announced by Phillips Carlin, vice-president in charge of programming. The analysts are William Hillman, Paul Schubert and Leo Cherne.

Hillman will emphasize the poli-

(Continued on Page 6)

Scooping the Reels

At the Navy press conference the other day, Dave Driscoll of WOR saw Navy newsreel of the disaster that overtook the aircraft carrier Franklin. Later Driscoll set up a mike and asked if the movie could be run off again. He then took the air and gave a graphic description of the heroic action, probably the first time radio beat the movie houses to a news reel.

Morency Offered NAB Presidency

Omaha—Board of directors of the National Association of Broadcasters made one last try in their closing session here to land a new president to succeed J. Harold Ryan, July 1, but it fizzled.

By unanimous vote the board offered the presidency to Paul W. Morency, manager of WTIC, Hartford, Conn., and first NAB district director. He agreed he would accept if L. Edmund Zacher, president of the Travelers Insurance Company, which

(Continued on Page 5)

First Woman Commentator Accredited For Overseas

Washington Bureau, RADIO DAILY
Washington—Kathryn Cravens is first woman radio commentator to be accredited to any theater of war.

Formerly CBS commentator and more recently with WNEW in New York, Miss Cravens goes overseas for

(Continued on Page 5)

Sweeping Revisions In Code Made By U. S. Censor Head Byron Price; Goes Into Effect Immediately

Letter 'A' To Replace 'Blue' On Web Mikes

Unveiling a microphone bearing the letter "A" instead of the usual "Blue" identification, Chester La Roche, vice-chairman of the board of the American Broadcasting Company, and Fred Smith, vice-president in charge of promotion, met with the New York press at a luncheon Friday at the Waldorf-Astoria.

Questioned as to why "ABC" was

(Continued on Page 6)

Technician Committee To Aid FCC On FM

Washington Bureau, RADIO DAILY
Washington—FCC Chief Engineer George P. Adair on Friday invited 25 industry engineers to serve as a committee to work with the FCC in conducting further tests on FM trans-

(Continued on Page 8)

Forming Of Radio Quebec Awaits Legislature's End

Montreal—Premier Maurice Duplessis told newspapermen at the Quebec legislature that the establishment of Radio Quebec, although approved in a bill sanctioned by Lieu-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Except for the actual zones of fighting, censorship restrictions were lifted Friday by Censorship Director Byron Price; wholesale deletion from the code was announced, with restrictions on secret weapons and similar types of news retained as well as military news, movements, person-

(Continued on Page 6)

Tele Group Declines Allocations Comment

Television leaders in New York Friday declined to discuss the FCC allocations and it was indicated that the board of directors of the Television Broadcasters Association would make the matter the subject for discussion at their Philadelphia meeting next Friday.

None of the leaders would consent to be quoted. It was evident that

(Continued on Page 5)

Tons Succeeding Webb As KDKA Sales Head

Pittsburgh—George D. Tons has been named sales manager of KDKA, according to an announcement by J. E. Baudino, general manager of the

(Continued on Page 4)

★ THE WEEK IN RADIO ★

FCC's Allocations Decisions

By CHARLES MANN

THE FCC announced last Friday the final decisions on allocation of frequency space between 25 and 30,000 megacycles for various services, including television, but excluding FM. The Commission withheld its judgment of FM due to the strong complaints of FM broadcasters against the FCC's proposal to move their service to the 84-102 band. However,

seven channels between 174 and 216 meg. have been assigned television, with the 480-920 meg. band also reserved for the new wide-band color tele. Six more tele bands will be provided in the 44-108 meg. region, but this will have to await further investigation. The allocation of the entire 44-108 meg. band, in which FM will

(Continued on Page 7)

WLAW covers New England's 3rd Largest Concentrated Audience—try it for sales gains. Advt.

WLAW's audience totals more than the number of telephones in Canada! Advt.

SERVING the 7th!

Shenandoah, Ia.—The KMA Bond Brigade, composed of top-flight KMA talent, gave two stage shows to help launch the 7th KMA War Loan Drive in Council Bluffs. The station broadcast the program from the Masonic Temple from 9-9:30 p.m., while the second, from the Strand Theater, was aired from 11 p.m., until midnight.

SERVING the 7th!

Roanoke, Va.—On May 12, WDBJ, aired the first of seven scheduled Saturday War Bond parties. Broadcasts start at WDBJ 11:15 p.m. and continue until the signoff at 2 a.m. Staff and Army talent is used; \$25-bond purchaser can request a song; \$100-bond buyer can request a song and also indicate which artist is to sing it.



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

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Coming and Going

GEORGE O. MILNE, the Blue Network's director of technical operations, is expected back today from San Francisco, where he supervised engineering arrangements for the web's coverage of UNCIO and also spent a week in Hollywood.

BEATRICE LILLIE, GERTRUDE NIESSEN and ROBERT Q. LEWIS made a round trip plane journey yesterday to Cherry Point, N. C., and back to New York. They entertained at the Marine base under sponsorship of the New York "News."

FRED B. COLE, Blue Network announcer, returns today from Boston, where over the weekend he participated in the "Double or Nothing" program put on for the entertainment of the servicemen at Cushing General Hospital.

DORIS S. CORWITH, assistant to the manager of NBC public service, is spending today in Gloversville, N. Y., where she is conferring with local school teachers of that city in an advisory capacity.

HARWOOD HULL, JR., NBC correspondent in Puerto Rico, is in New York on business. He'll return to his island post tomorrow.

WILLIAM L. SHIRER and MAJ. GEORGE FIELDING ELIOT, Columbia network commentators, are back in town from San Francisco, where they participated in the covering of the United Nations conference.

JOHN L. SINN, head of Ziv's New York office, is in Hollywood lining up talent for proposed television programs.

TOMMY DORSEY, and the members of his band on Saturday were in Melville, R. I., where they broadcast the "Spotlight Bands" program from the U. S. Naval Depot.

FRED SHAWN, administrative assistant to Clarence L. Menser, NBC vice-president in charge of programs, is back from Brentwood, L. I., where he advised authorities of Mason General Hospital on the installation and operation of that institution's radio service.

Educational FM Enrollment Underway For O. Workshop

(Continued from Page 1) study are: R. R. Lowdermilk, acting director of educational radio service, U. S. Office of Education, Washington; James F. MacAndrew, WNYE, New York; Rome and Walter Krulevitch, WHA, University of Wisconsin; Edwin F. Helman, WBOE, Cleveland, and some members of the Ohio State faculty.

Specialization Categories Seven areas of specialization will be offered (1) acting and production; (2) script and continuity writing; (3) organization and direction of school radio workshops; (4) agricultural and home economics broadcasting; (5) news and special events; (6) school use of radio—utilization, administration, and teacher education; and, (7) station operation and program planning.

A nominal registration fee of \$10 will be charged plus \$5 to cover the cost of recording blanks and other materials. The workshop is being jointly sponsored by Ohio State U., the U. S. Office of Education, Ohio State Department of Education and the Cleveland Board of Education. The first five weeks will be spent at Ohio State. The sixth week, at Cleveland.

Annual awards of the Association for Education by Radio were made at OSU last Wednesday.

Forming Of Radio Quebec Awaits Legislature's End

(Continued from Page 1) tenant Governor Sir Eugene Fiset, a few weeks ago, will be undertaken only after the session is over. The premier said the Government is authorized by the legislature to acquire by means of agreement or expropriation as many private radio stations as it wishes to set up as a provincial network, but that the establishment of Radio Quebec will not be decided until the session is ended.

A bill for the establishment of Radio Quebec has been sanctioned by the Lieutenant Governor. Duplessis added, "We are now in a position to acquire, by means of private agreement or expropriation, several private stations to set up a provincial network. The Government, however, is busy at present with handling sessional works and nothing will be done until the session is over."

Duplessis made no other comment on reports that decision had been made to expropriate several private radio stations in the province.

Young Warnow Recuperating

Morton Warnow, 19-year-old son of Mark Warnow, has arrived in England after 10 months in Germany as a prisoner of war, and will leave for the United States following a period of recuperation in London.

FINANCIAL

(May 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

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

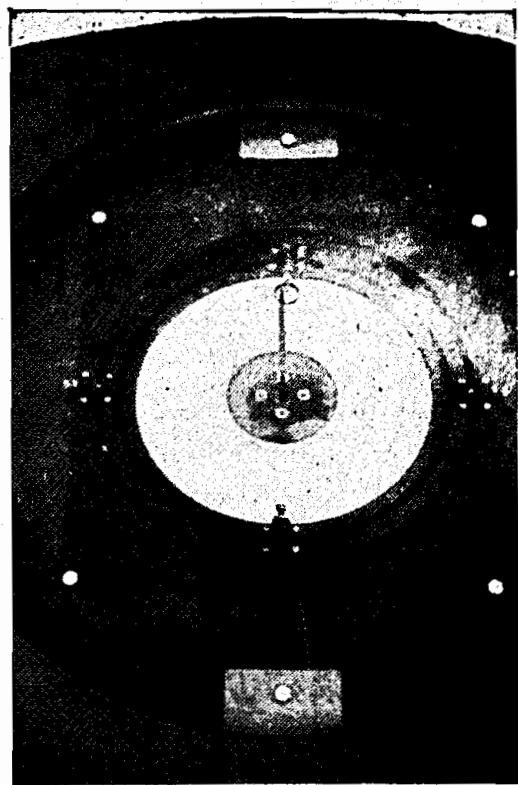
20 YEARS AGO TODAY

(May 21, 1925)

Frank A. Arnold is a pioneer among agency executives in making platform addresses on radio broadcasting. Mr. Arnold is an officer, director and stockholder in the Frank Seaman Advertising Agency of New York and as such has had the opportunity to obtain first-hand reactions in the field.

Ask HEADLEY-REED about WROK ROCKFORD, ILL. AFFILIATED WITH BLUE

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



Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sun dial. It's a "double check."

To radio advertisers who want a check on where they're going in Baltimore... we suggest that age-old measuring stick, "How much do my sales cost me?"

If you want the greatest number of listeners for the lowest cost... you take a direct course to W-I-T-H... the successful independent station. Facts are available to "double check" your decision.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

1ST

FOR THE MOST EFFECTIVE PROGRAM
DEVELOPED BY A TRANSCRIPTION
PRODUCER FOR SYNDICATION!

THE CITY COLLEGE OF NEW YORK

Award of Merit

To **FREDERIC W. ZIV CO.**

CINCINNATI, OHIO

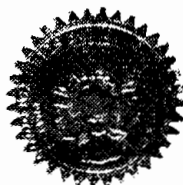
FOR THE MOST EFFECTIVE RADIO PROGRAM DEVELOPED
FOR SYNDICATION BY A TRANSCRIPTION PRODUCER

FOR THE YEAR 1944

**CALLING ALL GIRLS
ON THE AIR**

BY THE COMMITTEE ON NATIONAL AWARDS OF
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION
OF THE CITY COLLEGE OF NEW YORK
MAY TWENTY SECOND AND TWENTY THIRD 1945

Harry M. Wright
President
THE CITY COLLEGE OF NEW YORK



John Gray Pearson
Chairman
THE COMMITTEE ON AWARDS

The C. C. N. Y. Award of 1st Prize in the field of Syndication makes us very happy. But we are happier still to give credit where due: to the entire broadcasting industry for making "Calling All Girls" on the air a successful radio program for 123 Department stores on 123 stations.

FREDERIC W. **ZIV** COMPANY

NEW YORK

2436 READING ROAD • CINCINNATI, O.

HOLLYWOOD

CHICAGO

By BILL IRVIN

JOHNIE NEBLETT, star of "So The Story Goes" heard Monday, Wednesday and Friday at 10:15 p.m. over WBBM, started one-hour noon-time performance on Monday before 3,500 employes of Western Electric's Hawthorne plant to help them meet their \$1,800,000 Seventh War Loan quota. During the Sixth War Loan Neblett, in a single noon hour appearance, obtained pledges for the company's entire war bond quota of \$1,300,000.

Al Chance, WBBM-CBS producer recently passed around a box of candy announcing the birth of nine-pound Richard Burton Chance at Swedish Covenant Hospital.

Dr. W. B. Caldwell, Inc., Monticello, Ill., has contracted for sponsorship of the 7:20-7:30 a.m., CWT period of "Record Reveille" with Bill Evans, heard over WGN, Monday through Friday for the remainder of the 52-week contract which began March 5. The order cancels Caldwell sponsorship of "Morning Musical" Monday through Friday, 9:30 to 9:40 a.m., CWT. Account is handled by Sherman & Marquette, Inc., Chicago.

Arthur Pearson, purchasing agent for the NBC central division, has been elected president of the Purchasing Agents Association of Chicago.

Tons Succeeding Webb As KDKA Sales Head

(Continued from Page 1)

Westinghouse station. Tons joined KDKA as a member of its sales staff on May 1, 1944. He came to the station from the Andrew Jergens Company, where he was division manager for three years.

Previously Tons was with the Old Dutch Cleanser division, Cudahy Packing Company, for 15 years. As division manager with headquarters in Pittsburgh he was in charge of the sales, promotion and marketing in seven surrounding states.

He succeeds Frank V. Webb who resigned the KDKA sales manager post.



Radio Is My Beat . . .!

● ● ● The ink is hardly dry on the new Ginny Simms-Borden contract, with the former Philip Morris star probably replacing Jerry Wayne. . . . Radio Luxembourg is trying to make a deal with U. S. sponsors to shortwave their commercial programs through their outlet for European consumption. . . . An ace sportscaster has been barred from handling all Navy home games because of too many boners. . . . A couple of sponsors are trying to lure Morton Gould into switching from Chrysler with promises of more moolah, plus other inducements. . . . Eddie Cantor in N. Y. June 9th. . . . In reference to our line Friday about Marlene Dietrich remaining in Paris for a picture deal, we're told that La Dietrich must return to this country first to check out of the USO, under whose jurisdiction she now is. Furthermore, she still has a commitment with Metro for one picture. After that, she probably will return to Paris for that deal with Jean Gabin. . . . CBS program sales mgr., Nick Keesely, was a busy lad over the weekend, auditioning "Missus Goes A-Shopping" with John Reed King for McCann-Erickson in a new half-hour weekly format Friday ayem and then flying up to Boston later in the day to show "Youth on Parade" to Kenyon & Eckhardt. . . . Les Elgart gets the coveted Glen Island spot Thursday, May 31st. This is the spot that launched such bands as Glenn Miller, Claude Thornhill, the original Dorsey Bros., to mention a few. . . . Sammy Schiff, radio's best liked booker, has been with Ted Collins so long that he's even beginning to look and talk like him.



● ● ● Fred Waring will probably only air from N. Y. three times a week, doing the rest of the schedule from his home in Shawnee. . . . Surprise of the new Hooper is the substantial gain made by the Three Suns on NBC. On their Monday show alone, they leaped from 8 to 12.2. . . . Al Cusick, radio ed of the N. Y. Post, is sporting a beautiful ciggie case—a gift from Mrs. Thackery, owner of the paper, in recognition of his 25 years of service there. . . . Mildred Murray jumped into the lead of "Sing Out, Sweet Land" in Washington on a moment's notice when the star, Alma Kaye, was suddenly taken ill.



● ● ● Impressions of a Midnigher: There's little doubt that the Andrews Sisters are just about tops in the harmony field—but their attempts at comedy is feeble stuff. Or should we blame the writers who put those alleged jokes in their mouths? . . . Why do most singers feel they've got to be comedians too, anyway? . . . Wonder how that announcer felt when he got this one off: "Brenda has just returned from a sexful tryout engagement in Philadelphia!". . . . Benny Fields still packs a healthy clout at the box-office—if those crowds at Loew's State last week weren't just lined up for cigarettes! . . . Syd Eiges' assistant at the NBC press dep't, Tom Knode, is a real war hero. A former infantry captain and holder of the D.S.C. for campaigning against the Japs. . . . We never know whether we're whistling "A Little on the Lonely Side" or "A Fellow on a Furlough," the tunes are that close. . . . UP's Jack Gaver has a cute idea lined up for radio—the silly side of the news. . . . Frank Gallop's voice has the melody of a Morton Gould arrangement. Betcha think we manage the guy from all our raves here. 't ain't so. We just think the guy's slightly terrific, thass all. . . . Wonder what's going on with the Armstrong Theater. They've had three directors in the past six weeks—the last one lasting through only one rehearsal. Funny thing about it is that the fault doesn't lie in that direction. Okay, then, in what direction does it lie? Yak, yak. . . . Connie Bennett, the Blue's newest (and purtiest) commentator surprised us all with her charm and personality at her Waldorf cocktail party. Most movie personalities have a sort of patronizing air toward radio—but not Connie. What's more, she figures to give radio's "charm gals" plenty competition.

— Remember Pearl Harbor —

PROMOTION

Shirtband Story

Triple-barrelled audience promotion campaign for WHN's fourth consecutive airing of home-and-away games of the Brooklyn Dodgers baseball games is being conducted by Bob Anthony, promotion director. Shirtbands are being used as the medium of which there are 175,000 bearing an imprinted message and photos of Red Barber, Bert Lee and Ward Wilson. They are being distributed among Chinese laundries in the five boroughs and parts of New Jersey and Connecticut. Fifth Avenue buses are also being equipped with multi-colored car cards telling riders to tune to 1050 for the Dodgers' games.

Farmer's Brochure

WNAX, the Cowles station in Yankton, S. D., has produced a very effective brochure which tells the story, pictorially, of the station's "Midwest Farmer Day" event. The brochure is titled "Typical Midwest Farmer Goes To Washington" and the meat of it is entirely devoted to pictures of the promotion stunt which has since its inauguration become a semi-national occasion for the area.

M. D.

PHYSICIAN
and
INTERVIEWER

with radio experience are available for live or recorded program related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

Frederic Damrau, M.D.

247 PARK AVENUE
NEW YORK 17, N. Y.
Wickersham 2-3638

Scoop!

JIMMY DORSEY

(IN PERSON)

9:35 P.M.—10:00 P.M.
TUES. through SAT.

W-I-N-D

CHICAGO

560 Kc.—5000 WATTS

Emergency Offered NAB Presidency

(Continued from Page 1)

WTIC, would grant him a year's license.

Members of the board signed the program to

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WTIC has

war plans for FM and television

require Morency's services.

The board then selected a new

committee, replacing the old commit-

headed by G. Richard Shaffo,

Columbia, S. C., and instructed

to elect an operating head for

B. Secretary-treasurer C. E.

ney, Jr., said the committee pos-

sibly will select an interim president,

and look for a permanent one.

The new committee is headed by

Commander T. A. M. Craven, vice-

president of Cowles Radio interests.

Other members: Shaffo, John J. Gil-

bert, Jr., WOW; J. Leonard Reinsch of

Cox stations; Dr. Frank Stanton,

CBS; and William B. Way, KVOO,

Chicago.

Mr. Arney also said that Stanton

and Frank M. Russell has been re-

nominated as CBS and NBC network

representatives respectively.

Most Woman Commentator

Accredited For Overseas

(Continued from Page 1)

radio station WOL, Washington,

Cowles outlet. Miss Cravens will tran-

scribe two shows weekly—one, inter-

views with boys in Washington area,

the other, interviews already set up

with De Gaulle and other world fa-

mous figures. Present plans call for

completely new approach in com-

mentaries when she interviews Ger-

man children and describes their

needs for rehabilitation.

Chicago's

ONLY

24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

UNCIO Urges Use Of Radio To Promote Peace In World

(Continued from Page 1)

tional radio networks will co-operate toward becoming as great influence in struggle for lasting peace.

An analysis of statements received in answer to letters, signed by John Salt, North American director of BBC, leads radio authorities to believe this survey may become foundation for international radio organization composed of national radio networks. At least, authorities point out, these statements by leaders of democratic governments will crystalize need for greater co-operation between radio organizations of world.

Nations which have, to date, responded: Australia, Belgium, China, Czechoslovakia, Ethiopia, France, Haiti, Liberia, Luxembourg, Norway, Philippine Commonwealth, Union of South Africa and Syria. United States, Soviet Union and other delegations expressed regrets, said Salt, that pressure conference business had made it impossible to submit their statements in time for this release. Their statements are expected soon.

Masaryk Gives Views

Jan Masaryk, leader Czechoslovakian delegation, said "I cannot think of a successful functioning of the international security organization without the closest possible contact among nations through the medium of radio. It seems to me that international co-operation in the field of communication is one of the next important steps to be taken up jointly by all nations of the world in order to make the charter of peace effective."

Victor Delaveleye, Belgium delegate, said: "Any European who lived through the dark years of German occupation will testify that the voice of the free world carried by radio... brought to the peoples their daily ration of hope and comfort, a ration as indispensable as their meager ration of food. It is no exaggeration to say that the 40 microphones operating from the BBC in London and from the shores of America, have played the role of 40 divisions in liberating Europe."

France's Delegate Comments

France's minister of foreign affairs, M. Bidault, told how "we, French people, who for so long have lived under the worst enemy domination, are grateful to radio for giving us the daily information needed to foster our hope."

Looking into the future, M. Bidault stated: "Who can deny that broadcasting will not be less necessary for peace than it proved for victory."

Statement from China's delegation reads in part: "The importance of radio broadcasting in wartime has been amply demonstrated during the last few years. The greater importance of the role of radio after the war is becoming universally recognized."

For delegation of Union of South Africa, Field Marshal Jan C. Smuts said: "For nearly six years of devastation and human suffering, the voice

of free radio kept alive the spark of hope in Europe. Radio may be tempered into the greatest instrument for peace and tolerance the world has ever known."

From Liberia, Haiti and Ethiopia came confidence that proper use of radio can help break down "international misunderstanding and the ease with which they can be exploited. For the small nations of the world," said Biwodded Makonnen Endalkachau, prime minister of Ethiopia, "It is particularly important that their viewpoint and problems be understood and appreciated abroad. It is doubtful whether any single instrument is more clearly capable of laying the foundations of mutual comprehension among the peoples of the world than is radio."

General Carlos Romulo, who heads Philippine Commonwealth delegation, said: "Radio, which has proved itself one of the most effective instruments of war, is an indispensable tool for building and maintaining the peace."

Joseph Bech, minister foreign affairs of Luxembourg, stated: "The immense contribution of radio to the defeat of Germany will appear in letters of gold in the history book of the war."

Referring to their five years of "intellectual blackout" the Norwegian delegation looked ahead to the post-war world in which they hoped that radio "will continue to play its great part in the breaking down of isolationism and contribute to a better understanding and co-operation between the nations of the world."

Faris El-Khour, prime minister of Syria, said that "radio must have as its aim for the post-war period the focusing of thoughts on the problems of lasting peace. This could be attained by studying and honestly presenting to the peoples of the world the real facts and the different points of view of the countries concerned."

"Radio will prove potent in pre-

Tele Group Declines Allocations Comment

(Continued from Page 1)

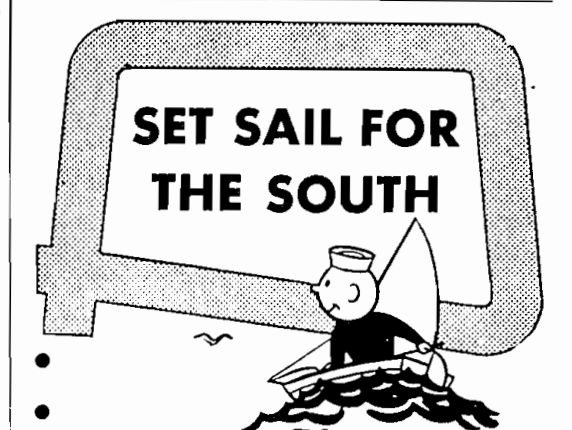
while tele was granted 13 channels there was disappointment in some quarters. One spokesman blamed FM leaders for the situation and indicated that the original proposed allocations would have stood had FM spokesmen remained silent. The FM group, on the other hand, are reported disturbed by the fact that the FCC has delayed final allocations for their group until next fall.

Other sources are of the opinion that neither the tele nor FM groups need to be disappointed. They point out that until the war with Japan is over and the WPB relaxes its control on materials production of sets and equipment in both fields will be at a standstill.

Interview Survivor Of Aircraft Carrier

KQV was the first station in Pittsburgh to present an interview of one of the survivors of the Franklin, gallant aircraft carrier bombed by the Japanese. During a special War Bond rally on Friday in which many of KQV's outstanding entertainers appeared Seaman John Steffora, hero of the Franklin, and his wife were presented in a 15-minute broadcast. They were interviewed by Louis Kaufman, veteran news reporter.

venting another war," stated Francis M. Forde, deputy prime minister of Australia. "Improvements made in shortwave broadcasting during the war years will, I think, be proved a weapon that can be used in the battle for permanent peace."



- You'll do wise to navigate
- Southward if you want your
- share of Post-War Business
- in "The Magic Circle". May
- we offer our assistance to
- executives who are consider-
- ing branch offices or plants.
- For further particulars write
- Edney Ridge, Director

WBIG

GREENSBORO, N. C.

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
FOR JOE & CO.
New York « Chicago « Philadelphia

Office Of Censorship Eases Regulations

(Continued from Page 1)

nel, etc., in the actual war zone or in transit to or from the actual war zone.

This followed by less than two weeks the cancelling of parts two and three of the broadcast code—dealing with programming and foreign language.

The deletions included such things as the restrictions on broadcast of weather prediction, sabotage stories, air raid precaution news, troop movements here and in European theater, news of war equipment and material except if in or destined for the fighting zone, identification of individual servicemen unless in the fighting zone, dates of launching and commissioning of merchant ships, plane and ship movements except to or from or within the fighting zone, information concerning bomb shelters, information on war production rates except for a few specific strategic items, information on exports, imports or stock piles, information on German or Italian prisoners of war and information on the movements of the President, diplomatic officers and missions and high-ranking military officers—unless their travel takes them into the war zone.

The newly revised code, Director Price stated in a message to broadcasters, "outlines minimum objectives." Price urged that broadcasters study the new code and also the several notes appended to it, dealing with combat zone interviews, correspondents and war news coming into this country from foreign sources.

Sweeping Revisions

The new code, he said, "embodies sweeping revisions and for the first time addresses identical requests to press and radio. The relaxation goes much further than was thought possible when an earlier draft was discussed with representative groups of editors and broadcasters a few weeks ago. Many recommendations for additional restrictions, submitted by various government agencies, have been rejected because they did not appear vital. Every remaining clause is based solidly and sensibly on visible security requirements related to the war with Japan.

"Representatives of the joint Chiefs of Staff, upon whom rests the responsibility of winning the war, have expressed themselves as generally satisfied with this code and thankful not only for the great help rendered by voluntary censorship in the past, but for the continuing help which you are counted upon to render until the last shot is fired.

"What remains for us to do is outlined on a realistic basis in the new code."

NAB Issues Statement

Broadcasters are receiving also the following statement from the NAB board of directors.

"We have beaten one enemy in a small area, we have to defeat as tough

WORDS AND MUSIC

By HERMAN PINCUS

THE fact that the following tale is true, merely bears out our observations in a recent column anent the wide and varied activities of that tribe of radio artists called 'Disc Jockeys' . . . About two weeks ago, Maurice Hart, on his "Music Hall" program over WNEW, lightly asked if 'anyone wished to buy a hot ferry boat.' . . . a few minutes later the phone rang and the caller, a lady, said she wished to purchase a ferry boat with a nine-foot draft. . . . Just when Hart finally was persuaded that the phone call was no gag, another call was received, this time from a man in New Jersey who advised Maurice that the Public Service Commission of N. J. wished to sell two ferry boats. . . . Hart called the Commission and learned that the price for each boat was \$75,000 . . . however, since the drafts of the rafts (couldn't resist the temptation to concoct that euphonious phrase) were twelve feet, the lady wouldn't buy and Hart had to ring up NO SALE . . . what, to us at least, makes this item ring with authenticity, is the fact that, had this episode been but a figment of the imagination of a praise agent, we would have been advised by that ambitious space-grabber, that the very next platter Hart beamed on his program was titled, "Ferry Boat Serenade."

★ ★ ★

RADIOLOGY: Morton Downey has just been elected to the Board of Directors of the Chicago Coca-Cola Bottling Company. . . .

● Madeline Frazier, Girl Friday to WJZ Promotion Manager Joe Seiferth, will wed Lt. (j.g.) Peter J. McKernan, who has been decorated with the Silver Star and the Navy Air Medal for bravery in the South Pacific Theater of Operations. . . . And Kate-Ellen Murtah of the Murtah Sisters, is quite excited (and rightly so) about the fact that her fiance, bomber-pilot Charles Ham, upped to Captain, has been decorated with the Distinguished Flying Cross. . . ● Sotto voce to the Borden Company: through an error, page 18 of the 1945 Radio Annual, lists your announcer, Ed Herlihy, also announcing for "Sterling Dairy" . . . sorry . . . it should read "Sterling Products" (Drug Products). . . ● Rose Marie, formerly child singing star, has been re-signed for several guest shots on the NBC Chesterfield Supper Club . . . she's headed for a show of her own—which she rates. . . ● Jay Wesley, radio actor who won the audition to spiel the Bob Hope Show during its three-week Eastern stay, has been named to announce the Hope summer replacement, "The Man Named X."

an enemy in an immense area. The war against Japan is a major war. American lives are yet at stake and American boys still fight for the United States of America.

"Some changes have been made in the code of wartime practices for American broadcasters because of the changed war situation. Some relaxations of other wartime controls result from what already has been accomplished. But this is no time to quit. We cannot forget our boys in the Pacific for whom the war is not over, for whom death is ever near and for whom home is far away.

"Great opportunity and great responsibility still face the American broadcasters—responsibility to protect the safety and speed the progress of our armed forces, opportunity to continue to do this through voluntary censorship.

"The American broadcasters thus far have made a success of voluntary censorship in this nation at war, a success that is a glowing part of the important and vital total contribution of American radio toward the national war effort and final victory.

"Continued cooperation in voluntary censorship and careful atten-

tion to security matters are necessary until the last shot is fired against the enemy—and there is no replying shot. We commend this necessity to the conscience and the conscientiousness of every American broadcaster."

The statement was signed by J. Harold Ryan, NAB; Campbell Arnoux, WTAR, Norfolk, Va.; John C. Bell, WBRC, Birmingham, Ala.; T. A. M. Craven, WOL, Washington, D. C.; Dietrich Dirks, KTRI, Sioux City, Ia.; Don S. Elias, WWNC, Asheville; Hugh Feltis, BMB; John E. Fetzer, WKZO, Kalamazoo, Mich.; John J. Gillin, Jr., WOW Omaha, Neb.; Kolin Hager, WGY, Schenectady, N. Y.; E. L. Hayek, KATE, Albert Lea, Minn.; Leslie C. Johnson, WHBF, Rock Island, Ill.; Frank King, WMBR, Jacksonville, Fla.; Nathan Lord, WAVE, Louisville, Ky.; J. O. Maland, WHO, Des Moines, Ia.; Paul W. Morency, WTIC, Hartford, Conn.; Frank M. Russell, NBC; William B. Ryan, KFI, Los Angeles, Cal.; Harry R. Spence, KXRO, Aberdeen, Wash.; Frank Stanton, CBS; Hugh B. Terry, KLZ, Denver, Colo.; Roy F. Thompson, WFBG, Altoona, Pa.; Arthur Westlund, KRE, Berkeley, Cal.; Hoyt B. Wooten, WREC, Memphis, Tenn.

Letter 'A' To Replace 'Blue' On Web Mike

(Continued from Page 1)

not used, La Roche revealed that legal barriers had not been cleared and for at least the time being, would be the identification letter for the network's microphones used in broadcasting.

Both La Roche and Smith answered questions submitted by the press on the web's policies and operations. Smith disclosed that June 15—day on which 13 new stations in American—will be the signal for the evening show devoted to the new stations and the establishment of American Broadcasting Company as trade name is planned.

Stock Matter Discussed

Explaining policies of the network La Roche said they were definitely for "freedom of the air." He pointed to the latitude given commentators in presenting the news and said "believe in freedom of the air and practice it."

On the subject of affiliates purchasing stock in the network La Roche declared that they will be offered opportunity "when the time is ripe." He said the stock would be offered when "the risk is taken out of it" and maybe some would be available in months time.

La Roche believes that the web's present co-op policy is "working fine." He said that the fixed time between 6:30 to 7:30 for co-operative sponsorship of "Headline Edition" and other shows was proving very saleable.

"Not Competing With Agencies"

Questioned on the function of the web's program department in building shows he said that the network was not competing with agencies but rather sought to serve them and their clients. He added that America would not retain ownership of shows built for sale if the clients sought to buy them for use on the web.

New Mutual News Series Features Three Analysts

(Continued from Page 1)

tical scene, Schubert the military and Cherne the economic situation as they concern the American people. His man has been covering the UNC scene for Mutual; Schubert has been heard regularly over WOR on a five-time-a-week basis, and Cherne has also covered the San Francisco conference scene for Mutual and is the executive secretary of the Research Institute of America. The Mutual series is a sustainer.

An Announcer wanted immediately for permanent general staff work. Also one for vacation relief. Metropolitan network station in Philadelphia. Write Box 171, Radio Daily, 1501 Broadway, New York 18, N. Y.

EQUIPMENT

Bendix Plane Radio

Establishment of a separate engineering and sales organization to coordinate development, manufacture and marketing of a complete line of low cost radio communications and navigation equipment for personal planes has been announced by the new radio division of Bendix Aviation Corporation. Division's personal plane sales department will be headed by George Myrick, at one time administrative consultant to the Federal Aviation Authority. More recently, Myrick has been marketing director for Bendix Radio.

Gets Merchandising Post

Walter Bowen, formerly with the J. Lipton, Inc., has been made director of merchandising for the American Institute of Food Products, as announced last week by Ernest C. Cramer, sales manager. Bowen will direct the trade regarding tie-ups with the Institute's four food products, "Dr. Walter H. Eddy's Food M," on WOR; the same on the Blue Network; "For Women Only" on WJLN, and "Captain and Mrs. Timmy" on WMCA.

Westinghouse Elections

Three vice-presidents have been elected by the board of directors of Westinghouse Electric and Manufacturing Company to head the treasury, and patent departments, it has been announced by A. W. Robertson, chairman. They are L. H. Lund, Wilbur E. Miller and Ralph C. Stuart, all active. Lund and Miller will move their offices in Pittsburgh, Pa. Part will be at the lamp division in Wheeling.

GE Man Promoted

F. Ilsley has been appointed manager of General Electric's Wire Cable Division, central stations divisions, it was announced by W. V. Schenectady, manager of the company's central station divisions. Ilsley will be divided into two sections, one in Schenectady and latter in Wayne. Ilsley's promotion comes in his sixteenth year with GE.

THE WEEK IN RADIO

FCC's Allocations Decisions

(Continued from Page 1)

fall, may come through by end of summer; however, the space eventually will be allocated as follows: 36 mc. to tele; 18 mc. to FM; two mc. to facsimile; four mc. to the amateurs, and four mc. to non-government fixed and mobile services.

The Mighty 7th: Networks and independent stations throughout the country launched the biggest war bond campaign last Monday to help reach the goal of \$14,000,000,000 as set by the War Finance Division of the Treasury Department.

Spotshots: Coca-Cola's "Spotlight Bands" series goes from the Blue to MBS starting June 18. . . . V-E Day listeners were 100 per cent above normal, according to a Hooper conducted for CBS. . . . Edward Yocum has resigned as director of station relations in the Washington office of CBS, to return to his former job as manager of KGHL, Mont. . . . New York "Post," new operator of WLIB, is considering KMTR, Los Angeles, and KYA, San Francisco. . . . Former FCC chairman James L. Fly would like to see government regulate international communications. . . . Kiwanis International and the N. Y. Kiwanis Club gave awards to the four major webs for meritorious service during wartime. . . . Fibber McGee and Molly topped Bob Hope in the last Hooper. . . . Webs and indies alike are shifting some of their war correspondents from Europe to the Pacific. . . . Elias Godofsky has applied for an FM license—he was former prexy and general manager of WLIB. . . . New Mutual affiliates, formerly with Blue, were "indoctrinated" last week in New York by chief execs. . . . Murray B. Grabhorn was officially installed as new prexy of the REC, succeeding Warren Jennings. . . . American Broadcasting Company will sponsor a two-week series of summer listener institutes in

co-operation with five universities. . . . City College of New York announced its National Awards of Merit for Skill and Craftsmanship in the effective creation of radio programs and promotion plans for '44; among the winners: N. W. Ayer & Son, CBS' "Let's Pretend," WEEL, Boston. . . . Five members of the Senate Interstate Commerce Committee, FCC Chairman Paul A. Porter and high ranking Army and Navy officials are in Europe re post-war international communications. . . . Missouri is holding its first radio convention; participating stations are KFRR, KCMO, KWTO, KXOK and KFVS. . . . Ninth Annual American Exhibition of Educational Radio Programs presented the major portion of the awards to New York and Chicago stations and agencies. . . . Ralph B. Austrian, exec of RKO Tele Corp., considers it feasible to release telereels over a "first run" group of stations and later re-release them in the same locality to a "second run" group, etc. . . . Senate Interstate Commerce Committee will hold hearings in June on status of communications patents under which companies operate.

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

AGENCIES

NEEDHAM, LOUIS AND BRORBY this week names Francis Van Hartesveldt as assistant to Frank Pittman, manager of the Hollywood office and producer-director of the "Fibber McGee and Molly" and "The Great Gildersleeve" programs. Hartesveldt previously was in the radio department of Young and Rubicam for nine years.

COMPTON ADVERTISING, INC. has announced the appointment of Nathaniel Porter Colwell as production supervisor of its radio department, effective today. Colwell was formerly with the Joseph H. McGillvra, national station rep organization and managing editor of the publication "Canadian Facts."

FREDERIC W. ZIV COMPANY has taken over the Phil Baker offices at 501 Madison Avenue. Special equipment is being built for a new audition room under the direction of Florence Hickey.

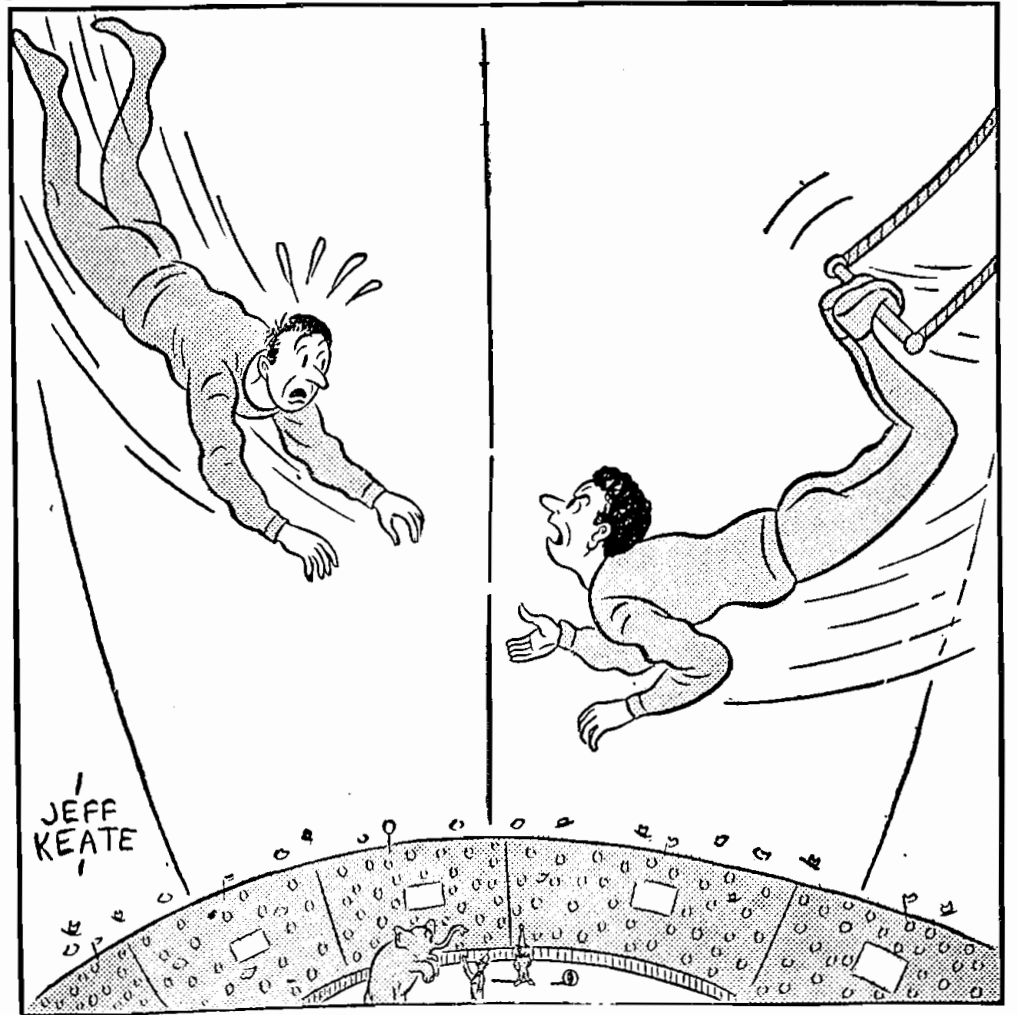
AMERICAN CYANAMID COMPANY (fertilizer division) has named as advertising manager Reynolds G. Rockwell, formerly of E. I. du Pont de Nemours and the Pan-American World Airways.

JOHN M. VOLKHARDT has been named head of sales and advertising for the Vitamins Plus division of Vick Chemical Co.

ANY BONDS TODAY?

By Fibber McGee and Molly

Illustrated by Jeff Keate



"Promise to buy more War Bonds, Apgar, and I'll catch you."

'Invitation To Learning' Starts 6th Year May 27

CBS' "Invitation To Learning" commences its sixth year on the air, Sun., May 27, and its 251st broadcast. Approximately 200 outstanding scholars, representing practically all branches of learning and intellectual achievement, have guested on the program. A list of 31 books to be discussed between June 3 and December 30 has been released by CBS, and copies have been sent to 50 persons on the standing "guest list."

Launched as an adult educational feature on May 26, 1940, "Invitation To Learning" set high cultural standards for itself, and has maintained them. Among the guests invited to appear during the balance of 1945 are John Mason Brown, Carl Carmer, Norman Corwin, Max Lerner, Clifton Fadiman, Eva Le Gallienne, Archibald MacLeish, Eugene O'Neill, Jr., Katherine Anne Porter, Dorothy Thompson and Louis Kronenberger.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Technician Committee To Aid FCC On FM

(Continued from Page 1)

mission throughout the summer months preliminary to a final allocation of frequencies to this service. First meeting of the committee is called for this Thursday, in Washington.

Division of the 44-108 mc. band has been held up pending these tests.

Others who feel they may be able to contribute to the FM testing program are invited to apply for membership on the committee, and representatives of other government agencies will participate. The following were invited to serve on the committee:

Personnel of Committee

Maj. Edwin H. Armstrong, professor of electrical engineering, Columbia University; Dr. D. E. Noble, director research and communications, Galvin Mfg. Corp., Chicago; Dr. W. R. G. Baker, vice-president, General Electric Co., Bridgeport, Conn.; Dr. T. T. Goldsmith, Allen B. Du Mont Labs., Inc., Passaic, N. J.; Raymond Guy, NBC; Dr. William B. Lodge, CBS; David B. Smith, director of Research, Philco Radio and Television Corp.; Dr. C. M. Jansky, Jansky & Bailey, Washington, D. C.; Everett Dillard, Commercial Radio Equipment Co., Washington, D. C.; Dr. Harold H. Beverage, RCA Communications, Inc.; Dr. Charles R. Burrows, civil committee on propagation and the NDRC, New York City; G. F. Leydorf, Crosley Corp., Cincinnati; Cyrus T. Read, the Hallicrafters Co., Chicago; D. C. Summerford, assistant technical director, WHAS, Louisville, Ky.; A. Earle Cullum, Jr., radio, research laboratory, Harvard University.

Also J. R. Poppele, Bamberger Broadcasting Co., WOR, New York; Frank Marx, the Blue Network; Dr. H. W. Wells, Carnegie Institute of Washington; G. E. Gustafson, vice-president in charge of engineering, Zenith Radio Corp., Chicago; Frank A. Gunther, v.p., Radio Engineering Labs., Inc., Long Island City, N. Y.; P. B. Laiser, WTMJ, Milwaukee; Robert Higgy, WOSU, Columbus, O.; George Lang, WGN, Chicago; Carl H. Wesser, chief engineer, WENA; Detroit; Irving Robinson, Yankee Network, Boston.

Doyle Takes Thomas' Spot

Los Angeles—Jim Doyle replaces Lowell Thomas on the Standard of California newscast over Mutual beginning Wednesday, May 16. The program is heard five nights weekly, Monday through Friday, 7:15 to 7:30 p.m., PST.

AVAILABLE

Executive secretary, thoroughly experienced theatrical field, desires connection with star; booking agent or top executive; accustomed handling people; correspondent; personable. Salary \$60. Write Box 170, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— ARIZONA —

TUCSON—Following are the discussions for May over KVOA's Roundtable, Saturdays at 9 p.m.: Latin-American Problems; Airfields and Planning. The University Roundtable series will be resumed in September, according to Harry Behn, radio bureau director. . . . Trips to the West Coast keyed last month's activities with general manager Bud Williams visiting NBC and program director Andy White visiting the officials of the Needham, Louis and Brorby agency.

— ILLINOIS —

CHICAGO—John Kirkwood, formerly of St. Louis stations, Bennett Orfield of Detroit, Raymond Venemour, technician, and Guy Savage, free lance announcer, are additions to the WBBM staff. . . . Title of news editor Everett Holles' new book is "Unconditional Surrender," to be available May 24. **PEORIA** — Round Robin that goes out every week to WMBD boys in the service will be four years old come July. . . . WMBD has been lauded by the Advertising and Selling Club for excellent news service provided at its meetings.

— VIRGINIA —

PETERSBURG — WSSV started broadcasting on a regular schedule Monday, May 7, at 6:30 a.m., with a special dedicatory program at 7:30 p.m. featuring outstanding guests headed by Governor Darden. WSSV is operating on 1,240 kc. with 250 watts as a Mutual affiliate. Personnel includes: Louis H. Peterson, president and general manager; Jonas Weiland, vice-president; Cy Newman, program director; Mrs. Ruby Dougan, commercial mgr; Helen Jean Pepper, continuity director; Milton Firth, chief announcer; Bob Arnold and Neil Ragsdale, announcers; Mrs. Nell Andrews, office manager; Ed Schwarz, chief engineer.

— UTAH —

SALT LAKE CITY—KDYL cancelled all commercials for ten hours on V-E Day and went all-out on that coverage under direction of George A. Provol. One feature, carried by NBC, brought interviews with men and women working on a Thunderbolt repair line at Hill Field. . . . Arch L. Madsen, KSL managerial assistant, has been elected secretary of the Salt Lake Advertising Club and H. Perry Driggs, promotion head, had assumed ad club directorship. . . . Newcomer to the KSL announcing staff is Bernell Hales, discharged veteran.

Send Birthday Greetings To

May 21

Frank Cooper Donnis Day
Horace Holdt Arthur Komp
Lucille Mannors Loonard Stokos

— CONNECTICUT —

HARTFORD—Program Manager Harvey Olson of WDRG observed his 10th anniversary with the outlet last month. . . . Dick Bronson, program, director of WHTD, has taken a similar job with WHNC, Henderson, S. C. and Bob Holmes has left to go to WMAS, Springfield. . . . **BRIDGEPORT**—May Bradshaw Hays, WICC book reviewer, recently interviewed on her Howland's department store program, Seaman Clayborne, one of the two survivors of a Jap prison ship. . . . Ken Rapielf, sports announcer, is now directing the new junior news program, "Junior Newscaster."

— NEW YORK —

PLATTSBURGH—WMFF has issued standing invitations to its new weekly sustainer which presents boys from AAF convalescent hospital at the local barracks and features the 653rd Army band, dramatic skits and backstage views of what is being done for returning G.I.'s at the hospital. . . . **WATERTOWN**—New women's director at WWNY is Gwen Buckingham, former continuity chief. She will handle the daily "Harriette Meets the Ladies," replacing Harriette Dunbar, now with WWVA, Wheeling.

— CONNECTICUT —

HARTFORD—Dr. James Rowland Angell, president of Yale and NBC public service counselor, addressed a luncheon meeting of the Kiwanis May 17, when that organization honored WTIC, WDRG, WHTD and WHTT for public service work. **BRIDGEPORT**—Florence Robinson, WICC assistant manager, originated and participates in "Make Way For Tomorrow," post-war building and planning show, now enjoying its third renewal by three sponsors.

— TEXAS —

DALLAS—Semi-weekly, half-hour program being heard over KRLD Saturdays at 11:30 p.m., CWT is a series sponsored by Enterprise Theatres which operates three negro theaters in the city. Format includes music and narration of present and coming attractions, plus news and topics of interest to the negro population of Dallas. Programs are dedicated to one theater on each broadcast. . . . **SAN ANTONIO**—Red River Dave has corralled several new sponsors for his airings over WOAI, Tuesday, Thursday and Saturday.

Wounded Servicemen Get B'nai B'rith Show

For the benefit of wounded servicemen, the Cinema Lodge-B'nai B'rith will sponsor a star-studded show to be performed at Carnegie Hall, 124, it has been announced by A. Corelli, entertainment committee chairman.

Among those to participate: Co. Basie and his orchestra and Joe Lester, from the Roxy; Willie Ward, Tony Wonder and George Patton and his orchestra from the Capitol; Charlie Spivak and his orchestra, Jo Stafford, Dean Murphy Tip Tap Toe from the Paramount; Helmut Dantine, Andrea King, Lew Parker from the Strand; Kay Smith, Milton Berle, Cab Calloway, George Price, Joe Adams, Jack Miles, Kitty Carlisle, Harry Richmond, Benny Fields, Barry Wood, Cab Bruce, Carmen Amaya, Tony Cannery and Romo Vincent.

The entertainment committee includes: James L. Sauter, Carl E. Robert K. Shapiro, Robert M. Williams, Jesse Kaye, Zeb Epstein, George Brandt and Martin Levine. Harry Brandt is the producer of the show which seeks to raise \$30,000 to provide solarium and other recreational facilities at the U. S. Army Convalescent Hospital at Camp Upton.

MBS Promotes Viscardi, Adds Two More To Staff

Phillips Carlin, vice-president in charge of programs for Mutual, announced on Friday the addition of two new members to his staff. They include: Herbert Rice, to create work on new programs, and Charles King, to the program sales department.

Rice, formerly program director of WGR, Buffalo, and currently at NBC in the production department, takes over his new duties June 1. King was formerly affiliated with Trans-American Broadcasting and Television Corp. and the Paris & Peart agency. He joins Mutual today.

Henry Viscardi, Mutual assistant special events and sports director, moves over from that post to become Mutual's eastern sales service supervisor, effective this week.



"Didn't I warn ye not to let WFL Flint broadcast that spot announcement!"

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. 31, NO. 37

NEW YORK, N. Y., TUESDAY, MAY 22, 1945

TEN CENTS

FCC Proposes New Band

Texas State Network Consolidates Holdings

Washington Bureau, RADIO DAILY
Washington—Consolidation of the holdings of the Texas State Network, founded several years ago by Elliott Roosevelt but since sold by him, was revealed in applications reaching the FCC yesterday. For \$101,451.26 the network is buying KFJZ and two relay stations, KAAD and KEGT, Fort Worth, from Ruth G. Roosevelt Eidon—former wife of Elliott. The network would buy 99 per cent of the stock in the station, with Gene L. Magle, and R. K. Hanger each holding one share personally. KFJZ broadcasts on 1,270 kilocycles.

Purchase of 50 per cent of the stock
(Continued on Page 7)

Hess Research Supervisor Of CBS-Owned Stations

Richard Hess, former manager of the report analysis division of the CBS research department, has been named supervisor of research for the Columbia-owned stations and Radio Sales. Hess replaces Charles H. Smith, who recently became market research counsel for CBS' Sales Department. He has been with Columbia since 1939, when he joined the Special Sur-

Naval Aviation Series Scheduled For American

Achievements of Naval Aviation will be highlighted in a new 26-week series of half-hour dramatized programs over the American Broadcasting Company (Blue Network), ac-

(Continued on Page 6)

SERVING the 7th!

The NAB is co-operating fully with the Treasury Department in reporting the results of individual NAB stations' bond-selling efforts. In this connection the Association urges all stations to be prompt in mailing the "Telling the World Reports" detailing their activities. Report No. 3 should be mailed not later than Friday, May 25.

Resourceful

Fred Waring, who goes on NBC Monday through Friday, 11 a.m. to 11:30 starting June 4th, solved the manpower problem in helping get his Shawnee Country Club and Inn in shape for the summer season. He simply called some rehearsals from there; then let his musickers do a little free lance cleaning up and re-decorating the Waring retreat.

Heavy Enrollment For College Seminar

Approximately 500 people have registered to attend the First Annual Conference on Radio and Business, which is being sponsored by the City College School of Business Administration, it has been announced by Dr. Robert A. Love, conference director and head of the school's evening session. The conference sessions are taking place today and tomorrow during the day; however, in the even-

NAB Management Book Ready For Broadcasters

Washington Bureau, RADIO DAILY
Washington—First copies of "Management in the Public Interest," compiled by NAB under the direction of Willard D. Egolf, director of public relations, will be mailed to broadcasters this week.

The book is the product of two

(Continued on Page 2)

WPB Survey Reveals Market For Vast Number of Radios

Washington Bureau, RADIO DAILY
Washington—The American public's need for radio sets and other household appliances is greater than in any year before the war, a War Production Board report released yesterday revealed.

The WPB based its figures on a survey of 4,500 families in 40 states

The 5000 watt signal of WLAW completely blankets New England's industrial and agricultural market. Advt.

Would Set Up New Standard Broadcast Band; Plan Also Provides For Other Services

Stettinius Comments On Radio's New Role

San Francisco—In a statement reflecting the attitude of the U. S. State Department regarding post-war radio and television, E. R. Stettinius, Jr., Secretary of State, directed a letter to John Salt, North American director of the BBC, in line with the BBC's poll of UNCIO delegates opinions.

"The organization for the main-

Urges Post-War Regulation Among Set Manufacturers

Samuel J. Novick, president of the Electronic Corporation of America, has urged the Radio Manufacturers Association, in a letter, to take steps to help the 150 radio set manufactur-

Church Group Subscribes To French-Language Web

Quebec—Cardinal Villeneuve subscribed \$1,000 in a campaign launched here to raise \$150,000 to help build four French-language radio stations in the prairie provinces and will send

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—Establishment of an additional band for standard broadcast at the top of the present dial, and reservation of 120 channels in six bands for direct international broadcast were proposed yesterday by the FCC. Oral argument on all frequencies below 25 mc has been set for June 20.

Highlights of the proposals include in addition allocations for amateurs, and others during times of disaster,
(Continued on Page 7)

Quiz Kids To Embark On 7th War Bond Tour

Chicago—Itinerary of "The Quiz Kids" 7th War Bond tour has been completed and starting May 27 will run through June 17, covering Dallas, Buffalo, Peoria, Springfield and Des Moines. Accompanied by their mothers, Richard Williams, Harve Fischman and Joel Kupperman will visit all the cities. Ruthie Duskin will

Pres. Truman Rating 20.6 For Yesterday's Address

President Harry S. Truman's speech yesterday before the joint session of Congress in which he honored the foot soldier, was heard by a radio audience of 10,376,000 adults according
(Continued on Page 7)

SERVING the 7th!

Cape Girardeau, Mo.—This city met its 7th War Loan quota in one mighty heave on the opening day, KFVS May 14. No little credit goes to KFVS, which donated ten 15-minute broadcasts and one half-hour program to the selling of bonds. City's quota was \$720,000. Station, alone, sold \$109,181 in bonds.

and in the District of Columbia. Question asked was "Would you buy . . . right away if there were plenty in the stores?"

Survey revealed that the demand for radio receivers is 5,085,000 in April 1945 against a figure of 2,682,000 in April 1944. The report showed
(Continued on Page 8)

The more you know Industrial New England thru WLAW the more satisfying are your sales. Advt.



Vol. 31, No. 37 Tues., May 22, 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, May 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 22, 1925)

It has been announced that the famous "Roxy" who has made the name of the Capitol Theater in New York and outside a household word, will leave to establish a theater of his own. Theater management and station W.E.A.F. will no longer be at odds over what has been called Roxy's "drooling sentimentality."

KGW logo: One of the GREAT STATIONS of the NATION. NBC AFFILIATE. PORTLAND, ORE. Represented by Edward Peter & Co.

Coming and Going

EDGAR KOBAK, president of the Mutual network; ROBERT D. SWEZEY, vice-president and assistant general manager; Z. C. BARNES, vice-president in charge of sales, and JAMES E. WALLEN, treasurer, plan to leave Thursday for Chicago, where they will attend the meeting of the web's directorate.

JESS SWICEGOOD, general manager of WKPT, Kingsport, Tenn., is in New York for conferences with the national representatives of the station.

RALPH GLEASON, trade news editor of the Blue Network, has left town to revel in a vacation of one week.

LOU HOWARD, manager of WHIT, New Bern, N. C., is in town for conference with officials of the Mutual network.

ALFRED MORTON, president of National Concert and Artists Corp., is expected back in New York today following several months on the West Coast, where he conferred with NCAC executives and clients.

H. R. BAUKHAGE, Blue Network commentator, is back from San Francisco, where he covered the United Nations conference. He has resumed his broadcasts from Washington, D. C.

HENRY OUTLAND, who covered the San Francisco conference for KLZ, Denver, and did a 15-minute recording each day for release over the home station, has returned to his Colorado headquarters.

DON DOUGLAS, announcer and actor, is back in Gotham following a three-month saddle and hiking trip through Mexico.

NAB Management Book Ready For Broadcasters

(Continued from Page 1)

years of study and compilation by the NAB public relations committee. It is a 120 page book containing 400 photographs and illustrating 26 avenues of public relations for broadcasters.

Ryan Comments

"We believe that 'Management in the Public Interest' proves radio to be a powerful social force, a great medium of service to the public, not in terms of any one station or network but in terms of the industry as a whole, J. Harold Ryan, president of NAB, commented yesterday.

Members of the NAB public relations executive committee during 1943-44 and the committee of 1944-45 aided in compiling the book. A special sub-committee on topics and text was headed by Dr. Frank Stanton, CBS, New York, chairman and special consultant to Mr. Egolf. Other members of the special committee were Irving G. Abeloff, WRVA, Richmond, Va.; Charles Hammond, NBC, New York; Edward E. Hill, WTAG, Worcester and Vernon H. Pribble, WTAM, Cleveland.

Explains Air Cut

Vancouver—Ira Dilworth, regional director of the Canadian Broadcasting Corporation, said that a re-broadcast of Prime Minister Mackenzie King's address was cut off by CBR, the CBC's Vancouver station, before its conclusion, because it overran the allotted time.

Urges Post-War Regulation Among Set Manufacturers

(Continued from Page 1)

ers avoid confusion in the post-war era when the majority of them will rush to obtain component parts for manufacture, thus causing an unfair distribution of material.

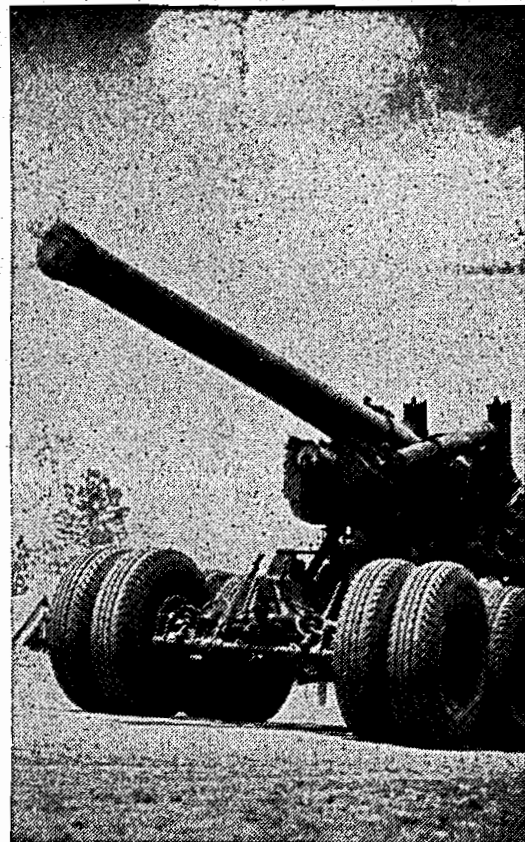
In his letter, Novick recommends a plan to remedy situation, whereby he points out that parts manufacturers and sets makers should be studied by the association to determine their productive capacity and the amount of parts on order. If the Radio Manufacturers Association can conduct such a survey, it can help to exercise a plan for organizing production and deliveries so that parts would be available in fairly balanced proportions to the manufacturers who need them.

Novick's Statement

Novick said, "Prerequisite to the manufacture of sets is the manufacturing and obtaining of components so there is a rush to order parts. Demand for components seems limited only by the overstimulated imaginations of inexperienced manufacturers, who have been nourished on an unlimited wartime market."

KECA In New Home

Los Angeles—KECA started broadcasting from its new home at 1440 North Highland May 20th. KECA was bought by the American Broadcasting Co., on Aug. 1, 1944 from Earl C. Anthony, Inc., which is continuing to operate KFI.



Size doesn't mean a thing!

That's a 155 mm. gun... "Long Tom" the troops call it. But that type gun was silent for four days during the recent German counter-attacks. No ammunition.

So size... and being on the spot... don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore... America's 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes image of a man in a top hat and a microphone.

*No other broadcaster
can make this claim!*

**ONLY WAY TO REACH
THE 5,000,000
RADIO LISTENERS
OF MICHIGAN IS
WITH THE MICHIGAN
RADIO NETWORK**

AGAIN: leadership



The School of Business and Civic Administration of the College of the City of New York recently opened a new field of reward of merit in the specialized area of radio's methods of program creation and promotion.

The awards of its impartial and authoritative jury, for distinguished performance in 1944, have just been announced.

Eight awards went to individual stations; *six of these went to stations on the Columbia Network*—of whom 5 are affiliated stations, and one company-owned.

Four honorable mentions went to individual stations; *three of these went to stations on the Columbia Network*—two of them affiliates, one company-owned.

One award went to a network. *Columbia was the network.*

One award went to N. W. Ayer & Son for its admirable promotion of the highly promotable CBS news program *Report to the Nation*.

And Hillman-Shane-Breyer, Inc., received an award for "the most effective radio program developed by an advertising agency"—the program being *This Is My Story*—now playing on KNX, CBS in Los Angeles.

The specific station and network citations:

AWARDS:

➤ **KIRO** (CBS affiliate in Seattle) for its program, *Swap'n Shop*, "the most effective direct-selling commercial program developed by a clear channel radio station."

➤ **WDWS** (CBS affiliate in Champaign) for its program, *Sorority Charm*, "the most effective direct-selling commercial program developed by a local channel radio station."

➤ **WHCU** (CBS affiliate in Ithaca) for its program, *Let's Make a Dress*, "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

➤ **WJR** (CBS affiliate in Detroit) for its promotion of *Victory F.O.B.*, "the most effective sales promotion of a locally produced, public-service network program by a radio station."

Like this is no accident...



KLZ (CBS affiliate in Denver) for its program, *Highlights of the Rockies*, the most effective institutional, commercial radio program."

WEEI (CBS in Boston) for its promotion of *Food Fair*, "the most effective sales promotion of a local program by a radio station."

CBS—for its notable children's program, *Let's Pretend*, "the most effective commercial program developed by a national network."

HONORABLE MENTIONS:

KDAL (CBS affiliate in Duluth) for its program, *Open House*, "an unusually effective program developed to increase the station's share of the local audience."

WHAS (CBS affiliate in Louisville) for its program, *Renfro Valley Gatherin'*, "an unusually effective commercial program."

WTOP (CBS in Washington) for its program, *Let's Learn Spanish*, "an unusually effective sales promotion of a local program."

So into the Columbia trophy room go these new and welcome honors. To the City College, and to the august members of the jury, our respectful gratitude for their recognition. To the stations, to N. W. Ayer & Son, and to Hillman-Shane-Breyer, Inc., our heartiest congratulations.

And to members of the radio industry, another gentle reminder that the nationwide leadership of the active Columbia Network in making first-class radio *most effective is not an accident!*

this is CBS....the Columbia Broadcasting System



CHICAGO

By BILL IRVIN

GOLDBLATT BROTHERS (Department store) one of the largest retail advertisers in the Chicago area, has bought a full hour every day, six days a week for 52 weeks, starting May 21, on WGN, through Schwimmer & Scott Agency, Chicago. Goldblatt Brothers operator 13 department stores in the Chicago area, employing 7,000 persons. The four daily quarter-hour programs will include "Record Reveille," 7 to 7:15 a.m.; "Meet the People" 12 to 12:15 p.m.; Melody Merry-Go-Round, 4:15 to 4:30 p.m. and "Your Girl Friend" 10:45 to 11 p.m. Highlight of the series will be "Meet The People," a variety interview program with Bill Anson as emcee and originating from the Terrace Room restaurant in Goldblatt's State Street store.

A total of more than \$500 in hard-to-get merchandise will be given away on each program. "Your Girl Friend" will be emceed by Angel Casey, radio actress and model. Miss Casey was queen of the recent AFRA ball and was chosen "Ideal Girl Friend" by Marines in the Gilbert Islands.

Bill Evans will be featured on "Record Reveille" while Ed Cooper will emcee the "Melody Merry-Go-Round."

Regarding the contract for 312 hours of radio time a year, William A. McGuineas, commercial manager of WGN, said, "With eight stores in Chicago and with stores in Hammond, Gary, Joliet, South Bend and Milwaukee, Goldblatt Brothers is one of the largest retail firms in the WGN area. This contract is another evidence of radio effectiveness in serving the retail merchant."

WLS has been announced as one of the national winners of the \$500 gold medals offered in the fourth annual Gold Medal Awards competition for outstanding public service in the field of fire prevention during 1944. The awards are given by the National Board of Fire Underwriters. The medals will be presented at the board's 79th annual business meeting at the Waldorf-Astoria Hotel in New York on May 24. WLS was selected "for its practical and consistent year-around efforts on behalf of rural fire prevention as a wartime service to agriculture."



California Commentary!

● ● ● Tom Breneman's guest on Tuesday morning at "Breakfast In Hollywood" was columnist Earl Wilson. Earl launches soon a columnist-of-the-air program for a cigar company—and in honor of the event, Tom presented Earl with a cigar which was at least 12 inches long and an inch in diameter. . . .

Los Angeles

● James McConnell, national spot sales manager of NBC is in Hollywood on a nationwide business tour, and observed his 14th anniversary with the network. He was tendered one free lunch by Lewis S. Frost, assistant to the vice-president, and Robert Howard, western spot sales chief. . . . ● Ralph Taylor, Columbia Pacific sales promotion chief, is receiving congratulations on "Pacific Panorama," a 100-page market book, which he wrote and executed. . . . ● Tom Hargis, KNX program director, made a real discovery when he learned that Carlos Barbee, well-known radio character actor, is doubling as a member of the Uruguayan delegation to the San Francisco United Nations Conference. Hargis arranged for Barbee to fly back to Hollywood to play a featured role on the May 20th "Romance Of The Ranchos" show.

★ ★ ★

● ● ● Guys and gals in Western radio are still talking of the successful campaign KTUC, Tucson, staged in connection with the National brake check program. In eight days, 20,000 motorists availed themselves of the free brake check offered by KTUC. . . .

● Harry W. Witt and Ed Buckalew, Columbia Pacific station relations manager, journeyed to Bakersfield to attend the ceremonies marking KERN's switch to CBS. In connection with the affair, KERN made arrangements whereby 20 Bakersfield women could attend the May 15th program of "Meet The Missus," at Columbia Square, Hollywood. . . . ● Joel Murcott, former trade paper reporter and freelance publicist, had joined Milt Samuel's Pacific Blue press staff. . . .

● Kenneth Webb, veteran film director and originator of "Cavalcade Of America," for BBD&O, has arrived in Hollywood from the home office to discuss format and scripts with Jack Zoller, current producer of the show. . . . ● Mrs. Royal Miller, owner-manager of KROY, Sacramento, is still enthused about the San Francisco United Nations Conference sessions she attended with a legislative group from the state capital. . . . ● A discussion panel relating to "Opportunities in Radio and Television for Ex-Servicemen" was conducted at the U. S. Army Regional hospital in Pasadena last week by NBC personnel. Frank A. Berend, western sales manager, Announcer Ken Carpenter and Art Brearly, network engineer, opened the discussion and answered questions from the G.I.'s. The panel will be conducted at other military installations close to Hollywood.

★ ★ ★

● ● ● One of the neatest radio tie-ups made in many moons was that promoted by A. L. Rackin Associates to launch Republic's tenth anniversary. Al Pearce, Tito Guizar, Vera Hruba Ralston, John Wayne and Jane Withers, Republic stars, will be the only personalities appearing on "Which Is Which?" May 23 and the program will carry plugs for Republic pictures. . . . ● Chet Lauck (he's Lum of "Lum and Abner") is the proud owner of a race horse known to one and all as "Rusty Dusty." Said nag debuted in the first race at the opening day at Santa Anita, and many of Chet's friends put hard-earned moola on Rusty's (or is it "Dusty's" nose). At a late hour Tuesday, "Dusty," or was it "Rusty," was still running. . . . ● Wendell Niles and Don Prindle officially opened the Hell-dorado Bond drive at Las Vegas, Nev., and also led the Western parade. . . . ● Just before he entered the service, Turhan Bey appeared in "The Prince And The Pauper," for C. P. MacGregor Radio Productions.

—Remember Pearl Harbor—

AGENCIES

CAPTAIN EUGENE AXTELL, assistant to Freeman Keyes, president of Russel M. Seeds Advertising Agency, Chicago, has been awarded the Bronze Star, Purple Heart and the Oak Leaf Cluster. Captain Axtell is with General Patton's 358th Infantry in Germany.

ALLEN E. DALE has been named sales promotion manager of Beverage Media and associated beverage publications. He formerly was with Canada Dry Ginger Ale, Inc.

ADELE BJORK MATTSON has been named media department manager of Export Advertising Agency.

RAY HUHTA has been named assistant media director of Fuller Smith & Ross, New York. He formerly was head of the media department at Birmingham, Castleman Pearce.

PATJENS ADVERTISING has been engaged as special consultant to Public Service Co-Ordinated Transport subsidiary of the Public Service Corporation of New Jersey.

Naval Aviation Series Scheduled For America

(Continued from Page 1)

According to an announcement made yesterday by Rear Admiral H. B. Miller, USN, newly appointed director of public relations of the U. S. Navy. The program series is expected to begin in within the next few weeks.

Lieutenant Arthur Kurlan, USN, of the radio section of the Navy office of public relations, will produce and direct the new series, which will be under the supervision of Adria Samish, program and production manager of ABC, and Lieut. Commander Charles E. Dillon, USNR, acting officer-in-charge of the radio section for the Navy.

28th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

KW
CBS 560 KC
Favorite of local advertisers
for a very good reason:
RESULTS!
DENVER
REPRESENTED BY [Agency Name]

Stettinius Comments on Radio's New Role

(Continued from Page 1)

ence of peace being created in San Francisco, will be only as enduring as the understanding in the minds and hearts of the men and women of the United Nations," Mr. Stettinius said. "At present time, the will to stick together toward a common goal has been strengthened tremendously by the ordeal of war. During times of adversity and suffering, those who are in a common cause need no compelling force to bring about a uniting of minds for the common good. But when there is peace throughout the world, there must exist an urgent need for a continuation of the spiritual unity which enabled the United Nations to produce the miracle of victory.

Nations, like individuals, can be good friends for practical, business reasons, but when nations are good friends because people know and like each other, we shall be approaching an era when the four freedoms will be a reality.

Radio is making a great contribution to the winning of the war. Radio and television have an even greater contribution to the future in the winning of the peace. The homes of the world must be made into one great common living room for the family of nations. The challenge is a great one, but I am certain that the men and women responsible for the functioning of this great medium of communication are equal to the task."

Hess Research Supervisor Of CBS-Owned Stations

(Continued from Page 1)

Research Division of the Research Department as assistant to Smith in charge of the planning and execution of surveys. He later became manager of the program records division where he set up an entirely new system of record keeping for programs carried by stations and networks.

In his new position, Hess will act as the liaison executive between the Columbia-owned stations, WAPI, Birmingham, the several radio sales offices and the various divisions of the CBS research department.

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

New Standard Broadcast Band Proposed In FCC Suggestion

(Continued from Page 1)

such as floods, earthquakes, hurricanes, etc.

Increased emphasis on the requirements of aviation radio-communications, including navigational aids, after the war; and establishment of a greater number of "SOS" frequencies for use by aircraft and small surface craft in distress and to provide more reliable coverage over long-distances on radio distress calls.

Spectrum Overcrowded Below 25,000 kc.

The Commission points out that the spectrum below 25,000 kilocycles is "so overcrowded it has been impossible to meet the requirements of all radio services operating in these ranges." However, the FCC has attempted to make an equitable distribution of frequencies among the various services and wherever distribution possible, services are expected to move into the very high and ultra high portions of the spectrum and to take advantage of improved equipment and transmission techniques to enable them to make the most efficient use of the spectrum space available to them.

The present standard broadcast band—now extending from 550 to 1600 kc—is enlarged to provide an additional channel beginning at 540 kc. No decision has yet been made as to the number of new stations the new channel will accommodate or as to whether the channel will be used by local, regional or clear-channel stations.

Over 180 Applications

The FCC has in its pending files approximately 180 applications to build new standard stations when manpower and materials again become available for civilian radio construction. About 54 per cent of the present receiving sets will be able

to receive programs from stations operating on the 540 kc frequency. However, the channel including 540 kc is now used by the government and it is not known how soon it can be made available to broadcasters.

Six Bands For Shortwave

Six bands—120 channels—below 25,000 are set aside for direct international broadcasting on a worldwide basis. The proposed report reads: "The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during war time."

No technique such as the transmission U. S. broadcasts over point-to-point facilities for rebroadcast over domestic stations in foreign countries can take the place of direct broadcasting from the United States to listeners abroad, according to the Commission's report.

The FCC proposes to discontinue use of the 25,600-26,000 kc band for international broadcasting but feels this will in no way handicap the service since little use has been made of this band by the U. S. or by other countries on a regular basis.

The bands proposed for international broadcast include the following: 6,000-6,200 kc, 9,500-9,700 kc, 11,700-11,900 kc, 15,100-15,300 kc, 17,700-17,900 kc, and 21,500-21,700 kc.

The announcement caused immediate speculation that the federal government plans to continue its OWI-type operation in the international broadcast field.

Quiz Kids To Embark On 7th War Bond Tour

(Continued from Page 1)

to go to Buffalo and Des Moines and Patrick Conlon will go to Dallas, Peoria and Springfield.

The Kids have a framed citation from Henry J. Morgenthau, Jr. for their bond-selling efforts, which up to the beginning of the 7th loan, have sold \$93,000,000 in bonds. This represents the results of 60,000 miles of travel, appearances before approximately 223,000 buyers in 25 cities.

Brumback to CBS

San Francisco—Jack Brumback has been named manager of radio sales in San Francisco for the Columbia Broadcasting System, it has been announced. Brumback will fill the post recently vacated by Ole Morsby, now in the Navy, coming to CBS from KJBS. Earlier, he was with the San Francisco and Los Angeles Examiner, doing advertising and promotion.

Pres. Truman Rating 20.6 For Yesterday's Address

(Continued from Page 1)

to a survey made by C. E. Hooper, Inc. Research firm gave President Truman a rating of 20.6. Survey was made for CBS which released the figures last night.

Juan de Jara Almonte

Funeral services for Juan de Jara Almonte, NBC official, who died Saturday of a heart condition, will be held Wednesday at 11 a.m. at St. Ann's Roman Catholic church in Nyack. Burial will be in the Oak Hill Cemetery, Nyack. Almonte, a former newspaperman and well-known to diplomats the world over, came to NBC in 1927 as a member of the sales department. He was night sales representative of NBC, later night general manager and finally the position he held before he died, assistant to Niles Trammell, president of NBC.

Texas State Network Consolidates Holdings

(Continued from Page 1)

of KNOW, Austin, and WACO, Waco, for \$34,000 also was revealed. Sellers of the stations, which are heard on 1,490 and 1,450 kilocycles respectively, are S. W. Richardson and Charles F. Roeser. The other half of the stock will be held equally between E. S. Fentress and Charles W. Marsh.

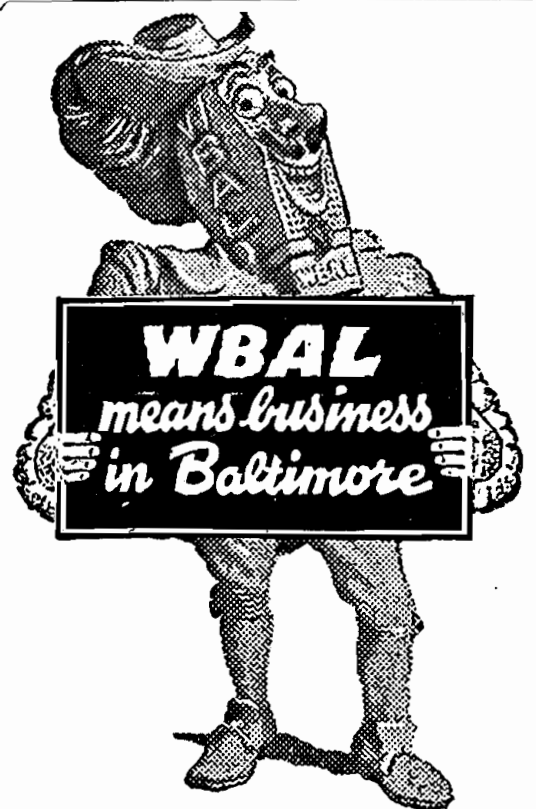
The network is also buying 69.9 per cent of the stock of KABC, San Antonio, from Richardson, Roeser, Ruth Roosevelt Eidson and Elliott Roosevelt for \$26,734.26. The station operates now on 1,450 kilocycles, with a construction permit to shift to the 680 band. Gene Cagle will hold one share and R. E. Willson 300.

Alleged Coddling Of POW Subject Of WOV Program

Internationally known personalities will participate on WOV's "Memorandum To America," a special documentary program designed to project America's coddling of German POWs, Wed., May 23, 10-10:45 p.m. Participants include: Arthur Szyk, artist; Capt. Jan Fierlinger of the Netherlands Information Bureau; author William Mandell, news analyst Hans Jacob and Ben Kramer, interlocutor.

Clifford W. Speer

Montreal—Clifford W. Speer, 42, of Toronto, war correspondent and engineer for the Canadian Broadcasting Corporation, died in a London hospital, after his mobile broadcasting van collided with an Army truck, the CBC announced. Mr. Speer went overseas early in 1944 and served with the CBC overseas unit in Britain, Italy and on the western front. His wife, a daughter and a son survive.



Edward Petry & Co., National Representative

Heavy Enrollment For College Seminar

(Continued from Page 1)

ing, exhibits of 13 advertising agencies, radio stations, a natural network and a transcription company will be on display in conjunction with the conference.

Among some of the speakers to participate in the session are: Archibald M. Crossley, president of Crossley, Inc.; Clarence L. Menser, vice-president in charge of programs, NBC; Phillips Carlin, vice-president in charge of programs of Mutual; Robert T. Colwell, radio director of J. Walter Thompson agency; Ted Cott, program director of WNEW. This session will be presided over by Harry N. Wright, president of CCNY and will open at 10 a.m. in the School of Business auditorium.

The afternoon session, beginning at 2:30 p.m., and highlighting the topic "Measuring Selling Effectiveness of Radio," will feature the following: C. G. Mortimer, Jr., vice-president of General Foods; Hugh N. Feltis, president of BMB; S. E. Gill, director of research of the Biow Company; Herschel Deutsch of Grey Advertising Agency; C. E. Hooper, president of company bearing his name; F. J. Knittle, manager of advertising and product research of Colgate-Palmolive-Peet; Wilson J. Main, vice-president of Ruthrauff and Ryan; A. C. Neilsen, president of company bearing his name.

Dunninger Summer Show In Amos' n' Andy Slot

Dunninger, mentalist, will take over the Amos 'n' Andy time on NBC beginning Friday June 8, at 10 p.m., EWT. As a summer replacement will do his mind-reading act, with Mitchell Ayres' orchestra handling the music and Anita Ellis the vocals. Bill Slater will be master of ceremonies. Program is sponsored by Lever Bros. Co.

1 CHOICE
IN
CHATTANOOGA
IS

WDDO
20th YEAR
CBS
6,000 WATTS DAY AND NIGHT
PAUL H. RAYNER COMPANY
NATIONAL REPRESENTATIVES

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

COAST-TO-COAST

—SOUTH CAROLINA—

SPARTANBURG—WORD has inaugurated a daily program titled "The Piedmont Service Bulletin," which features news of local boys overseas. . . Staff of WORD organized a V-E Day pool with each paying 25 cents on a certain hour. Manager Frank Knutti who started the idea, won. . . Newcomers to WORD are Jim Morgan who will do promotion and part time announcing and Clayton Lee, first class operator.

—NORTH CAROLINA—

RALEIGH—WPTF is participating in the 7th War Loan with a 5-minute daily broadcast direct from War Loan headquarters, weekly resume on Saturdays, plus three 1-minute spots daily and chain breaks throughout the drive. **CHARLOTTE**—WBT's Carolina Hayride can be heard every Saturday at 11:05 a.m. in Mexico, Central and South America through United Network facilities and over CBS coast to coast Saturdays at 2:30 p.m.

—NEW JERSEY—

ATLANTIC CITY—A WFPG program that is being given the co-operation of the Army staff is one of recorded interviews with servicemen at the Thomas M. England General Hospital who hail from areas including WKNY, Kingston, N. Y., WJPA, Washington, Pa., and WSTV, Steubenville, Ohio. Records are played on these stations and then are given to the next of kin of the servicemen.

—CALIFORNIA—

HOLLYWOOD—Elsie Smith, secretary to Patrick Campbell, Don Lee Broadcasting System, has announced her engagement to Lt. Merton K. Matthewson, Jr. of the AAF. **SAN FRANCISCO**—Fox Case, CBS director of news on the Pacific Coast, had his men out of bed before daylight preparing broadcasts on V-E Day. **OAKLAND**—Intimate word-story of President Truman's personality and life story was aired over KROW in a series of six broadcasts heard daily at 9:45 a.m. John K. Chapel, news chief, prepared the feature.

—COLORADO—

DENVER—KOA's annual "NBC Ten Year Club Day" dinner was held May 11 at the Denver Country Club following which members heard a recorded talk by Niles Trammell, president of NBC. . . Mrs. Inez Vinola has joined KLZ as receptionist which is to her like coming home, for she sang over its mike as a child. . . In co-operation with AWVS and the Defense Council, KLZ is broadcasting Tuesday nights.

—FLORIDA—

MIAMI—WIOD was represented at the press and radio conference on V-E Day which the Duke and Duchess of Windsor held at the Roney-Plaza.

WPB Survey Reveals Vast Receiver Market

(Continued from Page 1)

that 429,000 sought to buy radios successfully; 913,000 bought, of which 13 per cent were new. These figures indicate, according to the report, very high second hand market, being the only item of which the number actually bought exceeds the number sought unsuccessfully."

Mechanical refrigerators and washing machines topped the list of household appliances sought. Electric irons came third and radio fourth. Vacuum cleaners and sewing machines were next in the order named.

Church Group Subscribes To French-Language We

(Continued from Page 1)

a letter to the clergy and faithful of the Quebec diocese urging them to subscribe, it was announced at the Archbishop's palace last night. The campaign was launched by a delegation from the prairie provinces headed by Msgr. M. J. Lemieux, Bishop of Gravelbourg, Sask. An amount of \$150,000 has already been subscribed by French Canadians in Western Canada.

Allen's Return To NBC Officially Set By JWT

Formal announcement of the signing of Fred Allen for Standard Brands, was made by the J. Walter Thompson agency on Friday. Allen and his troupe, including Portland Hoffa, will be heard this Fall following Charlie McCarthy, 8:30-9 p.m., EWT Sundays, over NBC. This will mark the return of Allen to NBC after a lapse of five years during which time he was heard over CBS. Coming from vaudeville and musical comedy, Allen started his radio career in 1932.

Wedding Bells

Los Angeles—Glenhall Taylor, associate director of radio at Young & Rubicam agency, and Mrs. Barbara Spencer were married at Las Vegas yesterday. Couple plan a six weeks trip to New York.

Send Birthday
Greetings To—

May 22

James Farrell James L. Fouch
H. Ward Wilson



"YOUR POT O' DOUGH"
(AND MY POT O' DOUGH)

★
Words and Music by
ROBERT SOUR
★

"Ten years from now—
You'll be thankful,
You've got that beautiful bank-full..."

Written especially for the
7th War Loan Drive
at the request of the Treasury Department.

NOW BEING FEATURED ON
"MUSIC FOR MILLIONS"

A transcribed series of 15 minute programs heard coast to coast on every radio station in the country

Mary Small and the Mark Warnow Orchestra present
YOUR POT O' DOUGH on Record #5.

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580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 38

NEW YORK, N. Y., WEDNESDAY, MAY 23, 1945

TEN CENTS

Attorneys Oppose Plan

CNY Business School Opens Radio Confab

One of the major networks (reported to be CBS) is conducting a survey to determine how eleven million servicemen in the post-war period will react, after demobilization, to commercialized programming in the States. This of course follows several months, and in many cases several years, period in which they listened to decommercialized national network programs projected by the Armed Forces Radio Service. Project
(Continued on Page 15)

Quaker Oats Co. Buys Part Of 'Ladies Be Seated'

Sale of 15 minutes of the "Ladies Be Seated" program over the American Broadcasting Company network effective Monday, June 18, to the Quaker Oats Company of Chicago was announced yesterday. Program is emceed by Johnny Olsen and originates in the New York studios of the network. Contract is for Monday through Friday and will replace the Quaker Oats Company current five minute, five times a week morning newscast. Deal was made through Sherman K. Ellis agency of Chicago.

Armour & Co. Renews Hedda Hopper Program

Renewal of "Hedda Hopper's Hollywood" on the CBS network for 52 weeks effective June 11 was announced yesterday by Foote, Cone & Belding, agency handling the account for Armour & Co. Program is heard Mondays, 7:15 to 7:30 p.m., EWT with a repeat broadcast at 11:15 p.m.

Vice Versa

On June 15, WFBR, currently a Mutual affiliate, will switch over to the Blue Network, and WCBM, a Blue affiliate, will become a station on the Mutual network. During the week preceding June 15, the local announcers will inform listeners that after the aforementioned date, the network program "you have been listening to will be heard on WCBM (or WFBR)."

Comparative Figures Shown In CAB Report

Comparative figures for summer and winter listening audiences have been released by the CAB which made a special study for the month of January 1945 and the month of July 1944, as a typical summer month. According to Bernard C. Duffy, chairman of the board of governors of CAB, some unexpected aspects are pointed up in the study.

During the month of July, although
(Continued on Page 16)

Tele Series On Science Planned By NBC Station

First of a series of television programs covering the world of science will be inaugurated by the American Museum of Natural History in conjunction with NBC's station, WNBT, on Sunday, May 27, 8 p.m., EWT.

Both "live" talent and film will be
(Continued on Page 15)

Lawyers Representing Webs, Stations Urge FCC To Abandon Publication Of Financial Records

Washington Bureau, RADIO DAILY

Washington—Unanimous opposition to the making public of station financial records and network station contracts was voiced yesterday by a dozen industry lawyers as they appeared in oral argument before the FCC, discussing the Commission's proposal to alter its rules to require more detailed ownership and financial data and to make much of this material a matter of public record.

There was no serious objection to
(Continued on Page 13)

President's Hometown Site Of Band Pickup

Kansas City, Mo.—Victory Parade of Spotlight Bands, sponsored by Coca Cola, will celebrate the passing of the 1,000,000th mile in their radio tour of servicemen's posts, hospitals and war plants, by originating their show of Friday, June 1st, in Independence, Mo., hometown of President Harry S. Truman.

Plans for the Independence pick-up
(Continued on Page 15)

Composers To Talk Bonds On 'Tin Pan Alley' Show

"Tin Pan Alley," heard Saturdays on NBC at 5:45 p.m., has come up with a new idea to aid the Seventh War Loan campaign. For five weeks, starting June 2, there will appear on each program a prominent composer
(Continued on Page 2)

Special Rural School Series Developed By Kansas Web

Emporia—Through the co-operation of the Kansas State Network, State Department of Education and Emporia state Teachers College, and in
(Continued on Page 13)

Radio Council Group Meeting On Friday

Northeastern Radio Council will hold its third annual conference in Schenectady Friday evening at General Electric's television studio, WRGB, and on Saturday morning in the Hotel Van Curler. Theme will be "Radio's Widening Horizon" and a large portion of the proceedings will be televised. Telecast portion of the conference
(Continued on Page 16)

Ginny Simms Is signed For Borden Show On CBS

Los Angeles—Young & Rubicam has signed Ginny Simms to do a show for Borden's which will begin the end of September. The show will be heard on Fridays over CBS. The program will feature a guest comic, and an ex-G.I. each week.

Reveals Results Retail Survey At Washington Luncheon

Washington Bureau, RADIO DAILY

Washington—Prof. C. H. Sandage, author of the new book "Radio Advertising for Retailers," declared Monday that radio, properly employed can do more for retailers as a sales aid at less cost than any other medium. Sandage was speaking at a luncheon for Washington retailers.

Successful use of radio, Sandage

said, varies in proportion to the extent to which the advertising budget is used for radio. This is more important, he said, than the actual dollar-and-cents account with broadcasters.

Admitting that radio is not the medium for such retailers as neighborhood grocers, Sandage insisted that
(Continued on Page 15)

WLaw reaches 1,902,591 people with plenty of money to spend and the will to spend it! Advt. Available—a listening audience of nearly two million reached thru WLaw. Advt.

SERVING the 7th!

Kansas City—WHB is featuring "Bonus for Bonds," a quarter-hour daily strip from a downtown booth.

WHB The idea sold \$100,000 in bonds during the first week of the Mighty Seventh. The station is co-operating with the B'nai B'rith lodges in giving hard-to-get merchandise items to bond purchasers as a form of "bonus" for their patriotism.

SERVING the 7th!

The first in a series of five "Uncle Don" children's rallies to be presented by WOR, New York,

WOR during the Seventh War Loan Drive to aid local communities in the sale of bonds, will be held in the Teaneck Theater, Teaneck, N. J., on Saturday, May 26, at 10:30 a.m. Admission to the children's rallies will be purchase of War Bonds.



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

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

Coming and Going

JOHN W. HUNDLEY, assistant director of shortwave broadcasting for CBS, leaving for Cleveland, where tomorrow he will be the principal speaker at the annual meeting of the Women's Radio Council of Greater Cleveland.

FRANK V. WEBB, manager of WGL, Fort Wayne, has arrived from Indiana for conferences with the national representatives of the station.

DON McNEILL and his Blue Network "Breakfast Club" program company are in New Haven for another of their Bond-selling personal appearances.

CHRISTOPHER CROSS, director of public relations for BBC, has returned from San Francisco, where he covered the United Nations conference.

CHARLES A. SMITHGALL, JR., station manager of WAGA, Atlanta, is here from Georgia on station and network business.

HAROLD ESSEX, managing director of WSJS, Winston-Salem, N. C., is spending a few days in New York.

COL. ED KIRBY, director of the radio branch in the War Department's bureau of public relations, is in New York.

JOHN SALT, director in America for BBC, is en route back to London.

W. C. IRWIN, commercial manager of WSOC, Charlotte, N. C., paid a call yesterday at the New York offices of the station's national reps.

PAUL WHITE, CBS director of news broadcasts, leaves today on his annual vacation. Ted Church, assistant director, will be in charge while White is away.

CHARLES MICHELSON, head of transcription firm bearing his name, back at his desk after a trip thru middle west closing deals on "The Shadow" and other transcription shows.

EDDIE TRUMAN, on military leave from the Cowles Broadcasting Company as production manager, a visitor this week in Des Moines. He is on furlough from Hollywood, where he is attached to the Armed Forces Radio Service.



The Bazooka

One of the most effective pieces of firing equipment to come out of the war . . . is the simplest. It's the bazooka.

And one of the most effective radio station sales arguments at any time is, in its way, as fundamental as the bazooka. Terrific power without frills or fuss. It's the radio sales argument, "Most listeners for the least money spent."

If you're planning to use radio in Baltimore . . . put W-I-T-H, the successful independent station, at the top of your list. It delivers the most listeners for the dollar you spend.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

FINANCIAL

(Tuesday, May 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 23, 1925)

J. A. M. Elder, Commissioner for Australia in the United States, is arranging a program to be called "Australian Radio Night," for which he will pick Australian artists who happen to be in or near New York. Dr. Earle Page, M.P. and Treasurer of the Commonwealth of Australia, here on a health trip, will make his first appearance before an American microphone.

Composers To Talk Bonds On 'Tin Pan Alley' Show

(Continued from Page 1)

of popular tunes, a man who has helped to make famous the title which the program bears.

The song-writers scheduled to appear on the program are Corp. Harold Rome, Robert Russell, Otto Harbach, Pvt. Frank Loesser and Nick Kenny.

The program is sponsored by Leaf Gum Company through Bozzell & Jacobs, Chicago.

Correspondents Returning

George Hicks and Gordon Fraser, two outstanding Blue Network war correspondents whose eye-witness reports from the European front were of consistently high calibre, are returning to the United States with the American First Army. The two correspondents are traveling by ship.

CBS Programming 'The Saint'

Beginning June 20 at 8 p.m., EWT, Leslie Charteris' "The Saint" will be heard over a coast to coast hookup of the Columbia Broadcasting System, sponsored by Campbell's soup. Charteris, of Bond-Charteris Enterprises, and author of over 30 "Saint" books, originally introduced the thriller on the air by producing, writing and directing the entire package.

Fuhrmann Appointed WABD Sales Manager

Philip Fuhrmann, formerly with the Blue Network, WMCA and WNEW, has been appointed sales manager of Du Mont' station WABD, it was announced yesterday by Leonard F. Cramer, executive vice-president of the Du Mont Laboratories, Passaic, N. J.

Will Carry Wallace Speech

WMCA will carry the broadcast of Secretary of Commerce Henry A. Wallace's talk when he speaks before the New York Foreign Trade Week Committee Thursday, May 24, 1:45-2 p.m., at the Waldorf-Astoria. His topic will be "Foreign Trade and Full Employment."

Coverage ...in Philadelphia



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

Chicago's

ONLY 24 HOUR STATION

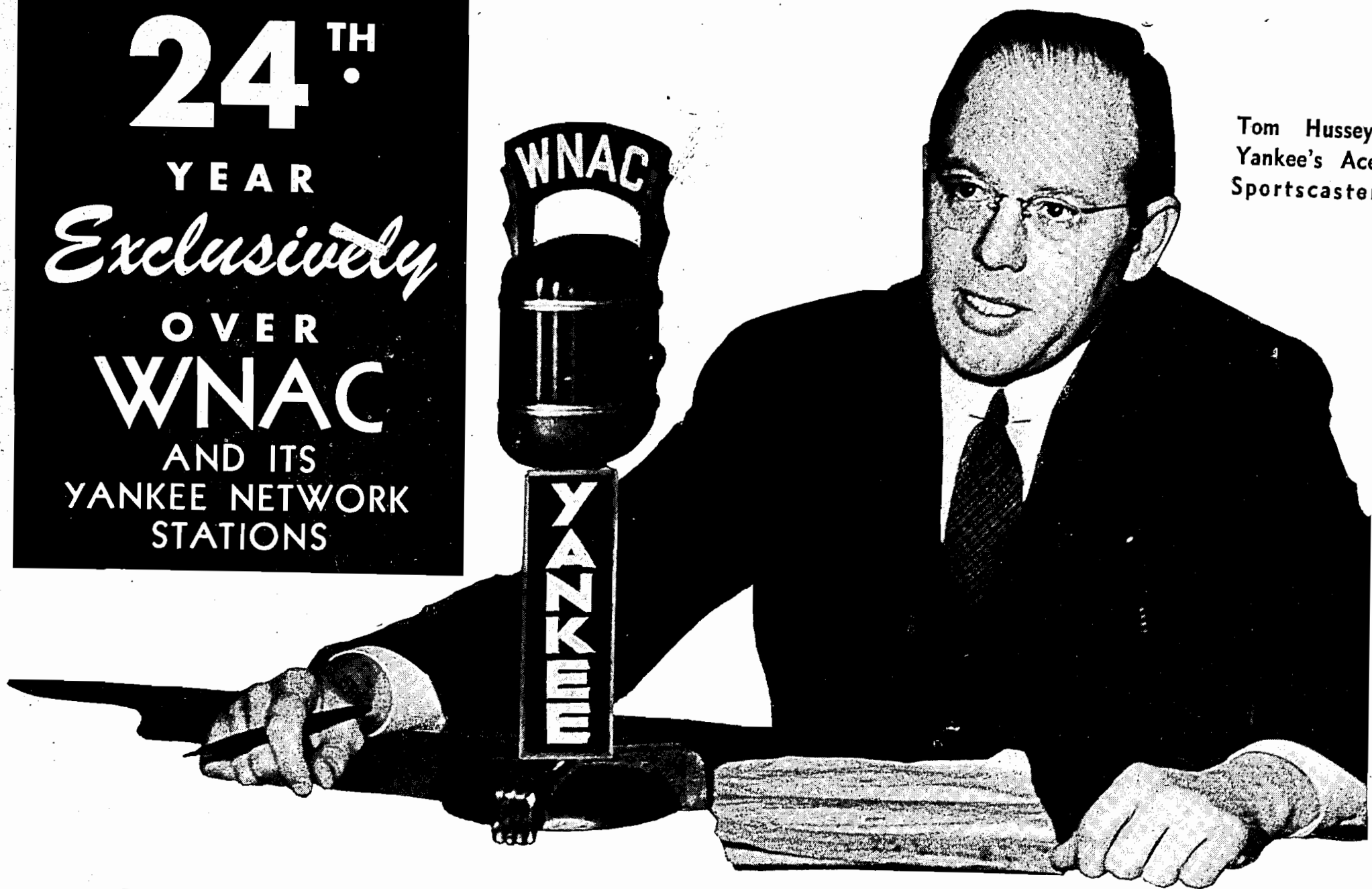
W-I-N-D

560 Kc. 5000 WATTS

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



24TH
YEAR
Exclusively
OVER
WNAC
AND ITS
YANKEE NETWORK
STATIONS



Tom Hussey,
 Yankee's Ace
 Sportscaster

PLAY-BY-PLAY
National and American League
BASEBALL

BOSTON BRAVES

BOSTON RED SOX

Co-sponsored by

The Atlantic Refining Co.

The Narragansett Brewing Co.

7th Consecutive Year Sponsoring
 Play-by-play Baseball and Football

7th Consecutive Year Sponsoring the News
 1st Year Play-by-play Baseball

Another Yankee Partnership for 1945

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

First CHOICE OF NEWSPAPERS

The Evening Star
WASHINGTON, D. C. THURSDAY, MARCH 6, 1945

Times Herald
WASHINGTON, D. C. THURSDAY, MARCH 6, 1945

The News
CITY EDITION THURSDAY, MARCH 6, 1945

The Washington Post
WASHINGTON, THURSDAY, MARCH 6, 1945

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON

WRC



Represented by NBC SPOT SALES



Notes From An Aisle Seat . . . !

● ● ● Bing Crosby and his partners in his movie production (The Great John L), once the best of pals, aren't talking since he's seen the preview and the production figures. . . . Fredric March was slugged on 48th St. recently by an indignant pedestrian whom he had unknowingly run into with his car. A pair of tickets to "Bell for Adamo" smoothed the whole thing over. . . . Y & R handling Life mag's new air show. . . . Current howl in Hollywood is the story of the sound man who wired up a Ladies' Room in a studio and recorded some of their chatter about the bosses. Such red faces! . . . Those rumors about the head-rolling due among NBC execs is strictly the phonusbalonus. . . . Talk around that the "Breakfast Club" may settle down in New York in the fall. . . . Fulton Lewis, Jr., will be offered around this summer for guest shots. . . . Larry White, former eastern head of radio for Leland-Hayward, opening up offices with Ann Marlow (Mrs. Martin Strauss, wife of the Eversharp prexy). Any doubt now who'll produce the Berle replacement show? . . . Buddy Rich reported leaving T. Dorsey to front his own crew. . . . Frances Farmer will try a stage comeback on B'way. . . . Dark horse in the Lux sweepstakes is producer Walter Wanger. . . . Frank Cooper huddling today with Ted Collins about Jackie Kelk becoming a regular on the Kate Smith stanzas. The kid was boffo on his guest shots. . . . Walter Compton screen-tested for Hollywood roles as a result of his film short, "Treasury Salutes" . . . Nat Abramson back from Chi after setting recording deals. . . . Look-Alikes: Robert (AP prexy) McLean and Leon Errol. . . . Fredrica (NBC) Montgomery and Ilka Chase.



● ● ● Question Markers: Isn't it true that Harry James won't be with Danny Kaye in the fall? Spot isn't big enuf for a name band, so they'll just use a production unit. . . . Is Bert Wheeler unhappy already with his material on the 7-Up show? . . . What singer not only took a program away from a pal—but also stole his gal? . . . Will Eileen Farrell replace Patrice Munsel on the Prudential Hour just for the summer—or permanently? . . . What comedian has a stable of second-rate comics working for him and using his old material? He owns contracts of about a dozen lesser known comics and collects on their earnings.



● ● ● "Within 18 months to two years from today, there will be over ten million television sets in this country." The man responsible for that sanguine remark was John Hewlett, author, adventurer and producer of television for U. S. Rubber Co.—an astute student of television and one as well qualified to discuss it as any man we know. Despite the fact that there are only some 7,000 sets in the country at the present time—a thousand of which are probably out of order—Hewlett speaks of the future of television with a rare brand of optimism and conviction. It's his belief that the War Labor Board will release materials for the production of tele sets much sooner than most of us dare to hope. Over cocktails at Toots Shor's we prodded him for further opinions and comments on this intriguing subject. Here, in sum, is what he believes. Television will do to radio what radio did to the phonograph. We interrupted him at this point to ask if he didn't regard this with trepidation and downright fear. His answer was eloquent. "America has never throttled progress," he said, "because of selfishness or cowardice. Furthermore, the new trend will result in a healthier form of show business and news coverage. Someday you'll look at present-day radio with the same jaundiced eye that you now regard the silent screen." And at this point he gave us the piece de resistance of his whole argument. The Du Mont engineers, he stated, have already perfected a camera so sensitive that an entire set can be lit up with a 10-cent candle—thus eliminating all those hot lights, etc. So there it is, lads and lassies. You places your bets and takes your choice.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

STEPHEN M. COREY, consultant in education to the Encyclopedia Britannica and professor of educational psychology at the University of Chicago, succeeds Walter Yust, editor of Britannica, as host on the WGN-Mutual "Human Adventure" series effective with the broadcast of today. Yust is giving up his radio duties to devote his full time to the editing of Britannica and its allied publications. Winner of the Peabody Award for 1944 as the best education program on the air, the "Human Adventure" will be sponsored by the Revere Copper and Brass Co. beginning July 4.

Sponsoring of two quarter-hour programs on a 22-week basis over WLS has been announced by Glenn Snyder, vice-president and general manager of the station.

Funk Brothers Seed Co., of Bloomington, Illinois through E. H. Brown Advertising Agency will sponsor "Ben Adams Family" 12:15 to 12:30 p.m., Saturdays, beginning July 7.

The American Chemical Paint Co., through Gray and Rogers Agency, has renewed its sponsorship of "What's New in Farm and Gardens" 7:45 to 8:00 a.m., Saturdays, for another 22 weeks.

WJW Signs Football Series

Cleveland—William O'Neil, president of WJW, announces signing with Bryant Heater Company of Cleveland for sponsorship of the 14 Cleveland Rams professional football games with opening games September 2. Earl Harper, WJW sports director, will handle all play by play descriptions for the season.

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WJPG

ATLANTIC CITY, N. J.

WSTV—Staubenville, Ohio
 WJPG—Atlantic City, N. J.
 WJPA—Washington, Pa.
 WKNY—Kingston, N. Y.



TELEVISION DAILY

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★ ★ ★ SECTION OF THE RADIO DAILY • MAY 23, 1945 ★ ★ ★

FCC Setting Study Group

British Tele Readied For Strong Comeback

British Bureau, RADIO DAILY

London—British television, dormant since September 1939, will be in service again as soon as the required staff and materials can be released. Service will be extended to include six of the most populated areas in Britain in addition to London, if the recommendation of the Television Committee is adopted. The committee was appointed by the House of Commons.

BBC's Alexandra Palace television station, shut down for military reasons, will be reopened when the staff who were employed by the BBC on television returns from its war work.

(Continued on Page 11)

Cunning Sets Program Based On Own Studios

Los Angeles—A musical television production entitled "Stage 8," based upon his own studio, is planned by Patrick Michael Cunning, West Coast producer. Show will be made on Telecine and will run 30 minutes. Cunning has set Nestor Paiva, Victoria Faust and Marcia Drake for leading roles in "Stage 8," which he will personally direct, starting this week.

Canada Plans Receivers To Cost Around \$250

Kitchener, Ont.—Television sets, when available will cost \$250, according to H. J. Latimer of Hamilton, Ont., sales manager of the Canadian General Electric For Hamilton and district. He predicted no date, although he said that "when television comes it will burst upon us."

Latimer was guest speaker at the

(Continued on Page 7)

Tele Network

First television network which actually linked Philadelphia, New York and Schenectady was in operation for 14 hours on V-E Day. Programs originated by WNBT, New York (NBC) were relayed to WPTZ, Phila. and WRGB, Schenectady. Times Square crowds and the sounds were seen and heard.

Reality

Many are the problems confronting television producers, but seems as though WNBT has come up with a "first." For the sake of authenticity, one of the NBC television shows recently, required a garden scene with a hickory fence prominent in the picture. A fence, constructed of real hickory, was placed before the television cameras and after awhile, swarms of green buffalo beetles, nesting in the wood, were seen endeavoring to escape the heat of the powerful lights.

All Video Stations Aiding 7th War Loan

Television outlets throughout the nation are actively engaged in an all-out effort to plug the 7th War Loan Drive, and will continue so for the next several weeks. Tele interests in the current centers such as New York, Philadelphia, Schenectady, Chicago and Los Angeles have special shows which they have telecast and many set for early televising. Special films are also being used as provided by

(Continued on Page 10)

U. S. Rubber Co. Presents B-29 Show Over WABD

Freezing machine capable of reducing temperature to 65 degrees below zero, rubber parts of the huge B-29s, many of which were expressly created for the bombers, and a film titled "Birth of a B-29," was shown Sunday, 8 p.m., EWT, over the Du Mont

(Continued on Page 10)

Sonora Head Tells Chi. "U" Of Tele's Sociologic Aspect

Chicago—Television will have a tremendous broadening effect on the intellectual horizons of the average family, Joseph Gerl told the University of Chicago Sociology Club last week. Gerl, who is president of Sonora Radio and Television Corp. had as his subject, "The Social Effects of Television."

Gerl emphasized that tele would be helpful to the housewife as far as instruction in housekeeping was concerned, particularly methods in

Joint Engineering Committee's Tests Expected To Determine Final Move In Allocation of 44 - 108 Mc.

See Compact Tele Set Due To Smaller Tubes

Production of a new miniature electron tube, by the laboratory and engineering department of RCA may make possible the design of smaller receivers and a more compact radio-television-record player combinations, according to R. L. Kelly and N. H. Green of the RCA Victor Division. Both were heard at the recent

(Continued on Page 8)

TBA Board Of Directors Meets Friday In Phila.

Board of directors of the Television Broadcasters Association, Inc. will hold its next meeting Friday, May 23, at the Huntingdon Valley Country Club in Philadelphia. The Philco Radio & Television Corp. will

(Continued on Page 8)

WEAF's Farm Program Does Special Tele Show

Special television demonstration was presented last week over WNBT for farm representatives attending the extension of Mert Emmert's "Modern Farmer" program on WEAF to one hour.

With Emmert acting as master of

(Continued on Page 8)

With the FCC having announced its final frequency allocations above 25 megacycles but deferring decision on the controversial FM spectrum position pending study and the outcome of the measurements and tests to be conducted, the tele and FM industry both are speculating as to just what the

(Continued on Page 7)

France's Tele Plans Revealed By IT&T

With respect to the status of television in France, the International Telephone and Telegraph Corp. has received a cablegram from Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, Paris, the IT&T associate which designed and installed the world's most powerful television station in the Eiffel Tower in Paris in 1938, in which Rabuteau states:

"Robert Buron, French Broadcasting Administrator, speaking on be-

(Continued on Page 10)

Raytheon Negotiates Site For New Tele Station

Waltham, Mass.—Raytheon Manufacturing Co. is negotiating with the park commissioners of Waltham, for permission to lease a site in Prospect Hill Park for the construction of a television and FM station. Permission

(Continued on Page 10)

Press Photogs

Chicago—Four winners of the Annual Chicago Press Photographers Assn. Award for outstanding news shots during the past year, appeared in person on a telecast aired by WBKB, Balaban & Katz outlet here. They displayed their winning photos, selected by a committee of editors.



The *Quiz Kids* say:

"DUMONT TELEVISION IS COSMIC LEGERDEMAIN"

You will agree that these diminutive stars,* while rarely at loss for correct answers, are seldom available when prospective operators of postwar Television stations have questions to ask. Fortunately, DuMont Television "know how" can be tapped as needed...cost and engineering data on every phase of station design, construction and operation...the accumulated knowledge gained through more than 4 years' station management and production of programs.

The low operating cost, extreme flexibility and rugged dependability of DuMont Television

transmitting equipment are being convincingly demonstrated week-in and week-out in 3 DuMont-equipped stations. New postwar designs embody all wartime advances. You can arrange *now* for early peacetime delivery of station equipment and training of personnel through the DuMont Equipment Reservation Plan. Visit DuMont's Station WABD, New York. Call, write or telegraph for appointment... Station Equipment Sales Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.

*Appearing Sunday evenings on the Blue Network.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT



Precision Electronics and Television

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

FCC Sets Study Group Re 44-108 Mc. Finals

(Continued from Page 5)

Committee expects to study and find out. Twenty-five U. S. engineers are being chosen for the study, the body to act as a joint Commission-industry engineering committee. They will be asked to serve under the chairmanship of FCC Chief Engineer George Adair. Those already requested to serve include: Major E. H. Armstrong, D. E. Noble, Dr. W. R. G. Bakker, David Smith, T. T. Goldsmith, Jr.; Raymond F. Guy, William B. Large, E. Gustafson, C. M. Jansky, Jr.; Phillip B. Laeser, Everett R. Dillard, R. Poppele, and Cyrus T. Read. Committee's first meeting may be held tomorrow in Washington.

Considerable Dissatisfaction

Television Broadcasters Assn., Inc. which has a board meeting scheduled Friday in Philadelphia, will take the matter up as an added starter to the agenda. Otherwise there has been no official comment in the tele industry to date, relative to the allocation decision by the FCC.

Walter J. Damm, president of the MBI has called a meeting in Chicago for tomorrow, at 10 a.m., CWT in the Ambassador Hotel there and the board is in Chicago from all parts of the country. Attitude of the board regarding the FCC's announcement of its plan to finally decide the FM spectrum position is expected to emanate from this meeting.

Curious on Study

There is no apparent enthusiasm in the industry relative to the forthcoming study by the FCC-industry engineering committee. It is pointed out that if the group plans to study about as much is known now about the action of the sun spots on all radio transmission, as will probably be known a little later. The sun spots will not reach the maximum of their troublesome action for nearly three years from now according to its usual cycle and the industry is of the opinion there is no great concern about it right now.

As to sporadic E, the trouble will not be any greater this Summer than has been in the past and it bothers more or less all radio transmission.

Whether the study is a cover-up for the FCC's unofficial reversal of a former position, or whether it is deemed advisable to stall for more time, is a matter of conjecture. As pointed out in these columns before, no materials will be available for either transmitter or large scale tele receiver manufacturing until after the Japanese war is over.

Note: Chart showing at a glance the locations suggestions of FCC, will be found in the May 18, issue of RADIO DAILY.

Boxing Bouts On WCBW

Boxing bouts, under the supervision of the Metropolitan Association of the AAU, will originate tomorrow night 8:15-9:30 p.m., EWT in the studios of the CBS station WCBW.

Television's Growing Pains

By J. R. DUNCAN

Chief Television Engineer, Broadcasting Division, The Crosley Corp.

AN entire book could be written on the trials of television, but I will discuss briefly only those relating to television's recurrent struggles to "get going."



J. R. DUNCAN

Prior to the advent of television it is doubtful if there had been any art on which there had been so much engineering, so many headaches, and so much expenditure of money without returns. There could be no childhood for tele-

vision—it had to be born full grown! Standards which ordinarily are established through public usage have to be set before the public can use this new art. The normal progression for any new art is from the luxury to the necessity class, but at present much of the planning seems to skip the luxury stage. Grave concern is shown in some quarters over the possibility of obsolescence; this threat of obsolescence is one of television's growing pains whose case history dates back many years, the solution of which seems to elude even the specialists.

Early Commercial Talk

Commercialization was discussed back in 1933 when television was a 240-line picture; there were many who thought it good enough to sell receiving sets then. But those were depression days, and television stayed in the laboratory. Meanwhile, transmission standards were being worked out; the number of lines in the picture changed from 240 to 343 and then to 441 (in 1937).

Surely television was ready for the public this time. Hence about five years ago some of the companies embarked on what looked like a commercial television with all the trimmings. But not for long. A few companies felt that such a program was premature; that the transmission standards were inadequate, particularly the one specifying the number of lines in a picture. This resulted in another delay of approximately a year while the companies sought to establish more acceptable standards. The result: The standards were substantially unchanged with one major exception, i.e., the lines in the picture were increased from 441 to 525.

Again television groomed itself for the starter's pistol. Well, the pistol was fired but on its echo came the rumblings of cannons. The European conflagration, with its threat to the world, consumed all hopes for any immediate commercialization of television on a large scale. Television engineers became radar engineers. Thus for three years television has marked time.

Now with what appears to be the beginning of the end of the war, television is stirring hopefully again. Nearly a year has been spent in ex-

amining the possibilities of improvement in the standards set prior to the war. This has been the job of Panel 6 of the Radio Technical Planning Board (RTPB). Through this board it was hoped that the industry would present a unanimous recommendation on post-war television standards in the hearings before the FCC during October. And it did—ALMOST.

Pro and Con

Substantially the RTPB told the FCC that television pre-war standards were satisfactory for a national television service, and that a program for such a service should get under way, "full steam ahead," at the earliest possible date.

There were others notably the Columbia Broadcasting System, who while apparently agreeing with the idea of "let's get started with present standards" took the position that 525 lines should be increased to 735 lines and the service started in a higher portion of the frequency spectrum. Here again we have the specter of perfection whispering those disconcerting words: "not good enough!"

The understanding which the FCC is able to bring to this subject will determine the immediate future of the art. Here are the \$64.00 questions which confront the FCC (remember that 525-line commercial television is authorized by the FCC at present): (1) Shall television proceed on the present standards; (2) Shall wider television channels in the higher frequency spectrum (above 400 M. C.) be assigned, await development of higher definition television in the higher frequency spectrum?

Speculation on FCC

Speculation on what might happen if the commission chooses either one or a combination of the above plans is sketched, without pretense of complete coverage of the possibilities.

If No. 1 is chosen to the exclusion of No. 2, the commercialization of the art likely will proceed at top speed immediately upon conclusion of the war. It is conceivable that modern methods of merchandising might sell much equipment and many sets to operate on present standards. Ultimately, improvements in the art will make the equipment and sets obsolete. This is the price always paid for progress, and certainly television is not expected to be any exception. On the other hand, the investment of any great sums of capital by newcomers to the field might lag. The direct threat of obsolescence could overshadow any promise of profits for some time to come.

The choice of No. 2 along with No. 1 will likely change only the immediate future of television in that the general public will be forewarned of development. Equipment and set sales might be retarded for a time in anticipation of better pictures and also

(Continued on Page 11)

Tele Social Aspects Topic Of Sonora Head

(Continued from Page 5)

tailers who depend upon 'sight of product' for selling. Since television as we know it will be a matter of local stations, it would seem like a natural medium for use by local merchants to advertise the sale of ladies' dresses, hats, furs, shoes and other wearing apparel and anything which has eye appeal. In this respect television may cut seriously into certain display advertising."

Regarding national advertising, Gerl saw much national advertising shifting to local sponsorship of television series of ads. While he did not expect that tele would take the place of all movies as a whole, Gerl believed there would be some inroads as to the neighborhood houses.

Canada Plans Receivers To Cost Around \$250

(Continued from Page 5)

Kitchener-Waterloo Kiwanis Club meeting at Kitchener. In a lecture on television he forecast that it will be responsible for great changes in living habits which will take place gradually.

He told members that in the United States there are already nine television broadcasting stations and 10,000 television sets in operation. With regard to Canada, he pointed out that the Canadian Broadcasting Corp. has leased a building on Mount Royal in Montreal, for the direct purpose of transmitting television programs.

The televising of baseball games, horse races and boxing events have already been arranged, he said, and with the entrance of television sets there will be exceptional quality in the programs due to previous experimentation and mastery of this highly technical device.

Following his address a sound film, "Sightseeing at Home" was shown which explained the method of operating television.

Television Session Today At City College Confab

"Advancement in Commercial Television" will be the subject of the final session this afternoon of the First Annual Conference on Radio and Business, sponsored by the City College School of Business Administration. Sessions which opened yesterday are being held in School of Business Auditorium at Lexington Avenue and 23rd Street, New York.

According to Dr. Robert A. Love, director of the school, the tele session will reveal for the first time the results of extensive studies of consumer needs and sponsor requirements. Session which opens at 2:30 p.m. this afternoon will be followed by a panel discussion by radio executives, as well as those of advertising and business.

EQUIPMENT

Flexible Power Systems

Greater power transmission and more flexible operation of power systems have been made possible through the application of electronic devices to the problems of the industry, members of the Montreal Branch of the American Institute of Electrical Engineers were told recently. Charles F. Wagner, manager of central station engineering for the Westinghouse Electric Corporation, said that application of electronics to the power industry has not only helped that industry meet wartime demands but is also assuring it a future market for its increased power and efficiency.

"The development of power line carrier—a telephone and telegraph service carried within a transmission line — has enabled engineers to control faults, such as those caused by lightning striking a line, within a 20th of a second," Wagner stated. "Through warning signals sent over power line carrier the damaged areas are isolated. Giant circuit breakers are opened and closed faster than a man could possibly think about the operation let alone manipulate the controls that would open the protective device." Wagner said.

Tele Laboratory Group Plans Summer Session

Plans for Summer sessions of the Television Laboratory of the American Television Society have been set up, according to Raymond E. Nelson, chairman of the group, and regularly monthly sessions of the experimental production workshop will be held.

Growth of the laboratory activities and the expansion of their production plans has necessitated the appointment of officers and the formation of several committees.

Lee Carter becomes Laboratory secretary, with Jack Levine as treasurer. New committees include Central Casting Script, Motion Picture and Scenery; they'll be headed by Jack Edwards and Barbara Jones, Saul Krieg, Charles Alicoate and Al Herman, respectively, all working under Nelson's supervision. The services and advice of all committees are available to all of the Laboratory production units. Betty Nelson will act as co-ordinator.

The Television Laboratory has already produced three shows over WABD, "For the Love of Mike," an original play by Lyle Fast, "Call for Private Bourke," written by Wini Wolfe, and "Pitied Not Censured," a melodrama adapted by Barbara Jones, all members of the laboratory.

Ann Hunter Returns

Chicago — Ann Hunter, WBKB tele and radio news commentator, returned last Saturday from covering the final phases of the European war. She will resume her regular WBKB newscasts at an early date, giving her first hand observation of conditions in Europe.

RCA Sees Compact Tele Set Practical With Smaller Tubes

(Continued from Page 5)

meeting of the Institute of Radio Engineers. The tube is a wartime development and combines the best features of two types.

Typical savings of 20 to 40 per cent in equipment size are expected to result from the reduced size of the miniature tubes, some as small as the little finger. Only the further development of power output amplifier tubes and rectifier tubes in miniature envelopes, a project already showing promising progress, remains to complete the types needed for the full tube complement of home receivers.

Today, according to the joint authors, these tubes are helping maintain instantaneous communications in a swift-moving global war; tomorrow they will help provide improved television, FM radio, facsimile, personal radio and other communications equipment.

The cathode-type miniature tube, now playing an essential role in military and naval communications, came into being shortly before our entry into the war. It originated as an outgrowth of separate lines of peacetime scientific research and commercial development in RCA's laboratories and factories.

Two Features Combined

The "wedding" of the acorn type tube, developed by RCA as part of a program of research in the ultra-high frequency field, and the filament-type miniature tube, developed and introduced by RCA in 1938, as the heart of the RCA personal radio receiver, produced the first cathode type miniatures in 1940. By merging special features of the two earlier types, the efficient high frequency performance of the acorn was combined with the smaller size and lower cost of the miniature.

Since small size and efficiency at high frequencies are both important requisites of military and naval equipment, a vital need for large

quantities and numerous variations of this type of tube arose with our entry into the war.

"At the rapid pace at which our armies and navies move in this war," Mr. Kelly pointed out in the paper, "most of their communication equipment must be transportable, if not actually installed, in vehicles, planes, or ships, and must, therefore, be small and lightweight. For this reason, the 1.4-volt filament-type miniature tubes, introduced by RCA in 1938, were adopted early in the war for use in the so-called 'Walkie-Talkie' equipment.

Old Limitations

"Meantime, the development of ultra high frequency equipment had revealed that both metal and glass types of standard broadcast receiving tubes had definite frequency limitations. The filament type miniature tubes offered appreciable advantages in reducing the size and weight of equipment, but their electrical characteristics were not well suited for operation at the higher frequencies.

"Equipment designers therefore turned to the well-known acorn types, but while these tubes gave excellent performance at high frequencies, the chassis area required for their ring-type sockets presented a serious limitation to reductions in the size of equipment."

Less Chassis Space Needed

Recognition of these problems led to the development of an entirely new line of RCA tubes in which the cathode-type inner structure of the acorn, designed for high frequency operation, was combined with the small envelope and base which had been used for the filament-type miniature. This type of base, having vertical contact pins instead of the radial pin arrangement characteristic of the acorn tube, requires considerably less chassis area than the latter.

WEAF's Farm Program Does Special Tele Show

(Continued from Page 5)

ceremonies on the telecast, WNBT opened the program with its regularly scheduled weekly newsreel titled "The War As It Happens." In keeping with the farm theme, Lyman Schirmerhorn, vegetable specialists of Rutgers University, demonstrated how a tomato can grow before the viewer's eyes. He was followed by a Seventh War Loan film by the U. S. Department of Agriculture, "Farmers Buy Security."

"Putting on the Dog" was the next act on NBC's television station when Dr. C. E. De Camp, small animal veterinary of Scarsdale, demonstrated veterinary practices in the studio. Dr. De Camp is chairman of the public relations committee of the New

TBA Board Of Directors Meets Friday In Phila.

(Continued from Page 5)

York State Veterinaries Medical Society.

The demonstration concluded with a film of Arturo Toscanini conducting the NBC Symphony Orchestra in Verdi's "Hymn of the Nations."

serve as host to the directors for the meeting. Luncheon and dinner party, followed by a visit to the Philco tele transmitter are listed as part of the day's activities. J. R. Poppele, president of TBA, will conduct the meeting.

Regarding the allocation news given out last week by the FCC, the matter will be discussed at the board meeting.

York State Veterinaries Medical Society.

TELE-VIEW

"BROWNSTONE THEATRE"

"The Heritage of Wimpole Street"

Sustaining

WABD, Tuesday, 8-8:30 p.m., EWT

Sponsored by Television Division of WOR

Director-Producer: Bob Emery

Scenes: Bob Bright

Bob Emery is the producer-director-adaptor of a very pleasant half-hour dramatic program heard once each week over WABD. It is produced under the unassuming title of "Brownstone Theatre," which is, incidentally, also used by Mutual for a similar series. The radio series is produced by the competent Jock MacGregor.

Last night's drama was a very interesting occasion for viewers who are also devoted theater-goers, because the play is a sequel to the popular Broadway production starring Katharine Cornell. "The Heritage of Wimpole Street" is literally an epilogue to "The Barretts of Wimpole Street."

"The Heritage of Wimpole Street" tells the sentimental story of Elizabeth Barrett Browning's young son's first visit to his grandfather (the turbulent Barrett) after the death of his immortal mother. The setting is still Victorian, with laudable credits due to Bob Bright, and the scene opens with Elizabeth's two sisters discussing their tyrannical father and the abuses they have to suffer from him. Yes, the father is still the gruff, inconsiderate, violently tempered and self-pitying monster he was when his most favorite daughter was alive. However, the entrance of the grandson, charmingly played by Ben Cooper manages without too much trouble on the part of the playwright to soften his in-and-exterior, thus bringing to a rather happy close the story of the Barretts.

Emery has produced the play with compactness, using some very clever tricks to project the mood and spirit of the great sonneteer. He has also been given some good support by the following actors: Ann Karen, Evelyn Juster, Abby Lewis, Maurice Franklin, Ivy Bethune and Michael Fitzmaurice.

Circus Stars Televised On Alexander Carpet Show

Circus tie-up was produced via WABD on Wednesday of last week, and the results found highly gratifying. Alexander Carpet Co. regular client of the Du Mont outlet presented stars of the Ringling Brothers-Barnum & Bailey Circus, and films of circus spectacles were interwoven with the live talent.

Details were handled by Frank Morrissey for the circus, with Bud Gamble producing the live talent and Jay Strong, directing.

Program was one of several experiments by the circus.



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the second 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.

BUY WAR BONDS

2. THE KINESCOPE

THE Iconoscope gave electronic television its primary essential — an electron tube that produces electrical impulses corresponding, with high fidelity, to the light energy in the various areas of the scene being scanned.

To reproduce the scene in a truly electronic receiver, it was necessary to create an electron tube in which the energies of an electron beam

directed against a luminous screen would be modified by the incoming carrier wave with such fidelity as to reproduce an accurate image of the scene telecast. An image built up dot for dot, line for line, by electronic scanning exactly synchronized with the television camera.

This is the Kinescope, developed by Dr. V. K. Zworykin, Associate Director of RCA Laboratories.

The Fountainhead of Modern Tube Development is RCA



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

France's Tele Plans Revealed By IT&T

(Continued from Page 5)

half of Jean Guigenbert, Broadcasting Director, held a conference on March 1st to inform French television manufacturers of his administration's plans for television. He explained that at the outbreak of war France was about to start television on a wide scale and that the Eiffel Tower television station, built by Le Materiel Telephonique, was at that time the most powerful station in the world working with the highest definition. Due to war, television service has not been started and consequently the French Broadcasting have their hands free to decide on future television standard. Despite German occupation, French research organizations have continued developing television technique and manufacturers are now in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition television and later on full color television.

High Quality Demanded

"French Administration considers that the public will insist on a television service having a quality as comparable as possible to that of the movies and the French Broadcasting Administration feels bound to make this available at the earliest possible moment. Their plans for 1945 are to order from the various manufacturers experimental equipment so as to be able to choose in about a year's time an up-to-date television standard. Experiments will be made on both 750 and 1,000 line black and white images. Low power transmitters will be ordered to enable field tests on 1,500, 600 and 150 megacycles. Meanwhile, the pre-war Eiffel Tower station working on 455 lines with 30 kw peak power will temporarily resume operation in order to build up experience in studio technique which is lacking at the present time."

Raytheon Negotiates Site For New Tele Station

(Continued from Page 5)

is expected to be granted inasmuch as a bill was passed on May 3 by Gov. Maurice J. Tobin permitting the city to lease certain plots of the park.

Raytheon recently applied to the FCC for television channel No. 1, 50-56 megacycles, and FM frequency on 45.5 megacycles for use by the proposed station. The Raytheon station will serve Boston and the surrounding terrain and will have quarters for the engineering staff, a power room, a large public room for visitors, etc. It has been pointed out that the city had been approached by several private companies desiring to utilize a small part of Prospect Hill Park; however, Raytheon is being given first preference because it is expected to be the largest post-war industry in Waltham.

Audience Participation Fare Natural For Video—Brenzel

By GEORGE BRENGEL

Television Producer, Blue Network

WE SELECTED "Ladies Be Seated" as the first regular radio show to present as a television attraction because we believed that audience participation shows were "naturals" for video. After three months experience broadcasting this program from the General Electric outlet, WRGB, in Schenectady, we are convinced that we made a fortunate choice.

Audience participation makes good television. Mainly, I believe, because the contestants—once they get the feel of this new medium and forget the cameras—achieve a kind of informality and ease that transmits itself to the television audience. Actors appearing before the television cameras are apt to be stiff, self-conscious, fearful of these lens-monsters that hover about where only microphones loomed before. But Mr. and Mrs. Average American, coming to the show unrehearsed, get right into the spirit of the performance and radiate a vitality and wholesome humor that booms the show right along.

Low Cost

There's an advantage in the low cost of this type of program, too. Discounting costs of time and operation (we air from WRGB and do not pay operational costs) "Ladies Be Seated" costs \$60 per show less than the audio version. Talent costs are the same, but the difference arises from the fact that we are able to present only four acts on the half-hour television show, instead of the six acts on the audio program. There are therefore fewer prizes to distribute to contestants, a comparatively trivial but interesting observation. As the show's director and producer, it may be relevant to point out that there is an important difference in the matter of sustaining interest in the individual acts. On the audio show a few seconds overtime chatter can prove fatal, but you can afford to string out a sequence in television, because a scene may be eye-filling as well as

Alex. Smith Co. Presents "Magic Carpet" On WRGB

The Alexander Smith Carpet Co. presented a program over WRGB, General Electric's television station last Wednesday evening at nine o'clock, called "The Magic Carpet." The program combined live talent with motion picture film in a skillful presentation.

Opening in the studio with three children watching goldfish in a bowl and wishing they could visit subterranean regions, the action shifted to the children on a magic carpet flying through the air and landing on a tropical shore from where they descend to the ocean floor. The underwater effect was created by a lap dis-

amusing to the ear, and what you may become tired listening to may still be good to look at.

I believe the potential value of commercial announcements on "Ladies Be Seated" as a video show is vastly greater than that of straight radio. I attribute this to the fact that Johnny Olson, our lively emcee, has ingratiated himself into the favor of the audience, and his espousal of a product is many times greater when you see him demonstrate it or talk about it than when he has merely succeeded in making you like his voice. After watching Johnny work a show two or three times, listeners learn to have a strong confidence in his ability to entertain, and therefore they are receptive from the first to anything he may say about the product.

Problems Solved

We have succeeded in solving one of the most vexing problems to early video, the question of makeup, by the simple expedient of not using any. Of course, the makeup problem is much simpler when you work under mercury-vapor lights, as we do at Schenectady. But even on our DuMont show here in New York, where incandescent lighting is employed, we have ignored the application of makeup, and the results have been gratifying. As for "Ladies Be Seated," we feel that the use of makeup would change the appearance of the contestants, and when the listeners in Schenectady see their friends and neighbors on the show they'd much prefer to see them as they really are.

That the Sunday broadcasts from WRGB are popular is attested to by the fact that we ordinarily receive about 500 requests for studio admissions. We can accommodate only 225. And the show's rating, as calculated by GE's rating system, is 2.9 out of a possible 3.00, the highest ever achieved by a GE video attraction. This seems to indicate that we haven't made too many mistakes.

"Voice Of The Nation" Sold To Weintraub Agcy.

"Voice of the Nation," a radio forum, has been sold to the William H. Weintraub Agency by United Radio and Television Productions, new package producing firm headed by Jay Faggen and Harry Sobol.

solve of under-sea film over live action on the studio set, with suitable music and sound effects. The play ended with the children returned to their home.

Playing the parts of the children were Mary Ellen Terry, Jerry Boyer, and John Grinnel, all of whom have had experience on the Broadway legitimate stage.

All Video Stations Aiding 7th War Loan

(Continued from Page 5)

the War Activities Committee of the Motion Picture Industry. War Finance Division of the Treasury Department has readied its own films which are available.

Among the important tele show which viewers will see is Norman Corwin's "Untitled" in support of the 7th. It will be presented tomorrow by CBS station WCBW-N.Y. from 8:30 to 9 p.m., EWT. This, incidentally, will mark the first Corwin show on tele.

Cast will employ 14 including: Bess Cammon, Allen Drake, Frank Richards who appear in the original CBS studio production. Also in the cast will be Michael Everett, Frances Fuller, Dick Hamilton, Frank Curran, Graham Velcy, Dorothy Paxton, Bill Beach, Warner LeRoy, son of Mervyn LeRoy, Virginia Bolen, Klaus Kolmar, Ted Field.

Author John Hersey will make a brief plea in behalf of the Seventh War Loan Drive following the presentation.

Program was originally offered as a half-hour broadcast over CBS on April 14, 1944 and starred Fredric March and subsequently was repeated. It is produced and directed for television by Ben Feiner and the documentary drama will employ 14 location shifts in addition to numerous pictorial effects. Gilbert Seldes in co-operation with the Treasury Dept. will supervise the production. Preceding the Corwin opus will be a news analysis at 8 p.m. followed by an OWI film at 8:10 p.m., EWT.

Today, Harriet Collins, singing star at the Hotel Bismarck, Chicago, will be guest on the Treasury Hour over WBKB at 12:30 p.m., CWT, as part of this station's bond effort.

U. S. Rubber Presents B-29 Show Over WABD

(Continued from Page 5)

station WABD when the United States Rubber Co. presented the third of its series of television programs, "Serving for Science."

Al Henderson was master of ceremonies of the show. The program was directed by John Hewlett and produced by Charles J. Durban, assistant advertising manager of U. S. Rubber Co. Campbell-Ewald is the agency.

A scientific demonstration was shown from the studio of WABD when samples of rubber products were subjected to extreme cold in the laboratory "freeze-box." Those which contain special freeze-resistant compounds will retain their flexibility whereas those of ordinary rubber will not.

B & K Invites Public

Chicago — Balaban & Katz station WBKB, invites the public to attend telecasts and view the miracle of electronics in action, at the WBKB Television Theater.

British Tele Readied For Strong Comeback

(Continued from Page 5)

One of Britain's important aims for postwar tele is the possibility of international standardization. If common standards could be adopted, and international agreements on frequency bands can be reached, exchange programs between one country and another could be affected.

Bridging Frontiers

It is the opinion of BBC experts here, that while transoceanic television is still a long way off, television across land frontiers with standardization of equipment should not be far off. Television in the field of education is also a factor in BBC's thinking and considerable possibilities in this direction are noted. However, it is felt that tele will show its greatest strength in the televising of actual events when they are taking place. This is where the new art is expected to perform its greatest service.

Britain's television service to the public was started in July, 1936 and by 1939 had reached such a high standard that over 30,000 sets were in use, with over 100,000 people seeing television shows. Each set cost between £20 and £75 or approximately 100 to \$375. Britain's pre-war television service was based on the 405 line system and gave an image of 9" x 10". The same line system will serve as the basis for the reopening of the television system and when improvements are found, they will be incorporated into the service.

Realism Cited

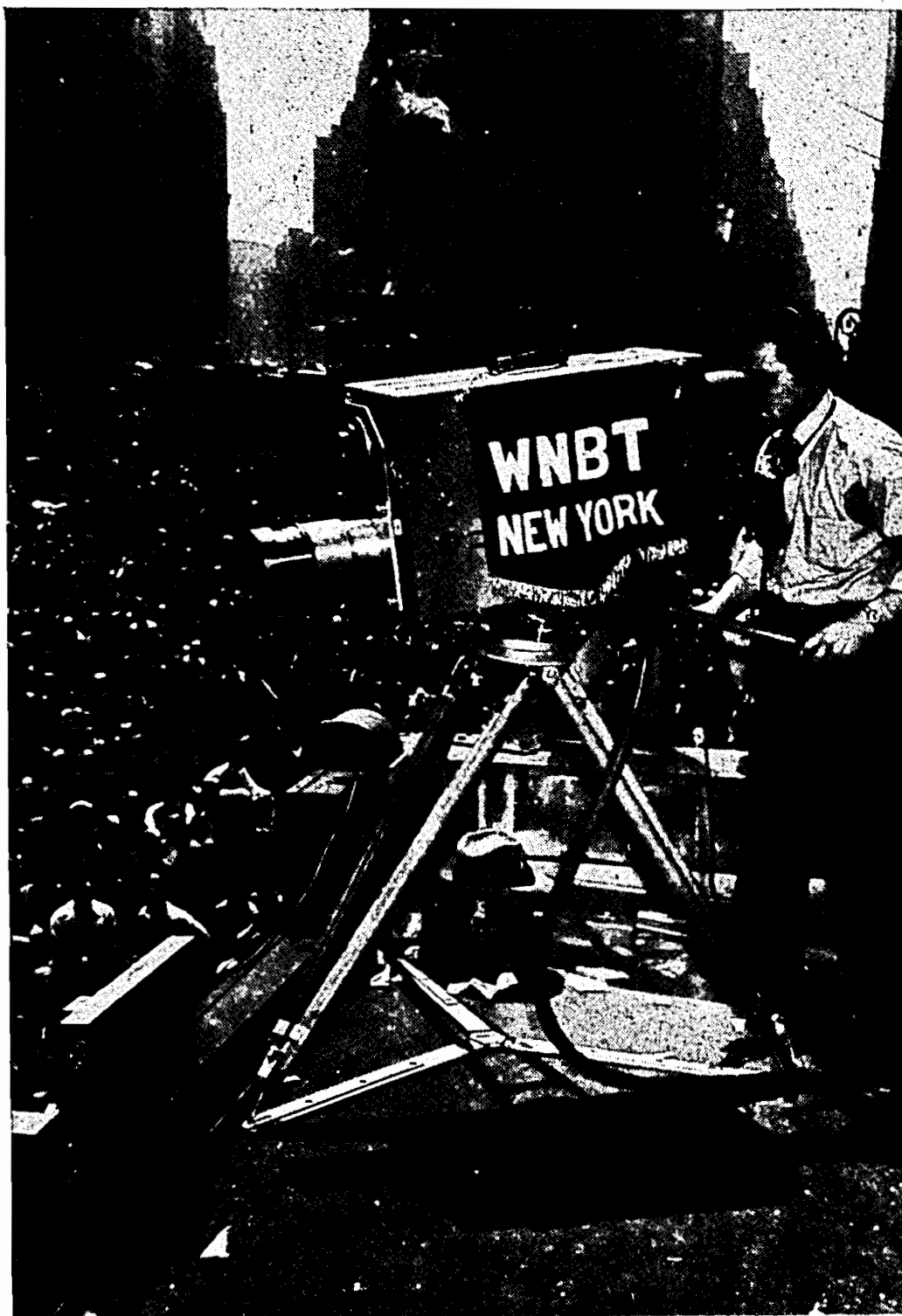
Though television in Britain was an infant—less than three years old—BBC had been televised for public viewers plays, international sports events, newsreels, comic operas, vaudeville, news of the day and other events with great success. In fact, sometimes television had been too successful. When BBC, several years ago, televised "Night Must Fall" some viewers wrote in that the play became almost too exciting in their own room, in their own home. They felt compelled to turn off their sets. It was too much for them. Even at its early age, television had reached an exceptionally good standard of performance and had communicated news and entertainment to the public in a completely new way.

Intimate Production

So far as television's scope is concerned, it was found that subjects which can be successfully filmed fell within the scope of television transmission, though long shots in which crowd or a number of small figures appear lost much of their effectiveness. Because of this limitation, British television has developed into rather "intimate" type of production.

With the advent of the war, it became necessary to cease television activity. In the early stages of the war research work was planned in many directions but, as war demands increased and technical and skilled

Television Covers V-E Day



Tele did itself proud on V-E Day. Above photo shows NBC station WNBT on the job in Times Square, New York, with its camera and crew, perched atop the marquee of the Hotel Astor.

Special "Telequizzicals" This Afternoon On WBKB

Chicago — Special half-hour "Telequizzicals" show starring Bill Anson, has been set for this afternoon at 3 p.m., CWT, over WBKB. Program is usually televised every other Thursday night at 8 p.m. and is sponsored by Commonwealth Edison Co. This special show will be picked up at the Edgewater Beach Hotel and viewed by Paramount Picture Corp. executives at a business meeting.

personnel were needed elsewhere, it became impossible to carry out organized research. What research was done, produced little information of a fundamental bearing on television although some of the research has greatly extended the technique of the radio engineer.

Du Mont Tests Set Stage For Capital Tele Station

Washington Bureau, RADIO DAILY
Washington—Field tests are being made by the Allen B. Du Mont Laboratories here as preparatory steps to the construction of a television station in the Nation's Capital. The tests are being made by Dr. Thomas T. Goldsmith, Jr., director of research, and members of the research staff to determine the field strength and propagation data in and around this area.

The tenth floor of the Harrington Hotel has been leased and a permanent antenna will be erected on the hotel roof as soon as the WPB sanctions it. Call letters of the Washington station are W3XWT.

Allen B. Du Mont operates the television station WABD, N. Y.

Tele's Growing Pains Diagnosed By Duncan

(Continued from Page 7)

the inclusion of color. The transition from the old standards to the new might present certain difficulties to both the broadcaster and the set manufacturers; this could be true, however, regardless of the plan chosen, for ultimately the original sets will become obsolete.

If the course suggested by No. 3 is chosen, commercial television will mark time. This could be most unfortunate, coming at a time when other enterprises will be racing ahead to take advantage of post-war markets. There are too many "IF's" about this situation to attempt any speculation; much would depend upon the time required to launch the new wide-band service.

Conclusion

The "pay-off" would surely come, as the time for the inauguration of the improved service drew nigh, when we saw looming over the horizon still another promise of improvement!

Hence, a choice of any plan or plans for a commercial television service, boils down to one of economics. The set purchaser, the set manufacturer, the equipment builder, and the broadcaster all pay the price of obsolescence; the plan chosen will determine when, who, and to what extent.

The accuracy of predictions and the amount of understanding displayed in the charting of the course for television will effect chiefly its immediacy. For make no mistake about it, television is destined to play a role in our national life, sooner or later, that will exceed the plans of our most visionary proponents.

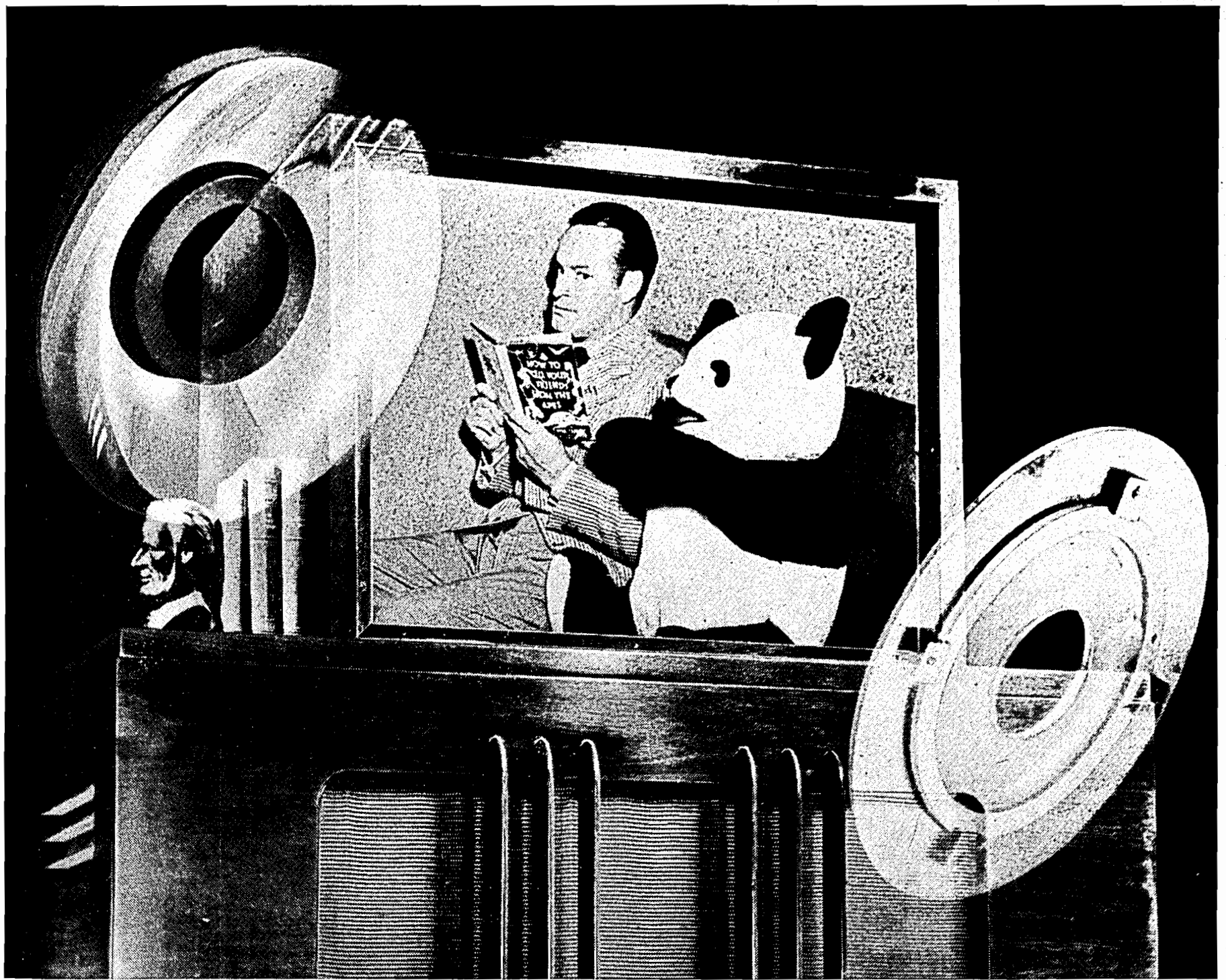
However, the immediacy of commercial television appears to be of prime importance. The planning of post-war economics, particularly as it relates to employment is counting on television; therefore, it would seem the greater wisdom to proceed to establish television in its present standards, which time has tested and is known to be satisfactory, rather than to delay and plan on a promised improvement which no one can guarantee.

Video Trade Mark

Albany — The trademark "The Motion Picture Networks," has been registered here with the Secretary of State by the Cine-Television Studios, Inc. of New York City. The trademark will be used in connection with measuring and scientific appliance. Same organization also has registered "TeleDigest" and "Cine-Television."

Tele Jingle Versions

Bond-Charteris Enterprises and Kent-Johnson, have formed Television Trademark, Inc. Firm will make tele adaptations of singing commercials. Kent-Johnson more or less are credited with originating and creating most of the jingles now heard on radio.



RCA Laboratories model with an 18 by 24-inch screen showing how Bob Hope may appear on future home television.

New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television . . . seeing his face *big as life*—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18 by 24-inch pictures, or for that matter, pictures as large as the screen in a "movie" theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you—and trust NBC, America's No. 1 network in sound broadcasting, to bring you the best in television entertainment.

This revolutionary improvement was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, of inex-

pensive plastic, is 8 times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this *plus value* which is your assurance of lasting satisfaction.

The widespread public recognition of this plus value has given to RCA world leadership in the radio, phonograph, television and electronic art.



Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged . . . making possible larger and clearer television than ever before.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



Web, Station Lawyers Protest Publicizing Of Radio Finances

(Continued from Page 1)

FCC proposal for the filing of detailed ownership reports, except for the requirement that each stockholder be named. Instead, it was proposed, only holders of one per cent or more of station stock should be named. It was pointed out also that in some cases huge corporations such as General Foods, General Motors or others might be part owners. Filing the full list of stockholders in such corporations would be extremely onerous, it was declared, and it was suggested that detailed information concerning corporations which own stock in the licensee corporations be required only if that stock amounts to 25 per cent or more of the total stock of the licensee corporation.

Davis Represents NAB

John Morgan Davis, attorney representing NAB, declared his doubt that the FCC actually has the authority to require the detailed financial information it is asking for public inspection. Congress did not so intend, he said—pointing out that Congress specifically safeguarded income tax information from public study. At one point Commissioner Clifford J. Durr asked Davis if it were true that what he wants for radio is "a minimum of regulation by the Commission and a maximum of regulation by the public." Davis consented, whereupon Durr replied that the public can do a much better job if it has the full information on broadcast income and outlay. Davis and Henry Ladner of NBC

both declared that program quality is not dependent upon the amount of money spent on programming, but they later admitted that a budget drop would probably be reflected in program standards.

Sutherland G. Taylor, for CBS, complained about the publication of network station contracts, on the ground that networks make different deals with different affiliates, and that some affiliates might be angry when they discover that others in the chain have better deals than they have.

Attorney W. Theodore Pierson, appearing for Yankee net, WJW and KOB, made the point that publication of the proposed data would not be of great interest to the public, but would mean trouble for broadcasters because it is of great interest to "those who stand to gain by their study of these records."

In addition to Ladner, Charles F. Detmar, Jr. and J. B. Margraf appearing for NBC; in addition to Taylor, Julius F. Brauner appeared for CBS; and Harrison T. Slaughter appeared with Pierson for Yankee and the two individual stations. Besides Morgan, Joseph A. MacDonald and C. Clark Stover, Jr., appeared for American Broadcasting System, (Blue); Thomas P. Littlepage, Jr. for Hearst Radio; Frank D. Scott for WOR; Louis G. Caldwell, Reed T. Rollo and Vail W. Pischke for WJR, Detroit, and Ben Fisher, Charles Wayland and John Southmayd for WGBG, Greensboro, N. C.

'Glamour Manor' To Coast Will Change Format

"Glamour Manor," heard five times a week (12-12:30 p.m., EWT) over the American Network will celebrate its fifth anniversary on the air July 2 with a change in its format. On that date, the program, which heretofore has been an audience-participation show but twice a week will have audience participation. The time will remain on through the summer, returning August 27. Cliff show, with wood on

Special Rural School Series Developed By Kansas Web

(Continued from Page 1)

co-ordination with the State Department's course of study for rural schools, regular daily broadcast will be presented during the 1945-46 school term over the facilities of five Kansas radio stations. This "radio classroom" series was aired over KTSW, Emporia, Kansas, last year as a public service designed to meet the needs of one-room rural schools which have been affected by the manpower shortage.

Participating Stations Listed

The stations of the network that will air the series are KTSW, Emporia; KFBI, Wichita; KSAL, Salina; Great Bend and KIUL, Garden City. Programs will take in social science, art, health and music and will be heard at an early hour in the classrooms. Teachers manuals have been prepared which carry the plan for each day's subject, suggestions for pre-broadcast preparation, suggestions for pupil participation during the broadcast and post-broadcast activity. Also, a music book has been put out for pupils to use during the singing-by-radio periods.



Meet KWK's Rush Hughes — Heard Twice Daily on Kansas City's WHB

Out here in Missouri, where people have to be "shown", folks know a good thing when they see and hear it! That's why Rush Hughes, with his "Song and Dance Parade", has a 4.9 Hooperating, mornings in St. Louis ... and has already earned a 4.7 in Kansas City with the same type of show, afternoons. And he's getting more popular every week! They like him in Missouri ... and out in Kansas, too!

WHB exploited his programs with extensive "plug" announcements, and a two-month showing of 24-sheet posters throughout Greater Kansas City. In six months on the air over WHB Rush Hughes has become a "top name" throughout the Kansas City area, producing spectacular results for sponsors such as General Baking (Bond Bread). Let us tell you more about it, and about availabilities on these two WHB shows.

You'll like doing business with WHB, — "the station-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium



For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:



- KANSAS CITY Scarritt Building HARRISON 1161
- NEW YORK CITY . . . 400 Madison Avenue . . . EL Dorado 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

THE "Joan Davis Sealtest Village Store with Jack Haley" on June 7th, will be broadcast from the stage of the Warner Bros. Hollywood Theater in connection with the 7th War Loan Drive.

Spade Cooley and his gang have been signed for a musical variety show from the Riverside Rancho over KECA, Fridays, starting June 8. Program will be announced by Johnny Courchier. Special guests will appear weekly.

Service-minded Edgar Bergen took Charlie McCarthy, Mortimer Snerd and Effie Klinker to Norman Field, Oklahoma, Sunday on their next-to-last season broadcast. Next week Bergen goes to San Antonio, Texas, then overseas on an entertainment tour for his "vacation." All of which provides a good example of how Hollywood accepts its responsibility in creating diversion for our fighting men.

By coincidence, Walter Tetley's quarter bank, which unlocks automatically when full, burst open past Monday, the day the 7th War Loan Drive was launched. So "LeRoy" of the "Great Gildersleeve" program bought an extra War Bond.

Bill Treadwell, syndicated New York columnist and broadcaster over WOR in that city, has arrived here to become the house guest of George Fisher. Treadwell will plug his new book, "Give It To Me Easy," while in town.

Subscribe To Series

Most recent subscribers to the Overseas News Agency's new 15-minute program are: WWL, New Orleans, and WHP, Harrisburg, Pa. The program is sub-divided into three shows which come under the titles, "Meaning of Today's War News," "The Inside Story" and "Big News Made By Little People."

KNOW YOUR ABC'S about KOA

FEW STATIONS IN
THE NATION
CAN EQUAL
KOA'S
DOMINANCE . . . IN

POWER * PROGRAMS * COVERAGE
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FIRST in DENVER

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50,000 WATTS 850 KC

Represented by J.C. SPOT SALES

WOMEN IN RADIO

By MILDRED O'NEILL

A LITTLE V-E Day story that caught our notice is about Mae Moore of Temple University in Philadelphia. Because Mae is studying journalism, she was one of the corps of seniors chosen by WFIL to provide neighborhood coverage of V-E reaction. On the eve of V-E Day, Mae wandered into a south Philadelphia church. An aged woman was kneeling at the altar, and as she prayed the tears streamed down her face. Suddenly a sailor appeared and quietly approached the woman. "Hello, Mom." The woman fainted and as Mae helped the boy revive his mother, she learned he had just arrived home from the Pacific on surprise leave. It was a great day for Mae. Story was told over WFIL was later carried in papers.

★ ★ ★

"Radio script writers have a definite social obligation" said Irna Phillips last week before a meeting in NBC's Chicago studios of radio chairmen of the Illinois Federation of Women's Clubs. "I don't believe in what we call fiction. The lives of average script characters are made up of happenings that could occur in every-day life, to any one of us here, or to her friends and relatives. The scripts of today are presenting problems that we are going to solve in our own world tomorrow." One could say heaven forbid—but then one may never have heard the current "Today's Children," "Guiding Light," and "The Woman in White," which have all come from the pen of Irna Phillips who is one of radio's best-known writers.

★ ★ ★

Up in Toronto there's a little lady of the CKEY microphone named Ann Abbott who is a great believer in the good neighbor policy, and so she instituted a "salute our neighbor" feature on her regular morning show, "It's Ann Abbott." This new spot in the program consists of giving a brief story on an Ontario town from time to time. But Ann doesn't believe in getting information for her program second-hand—she goes after it personally. Thus it happened that just recently she trotted off to pay a week-end visit to Salt Fleet Camp in Winona to learn what the girls of the Ontario Farm Service Force do there. Well, she learned all right—the hard way. She took along her overalls and the result was a brisk work-out, vividly remembered. The broadcast that came after must have carried a decided note of authenticity.

★ ★ ★

Used to be, when Liza Morrow called one of her many columnist friends, they would expect she had a story to tell about some movie star who happened to be in town . . . and likely as not, that's just why she'd be calling. For Liza was a Universal Pictures press agent in those days. Many a story she planted in magazines and newspapers about Elisabeth Bergner, Deanna Durbin, Abbott and Costello, and others. However, when Liza calls these days it probably will be to ask that you listen to a new number she's singing on the WHN "Gloomdodger" program. And now one hears of a bid received from a movie company.

★ ★ ★

Separated for 18 months by thousands of miles, Bud Foster, NBC Pacific reporter, grinned when he heard his wife's first words over a San Francisco telephone shortly after his arrival. Foster had put in a long distance call to Mrs. "Bud" the night before but unable to reach her, had gone out with NBC friends to catch up on a bit of night life, missing the long-distance operator's efforts later on to reach him. What Mrs. "Bud" said was: "Honey—where were you last night?" "Honey," he replied, "now I know I'm home!"

★ ★ ★

Have you heard . . . about the thrilling broadcasts from San Francisco by Claire Wallace of CBC, who went to the conference as the only accredited woman commentator from Canada . . . that Imogene Wolcott of WIP has been admitted to membership in the women's division of NAB. . . . Maggi McNellis will participate in the lively discussion at Martha Roundtree's "Roundtable of Romance" on Mutual May 23 . . . that J. C. Penny's spot announcements going out over Mutual midwest stations will reveal: "J. C. Penny, the biggest sheet house in the business—a woman never goes wrong on a Penny sheet."

AGENCIES

ADVERTISING COMMITTEE of Radio Manufacturers' Assn. in Fort Wayne, Ind., recently to discuss advertising problems with which the radio industry will be faced upon reconversion to civilian products. John S. Garceau, manager of advertising and sales promotion of Farworth Television and Radio Co., Fort Wayne, is chairman of the committee, which developed plans for maintenance of continued high level of employment in the trade as affected by advertising's influence on consumer demand.

MILDRED JAFFE, formerly Century Artists Ltd., has joined Mildred Fenton Productions agency.

BIOW AGENCY has assigned Engelbach to produce its pencil show titled "Dr. Fights," to be heard Tuesdays over CBS, 9:30-10 p. EWT, starting June 5.

JANE HUGHES has resigned from the publicity department of the Compton agency, according to announcement made by Virginia Travers, department's director.

SCHWAB & BEATTY, INC., are issuing a new edition of their book "How to Write a Good Advertisement."

Magnavox Co. Earnings

Fort Wayne—Net earnings of the Magnavox Co., Fort Wayne, Ind., for year ended Feb. 28, 1945, total \$626,737, or \$1.50 a share, compared with \$401,388, or 96 cents a share, the preceding fiscal year.

Buys ET Series

The Big Jack Mfg. Company is the new sponsor of the transcribed series "A Date With Music" heard over WOPI, Bristol, Tenn. Contract is for 52 weeks. Charles Michels produces the series.

Named Civilian Consultant

Jack Byrne of the American Broadcasting Company has been named civilian consultant to the War Department. Appointment is in recognition of his services as supervisor "The Fighting AAF."

"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.

NY Business School Opens Radio Confab

(Continued from Page 1)

disclosed during the panel discussion of the Radio and Business Conference yesterday afternoon. The conference is being sponsored by the College School of Business Administration.

C. Nielsen, president of the company which bears his name, declared that many servicemen listen to the decommercialized national programs through the facilities of Armed Forces Radio Service have been adamant about the situation and will be glad to welcome back the American broadcasting technique. Criticizing today's programs, Clarence L. Menser, vice-president in charge of programming for NBC, pointed out that programs prepared by radio stations are generally poorly produced because of the fact that the majority of programs are rushed and have inadequate support. "Before radio can reach its proper stature, some fundamental thinking will have to be done on this matter of adequate preparation," he said. "The spectacle of a radio full of performers and a control room full of producers and engineers and supervisors and client representatives, all with their fingers crossed two minutes before the take-off of a new series is not a pleasant sight to contemplate."

In the case of radio programs, the records will show instance after instance, in which a hastily devised script and idea, rehearsed for the first time a few hours before its initial presentation, makes its bow to the American audience, with every one connected with it in a deep sweat, because they haven't the slightest idea as to how it is going to come off. The program management of stations and networks is sometimes violently criticized for insistence upon maintaining this situation. In justice, it is to the client, whose money we are spending, and to the audience, whose money the client is spending, that we should quit compromising with inefficiency and present programs unprepared. This is as true of sustaining programs, as of commercial," Menser asserted.

The concluding session of the conference will be held today.

Reveals Results Retail Survey At Washington Luncheon

(Continued from Page 1)

intelligent use of radio will pay big dividends for retail establishments which draw upon the entire community for their patronage. One reason radio has failed for some retailers, he said, is that they have insisted upon keeping the advertising budgets at a constant proportion of their sales volume, thus varying unwisely the volume of their radio advertising.

In addition, he said, retailers overplay spots, whereas his study indicates the use of full programs is far more beneficial. One reason for this, he points out, is that broadcasters make their rates for spots more attractive than those for full programs. Sandage also advised the retailers to insist upon a definite name to emphasize. Either they will stress the brand names of the goods they sell, or they will stress their own institutional name; whichever they choose they should be consistent, he said, making it plain he believes that in most cases the latter is the wiser course.

Copies of Dr. Sandage's book were also passed out to the guests. The book describes the radio experiences of a number of varied retailers, the experiences of a smaller number of regional distributors with this medium, and also the experiences of the broadcasters in serving these types of advertisers.

Find Radio Successful

Of the 794 local firms which reported, over one-third found radio

highly successful. Only six stated their radio advertising was unsuccessful, the remainder regarding it as successful though not highly so.

Radio advertising by local firms already ranks as big business; more than one-fourth of all money received by radio stations and networks from the sale of time to advertisers in 1942 was received from local firms. Probably about 50,000 local firms purchased radio time in 1942, whereas approximately 775,000 retail stores in the United States are located in the 586 communities in which broadcast facilities are available to local merchants.

Gives Other Data

Dr. Sandage analyzes the experience of the retailers and the other research data from such points of view as the types of retailers and regional firms which experienced success or failure in use of radio advertising; effect of size of firm; effect of size of community; day-to-day radio time required and over what period; radio audience listening habits; methods of surveying the radio audience; use of radio time for moving specific goods; for building goodwill, and for increasing store traffic; nature of the commercial message; organization setup; tying radio time in with other distributional operations; co-operation between retailers, agencies, and stations; measuring result; and comparison of spot and program effectiveness.

CBS Religious Director Leaves On 5-Week Trip

Elinor Inman, CBS Director of Religious Broadcasts, leaves New York on Monday, for Los Angeles on the first part of a five-week combined vacation and business trip. Miss Inman will confer with church leaders at L.A. and, during the week of May 27, she will serve as co-chairman of the Religious Radio Institute there planned in collaboration with Everett Parker, director of radio for the Congregational Christian, Methodist and Presbyterian Church. On her return East, Miss Inman will stop over at Salt Lake City to observe at first hand the famed Salt Lake City Tabernacle Choir, which is broadcast a regular Sunday CBS feature.

Richmond Joins Robbins

Jack Robbins announces that Howie Richmond, former press agent for Glenn Miller, Guy Lombardo, Woody Herman, the Andrews Sisters, etc. has been placed in charge of the Robbins Artist Bureau.

Start Vacation in July

Ralph Edwards' "Truth or Consequences" program broadcasts its final show of the season Saturday, July 7, 8:30 p.m., EWT, via NBC. They'll return to the air on September 8.

President's Hometown Site Of Band Pickup

(Continued from Page 1)

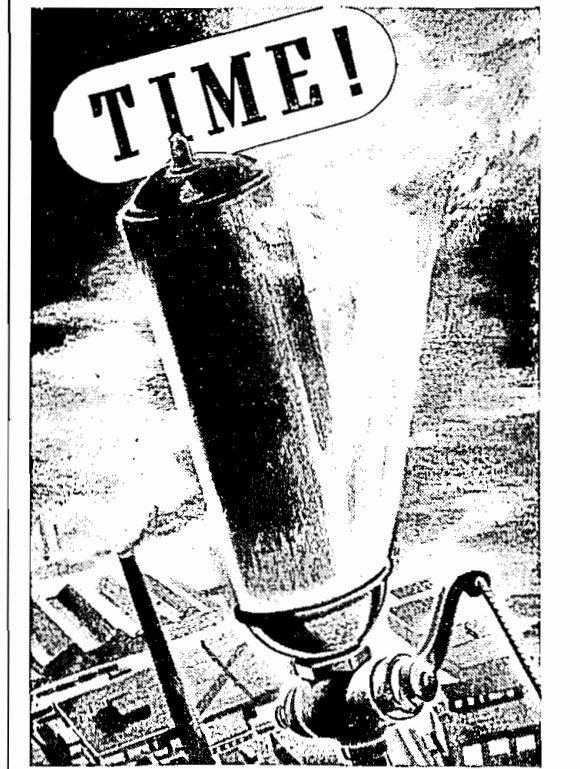
up were worked out here this week by Steve Mudge, D'Arcy agency executive for Coca Cola and Joe Hartenbower, general manager of KCMO, Kansas City, station which will originate the program. T. L. Evans, president KCMO, also counseled them in working out the details.

Decision to stage the millionth mile celebration in Independence was the result of conferences between Coca Cola executives, Steve Hannegan, publicist, and officials of the D'Arcy agency. Community is regarded as a typical midwest town and especially important at this time as it will be the site of the summer White House.

Tele Series On Science Planned By NBC Station

(Continued from Page 1)

employed in the programs, first of which is titled, "Men of Science." The first program will be a half-hour film of the workings not only inside the museum but also of expeditions which museum members have undertaken.



THE TIME to start the wheels of industry is indicated by the screech of factory whistles... and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Teacher Assn. Panel Schedules Radio Men

M. S. Novik, director of WNYC; Ted Cott, program director of WNEW, and James Macandrew, co-ordinator of radio programs for the New York City board of education, will take part in a radio panel discussion of the New York City Association of Teachers of English at the New School of Social Research, Sat. June 9.

C.P. MacGregor
HOLLYWOOD RADIO THEATRE
Presents
THE 187th CONSECUTIVE WEEK ON THE AIR
CONSULT YOUR LOCAL NEWSPAPER
Sponsored by
SKIPPY PEANUT BUTTER

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

Radio Council Group Meeting On Friday

(Continued from Page 1)

ence program, which was arranged by Mrs. Mabel Hodgkins, chairman of the conference committee, will be seen and heard over WRGB Friday night. This will include talks by Dr. John W. Studebaker, U. S. Commissioner of Education; Dr. I. Keith Tyler, director of the Institute for Education by Radio; Ohio State University; Kingsley Given, director of Public Announcements, Union College. "Swords into Ploughshares," a Miriam Tulin production, in co-operation with the Yale School of Drama, will also be telecast. It is the story of one aspect of reorientation of discharged veterans to civilian life, and describes the use of scientifically conducted aptitude tests.

In addition, an entertainment spot will be furnished by the Blue Network, as yet unannounced.

Friday evening's meeting will be presided over by Dr. W. Howard Pillsbury, Superintendent of Schools, Schenectady.

Saturday morning the conference will continue with Dr. Helen McKinstry, president, Russell Sage College, presiding. A panel discussion of the San Francisco Conference by area high school students with Harry J. Linton, director of secondary education, Schenectady, as moderator, will be broadcast over WGY from 10:30 to 10:45 a.m. A discussion of the panel will be conducted, too, by an adult board of critics including Dr. Edwin Van Kleeck, Dr. LeRoy Bowman, Herford Smith, J. Harry Adams, and Mrs. David Prince. Talks on radio as an educational medium will follow by Tyler and Miss Gloria Chand-

Send Birthday Greetings To—

May 23

- | | |
|-------------------|-----------------|
| Bob Bach | Luise Barclay |
| Hal. R. Makelim | Artie Shaw |
| Freddy Miller | Carlyle Stevens |
| Helen O'Connell | Jack Eigen |
| Lindsay MacHarrie | |

COAST-TO-COAST

— MASSACHUSETTS —

BOSTON—Lloyd R. Williams of Connecticut has been appointed director of New England Radio News Service of the War Food Administration and will direct the New England Farm Hour on WBZ-WBZA. . . . WORL launched its 7th War Loan Drive with a Coast Guard Bond show. Station breaks carry a bond slogan and studio presents daily Treasury transcriptions. . . . WHDH has announced appointment of Adam J. Young, Jr. as exclusive national rep. **WORCESTER**—WTAG has expanded its new department by adding Reuters service. . . . WAAB aired the Chamber of Commerce Mercantile Bureau's rally as its contribution to the 7th War Loan opening.

— MISSOURI —

KANSAS CITY—May 4th was the first birthday of the new KCKN, studios, announcement of which was made in the form of an invitation to a party in the studios. . . . KCKN's Noon Hour Clock program has been on the air from 12-1, seven days weekly, for better than 11 years. . . . **ST. LOUIS**—J. Roy Stockton, sports commentator of KSD and baseball writer, has written about the St. Louis Cards in "The Gashouse Gang and a Couple of Other Guys" . . . KWK used the wire recorder in covering V-E Day reactions, handled by Ray Dady who visited city's leading citizens.

ler, radio consultant, Association of Junior Leagues of America.

Post-conference activities have also been planned by Mrs. Hodgkins for Saturday afternoon. They include a talk by Miss Chandler at the Education Building Library with Miss Ruth Adams, children's librarian; public library, presiding. The guests have also been invited to witness rehearsal of the FBI radio program at WGY. Earl Pudney, director of the program, will discuss case histories dramatized, sound effects and arrangements for the program.

— NEW JERSEY —

NEWARK — When Herb Dexter broke into a WAAT recorded program to announce verification of Hitler's death, a Whiteman recording was playing Good Night, Sweet Dreams, which was followed by After You're Gone. . . . WAAT's new radio center is only waiting for a green light. . . . **PATERSON**—A. Lewis King, commercial manager of WPAT, has returned to the job after a severe case of "fatheritis," during which his wife, Edith, presented him with daughter, Leslie. . . . May 19 was the initial date for WPAT's new weekly program, "Home Again," which emanates from Camp Shanks, New York, and brings bedside interviews, community sings and skits.

— OHIO —

CLEVELAND—Gene Carroll, creator of "Jake" and Lena" is leaving WJW, Cleveland, and plans to produce a series similar to his "Continental Tea Time" program on another station. WJW will continue the afternoon program, revamping the format with games and comedy, Fred Briggs and Don Bell to head the new effort. . . . **COLUMBUS**—Miriam Feltz, formerly with Wheeling, W. Va. stations, has been named home economics editor at WOSU. . . . **YOUNGSTOWN**—WKBN combined its observance of Mother's Day and the Day of Prayer, with religious and special presentations of CBS.

Comparative Figures Shown In CAB Report

(Continued from Page 1)

the number of families listening radio reached the lowest level the year, the number of listeners each family Monday through Friday 9 a.m. to 6 p.m. was greater than January. The greater size of the daytime family radio audience is attributed to the greater number of children listeners, except during the late afternoon periods. For each 15-minute period, from 3-6 p.m. the number of men listeners either equalled or exceeded the corresponding figure for January, 1945.

Baseball a Factor

Number of men listeners for the week-end, was also greater in June and in January. Much of this listening is traceable to baseball broadcasts, the CAB states. Women continue to be the most constant radio listeners.

Data on night-time listening gives winter a definitely higher level as families. Winter of 1945 gave more men listeners to Drew Pearson and "Life of Riley," each with an average of 1.1 listeners per family. Programs that drew the most women listeners per home were "Album Familiar Music" "American Melody Hour," Detroit Symphony, "Great Moments in Music," Walter Winchell and Bob Hope. "Lone Ranger" attracted most children listeners.

RESPONSE? 51,382!

A breakfast food manufacturer, using a daily morning quarter hour on WLS, with various offers (seeds and novelties) for proof of purchase and in some cases for proof of purchase plus ten cents, received 51,382 letters in three months on WLS: January, February, March 1945. The WLS audience listens and responds: so, WLS GETS RESULTS!



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY

WKY Covers
The Biggest Part
of Oklahoma's
DRUG SALES

WKY
OKLAHOMA CITY
The Katz Agency
Representative

Every 24 Hours

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 39

NEW YORK, N. Y., THURSDAY, MAY 24, 1945

TEN CENTS

WOKO Appeals Decision

MBS Elects Travers As Member Of Board

Chicago—Linus Travers, executive vice-president of the Yankee Network, was elected a member of the board of directors of the Mutual Broadcasting System at a meeting of the board yesterday at the Drake Hotel. Edgar Kobak, president of Mutual, who made the announcement, would not otherwise comment on what transpired at the meeting but it was learned that routine matters related to programming and financing were discussed.

Those attending the meeting in addition were: (Continued on Page 3)

Blue Afternoon Strip Set For The Fitzgeralds

The Fitzgeralds will start a new series over the Blue Network on June 1, at 2:30-3 p.m., EWT and be heard each afternoon, Monday through Friday. Program will originate in the Fitzgerald living room as their other shows have in the past.

Blue Network is installing a news ticker in the Fitzgerald home and on their morning broadcast heard locally over WJZ, the duo will give out news bulletins as they warrant. This program is on 7:50-8:15 a.m., EWT.

FM Advisory Committee Meets With FCC Today

Washington Bureau, RADIO DAILY.

Washington—Radio engineers composing the special industry committee to work with the FCC in testing FM transmission this summer, in order to determine where in the 44-108 megacycles band the FM service should be (Continued on Page 2)

SERVING the 7th!

Fort Worth—The Texas State Network co-operated with Travis County War Finance Office in a special T.S.N. kickoff program launching the 7th War Loan Drive on May 14. Among the broadcasts was a 30-minute dramatization re-enacting the Iwo Jima flag-raising, using personal and military background material on each of the men in the picture.

Bully

Philadelphia—Alexander Griffin, WIP-Mutual network commentator last night offered to swap one autographed radio script slightly used for a new born bull calf. Within a few hours residents of Redding, Calif., pop. 8,109, accepted his offer. On broadcast Griffin mentioned that on last visit to Redding that established practice there is to kill bull calves shortly after birth because "screwy OPA price regulations" make further raising unprofitable.

New Monthly Program By LaGuardia On WJZ

New series of monthly broadcasts by Mayor Fiorello H. LaGuardia, will start on WJZ Thursday evening May 31, at 7:30-8 p.m., EWT and the last Thursday of each month thereafter. This show will be in addition to the Mayor's regular weekly talk over the Municipal station WNYC each Sunday afternoon.

Title of the talks will be, "New York This Month," and the Mayor will comment on subjects of wide range and of informative nature to people in the New York area.

'Cavalcade Of America' Going Off Air This Summer

Du Pont's "Cavalcade of America," heard on NBC, Mondays, 8-8:30 p.m., EWT, will take a summer hiatus beginning June 25, and will return August 27 in the same spot, according to (Continued on Page 2)

Radio Men Decry FCC Move To Scan Station Performance

Washington Bureau, RADIO DAILY

Washington—Recent FCC release (81575) announcing a policy of reviewing station performance, particularly the question of the percentage of time devoted to sustaining and commercial programs brings an unfavorable reaction from many sta-

Market analysts and time buyers realize the importance of Industrial N.E. and WLAW. Advt.

Attorneys For Albany, N. Y., Station Charge Commission Erred In Ruling Station Off Air

Radio Biz Conference Mulls Tele's Future

Prognostications regarding the medium of television were projected at yesterday's final session of the first annual conference of the Radio and Business Conference which is sponsored by the School of Business and Civic Administration of the City College. Among the participants were: Lyndon O. Brown, partner of Stewart, Brown and Associates; A. Craig (Continued on Page 8)

Blue Television Manager Addresses Chicago Execs.

Chicago—Post-war television receivers will cost anywhere from \$75 to \$1200, with the \$200 to \$250 set probably being the popular priced model, Paul B. Mowrey, manager of television for the American Broadcasting Co., told a luncheon meeting (Continued on Page 8)

Gov't And Radio Men Meet To Plan Brazil Conference

Washington Bureau, RADIO DAILY
Washington—Government and radio engineers met yesterday at the State Department for a preliminary session to organize and prepare for the com- (Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—On the grounds that the offense did not react against the public interest, WOKO, Albany, N. Y., has filed an appeal with the U. S. Court of Appeals, District of Columbia, against the FCC's decision to refuse to renew its license. Representing WOKO are Washington attorneys William J. (Continued on Page 7)

First Tele Censors Provided In Ohio Bill

Columbus, Ohio—First censorship of television looms on the horizon via a bill introduced last night in the state legislature which apparently is a rider on the motion picture measure.

Bill specifically calls for the State Board of Censorship to cover "motion picture films and televised programs;" (Continued on Page 7)

Will Produce Telereels On Coast Starting June 1

Los Angeles—Bond-Charteris Enterprises will start production on the first of a series of telereels for the Gruen Watch Company June 1, at the firm's studios here. George Pal has (Continued on Page 3)

SERVING the 7th!

Under the supervision of Arnold B. Hartley, WOV director of programs, the station is producing a WOV series of announcements and other Italian-language program material for broadcast during the 7th War Loan campaign. All stations throughout the country carrying Italian broadcasts may have the material simply by writing to WOV.

WLAW covers New England's 3rd Largest Concentrated Audience. A market that counts. Advt.



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

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FINANCIAL

(Wednesday, May 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Rehabilitation

Georgia Gibbs will guest on Mutual's "Army Air Force Rehabilitation" program Sat., June 2, 1:30-2 p.m., EWT.

20 YEARS AGO TODAY

(May 24, 1925)

Radio fog stations which will send out continuous signals, enabling fog-bound ships to determine their positions, are to be installed at seven points on the American shore of the Great Lakes. . . . KDKA, WGY, KFKX and RCA's special outlet at Belfast, Maine, are all transmitting on short wave.

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

FCC Reviewing Policy Unwise, Say Radio Men

(Continued from Page 1)

tion. It was also considered important to the Commission and the broadcasters fail to see eye-to-eye along those lines. That is, the little broadcasters always thought they should be given an opportunity to use commercial broadcasting service.

Evils Foreseen

Small broadcasters state they can cut down their commercial time, and still make the same profit. But generally speaking, the smaller outlets make available a few hours a day so that the small sponsor can also get a break at a reduced rate. Many of them could not afford a higher rate and they are pleased currently with their return on per dollar invested in radio broadcasting. It would not be much of a job to "freeze" these small advertisers out, is the opinion of one well-known broadcaster. However, he, for instance points out, that this would not be a sacrifice to the broadcasters but the advertiser whose time otherwise would be covered up by network sustainings as is now the case anyway. Thus the cost of this programming is reduced. Still this so-called cheap time is as profitable as the so-called higher card rate time.

All Can Cut Down But—

All stations can easily cut down their commercial time by simply increasing the rates, is another point brought up. This then brings up the question, how many advertisers would like nothing better than higher rates for no other reason than to freeze out competition. Some such advertisers offer to pay double now, provided the broadcaster agrees to keep the preceding and following quarter-hour sustaining. There arises the question also, is this in the public interest.

Consensus is that if the FCC insists on a policy of holding down commercials, a far greater evil is in store. Thus the average broadcaster whose license is coming up for renewal, is watching developments not only of his own stations but that of other licensees.

Resume Communications

Resumption of radiotelegraphic service between the United States and Denmark and Norway by RCA Communications, Inc., was announced by Lieut. Colonel T. H. Mitchell, vice-president and general manager of RCAC.

Gov't And Radio Men Meet To Plan Brazil Conference

(Continued from Page 1)

ing Inter-American Telecommunications Conference scheduled for Rio De Janeiro in September. An agenda submitted by the Brazilian government was submitted for consideration of the meeting. General chairman of the session was Dr. J. H. Dellinger of the radio section of the U. S. Bureau of Standards, with five subcommittees appointed. Chairing the group on organizational matters is Harvey B. Otterman of the State Department; on technical matters Col. A. G. Simson of the Army Signal Corps; on Aero matters, Lloyd Simson of CAA; on broadcast matters, George P. Adair of the FCC and on miscellaneous matters Capt. E. M. Webster of the Coast Guard.

Members of the broadcast committee include Comd. Paul Miles of the Navy; Robert R. Burton of the State Department; Richard Campbell, A.T.&T.; William B. Lodge, CBS; W. B. Krebs, FCC; P. D. Andrews, G. E.; George C. Davis, consulting radio engineer; A. C. Peterson, Bell Labs.; Andrew G. Haley, Blue; G. G. Leydord, Crosley, and a man identified only as Mr. Marx, who is believed to be Stanley Marx of the Blue Network.

'Cavalcade Of America' Going Off Air This Summer

(Continued from Page 1)

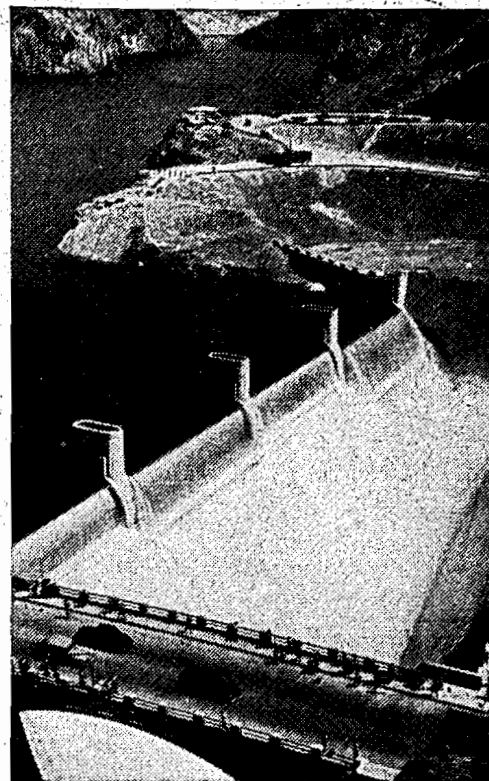
ing to an announcement made by BBD&O, agency and producer for the program. This marks the first time the program has gone off the air for a summer respite. It has also been reported that there will be no summer replacement for Cavalcade; producers instead will devote the summer months to preparation for resumption in the fall.

FM Advisory Committee Meets With FCC Today

(Continued from Page 1)

located, will meet this morning with FCC Chief Engineer George P. Adair. This will be mainly an organizational meeting, with discussion of tests to be made, and where they will be made, and assignment of various subcommittees.

Membership of the committee was revealed in RADIO DAILY Monday of this week.



6 years to fill

Early on the morning of August 6, Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There's a lesson in that story for advertisers.

You've been telling consumers about your products . . . even when you didn't have too much to sell during the last five years. You've been building up background.

If you've been using W-I-T-H in Baltimore radio . . . you'll have the satisfaction of knowing that you've been reaching more listeners-per-dollar-spent, all that time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

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.

MBS Elects Travers As Member Of Board

(Continued from Page 1)

dition to Kobak, were John Shepard, III, Yankee Network; Chester Campbell, WGN; J. E. Campeau, CKLW, Detroit; Benedict Gimbel, Jr., WIP, Philadelphia; Alfred J. McCosker, WOR; Lewis Allen Weiss, Don Lee Network; Theodore C. Streibert, WOR and executive vice-president of Mutual; E. M. Antrim, WGN; Robert D. Swezey, vice-president and assistant general manager of Mutual; J. E. Wallen, treasurer of Mutual; Ade Hult, vice-president of the Midwestern Division of Mutual; Willet H. Brown, vice-president and assistant general manager of Don Lee Network; Z. C. Barnes, vice-president in charge of sales of Mutual; E. Manuel Dannett, Mutual's legal counsel, and Andrew C. Hamilton, WGN counsel.



LINUS TRAVERS

The Derby Trial, from Churchill Downs, Ky. will be broadcast over CBS by Ted Husing and his assistant Jim Dolan, on Saturday May 26, at 5:30-5:45 p.m., EWT. Top ranking horses who will compete two weeks later, will run in the trial race. The "Viva America" program is cancelled for first 15 minutes this Saturday's program. As previously announced Gillette will sponsor the Derby itself on the network.

Derby Trial Race Set Over CBS On Saturday

Hildegard will take time out from her "Raleigh Room" chores to join the "Road Ahead" troupe as guest on the program of next Wednesday, which will emanate from the Naval Hospital at St. Albans, L. I.

Hildegard 'Road Ahead' Guest

Hildegard will take time out from her "Raleigh Room" chores to join the "Road Ahead" troupe as guest on the program of next Wednesday, which will emanate from the Naval Hospital at St. Albans, L. I.

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.

Will Produce Telereels On Coast Starting June 1

(Continued from Page 1)

designed the puppets which will be utilized in the animation, and continuity is under the supervision of Anson Bond and Leslie Charteris. McCann-Erickson is the agency for Gruen.

"Family Dinner" Tonite By Advertising Women

Advertising Women of New York, Inc., will bring the 1944-45 club year to a close tonight with a dinner honoring old and new members and those in the armed forces, to be held in the Belmont Plaza Hotel, N. Y.

Program which will be presided over by Rita Otway, life member and past president (1935-37) of the organization, will include the installation of officers and a brief review of some of the past year's activities. Guest speaker will be a non-member, Lt. Doris Schwartz, army nurse at Mitchel Field.

New Ziv Clients

Frederic W. Ziv Company, producers of quarter-hour transcribed Calling All Girls on the air have added following names to their nationwide list of department store sponsors. Those who will start this month are: Michael Brothers Inc. of Athens, Ga., one year, one per week on WGAU, Athens, May 11th; Block & Kuhl Co. one year, one per week on station WMRO, Aurora, Ill. on May 19th; Denholm & McKay Co. have renewed for 13 weeks one per week on WTAG, Worcester, Mass. DeLendrecie Dept. Store of Fargo, N. D. have renewed for one year one per week over WDAY, Fargo.

New 'Walkie-Talkie' Show

Los Angeles—When Ted MacMurray, production manager for the American Broadcasting Company in Hollywood, drew the first OWI plug for the net's new program, "Walkie Talkie," the plug was for "Don't Talk—Don't Travel." Don Norman is the emcee for the show which got going on the Blue May 21, 3-3:15 p.m., over the web's Coast network, Mondays through Fridays.

from WTAG's HIGH HOOPERS

7-7:30 p.m. SUNDAY
(32 City Average National)

CBS—KATE SMITH—7.2
(City Zone Average—Worcester)

WTAG—KATE SMITH—**25.3**

WTAG
WORCESTER

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



Of Boston "Pops" Symphony fame...his incomparable Associated transcriptions with 48 hand-picked musicians mark a new high in making serious music "commercial"

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

IT'S RADIO'S distinctive bigness that contrast it so sharply to other forms of entertainment. It's this same bigness—units like Arthur Fiedler and his magnificent 48-piece orchestra—that contrast Associated so sharply to other libraries. There's another vital difference too...the incomparable quality of APS high fidelity vertical-cut recording and clear-tone Vinylite discs. Write for the full story 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

V-E DAY BOX SCORE

Acid test of Network Leadership

The daily flow of audience toward a network is ordinarily weighted by a few exceedingly popular programs broadcast on certain regular evenings of the week.

Thus top Monday night listening ordinarily "belongs" to Columbia. Tuesday leans to another network...

But Monday, May 7 and Tuesday, May 8 were not "ordinary" days. The crisis, especially on Tuesday, swept aside familiar programs and their established "ratings" ...made each network stand squarely on its own feet...thus put relative network performance to the acid test.

Hooper measured audience intensively throughout those two days in four great and widely-dispersed urban areas: New York, Philadelphia, Chicago and San Francisco. The balance of physical facilities in those cities, taken as a group, was by no means slanted to favor CBS. Here are the Hooper findings:

Throughout the white heat of the climax of war in Europe, CBS swept ahead of all other networks – and stayed there!

Any seasoned appraiser of radio's values would perhaps have predicted that CBS would lead naturally on Monday night. It did. CBS led by a margin of from 22% to 128% over the other three networks. Maybe that was just because people followed their regular Monday night habits of listening. Maybe. But on V-E Day itself:

THE CBS AUDIENCE
LED BY A MARGIN
RANGING FROM ...

5% TO 211%

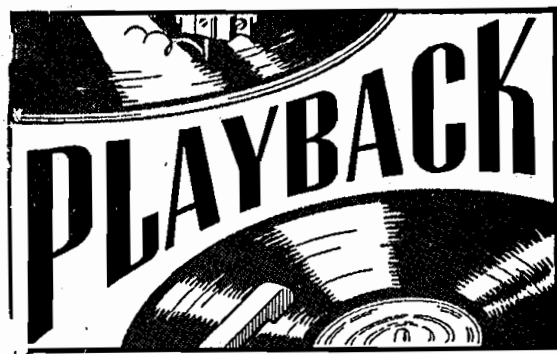
ABOVE THE COMPETING NETWORKS

There never was a more significant demonstration of the confidence the audience places in everything that CBS stands for and delivers. This confidence, though it was demonstrated in a turbulent crisis, is no accident, no caprice of individual rating.

It is the direct product of years of unrelenting effort to build a service which delivers the *best* in radio... and listeners proved they knew it when it counted most!

The Columbia Broadcasting System





Our ten years in the Syndicated program business have taught us a lot of things. And one of them is that local and regional clients have a right to expect network quality radio in the Syndicated field. The fact that the average Syndicated program buyer pays a small fee for the show of his choice, is no reason for program producers to compromise with quality. In short, recorded radio has as much of an obligation in this business of good programs, as do the major networks.

Being so close to the heart of network broadcasting in America has given us something of a perspective in the direction of program excellence. Our program conscience has become so sensitive that we reject entire completed shows if they do not measure up to NBC's specifications. That is one of the many reasons you can depend on an NBC recorded show to hold its own among the best in program competition.

Even though thousands of dollars worth of talent, production and facilities may be invested in a single NBC recorded program, the charge to the local sponsor is a small fraction of its original cost because of nationwide syndication.

We wish you had the opportunity (as we do) to pick at random any episode from any NBC recorded program series . . . *Betty and Bob, Come and Get It, Destiny Trails, The Haunting Hour, Five-Minute Mysteries, Stand By For Adventure, The Weird Circle* . . . and to audition each example critically. This cross section of programs is quite revealing . . . it proves that NBC-RRD is truly America's No. 1 Source of Recorded Programs.

Getting down to specific facts, one of our proudest productions is the new half-hour mystery thriller, *The Haunting Hour*. In answer to a demand for "Mystery at Its Best," this NBC recorded production is equal to anything on the networks today.

May we send you audition records on this or any of our other Syndicated shows?



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

A SERVICE OF RADIO CORPORATION OF AMERICA



Michigan Avenue Memorandum

● ● ● WGN invited press and radio people to its main audience studio Tuesday afternoon to hear that Bing Crosby-Bob Hope-Dick Tracy recording recently cut for the Armed Forces Radio Service and short-waved to GIs overseas. . . ● Eddie Cantor does a war bond show from here June 1, only one of many bond appearances he'll make on his current cross country war loan

Chicago

tour. From here Eddie goes to Cleveland and thence to New York to be on hand for Glenn Miller Day June 5. . . ● Small world dept.: Out of 4,000 persons who jammed the intersection at State and Madison Streets in Chicago on V-E Day, NBC Announcer Don Elder picked at random a celebrant from his home town of Marshalltown, Iowa, for a man-on-the-street interview. . . ● The Dinning Sisters, National Barn Dance swingsters, are current attractions in a Chicago night spot. . . ● Fran Harris, formerly with the Balaban and Katz tele station, WBKB, has been appointed Chicago rep for Telescreen magazine. . . ● Earle Smith, pianist in the Hotel Knickerbocker's Cocktail Corner, has been signed for WBBM's "Easy Listening" program Thursdays at 5:15. . . ● Everett Mitchell, NBC's Voice of the Dairy Farmer, figures that during 21 years in radio he has covered something like 1,000,000 miles and tramped the soil of every one of the 48 states. . . ● Harold Safford, WLS program director, John Strohm, managing editor of Prairie Farmer, and Charlie Nehlsen, assistant chief engineer at WLS, are back from San Francisco where they transcribed 36 programs featuring interviews and round table discussions with foreign delegates to the security conference, and with newsmen and agricultural leaders from all over the world. The broadcasts were transcribed via wire recorder and are being heard on regularly scheduled WLS programs.

☆ ☆ ☆

● ● ● Bob Ward, WJJD publicist, came out the winner in an after-dark tussle with a thug who tried to blackjack him on the lower level of Wacker Drive the other night. Bob at the time was on his way to the hospital, where Mrs. W. was awaiting the birth of their second child, with 250 smackers to plank down for medical and hospital expenses. P.S. It's a girl. . . ● Gene Krupa has been ordered by his South Chicago draft board to take his physical in California pronto. . . ● Col. Tom Lewis, chief of the Armed Forces Radio Service (and Loretta Young's hubby), addresses the Executives' Club of Chicago at the Hotel Sherman tomorrow (May 25)

☆ ☆ ☆

● ● ● Clyde McCoy, recently discharged from the Navy, is planning to reorganize his band here sometime this summer. . . ● NBC Commentator Alex Dreier, just for the record, almost called the turn on the date of V-E Day. Last February Alex said it would be May 4—four days from the official announcement of surrender. . . ● Harriette Widmer, Millicent, the cook, in the Guiding Light daytimer, has a bigger smile these days. Her son, Lt. Sheldon Widmer, was one of the Yanks freed from the German prison camp at Moosburg. . . ● Boyce Smith, Blue Network announcer, and Marian Lord (Miss Merchandise Mart) were secretly merged on April 28. . . ● Johnny Wolf, trumpet player in Dr. Roy Shield's World Parade on NBC Sundays, is busting his vest buttons over the letter Dr. Shield received the other day from Rudy Vallee, who wanted to know the name of the guy who plays the solo passage in Dr. Shield's composition, "Telegraphia," the program's theme signature. Vallee said he was having a recording of it made, adding "I want to show what is possible in the trumpet on the high notes. It is one of the most effective and outstanding things I have ever heard."

☆ ☆ ☆

— Remember Pearl Harbor —

AGENCIES

MAXON, INC., has been engaged to handle all the advertising of the Ford Dealers Association in the region made up of the Buffalo, Pittsburgh, Edgewater, N. J. (New York City), and the Somerville, Mass. (Boston) branches, also two branches in Washington, D. C., and Richmond, Va. This move gives to Maxon control over all media, including radio, the states of New York, Massachusetts, Maine, New Hampshire, Vermont, Rhode Island, Connecticut and a portion of Pennsylvania.

ADVERTISING FEDERATION AMERICA has added to its roster following organizations: World Broadcasting System, Inc., New York; James G. Lamb Co., Philadelphia; Bernstein & Co., Inc., Providence; V. Auken & Ragland, Chicago; Tobal Leaf Publishing Co., New York; Eastern Periodicals, Inc., Boston; Massachusetts.

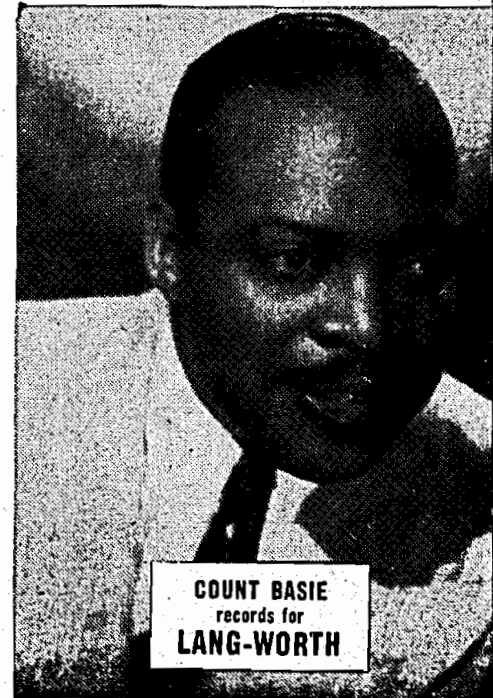
NATIONAL PAINT, VARNISH LACQUER ASSN. INC., through executive committee, is urging on members a co-operative advertising campaign to acquaint the public with the service offered by the company's products. The program asks a minimum of \$500,000 yearly to be subscribed by the members.

McCormick Feted

Washington—Washington press and radio reporters were guests of the Republican National Committee yesterday at a Statler Hotel cocktail party for John McCormick, new radio director for the Republican National Committee. This party had originally been scheduled for April 12, but was postponed because of the death of President Roosevelt.

Named Chief Engineer

Vincent Gilcher, formerly director of the sound department of the Radio City Music Hall, has been named chief engineer for the Wright-Sonovox, Inc., Hollywood.



COUNT BASIE
records for
LANG-WORTH

WOKO Appeals Exclusion From Air; Says Public Interest Was Not Violated

(Continued from Page 1)

Dempsey and William Koplovitz, who were brought into the case last Saturday. In the meantime, a petition to the FCC urging that WOKO be permitted to remain on the air during a period of the appeal was granted by the FCC.

The WOKO management was found guilty of wilfully concealing the beneficial ownership of 24 per cent of its stock by Sam Pickard, former federal radio commissioner and one-time CBS vice-president, over a period of a decade. It was for this reason that the Commission decided to deny WOKO a renewal. Originally, the station was to be off the air last month, but an extension through this month was granted in order to permit an appeal to the court. Yesterday the Commission announced a three-month extension to August 31, and reaffirmed its willingness to extend this further in the event the litigation has not been concluded.

The appeal argument was that although WOKO had concealed Pickard's interest, there was nothing in Pickard's reputation or record which could have occasioned the Commission to refuse WOKO a license had the Pickard position been disclosed. The statement, in its listing of errors, charges that:

Charge Commission Erred

"The Commission erred in concluding that appellant cannot be entrusted with the responsibilities of a licensee, in the absence of any finding of any evidence upon which a finding could be predicated that appellant, its officers, directors, or stockholders, ever concealed or misrepresented a fact to the Commission, the disclosure of which would have been material in the sense that it would have affected the Commission's decision on any application in connection with which such alleged misrepresentation or concealment was made.

"The Commission's conclusion that the appellant cannot be entrusted with the responsibilities of a licensee does not follow from the basic findings made by the Commission, even assuming such findings may be accepted without regard to whether

they are supported by substantial evidence.

"The Commission erred in concluding that appellant could not be entrusted with the responsibilities of a licensee without considering and making findings concerning the manner in which appellant had operated its radio station over a period of more than 12 years.

"The Commission erred in concluding that the public interest, convenience or necessity would not be served by renewal of appellant's license in the absence of any finding that public interest, convenience and necessity had not been served by appellant's operation of radio station WOKO in the past and in the face of uncontradicted records evidence requiring a finding that public interest, convenience, and necessity had been served by such operation.

"The Commission erred in failing to find and conclude that any misrepresentation, concealment or failure to disclose the Pickard beneficial stock ownership was immaterial and that had disclosure of such ownership been made either at its inception or any time thereafter the existence of such ownership would have neither required nor justified a denial of any authorization requested by appellant.

"The Commission erred in holding that any disclosure respecting the identity of beneficial minority stock ownership of a corporate applicant called for by Commission's application forms or regulations is ipso facto of such substance and importance that a failure to disclose such information, regardless of motive, purpose or materiality under the Communications Act, justifies the conclusion that an applicant corporation may not be entrusted with a license to operate a radio broadcast station.

"The Commission erred, assuming arguendo that appellant with its present management and ownership is not qualified to operate WOKO, in refusing to permit appellant to reorganize so that its management and ownership would be in the hands of qualified persons approved by the Commission."

The argument raises the question

which has been brought before Congress recently—namely, "should the FCC have penalty powers less drastic than that of revocation, which is now the only penalty permitted the Commission?" No attempt is made to explore this question in the argument, but the argument is clear that the revocation penalty is not justified by the gravity of the WOKO offense.

In summarizing the case, Dempsey and Koplovitz pointed out that "the Commission did not find or even suggest in its proposed decision that Mr. Pickard or his wife was not qualified to own a minority interest in a corporate licensee of a radio station, or that if the disclosure of their beneficial interest in the stock of the appellant corporation had been made, this would have in any way resulted in Commission action different from that which was taken in any particular instance. In other words, the fact of ownership of minority interest in appellant corporation by Pickard or his wife was not found by the Commission to have been material in the sense that its disclosure at its inception or at any time subsequent thereafter would have justified or required denial of any authorization requested by the appellant. The Commission's

First Tele Censors Provided In Ohio Bill

(Continued from Page 1)

at the present time there is no active television series programmed in the state, but there are pending licenses and these applications include two in Cincinnati; three in Cleveland and one in Columbus.

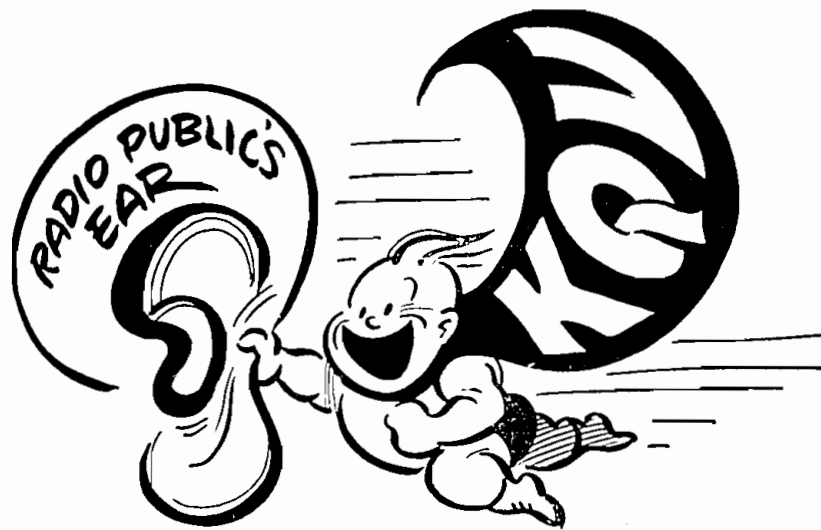
Should the measure be passed, it would evidently apply to network television originated from outside the state of Ohio as well as within the state proper. Copies of the bill are being printed and will be studied by the industry as soon as available sometime today.

proposed conclusions to deny the appellant's application for renewal of license were grounded on the failure to disclose such beneficial ownership and a finding that misrepresentations had been made to the Commission for the purpose of concealing such ownership. The Commission made no finding that the purpose of concealment of said beneficial ownership was to hamper or impede the Commission in the discharge of its function, to induce or deter it from taking any action, or that such concealment had any effect upon the Commission. The uncontradicted record evidence was that concealment of the Pickard interest was motivated solely by per-

(Continued on Page 8)

KQV CAN PACK 'EM IN!

Said George V. Denny, "In Pittsburgh, Town Meeting of the Air's rating went two points above normal." The reason why is: KQV really cooperates with its advertisers.



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

Exclusive!
WIBG
 990 ON YOUR DIAL
Athletics and Phillies HOME GAMES
 PHILADELPHIA

Radio Biz Conference Mulls Tele's Future

(Continued from Page 1)

Smith, vice-president of the Gillette Safety Razor Co., Inc.; Paul Mowrey, director of television of the American Broadcasting Company; Gerald O. Kaye, advertising and promotion manager of Bruno-New York, Inc.; Louis Tannenbaum, advertising manager of R. H. Macy & Company; Lewis D. H. Weld, director of research, McCann-Erickson, Inc.; Ira A. Hirschmann, vice-president of Metropolitan Television, Inc.

Surveys Seek "Realism"

Lyndon O. Brown pointed out that his organization is currently conducting surveys to reach a more "realistic" conclusion regarding the post-war market for television and to determine the kind of television which will meet with the public's acceptance. He pointed out that the public is of the opinion that television will be available to them "along the lines that they have let their imagination run" and which is largely due to the type advertising that is being projected in the national publications. He referred chiefly to the elaborately colored spreads that give the impressionable public the idea that television will soon be here on the glamorous Hollywood scale. Too many questions have been left unanswered regarding the commerciabilities, he asserted, adding that any predictions regarding the post-war market is dependent upon "getting some genuine answer to them."

A. Craig Smith said that there is nothing wrong with television that a "few million receivers won't cure." He also warned the television experts not to repeat the mistakes that radio made, and here he pointed up the "exorbitant" talent costs. Advertisers in radio "shudder" at the talent bill that comes to several thousand dollars per program, a matter which could have been avoided if radio had regulated talent during its early career.

Blue Television Manager Addresses Chicago Execs.

(Continued from Page 1)

of the Executives Club of Chicago, at the Hotel Sherman, in a discussion of various aspects of television.

Mowrey's remarks for the most part were based on questions from the audience. In answer to other questions, he predicted that there will be a fairly good national television hookup by 1950 or '51 and that large-scale television will come to Chicago probably by late 1946. Television program departments now are lagging behind the technical staffs, he said, asserting that good programs now are one of tele's biggest needs.

"The program departments always said, 'let the technicians lick the television problem first and when they do we'll be ready with the programs.' And then one day the technicians did lick the problem, but the program departments weren't ready.

"As for production methods, no one yet knows what is the right way to produce a television show, Mowrey said. NBC, CBS, and other telecasters are all using different methods. The public itself will eventually determine what is the proper way."

WOKO Appeals Decision Barring Outlet From Air

(Continued from Page 7)

sonal business considerations of Pickard, and in no way related to the Communications Commission or its predecessor. The Commission did not find that the appellant, its officers or directors, or its stockholders other than the Pickards, received any benefit whatsoever from such concealment, nor did the Commission find that the motive which Pickard had for concealing his interest in appellant arose out of business interests in which appellant, its officers, directors or stockholders, other than Pickard, had any concern.

"The uncontraverted record evidence showed that the appellant had at all times discharged its obligation to give a program service in the public interest and that its record in that respect had been not merely unimpeachable, but highly commendable."

Greg Rice Is Ellis Guest

Sportscaster Steve Ellis had as his guest on "National Maritime Day" Lt. (j.g.) Gregory Rice, former two-mile national and international champion, on his program "Speaking On Sports," Tues., May 22, 6:20-6:30 p.m., EWT, over WMCA.

Send Birthday Greetings To

May 24

Rachel Carlay Dwight Latham
Wilbur Hatch Bill Bouchey
Tony Barrett



"...that's the top of the news as it looks from here!"



* that's the famous signature of America's most listened-to News reporter...

Fulton Lewis, jr.

heard on more stations (240)-
by more people-with more sponsors
(130) than any other news reporter.

FOR AVAILABILITIES— PHONE, WIRE OR WRITE
WILLIAM B. DOLPH BARR BLDG., WASH. 6, D. C.

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

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER
the OUTSTANDING
CHOICE OF CHATTAHOOGA LISTENERS

the STATION IN
Chattanooga
CBS

PAUL H. RAYNER COMPANY
NATIONAL REPRESENTATIVE

5000 WATTS
DAY AND NIGHT

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 31, NO. 40

NEW YORK, N. Y., FRIDAY, MAY 25, 1945

TEN CENTS

Charge Radio Bypassed

BA Group Interpret FCC Tele Allocations

Proposed assignment of 13 channels for commercial television will make possible to operate 464 commercial stations, Will Baltin, secretary treasurer of the Television Broadcasters Association, reveals in this week's 3A News Letter. Under the preliminary allocation of 12 channels television stations would have numbered 394.

Interpreting the allocations, the 3A report states:

"In announcing its allocation of frequencies, the FCC definitely as-

(Continued on Page 3)

Employees Of WABD Vote Membership In IATSE

Officials of WABD, Du Mont station, were notified by the National Labor Relations Board yesterday that employees had voted membership in the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators Union affiliated with the American Federation of Labor. Employees balloted recently as to whether they would become affiliated with IATSE, CIO or NABET. The IATSE union is reported to have obtained 97 per cent of the vote.

United Artists Purchase "Queen For Today" Rights

United Artists has purchased the movie rights to Mutual's across-the-board series "Queen For Today," it is been announced by Phillips Carl, vice-president in charge of programming. The program has been on

(Continued on Page 3)

Courage

Even though he had just received word of his son's death—"killed in action"—at Okinawa, Foster Williams, WPAT staff announcer, refused to be relieved of his duties that evening on the Camp Kilmer program, "Welcome Home, Soldier!"

REC Executive Board Sets Committee Heads

First meeting of the newly elected officers of the Radio Executives Club of New York, was held yesterday and several committee chairmen appointed. Session, more or less preliminary one, formed an executive board also. The committee chairmen include: Arthur Hull Hayes, program committee; Chris Cross, publicity, and Marvin Kirsch, membership.

Executive board comprises, in addition to the officers of REC: Warren

(Continued on Page 2)

New Dramatic Series Planned By NBC Web

Plans for a new summer series of programs titled, "Home Around The World," were announced by NBC yesterday. Each week, for 13 weeks beginning Saturday, June 2, a dramatic script will be written about one of the United Nations.

Nations chosen for dramatic treatment in the series will include New Zealand, Belgium, China, Czecho-

(Continued on Page 2)

Church Groups, NBC Join In Awarding 7 Fellowships

NBC and the Congregational-Christian, Methodist and Presbyterian USA churches have jointly awarded seven fellowships to individuals who have done outstanding work in promoting religious radio programs, it was announced yesterday by Dr. James Rowland Angell, NBC public service counselor, and who serves

The powerful 5000 watt signal of WLAW blankets the industrial region of N.E. Advt.

Station Protests To War Department Because Microphones Were Excluded From Gen. Hodges Interview

Army public relations was reported yesterday to have bypassed New York radio in favor of Atlanta, Ga., stations in connection with the arrival of General Courtney H. Hodges, commander of the First Army in Germany, and telegraphic protest has been registered with the War Department in Washington.

Radio was excluded from setting up mikes at the press party staged for General Hodges at the Waldorf-Astoria Hotel, Wednesday night, and Dave Driscoll, the director of WOR news and special events, sent a telegram of protest to Colonel

Edward Kirby, radio officer, War Department, Washington. The telegram read:

"Feel very strongly that radio is discriminated against on interview with General Courtney H. Hodges which was available to the press but not to radio."

In New York responsibility for excluding radio from the interview was

(Continued on Page 3)

Religious Workshop Meeting On West Coast

Hollywood—Second meeting of the Religious Radio Workshop will convene at CBS, NBC and KMTR studios and the Drake Hotel beginning May 27, to discuss the betterment among religious broadcasters and stations and networks providing free time. Rev. Everett Parker, director of the

(Continued on Page 3)

Cancel Commercial Show For Public Service Talk

Cancellation of a commercial program will be effected Saturday evening for the purpose of projecting a "message of great significance" to the American people, it has been announced by the Reichhold Chemical Com-

(Continued on Page 5)

Washington Paper Comments On Tele

Washington Bureau, RADIO DAILY

Washington—A plea for zoning relaxation to permit installation of tele towers within Washington limits was carried in an editorial in the Washington "Post" yesterday. Present zoning laws would ban high towers in residential neighborhoods and limit the height of those elsewhere in the city.

The protests against tele towers

(Continued on Page 5)

SERVING the 7th!

Chicago—In broadcasting "Minute Man News" Monday through Friday, WJJD presents interviews with Minute Men throughout Cook County. They discuss the advantages of investing in War Bonds and give much additional and helpful information regarding the progress of the 7th War Loan Drive. Program is monitored in several war plants.

SERVING the 7th!

At a hypnosis demonstrated by Ralph Slater held at Carnegie Hall, New York, last Sunday for the benefit of the 7th War Loan campaign, Dick Gilbert, WHN star who acted as master of ceremonies, sold approximately \$200,000 in War Bonds to civilians who attended the affair. A goodly number of wounded war veterans were invited as guests.

For an attentive listening audience try Industrial New England...reached thru WLAW. Advt.



Vcl. 31, No.40 Fri., May 25, 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

(Thursday, May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 ³ / ₄	167 ¹ / ₈	167 ³ / ₄	+ ¹ / ₈
CBS A	37 ³ / ₈	37 ¹ / ₄	37 ¹ / ₄	+ ¹ / ₈
CBS B	37 ¹ / ₂	37 ¹ / ₂	37 ¹ / ₂	0
Crosley Corp.	35 ³ / ₈	35 ¹ / ₂	35 ¹ / ₂	0
Farnsworth T. & R.	15	14 ⁵ / ₈	15	+ ³ / ₈
Gen. Electric	43 ¹ / ₄	42 ⁷ / ₈	43 ¹ / ₈	0
Philco	35 ³ / ₄	35 ¹ / ₈	35 ³ / ₄	- ¹ / ₄
RCA Common	12	11 ³ / ₄	11 ³ / ₄	- ¹ / ₈
RCA First Pfd.	86	86	86	0
Stewart-Warner	20 ¹ / ₄	20	20	- ¹ / ₄
Westinghouse	35 ¹ / ₂	35	35 ¹ / ₂	0
Zenith Radio	38 ³ / ₄	38 ³ / ₄	38 ³ / ₄	0

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 ¹ / ₄	8
Stromberg-Carlson	19 ⁷ / ₈	20 ⁷ / ₈
WCAO (Baltimore)	41	0

20 YEARS AGO TODAY

(May 25, 1925)

It has been proven conclusively that rebroadcast can bring small receivers within range of English stations. . . WJZ, New York and KDKA, Pittsburgh, have been rebroadcast successfully by a chain of eight British stations. . . Recent WOR, New York, airing of Lou Holtz' "Tell Me More" was excellent entertainment.

Coming and Going

ALFRED J. McCOSKER, president of WOR, is expected back today from Chicago, where he attended the Mutual network's board of directors meeting.

DON E. INMAN, general manager of WNAX, Yankton, S. D., is in New York for conferences with the national representatives of the station.

TED HUSING and his assistant, **JIMMY DOLAN**, are in Louisville, Ky., where on Saturday they will broadcast the Derby trial race from Churchill Downs. They'll be back in New York Monday.

E. E. HILL, managing director of WTAG, Worcester, Mass., to Washington, D. C., on station business.

WILLIAM KAPELL, pianist, leaves New York for Australia some time this week.

HELEN J. SIOUSSAT, CBS director of talks, has returned from San Francisco, where she participated in the network's coverage of the United Nations conference.

BOB DILLON, commercial manager of KRNT, Des Moines, Ia., is spending this week in New York on station and network business.

IRA YORK, formerly a radio actor, and recently honorably discharged from the Army, is back in circulation.

JOHN J. LAUX, general and commercial manager of WSTV, Stubenville, Ohio, is visiting with Mutual executives.

M. OAKLEY CHRISTOPH, journalist on WTIC, Hartford, Conn., was in Gotham yesterday holding conferences with executives at J. Walter Thompson.

REC Executive Board Sets Committee Heads

(Continued from Page 1)

Jennings, past president; Hayes, Cross, Arthur Kemp of McCann-Erickson and Pat Spaulding of J. Walter Thompson, who will be corresponding secretary, and Marvin Kirsch, membership. Recently elected officials of REC are Murray Grabhorn, president; Craig Lawrence, vice-president; Helen Wood, secretary and Claude Barrere, treasurer.

First meeting of the executive board will be held Thursday, June 7.

Hope-Crosby Tourney Set For NBC Tomorrow

Bill Stern, NBC director of sports, will go to Chicago this week-end to cover the Bob Hope-Bing Crosby charity golf match at the Tam-O-Shanter Country Club. Both Crosby and Hope will be heard in comments on each other's game and Jerry Colonna will kibitz. Stern will broadcast his description tomorrow, 4:15 p.m., EWT. The match is being staged for the benefit of the PGA Rehabilitation Fund.

Celanese Extends WABC Spot

Celanese Corp. of America has extended its Monday, Wednesday and Friday participation in the 6:30-7:45 a.m. "Arthur Godfrey" program on WABC for five weeks, effective after the broadcast of today through Friday, June 29, 1945. Agency is Young & Rubicam, Inc.

New Mystery Show Set For Helbros Watch Co.

Summer replacement for Helbros Watch Company's "Quick As A Flash," heard Sundays over Mutual, 6-6:30 p.m., EWT, will be a new radio show adapted from the Abbott mystery novels written by Frances Crane, it was announced yesterday by Harry Trenner, manager of the radio department of William H. Weintraub, agency for Helbros. The replacement series will bow in June 10, for 13 weeks. Adaptations will be made under the supervision of Harold Merrill and Roger Bower will produce the package. Julie Stevens is being considered for the feminine lead; however, Trenner said the agency was still auditioning for all the roles.

New Dramatic Series Planned By NBC Web

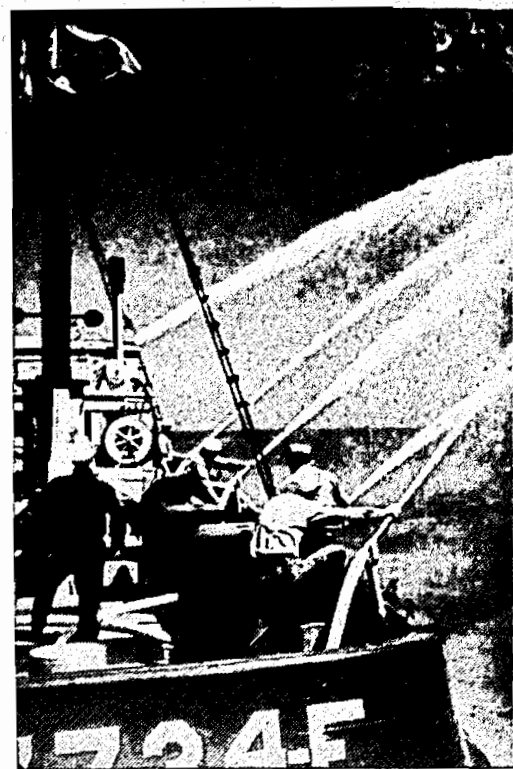
(Continued from Page 1)

slovakia, Norway, Australia, France, Greece, Russia, Great Britain, Denmark, Poland and the Netherlands.

Don Goddard will be narrator and Joseph Mansfield will produce the series. Script writers for the dramas will include Erik Barnouw, formerly of the NBC script department, now with the Armed Forces Radio Service, Sandra Michael, Frank and Virginia Wells and Elsa Russell.

Gleason Back Monday

Ralph Gleason, trade news editor of the Blue, is expected back Monday from a vacation of one week.



Official U. S. Coast Guard Photo

Show me some water!

That's the request when a Coast Guard officer checks up on a fireboat.

And that's the same kind of request many an advertiser is going to make . . . maybe in a different way.

The smart advertiser is going to say, "Show me some results!" . . . when the race for sales starts again.

We've made a habit of producing the largest results at the lowest cost in Baltimore.

So if you are planning to go after this market, a good bet is W-I-T-H, the successful independent in a five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Exclusive!
Chicago's Only NEWS-ON-THE-HOUR SERVICE
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!"

TBA Group Interpret FCC Tele Allocations

(Continued from Page 1)

igned seven channels between 174 to 186 megacycles and provided three alternatives for an additional six channels in the region between 44 to 88 megacycles. One of the three alternatives will be finally selected in the fall after tests are conducted in the 44 to 108 band to determine the most suitable location for ultra high frequency (FM) broadcasting. The three alternative assignments for television are as follows:

ALTERNATIVE NO. 1	NO. 2	NO. 3
Channel 1 68-74	44-50	44-50
Channel 2 78-84	50-56	54-60
Channel 3 84-90	60-66	60-66
Channel 4 90-96	86-98	66-72
Channel 5 96-102	92-98	72-78
Channel 6 102-108	98-104	78-84

"The Commission made known the fact that it plans to divide the frequencies between 44 and 108 megacycles as follows: 36 megacycles for television; 18 megacycles for FM; two megacycles for facsimile; four megacycles for amateurs and four megacycles for non-government fixed mobile."

Poppele Named

J. R. Poppele, president of TBA and chief engineer of WOR, is among the group of engineers who have been named to assist the FCC in conducting FM tests during the summer months. These experiments will be made in the frequencies from 50 to 60 mc; 60 to 88 mc, and 84 to 102 mc. Members of the board of directors of TBA meet today in Philadelphia to discuss the television allocations proposals. The meeting will be held at the Philco offices.

United Artists Purchase "Queen For Today" Rights

(Continued from Page 1)

will air less than a month, and is heard at 2:30-3 p.m., EWT, over 200 CBS stations. Raymond R. Morgan, company packages the show, which features Dud Williamson as master ceremonies. Ed Golden, representative of UA, said filming will go into production shortly and costs are expected to exceed one million dollars. Williamson is being screen-tested as a possibility to play the same role on the screen.

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

Claim Army 'Bypassed' Radio In Reporting On Gen. Hodges

(Continued from Page 1)

charged to a Major Power. At Army Public Relations office here Major Power was not known but was believed to be attached to the War Department in Washington.

Col. Kirby, who was in New York on Wednesday, could not be reached yesterday for comment on the incident. One spokesman for Army Public Relations wanted it made clear that radio representatives were allowed to be present at the press interview with General Hodges on Wednesday night. He could not explain, however, why microphones for on the spot interviews were not allowed.

Hodges on Atlanta Stations

In Atlanta yesterday the arrival of General Hodges was the signal for a civic celebration with radio participating in all the events. WSB, Atlanta Journal station, of which J. Leonard Reinsch is general manager, first went on the air with the arrival of Gen-

Hodges Show on WOR

Program commitments prevented WOR from carrying the voice of General Hodges from Atlanta on the Mutual network at 3:30 p.m., yesterday. The station, however, made a transcription of the program and presented it to WOR listeners at 6:15 p.m., last night.

eral Hodges at the airport at 12:30 p.m., and continued to carry the details of the reception and parade throughout the afternoon. WATL, Mutual outlet, originated a 15-minute network program from 3:30 to 3:45 p.m., with General Hodges as the principal speaker.

One station representative in Atlanta told RADIO DAILY yesterday it was "the biggest radio event since 'Gone With the Wind' and that radio was carrying every angle of the celebration."

Argentina Planning Communications Network

Montreal—A network of combined service stations, radio communications offices, and airfields is being planned for Argentina by the Automobile Club of Argentina with the approval of the Government, Antonio U. Viler, engineer and architect for the Automobile Club Argentina, Buenos Aires, said here in an interview at the Windsor Hotel.

With Pedro Noiseux, Buenos Aires radio expert, director of Trans-Radio in Argentina, Mr. Viler has been in Canada and United States for the past two months studying Canadian and American techniques in the care and manufacture of automobiles and methods of construction of houses, hospitals, airports and highways.

The setting-up of a radio communications network, Mr. Viler said, was now being studied. The plan is to equip each service station with a radio communication station which will provide communications between the stations and with towns and cities throughout the country. With the payment of a certain fee, a traveller would be traced via radio communication from station to station and his whereabouts always obtainable and ascertainable. He would thus have protection and assistance in case of accident. Mr. Viler said that the club had invited the government post-office to make use of the radio communications stations, was asking no rent for this service but only payment by the government of the salary of the radio operator.

Mutual Has 266

Mutual has acquired two new affiliates, bringing the total to 266: KHMO, Hannibal, Mo., effective June 15, 250 watts, operated by Wayne Cribb; WVBZ, Ponca, Oklahoma, effective June 15,

Drive For Army Pianos Inaugurated By Phil Cook

Phil Cook, whose campaign last winter brought in more than 23,000 books for servicemen, has started another campaign over WABC to acquire pianos for hospitals, troop ships and overseas servicemen clubs. Drive will be plugged over the station by Cook at 8:15-8:30 a.m., EWT.

He will ask listeners to donate pianos regardless of condition and these will be shipped to points where they are needed most. The Army will call for the instruments, repair and ship them. Donators need only send a postcard to Cook at the station promising the instrument.

St. John For Kaltenborn On Friday During Summer

Robert St. John will bat for H. V. Kaltenborn, Friday nights during the summer months while Kaltenborn takes his vacation on week-ends. Kaltenborn is heard currently Monday through Friday over WEA-F-NBC, 7:45 p.m., EWT. Friday night will be the only one affected by Kaltenborn's vacation. St. John will continue his own Monday through Friday program on the same network 10 a.m., EWT.

Will Air Trotting Races

The feature trotting race on the nightly card at Roosevelt Raceway, Westbury, L. I., will be broadcast over WHN six nights a week, Monday through Saturday, from 10:30 to 10:40 p.m. The Old Country Trotting Association, sponsors of the broadcasts will also use spot announcements on WINS, WLIB, WBYN and WHN. First broadcast from the track takes place tomorrow, opening night of the spring meeting. The Al Paul Lefton Agency handles the account.

Religious Workshop Meeting On West Coast

(Continued from Page 1)

joint radio committee of the Congregational-Christian, Methodist and Presbyterian USA churches, is in charge of the session and will act as chairman. Co-chairman will be Elinor Inman, CBS director of religious programs.

Leading the sessions will be Hal Bock, NBC western division press department manager; Dr. Nelson Dreier, superintendent, Congregational Conference of Southern California and Southwest; Dr. E. C. Farnham, executive secretary, Church Federation of Los Angeles; Dr. James Fifield, Jr., minister, First Congregation Church, Los Angeles; Chet Huntley, assistant to Fox Chase, CBS Hollywood public relations; Arthur Leslie Jacobs, minister of music, First Congregational Church, Los Angeles; Arnold Marquis, author of NBC's "Pacific Story" and lecturer at University of Calif.; Mrs. Gwendolyn Peacher, CBS western educational director; Jennings Pierce, western manager, NBC public service department; Howard Wiley, NBC producer. The sessions open Sunday, May 27 and close Sat., June 2.

Improvement Noted In Tele Image During War Period

Baltimore—Herbert E. Taylor, Jr., director of transmitter sales for the Allen B. Du Mont Laboratories, Inc., addressing the Radio Service of Baltimore, said "the quality of the television picture has increased three-fold" through modernized circuits and the experience gained during wartime operation.

"The picture as transmitted today compares more than favorably with 16 millimeter film," Taylor said. "After the war, 525-line picture transmission will be far superior to anything we recognize today."

Will Lead Discussion

Leon Levine, CBS' assistant director of educational programs and producer of American School of the Air, acted as chairman of a discussion on "Radio and the Community" Thursday, May 24, sponsored by the Association for Education by Radio at Franklin Institute, Philadelphia.

YOU ARE IN
GOOD COMPANY
 WHEN YOU
 ADVERTISE ON
KMPC
 LOS ANGELES
 710 Kc.-10,000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 National Sales Representative • Paul H. Raymer Company

LOS ANGELES

By RALPH WILK

ED (DUFFY'S TAVERN) GARDNER will be accompanied by eight entertainers during his overseas tour starting in June.

Bob Burns will take over Bing Crosby's host duties at Kraft Music Hall Thursday (24), while Bing is in the Midwest playing exhibition golf matches with Bob Hope, for the benefit of the 7th War Loan Drive. Bob's guest star will be Victor Borge.

Mahlon Merrick, arranger and musical director of "Hollywood Radio Theater" and the Jack Benny show, will record two sides for Victor Records, with his orchestra and Larry Stevens as soloist, this week. This is Larry Stevens first recording for Victor Records.

Fox Case, director of public relations, news and special events for the Columbia Pacific Network, has returned after a six weeks stay in San Francisco in connection with the United Nations Conference.

Marion and Jim Jordan (Fibber McGee and Molly), and baritone John Charles Thomas, star of the NBC Westinghouse program, are the latest to volunteer their services to the Hollywood Victory Committee, offering to tour camps and service hospitals during their respective Summer hiatus.

Jack Haley, who is teamed with Joan Davis in NBC's Sealtest Village Store radio show, has received word that his son-in-law, Capt. Louis Portia, has been sent to the Army's General Staff & Command School at Ft. Leavenworth. He was one of five officers selected from among 5,000 candidates to take this advanced training.

Hess Succeeds Smith As CBS Research Supervisor

Richard Hess succeeds Charles H. Smith as supervisor of research for CBS-owned stations and radio sales. Hess was formerly manager of the report analysis division of the research department, and Smith was recently appointed market research counsel for sales department of the network.

Farley Pens Script

"New World A-Coming," dramatic series heard Sundays over WMCA, 3-3:30 p.m., EWT, will feature a play titled "The Wind At My Back," written by John Farley, publicity writer of the station. The production will star Canada Lee and Juano Hernandez.

Ave Maria Hour

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



Radio Is My Beat . . . !

• • • Mrs. Wendell Willkie was a recent guest on "Mr. D.A." It is customary on this show to fire a gun at the conclusion of the first act and director Jerry Devine, sensing that Mrs. Willkie might be upset by the sudden noise, cautioned her before the program about it. Everything went along smoothly on the show and when the gun was fired, Mrs. W. didn't so much as wince. When the program was over, Jerry discovered the reason why. On Mrs. Willkie's script she had drawn a huge arrow pointing to when to expect the shot and printed in heavy letters was: "Get ready for gun shot!"

☆ ☆ ☆

• • • A well-known radio producer summoned a writer to his office the other day, handed him a script the latter had written and stated bluntly that he didn't like it. The writer wanted to know howcum. "How do I know," snapped the producer, "do I have to know everything around here!" . . . Why didn't Mert Emmert, the Modern Farmer, show up at his program yesterday ayem? Seems to be a difference of opinion as to how the program should be handled.

☆ ☆ ☆

• • • Do you think that a revue featuring Danny Kaye, Alfred Drake, Imogene Coca, Jerome Robbins, Mata & Hari, the Wiera Bros. and Ruthanna Boris, with lyrics and music by Sylvia Fine and Max Liebman would have a chance on B'way today? Well, in 1939 the "Straw Hat Revue" brought all these people together at the Ambassador Theater and lasted only a few weeks after a curt dismissal by the critics.

☆ ☆ ☆

• • • Goody Ace isn't the only one in his household who gets off a good one now and then. There's the time, for instance, when he and Jane were listening to an amateur hour on the radio. One of the performers was imitating Jolson and not doing badly, either. "You know," mused Jane, "if you closed your ears, it would sound just like Jolson!"

☆ ☆ ☆

• • • Small Talk: One of the hammier singers stood on B'way and 50th St. for an hour the other p.m. waiting for passers-by to recognize him and ask for his autograph, no doubt. And every five minutes, out came the comb for his lovely peroxide locks. . . . "Musical America's" annual poll this year will reveal "Symphonies for Youth" as the outstanding educational feature on the air. . . . Dean Murphy, the impersonator, says he impersonated Charlie Chaplin so well that his case comes up next week. . . . Ed Kennedy isn't being scrapped by AP—but is being given a pat on the shoulder, a desk job, promotion and everything. . . . Lew Parker says the reason Sinatra wants to go to England is because over there they pay off in pounds. . . . One of the song-pluggers almost got his brains knocked out last week by a crooner whom he had tried to bribe with an offer of "pre-war golf balls" . . . Addie Klein back on the radio scene after six months overseas with "Blythe Spirit" . . . Helen Hayes checking off the air soon. Too much work. . . . Is Jack Benny planning a switcheroo of format because of the Hooper boating he took this semester? . . . Lt. Hank Weber, former Paramount cartoonist, out of the Army and seeking a production post in radio. . . . Ray Johnson, inducted into the Army this week, missed the new 30-year-old ruling by two days! . . . Ad in paper: "Young soldier with two years overseas duty would like to meet young widow with three children. Object: 85 points" . . . After trying for four years, Kay Kyser has finally been okayed by the modicos for an overseas tour. . . . Lillian Gish making a stage comeback in "Maya" . . . Low Ayres nixed that proposed screen bio of his life. . . . Bob Hawk's air request for used playing cards for the GI's has gone over the million mark in response.

☆ ☆ ☆

—Remember Pearl Harbor—

PROGRAM PARADE

BOSTON POPS CONCERT—ABC, Sun. 8:30 P.M.—Allis Chalmers. Like Tennyson's Brook the Boston Pop Concerts run on forever. Not much Hooper but plenty of listener appeal. Consistently well balanced programs to suit all tastes. Arthur Fiedler follows long list of great conductors in 60th anniversary year. This one a continuing credit to radio.

☆

WINGS FOR TO-MORROW—MBS, Sat. 7:30 p.m.—presented by ARMY AIR CORPS. A trend show on what the flyer can expect of the future. Brilliantly written and directed. Beautifully scored. The Army not only can fight but can produce great air shows as well. (This was a transcription.)

☆

IT'S A HIT. BASEBALL QUIZ—WJZ, 2:30 p.m., Sat.—Sustaining. Two Chicago high schools got off to a slow start and wound up the same way. Joe Wilson tried to force laughter out of the contestants but got nowhere.

☆

FIRST PIANO QUARTETTE—NBC, Sat. 11:00 a.m.—Sustaining. A dash of the classics, appetizingly presented to those tastes in music pointing to serious side. Charles McCarthy does a fine sympathetic commentating job. Pianos are again coming into their own and this program has splendid, high class audience appeal.

☆

TAKE IT OR LEAVE IT—CBS, Sun., 10:00 p.m.—Eversharp. The best and most successful quiz formula on the air. Like wine it seems to improve with age. Basic idea so good that it seems bad judgment to clutter it up with corny gags. Birthplace of the \$64 question is one show bigger than anybody in it.

☆

THE LIFE OF RILEY—WJZ—ABC, Sunday, 10:00 p.m.—American Meat Institute. A perfect example of what a good Hollywood actor can do on the air with the right script. Authors of this show have been consistently good from every angle; characters are well defined and William Bendix as Riley, so wraps himself up in his characterization, the action is actually convincing as well as funny. Show was formerly on during the afternoon.

Scoop!
JIMMY DORSEY
(IN PERSON)
9:35 P.M.—10:00 P.M.
TUES. through SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Washington Paper Comments On Tele

(Continued from Page 1)

which have been voiced here by one of two citizens' associations the "Post" and "seem slightly reminiscent of the old Canute."

For better or worse, television is probably here to stay. As it improves in quality and as receiving sets become available, a great many American families will undoubtedly have it in their homes. Such is the nature of this particular broadcast-technique that programs must emanate from lofty antennae located in the center of the residential area which is to receive them.

In Washington, the present zoning regulations forbid construction of towers, or of broadcasting studios, in home neighborhoods. What has been proposed by those who desire to render a television service to the community is simply that these regulations be amended, with due regard for public safety and existing property rights, to permit the necessary structures to be erected. There need be no fear that they will be eyesores. On the contrary, they are likely to be good examples of functional design—at least as ornamental to the neighborhood as say, gasoline filling stations, power houses, or water towers. Anyway, like these other modern devices, they will have to be tolerated if we are to enjoy the modern satisfactions which they represent. Progress after all is just another word for adaptation."

Religious Programming Sought in Canada

Montreal—A resolution deploring the tendency in the field of radio to permit commercial broadcasts to replace those of church services, particularly on Sunday evenings, was adopted by unanimous vote at Toronto Synod, Church of England, meeting in St. James parish hall, Toronto. It was moved by Rev. Canon H. Wilkinson, of St. Paul's Church and seconded by Rev. Canon C. A. Moulton, of St. Simon's Church. Rev. Canon J. E. Ward of St. Stephen's, who Archbishop Owen led the Synod is the oldest broadcaster in point of time on the air in Canada, said that "radio time is trusted as much as public money." He said that of 120 broadcasts on a Sunday between early morning and midnight about eight were devoted to religion. He described the BBC which stringently excluded advertising, while in U. S. it is all commercial. On American chains they give the "good" programs only to sweeten the pill." He explained that the Canadian system had been good at first, now they were in the advertising field on a large scale.

Leads Better Business Bureau
Syracuse—Oscar F. Soule, president of WFBL, yesterday was re-elected president of the Better Business Bureau of Syracuse, Inc.

PICTURE OF THE WEEK



Mal de mer—seasickness to old salts—played havoc with Sam Serota, special events director of WIP, Philadelphia, when he braved choppy waves aboard a Coast Guard cutter to cover the surrender of a German submarine off the Atlantic coast. Sam slept as they approached the U-858 but came through later with a broadcast.

Cancel Commercial Show For Public Service Talk

(Continued from Page 1)

company. The Reichhold Chemical Company will cancel its "Symphony of the Americas" Sat., May 26, 8:30-9 p.m., EWT, in order to bring to Mutual network listeners the documentary report of Malcolm Bingay, editor of the Detroit "Free Press," who was one of three men appointed by the War Department to write the official story of the Germans' inhuman treatment of the people of Europe.

Rally At Liberty Tomorrow

A special War Bond broadcast will be held at the Statue of Liberty in Times Square, Saturday afternoon, May 2, at 5:45 when Shirley Eder does her regular 15-minute program over WOR from the special war bond platform. Those appearing with Miss Eder will be Kathleen Winsor, author of "Forever Amber," Jeanne Cagney, of stage and screen, and Jan Clayton, star of the current "Carousel."

"Report To The Nation" Shifting To Sun. Night

"Report To The Nation," sponsored by Continental Can Co., shifts to Sunday evenings 6:30-7 p.m., EWT, effective June 9. Change to period held by General Foods Corp. for "Toasties Time," which takes a 13-week hiatus, runs through Sept. 9, 1945 inclusive. Agency is BBD&O.

Gershwin Musical Marathon

Full 24-hour period of Gershwin programs has been set by Ted Cott, program manager of WNEW, New York, as a part of the Gershwin Jubilee Week. Programs will include Gershwin quizzes, novelties and a demonstration of five different renditions of a Gershwin tune.

Jostyn Peps Chi GI's

Jay Jostyn left for Chicago yesterday where he'll speak to GI's at rehabilitation centers. He'll be written out of the "Mr. D. A." script the program of May 30 but will return to New York in time for the June 6th broadcast.

Churches, NBC Join In Fellowship Awards

(Continued from Page 1)

University of the Air; Dr. Max Jordan, director of religious programs for NBC, now on special assignment in Europe; Dr. Truman Douglass, executive vice-president of the Board of Home Missions of the Congregational-Christian churches; Dr. Quinter Miller, assistant general secretary of the Federal Council of the Churches of Christ in America; and Rev. James Flint, chairman of the committee for work with returning servicemen, and Rev. Everett Parker, director of radio, both of the Congregational-Christian churches.

Fellowship Winners Listed

Winners of the fellowships were: Rev. Horace W. McMullen, radio chairman, Rhode Island Council of Churches, Providence, R. I.; Miss Pearl Rosser, director of radio education, International Council of Religious Education; Rev. James W. Sells, executive secretary, Mississippi Rural Life Council; Rev. James R. Uhlinger, radio chairman, Ministerial Association, Shenandoah, Iowa; Rev. Paul Rasche, radio chairman, Council of United Churches, South Bend, Ind.; Rev. Harold E. Ditzler, radio chairman, Church Federation of Los Angeles, Los Angeles; Rev. Clark Harshfield, radio chairman, South Dakota Council of Churches, Chamberlain, S. Dak.

Belgian Press Reps Here

Group of Belgian radio and press representatives visiting in this country at the invitation of OWI will be guests tomorrow of NBC International division. Members of the group which will tour the studios and lunch in the Rainbow Room at Rockefeller Center, are as follows: Albert Bouckaert, Le Soir and Le Soir Illustre, Brussels; Valere d'Archangeau, Monde du Travail, Liege; August De Muynck, National Belgian Radio Institute, Brussels; Jean Grosfils, Cite Nouvelle, Brussels; Betsie Hollants, Nieuwe Stadaard, Brussels; Charles Leroux, Le Peuple, Brussels; and Cornelius Staes, Gazet van Antwerpen, Antwerp. They will be accompanied by Hobard A. Spalding, OWI, foreign press liaison, New York, and Harry Torczyner, OWI, chief of the Belgian section and foreign press liaison.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

PROMOTION

"Headline Edition"

Blue Network Co-operative Program Department has brought out a comprehensive sales brochure on "Headline Edition," its new dramatic presentation of the news and people who make it. Brochure is an attractive six-page, three-color folder which explains the format of the show and gives names of personalities who have appeared on the show. Promotion has gone out to station sales personnel, representatives and agencies carrying spot radio.

KWK Outdoor Sign

The Outdoor sign at the corner of Grand and Olive Streets in St. Louis, that KWK has maintained since October 1944 had a change of face with V-E Day. Huge bulletin, 54 x 31 feet, which previously featured a colored map of the European war theater, now reads "On To Tokyo," with a strip below reading "No Time Out Between Halves." With the end of the brown-out, sign became illuminated.

V-E Day Ad

American Broadcasting Company sent out a V-E Day advertisement mat to newspapers in New York, San Francisco, Washington, Chicago and Los Angeles. Ad ran in New York and other papers in above cities that could give it space. It was captioned "today a new world is born . . . or is it?" and showed a world globe in relief in rubber-gloved hands with surgeon's instruments nearby. Copy dealt with radio's peace time role and specifically that of the Blue Network.

Victor Disc Promotion

Approximately 200 Victor disc dealers in the Detroit area co-operated in an all-out promotion of their home city symphony's first post-ban recording, "Orpheus In Hades." The use of all outlets in the promotion resulted in the city being allocated three times the usual number of records and a clean sweep of dealers' shelves. A large amount of window display was given over to blow-ups of the conductor and key members of the orchestra.

Wedding Bells

Edward Pearson, WOR-Mutual announcer-producer, will be married in Providence, R. I., on Wednesday, May 30, to Estelle Sevigny, of the traffic department at WFCI, Pawtucket. The couple, who formerly worked on WPRO, Providence, will make their home, following marriage, in Westchester, N. Y.

Returns To WOR Post

Charles H. Singer, on leave as consulting radio engineer to the chief signal officer of the U. S. Army, has returned to his post as assistant chief engineer of WOR. It has been announced by J. R. Poppo, chief engineer.

WORDS AND MUSIC

By HERMAN PINCUS

WE'VE written before about a grand lady, Marie "Mom" Kenney, mother of Raidolite Craig MacDonnell, who for the past two years has been touring the South Pacific Fronts with a USO Camp Show Unit . . . we've just received another letter from Mom, postmarked, 'somewhere in the Philippines' . . . if the quotes help to sell the number of War Bonds we think they will, the courage and sacrifices of the thousands of show-folk, currently engaged in entertaining and building the morale of our Fighting Yanks, will have been rewarded . . . writes "Mom" . . . quote:—Herman, I've had a lot of beautiful things happen to me thru my life but none more beautiful nor for which I am more humbly grateful than this . . . when we were playing at the Base where the 75th Seabees are, some of the boys came to me and asked me if I would return Sunday. Mothers' Day and be adopted as Official Mother to the 75th Seabees . . . that Sunday I returned from a nearby Island and was honored with the title, Official Mother (and Grandmother) during the Protestant, Jewish and Catholic services . . . there just aren't any words that can express the emotions of that day, but the memories of it will always be with me—and how I wished that my own children and grand children could be there too . . . the heat here is terrific and they tell me it will be worse . . . while we were in (censored) the temperature averaged 138 degrees . . . the further we go—that hell-hole New Guinea to the present, the more we are made to realize what our men have gone thru . . . the magnificence of their job and the limitless credit due them . . . If we worked as co-operatively, as courageously and as constructively at home, every alley would be an avenue and every hovel, a home . . . unquote:—America to Yanks in the South Pacific . . . Roger—We're Buying Those Bonds . . . We're Buying Those Bonds . . . On to Victory . . . Report Ends.

☆ ☆ ☆

RADIOLOGY: Eddie NBCantor's three final programs of the current season, June 6 to June 20 inclusive will originate in the East. . . ● With a background that includes program-producing and emceeing besides possessing a smooth resonant voice, seems to us that NBC staff Announcer Jim Waldrop should be a natural for the Fred Waring morning show which NBCommences June 4. . . ● Sportscaster Al Helfer's tome, "Tars And Tripe," may be rewritten as a play . . . book is based on Al's experiences as a Lt. Commander in the USNavy. . . ● Sgt. Dick Dudley former NBC staff announcer, has been named production manager of the American Forces Network in London. . . ● Dick Gilbert, WHN disc-spinner, invites the 2,000 platter-chatterers from coast to coast to join his newly-organized fraternal order, 'Knights of the Turn Table.'

☆ ☆ ☆

TIN PAN ALLEY-OOPS: After 20 years without a lyric, Zez Confrey's instrumental, "Kitten On The Keys," will be sung in George Jessel's forthcoming 20th Century-Fox musical of the same name. . . the difficult lyrics were written by Sam Coslow. . . ● Two former members of the Roxy Theater staff, have been cited for bravery. . . Capt Daniel R. Morgan, awarded the Silver Star with two oak leaf clusters on his Purple Heart Medal and Sgt. John T. Galloway, a citation from Maj. Gen. C. L. Chennault. . . ● The song, "Kootchie-Kay-Koy," which Phil Brito recently introduced on the networks, is a Japanese phrase which means, 'come out or die,' which our fighting Yanks shout into caves in Okinawa. . . song was written in a fox-hole on Saipan by Sgt. Tom Moody, who showed it to Sgt. Edward O'Reilly, who in turn, sent it to his brother-in-law, who happens to be Phil Brito's press agent. . . Nat Mesh, former vaudeville partner of George Burns, now a successful manufacturer of sweaters, has collabbed with songwriters Buddy Kaye and Howard Steiner on a ditty titled, "You'd Look Sweeter In a Sweater."

☆ ☆ ☆

AGENCIES

MAJ. GEN. JAMES A. ULIO, Adjutant General of the U. S. Army, will deliver an address before the Advertising Men's Post of the American Legion at its meeting which will be held Monday in the Hotel Lexington.

JOHN G. KASTEN has joined Hazard Advertising Company as an account executive. He formerly was advertising manager of North American Phillips Company, Inc.

FULLER & SMITH & ROSS announces that Edward Bozorth, formerly of J. Walter Thompson Company has joined FSR as account executive to serve Interchemical Corp.

HILL ADVERTISING, INC., has been named to handle the account of The Owners of America League, a non-profit organization to promote equality and freedom of opportunity for the middle classes.

NORMAN D. WATERS & ASSOCIATES have been appointed to place the advertising of Weiner Blouse Company, manufacturers of Ann Wyn blouses.

FORREST WALDO has joined the publicity and public relations department of J. M. Mathes, Inc. He formerly was associated with Air Reduction Sales Company.

ARMSTRONG RUBBER COMPANY, through Maxon, Inc., has planned an advertising campaign to cover the Atlantic Seaboard area. It is scheduled to run from June 4-20.

Economic Group Producing For Independent Stations

Transcribed programs dramatizing the national problems and issues of this country are being produced in a 15-minute series by Lawrence Hammond, producer-director, for distribution among the independent stations throughout the country. The first six transcriptions are already on their way. The Committee for Economic Development sponsors the non-political venture, and independent stations are urged to broadcast the transcriptions as a public service; however, local stations are not prohibited from having their clients sponsor the programs. Subject matter projects through the ETs range from the creating of new jobs to the tax situation and format of the ETs provides for a local community angle, it was pointed out. Milo Boulton, master of ceremonies of "We the People," handles similar chores on this series which is written by Les Hafner and Orville Hitchcock.

Railroad Training Personnel

The Pennsylvania Railroad has commissioned the School of Radio Technique, New York, to train additional personnel in the use of its public address system.

EQUIPMENT

Westinghouse Promotion

Appointment of L. J. Clay as manager of the San Antonio, Texas, branch of the Westinghouse Electric Supply Company has been announced. Clay, who has been with the company since early this year, was a pilot in the Army Air Corps of World War I, and recently was associated with a civilian contractor, training glider pilots for the AAF at Mesquite, Texas.

Lear Distributor

Frey & Krause, distributors of Los Angeles and San Diego, has been designated distributor for Lear home radios for the Southern California territory, according to an announcement made by Nate Hast, home radio merchandising manager. Lear line will include sets in every price range. One of the Lear features will be a wire recording unit which will also be available as a separate item.

New Sparton Plan

Under exclusive plan of merchandising by Sparton Radios of Jackson, Michigan, radio and appliance distribution is factory controlled, with local dealers operating under exclusive franchise. District manager supplants the distributor or jobber. Fourteen new Sparton district merchandisers and their territories have been announced by Ed. C. Bonia, sales manager. Some territories still remain open.

Market Story

WOL's national representative, The Katz Agency, has issued an attractive, illustrated market story entitled "Washington Is Here to Stay," which documents the stability and continued growth and prosperity of the Washington market. Book shows comparative study of radio surveys in major eastern cities as compared to Washington and by comparisons indicates WOL dollar value. Study closes with brief summary of improvements made at WOL since its purchase by the Cowles Broadcasting Company.

Send Birthday Greetings To—

May 25

Doris Kerr	Helen Munroe
Bill Robertson	Virginia Simms
Hazel Westerlund	William Miller
Kay McKewen	Jo Tong

May 26

Margaret Fuller	Frederic Mackaye
Howard Parker	Jules Alberti
	William Kephart

May 27

Cedric Adams	Richard Sanville
Evelyn Morin	Marlin Hunt

COAST-TO-COAST

— ILLINOIS —

CHICAGO—Second live production taken over in the past few weeks by Harry S. Goodman Radio Productions of New York is "Mystery House," once-a-week thriller over WGN sponsored by Peter Hand Breweries. Goodman has been given transcription rights to the show. . . **PEORIA**—When "Vox Pop" originated from here recently, WMBD conceived the idea of turning tables on the gang, with WMBD shooting the questions and showering the "Vox Poppers" with presents, a variation which Parks Johnson enjoyed immensely.

— KENTUCKY —

ASHLAND—As of June 15, WCMI will become affiliated with the Columbia network as an optional outlet. WCMI is the only station in Ashland and provide free merchandising service to all towns in its sales area. . . **HOPKINSVILLE**—When a tornado wrecked the antenna of WHOP last week, staff engineers in co-operation with light, gas and telephone companies worked 48 hours to erect two 70-foot towers.

— LOUISIANA —

NEW ORLEANS—WWL is presenting, in co-operation with the United Community and War Chest, the special feature "War Town." In the series which runs through August 11, listeners will hear stars of stage, screen and radio. . . The Playmakers Lab of WNOE, under the direction of Beverly Brown, program director, were visited recently by Irving Bacon, veteran film actor.

— INDIANA —

FORT WAYNE—Newest promotion of the WOWO Modern Home Forum is a recipe named for Jane Weston, its director. Recipe brought 28 orders in the Fort Wayne Studebaker plant cafeteria after broadcast. . . New staff pianist at WOWO is Bob Mills. . . **TERRE HAUTE**—Fred Armstrong, Jr., police radio operator, pinch-hits as relief operator at the WBOW transmitter.

— MISSISSIPPI —

CLARKSDALE—WROX switched from the Blue Network to Mutual, May 1, becoming a full time Mutual outlet for the cotton country in the Delta. WROX is a member of the Mid South Network and is managed by David M. Segal. . . **COLUMBUS**—Bob McRaney, Mid South Network general manager, has again been named publicity chairman of the 7th War Loan Drive in Lowndes county.

— NEW YORK —

NEW YORK—Albert A. Grobe, WQXR chief announcer, has completed the narration on Treasury Salute series for the 7th War Loan. . . Nelson P. Spencer is WQXR's new night manager. . . WINS commentator, Dorothy Day, is increasing her activities by addressing women's clubs and teen-age groups, and doing fashion commentaries. . . Don Arres and Brad Reynolds are pinch-hitting for Morey Amsterdam while he is vacationing from WHN's Gloom Dodgers program. . . Ted Campbell, WMCA announcer, has replaced Joe O'Brien as acting chief announcer. O'Brien is now in the Army.

— NEW YORK —

ITHACA—Gertrude Grover, WHCU's woman's editor, was the first woman passenger on the Ithaca to New York air route started by Robinson Aviation, Inc. . . The WHCU radio trouble clinic program has met with great success. Listeners learn how to detect the trouble in their appliances "by ear." . . **WATERTOWN**—Fred Schilling of WWNY is the newest contender for an endurance record. He works from 8 a.m. to 5 p.m. in a war plant; then takes over his announcing in the studio from 6:30 p.m. to 12:15 a.m.; P. S.: he also gives blood.

— MICHIGAN —

GRAND RAPIDS—Staffers at WJEF include Miles Olsen, chief announcer; Clem Harland, Al Hopinks, Lewis Smedes and Phyllis Telder. Dr. Willis F. Dunbar is program director for both WJEF and WKZO. WJEF continuity writer is Richard Kowalkoski. Engineering group are Robert Bachman, Clarence Polmanter and Don Rennie. . . **DETROIT**—Nearly 7,000 spot announcements, newscast insertions and 5 to 15-minute talks on 30 Michigan stations is the record of the Radio Committee during the 6th War Loan Drive.

NEW BUSINESS

KYW, Philadelphia: Arrow Stores, Philadelphia (men's furnishing), renewal of five station breaks weekly, for 26 weeks, through Harry Feigenbaum Agency, Philadelphia; Freihofers Baking Company, Philadelphia (Bread), renewal of five station breaks weekly, for 52 weeks, through Richard A. Foley, Philadelphia; Land Title Bank & Trust Company, Philadelphia, through Stewart Jordan Company, renewal of three one-minute announcements and two station breaks weekly, for 52 weeks; Pure Foods Co., Inc., Mamaroneck (Herb-Ox Bouillon Cubes), renewal of three-weekly participations in the Ruth Welles program, for 13 weeks, through J. M. Mathes, Inc., New York; Loews, Inc., (MGM), New York, through Donahue & Coe, Inc., picture promotion, one station break daily for three days; Warner Brothers, Philadelphia, direct, 14 station breaks over a six-day period.

Wedding Bells

Warren Hull, of Columbia's "Vox Pop" program, will wed Mrs. Louise Shea, June 4 in Boston.

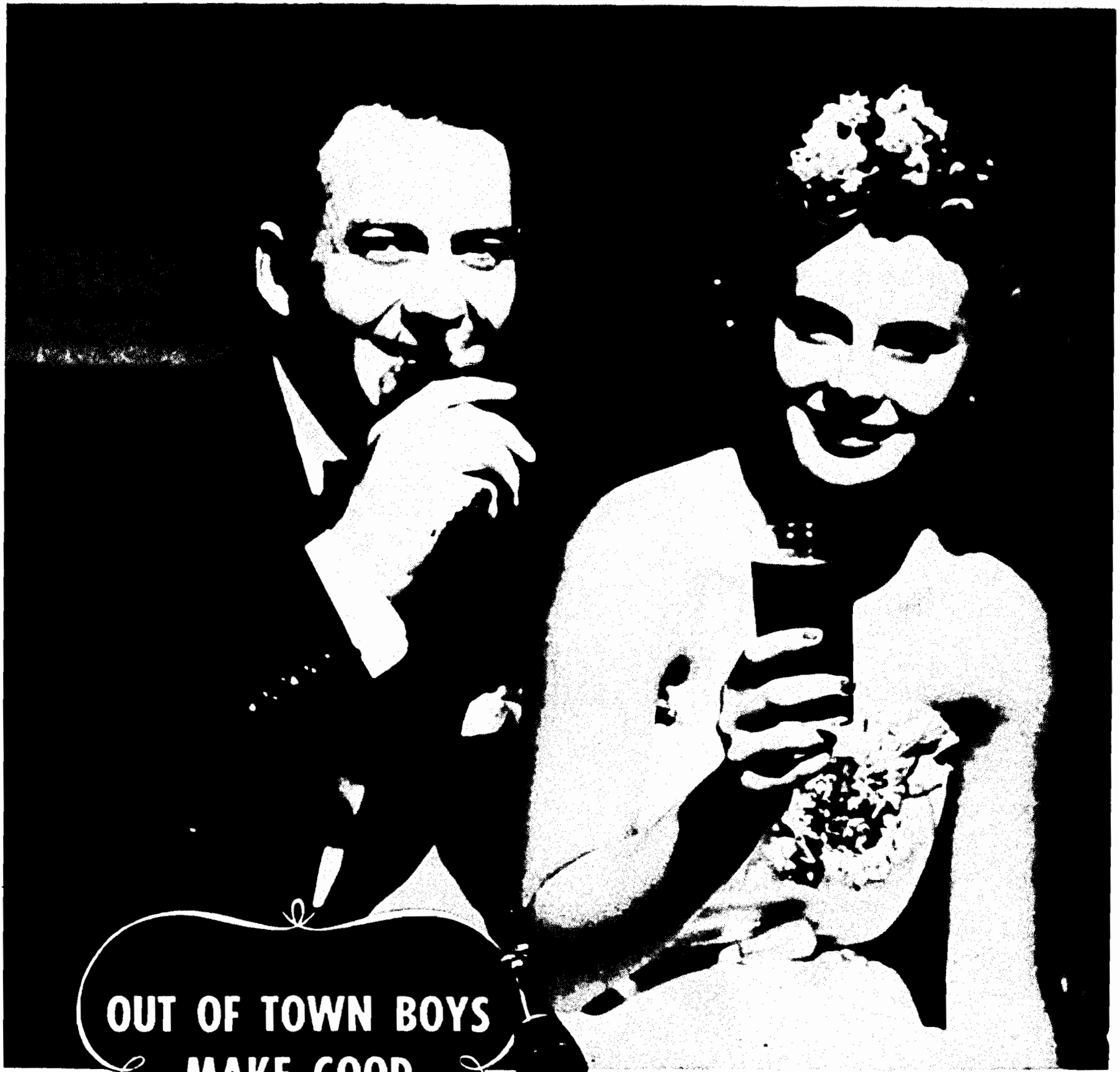
ANY BONDS TODAY?

By Fibber McGee and Molly

Illustrated by Lichty



"I don't want to interfere with your buying War Bonds, Abner, but you'll have to find another place to hide them."



**OUT OF TOWN BOYS
MAKE GOOD**



ROYAL CROWN WITH SPOTS

Since 1939, Royal Crown Cola* royally good and nationally famed beverage—has crowned the results of WFBR—Baltimore's Big Home Town Station with six year's renewals.

Starting in with 12-minute spots weekly—Royal Crown Cola results dictated an increase to 42 spots

*Agency: Batten, Barton, Durstine & Osborne, Inc.

weekly. Again WFBR was measured by the yard-stick of results, and WFBR *delivered*.

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

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 31, NO. 41

NEW YORK, N. Y., MONDAY, MAY 28, 1945

TEN CENTS

FM Study-Procedure Set

Dondero Bill Gaining; Petrillo Won't Testify

Washington Bureau, RADIO DAILY

Washington—Early reporting of the Dondero bill to curb the activities of the AFM is looked for from the House Interstate and Foreign Commerce Committee. The bill, to forbid AFM interference in educational broadcasts, is supported by a strong majority of the committee, with one or two holdouts feeling that some moderation is necessary.

In the meantime, AFM President James C. Petrillo has been invited to appear before the committee and justify his stand on such things as the royalty arrangement, standby musi-

(Continued on Page 5)

Staff Changes Announced by Columbia Web Officials

Washington Bureau, RADIO DAILY

Washington—Fox Case, in charge of public relations for CBS Pacific network, has been appointed assistant to the director of Columbia's Washington, D. C. headquarters, it was announced last week by Earl Jammons, CBS director in Washington, and D. W. Thornburgh, CBS western division vice-president. Case,

(Continued on Page 6)

New Short Wave Station Opened by NBC in Jersey

Addition of another 50,000 watt short wave transmitter to the five operated by NBC at its Bound Brook, N. J., radio plant was announced Friday by O. B. Hanson, NBC vice-president and chief engineer. New sta-

(Continued on Page 5)

The Bird

Al Helfer, baseball broadcaster for WINS who had much experience with dive bombers while a lieutenant commander in the Navy for 39 months, had the toughest time of this nature while doing the play-by-play on the Giants-Pirates double header at the Polo Grounds. Al had to fight off a pugnacious sparrow which continually streaked through the door of the broadcasting booth to peck directly at Al's classic features.

Awards Announced By St. Louis Adv. Club

St. Louis—Annual national awards of the Women's Advertising Club of St. Louis honoring the memory of Erma Proetz were announced last week at a presentation dinner at the Jefferson Hotel.

First award for outstanding commercial radio writing went to Ethel Murtha Hurley of the Los Angeles branch of BBD&O. Miss Hurley won

(Continued on Page 7)

Blue Web Will Carry Glenn Miller Bond Show

Blue Network will carry the Major Glenn Miller all-star War Bond Show from the stage of the Paramount Theater June 5 on a coast-to-coast broadcast, 10:30-11 p.m., EWT. Arrangement to broadcast the show

(Continued on Page 2)

Lines Of Recording Stations To Be Built South And West From New England To Monitor Fifty Existing Outlets

Ending Of Interference Sought By Int'l Pact

An international agreement for cooperation in the elimination of radio reception interference by various electrical devices, has been set up between organizations representing the United States, Great Britain, Australia and other countries, according to Herbert J. Wollner of the American Standards Association. Wollner

(Continued on Page 7)

Emmert Leaves WEAf In Programming Dispute

Mert Emmert, farm editor of WEAf, resigned from his post last Friday, it was announced. Emmert has been heard on this station since January 4, 1943, when he moved to New York from Manhattan, Kansas, his home town. Emmert explained to a press gathering at the New Yorker Hotel that he could not get together with his superiors on programming policy.

Dance Music Skedded By NBC For Summer

Revising its late evening programming, NBC plans for the summer call for light dance music and other forms of light entertainment from at least

(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—A program of studies on FM transmission in the 44 to 108 megacycle band, to be pushed with all speed during the summer months, has been agreed upon by FCC Chief Engineer George P. Adair and 60 radio engineers, including representatives from the industry, the military, other Govern-

(Continued on Page 5)

Text of Tele Bill Revealed in Ohio

Columbus, Ohio—Senator Emil A. Bartunek, Cleveland Democrat, and Senator Lawrence A. Kane, (R.) Cincinnati, have formally introduced in the state legislature their bill which amends the Ohio censorship statutes to include television, along with mo-

(Continued on Page 5)

Kraft Company Renews 'Great Gildersleeve', NBC

Chicago—The Kraft Cheese Company (Division of National Dairy Products Corp.) through Needham, Louis and Brorby, Inc., has renewed the Great Gildersleeve on NBC for 44 weeks, it was announced by Paul McCluer, NBC central division sales

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Relaxation Of Censorship

By CHARLES MANN

CENSORSHIP Director Byron Price did away with rigid censorship restrictions regarding all areas except for the fighting zones. While he ordered "wholesale deletion" of portions from the code, restrictions pertaining to secret weapons and similar types of news, such as military news, movements, personnel, operating or being utilized in war zones, or in

transit to or from the actual war theater, remain intact.

New Band: Federal Communications Commission proposed that another band for standard broadcast be established at the top of the present dial, and that 120 channels in six bands for direct international broadcast be reserved. Special emphasis

(Continued on Page 6)

The outstanding industrial market in N.E. is covered thoroughly by WLAW.

WLAW has selling power to 1,902,591 people in industrial N.E. 5000 watts, 680 kc. Advt.

SERVING the 7th!

Portsmouth, N. H.—All outgoing mail from WHEB now bears in the lower left hand corner of the WHEB envelope the emblem of the 7th War Loan Drive, two inches wide by two and a half inches high, depicting raising of the American flag on Iwo Jima. Station also aired the voice of Sgt. Rene Gagnon of Manchester, one of the Marines in the photo.

SERVING the 7th!

Raleigh, N. C.—Believing that regular boosting sells bonds best, WPTF, 50,000-watt affiliate of NBC, WPTF broadcasts a five-minute reminder each day, 1:15-1:20 p.m., Monday through Friday, direct from 7th War Loan headquarters, plus continuous chainbreaks and a weekly resume aired each Saturday from the studio of the station.



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

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

FINANCIAL

(May 25)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Harrison Replaces Reynolds

William Harrison has been named air editor on "Radio Reader's Digest," replacing Quentin Reynolds. Program is heard on CBS Sunday nights from 9 to 9:30 p.m., EWT.

20 YEARS AGO TODAY

(May 28, 1925)

It would seem that Major Bowes, managing director of the Capitol Theater, is facing a serious dilemma with the departure pending of "Roxy" and his "Gang." Since November 1922, when they made their first appearance in the theater, striking an instantaneous hit, the group have been a regular Sunday feature at the Capitol.

Connect in Connecticut



Coming and Going

EDGAR KOBAK, president of the Mutual network, and THEODORE C. STREIBERT, executive vice-president of the web, have returned from Chicago, where the MBS board of directors meeting was held last week.

JEAN COLBERT, who during the past two weeks has adorned the beach at Miami, is back at WTAM, Cleveland, and has resumed her more mundane occupation as the station's director of women's activities.

IRNA PHILLIPS, daytime serial scripter, is here from Hollywood in connection with the observance of her fifteenth anniversary on the air.

JOHN MAYO, he of the Lang-Worth music library, made a flying trip to Boston late last week.

CLARA CROSS, assistant to Helen J. Sioussat, CBS director of talks, has left for West Virginia, where she will spend a vacation of two weeks.

FRANK V. WEBB, general manager of WGL, Fort Wayne, Ind., is back at the station following an extended business trip which took him to the NAB meeting in San Antonio and to New York for a tete-a-tete with the station's national representatives.

FRANK BULL, executive of Smith, Bull & McCreery, Los Angeles advertising agency, has left the Coast for a business trip of eight weeks which will take him to Chicago, New York and Washington, D. C.

KINGSLEY F. HORTON, assistant manager-director of programs and sales at WEEL, Boston, is spending a few days in Chicago on station and network business and, perchance, a bit of fishing.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System, and WILLET H. BROWN, vice-president and assistant general manager, were in Chicago last week for the meeting of the Mutual network board of directors.

LAWRENCE TIBBETT, baritone, has returned from a cross-continent concert tour. He will resume broadcasting on "Your Hit Parade" June 2.

HARRY BURKE, general manager of KFAB, Lincoln, Neb., in New York for conferences at CBS headquarters.

ADDISON MARTIN, general manager of WKIX, Columbia, S. C., latest station to join the Columbia Network, is in town for a short stay.

BILL MALO, commercial and sales promotion manager, WDRC, Hartford, Conn., is back at his desk after a few days in Gotham.

SHERWOOD BRUNTON, owner of KQW, San Francisco, Cal., and RALPH BRUNTON, president of KQW, are attending conferences at CBS headquarters in New York.

LEON GOULD of WMCA, returning to New York after a stay in Europe.

Blue Web Will Carry Glenn Miller Bond Show

(Continued from Page 1)

were handled through John Hertz, Jr., National Publicity Director of the War Activities Committee of the motion picture industry.

Locally also, will be carried entire program which starts at 8:15 p.m. Station will give a description of the Soldier Pageant and Parade down Broadway as an opener and then broadcast the rest of the show from the Paramount.

Among the personalities who are scheduled to appear in the Major Glenn Miller Show are the orchestras of Charlie Spivak, Benny Goodman, Count Basie, Louis Prima and Fred Waring. Others appearing include Eddie Cantor, Milton Berle, Cab Calloway, Perry Como, Xaxier Cugat, Morton Downey, Marion Hutton, Johnnie Johnson, Allan Jones, Sammy Kaye, Gene Krupa, Gil Lamb, Guy Lombardo, The Modernaires, Dean Murphy, Jo Stafford, Tip Tap & Toe, Jerry Wald, Ethel Waters and Paul Whiteman.

Kraft Company Renews 'Great Gildersleeve', NBC

(Continued from Page 1)

manager. Aired on 80 stations, program originates in Hollywood and is heard on Sundays 5:30 to 6:00 p.m., CWT, with a repeat for West Coast from 10:00 to 10:30 p.m., CWT. Contract renewal is effective September 2 with J. D. Galbraith, account executive, handling negotiations for NBC. Show leaves the air after the July 1 broadcast for an eight-week summer vacation. Series stars Harold Peary, supported by Louise Erickson, Walter Tetley, Earl Ross, Lillian Randolph, Shirley Mitchell and Richard Legend.

Blue Grooming Hammond

Lawrence Hammond, producer-director of "We the People," will be appointed to an executive capacity at the Blue Network this week, it has been learned. Hammond will be in charge of the Committee of Economic Development's new program series which will bow in over the Blue next fall.



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-REED

Advertisement for WDAS featuring the text 'WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS' and an illustration of a man in a top hat holding a microphone.

The MYSTERY of the STOLEN TRUCK

(SOLVED BY RADIO IN 10 MINUTES!)

HANNAFORD BROS. Co.
Wholesale Dealers in
FRUIT PRODUCE GROCERIES



Commission Merchants

CROSS & COMMERCIAL BLDG.
PORTLAND 1, MAINE
Phone 2700

MAY 10, 1945

Crelighton E. Gatchell, Mgr.
W.G.A.N.
Portland, Maine

Dear Mr. Gatchell:

We wish to express our thanks for providing emergency time on your station, and to congratulate you on the effectiveness of W.G.A.N.'s broadcasting in connection with the incident of our stolen truck last Thursday.

You recall that a fully loaded Hannaford Bros. Co. truck was taken from our warehouse yard before daylight filled with groceries and perishable produce destined for delivery to our retail customers 100 miles away in Franklin County, Maine.

Locating the stolen truck appeared futile despite the fact that the police were notified at once, and that State Police had flashed the fact of the stolen truck over its teletype all over the State. With no inkling of the truck's whereabouts by noon-time, we thought to ask your services in sandwiching in several times during the afternoon short broadcasts offering \$100 reward for information leading to the whereabouts of the stolen truck which the broadcast described.

As you know, the first broadcast went over the air at 2:10 P.M. At 2:20 P.M. a call to this office advised the location of the truck. A woman living at Old Orchard, Maine returning home from a visit at her father's house 15 miles inland had noticed the described truck stalled unattended in a soft shoulder of a narrow little-used country road. Naturally the balance of the intended broadcasts were cancelled, the one flash over the air accomplishing the purpose within ten minutes time.

The incident confirms our already-held belief in the effectiveness of broadcasting

Very truly yours,
HANNAFORD BROS. CO.
William W. Barnes
William W. Barnes, Sales Mgr.

Early in the morning of May third a truck loaded with perishable produce was stolen from the warehouse yard of Hannaford Brothers Company, wholesalers in fruit, produce, and groceries, in Portland, Maine. When no clues had been uncovered as to the whereabouts of the truck by early afternoon, Hannaford Brothers came to WGAN for help. The first flash about the stolen truck went over WGAN at 2:10 p.m. At 2:20 p.m.—just ten minutes later, Mrs. Julia L. Moffitt, who heard this emergency broadcast, phoned in and said she'd located the truck! (Read the letter opposite for complete details!)

The moral in this case is very clear. The clue to its solution lies in the effectiveness of radio broadcasting. If WGAN can find a stolen truck in ten minutes, it can surely help you solve your selling problems just as successfully. Remember, WGAN's large listening area (14 Maine counties and 1 in New Hampshire) is a responsive audience—a rich market to tap. And you can tap it anytime just by getting in touch with us or our national representative.



STATION

**5000
Watts**

CBS Member Station



PORTLAND

MAINE

**560
Kilocycles**

Columbia Hotel, Portland, Maine

National Representative: Paul H. Raymer Co.

At left: Mr. William W. Barnes, Sales Manager of Hannaford Brothers, presents the \$100 reward for locating the truck to Mrs. Moffitt over WGAN during Dorothy Wadman's popular 9:15 a.m. "Points and Pointers" radio program.

LOS ANGELES

By RALPH WILK

TOM KELLY, ace photographer, is supervising photography on "New Horizons," Telecine television production, which Patrick Michael Cunningham is producing at his studio known as Stage 8 to familiarize motion picture and radio studios with his methods.

Eddie Cantor has travelled 240,000 miles since the start of the war, taking his NBC show to camps and hospitals.

Joe Rines will assume producer duties for the Andrews Sisters airshow, immediately taking over the reins from Manny Manheim. George "Gabby" Hayes continues in a featured role in the show, heard Sunday over the Blue Network of the American Broadcasting Company.

Carlos Ramirez, who has been a featured baritone on "Maxwell House Coffee Time" for the past season, plans to open at the world famous Casino in Rio de Janeiro, Brazil, for the summer months, leaving his present NBC broadcast on May 31.

A mother's influence on her child, and hence on all society in general was dramatized for KHJ-Mutual Don Lee listeners, Sunday, May 20, when director-star Dorothy Arzner treated the subject of this relationship in her "You Were Meant to Be a Star" show.

WKIX Joining CBS

WKIX, Columbia, S. C. joins the Columbia network as an optional station on June 15. WKIX operates with 250 watts power full time, on a frequency of 1,490 kilocycles. The station is owned and operated by the Inter-City Advertising Co., Inc. Addison Farris Martin is general manager of the station.

Renew Dinah Shore

Renewal of Dinah Shore's Open House on NBC for 52 weeks effective July 5 under sponsorship of General Foods Company was announced Friday by Young & Rubicam, Inc. The show which features Dinah Shore's singing and guests will take a summer leave from June 7 to August 30.



"We ain't a-goin' t' argue, stranger - give us a right smart number o' them accident policies WFDI Flint's been a'tellin' us about."



Notes From An Aisle Seat . . . !

• • • Talk about guts, Jane Froman taking overseas shots for another tour abroad! . . . According to both Hooper and CAB, "Mutual is the only web to show an increase in its nite time rating between the hours of 8 to 10:30." . . . X. Cugat leaving the Copacabana because he didn't meet the quota set by Monte Proser. . . Hottest prospect to replace Jack Haley with Joan Davis is Gil Lamb . . . If Mickey Rooney gets out of the Army by fall, he'll have one of radio's biggest packages dumped in his lap. . . Eddie Cantor's three broadcasts from N. Y. (June 6th, 13th and 20th) will originate from Army and Navy camps—so quit looking for tickets. . . The Walter Hydes, Sam Bramsons and Toni Ward, all of the Wm. Morris factory, expecting little 10%-ers. . . Jinx Falkenburg and Col. Tex McCrary booked for the Hitch Parade. . . Eli Oberstein has handed in his resignation as v.p. and executive director of Majestic Records. . . Dog race on between Fitch and Biow for "Life of Riley" . . . Felix Knight got the nod to replace Nelson Eddy for the summer . . . Fred Uttal and Wendie Barrie copped the new Old Gold show, with Shirley Eder a close runner-up for the femme lead. . . Harry Cool, the crooner-bandsman, says his name cost him two ciggie accounts already. . . P. K. Wrigley keeps gum locked up in a safe, according to a story being relayed by Sen "Happy" Chandler, who visited him recently.



• • • Question Markers: What radio comic fired his writer because his jokes were "too new"! . . . Will the Blue web grab off Kate Smith next fall? . . . Why was Bill Stern asked to announce the Fred Waring ainer—and while we're at it, why did Bill turn it down? . . . What former screen and radio star got into a pip of a jam down Miami way with an Army deserter? She was saved from scorching newspaper headlines because of her years of USO work.



• • • Maggi McNellis is many things to many people. To the late Joe Connolly, she was the "best damned reporter" he'd ever seen. To Mr. and Mrs. WEAf, she's a private wire to New York's gay nite life—a gal who sees all, knows all and tells all. To her cronies, she's a cross between a scamp and a Madonna. Tall and shapely, with blue eyes that look at you like you're the most exciting guy in the world, Maggi landed in show biz on a gag. A prominent figure in Chicago society, she got up at the swanky Pump Room one nite to sing a number on a pal's dare. Her entry into radio was practically the same kind of gag. A producer told her she ought to be doing a column on the air because she certainly 'got around' enuf. Maggi has since parlayed both into the most talked-of personality on the local radio scene. She has the knack of making people want to do nice things for her because she in turn is always doing nice things for others. Probably the secret of her amazing charm is her flexibility with people. She can tilt a teacup with the best of them and she's equally at home munching a hot dog at Nedick's, if that's all the traffic can bear at the moment. Her choice of announcers in Herb Sheldon is typical of her unerring judgment in so-called 'picking the right horse.' Herb mirrors her tremendous enthusiasm and their ad lib 'battles' have made for the liveliest listening the air has offered in months. Have a prediction on us: If and when Maggi McNellis goes network, she can't miss becoming one of radio's most important 'properties.' She already is the most beloved.



• • • The Big Time: The originators of the man-and-wife breakfast chatter routine—Ed & Pegeen Fitzgerald. . . Marion Hutton's vibrant vocals on "Rhythm, Romance & Ripley" . . . Larry Douglas, version of "I Should Care" on the same stanzas. . . Lyle Van's 11 p.m. newscasts on WEAf.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

QUAKER OATS, through its agency, Sherman and Marquette, Chicago, has signed a 1945-46 sponsorship contract with WLS for its eighth consecutive year of broadcasting over the station. The summer series will consist of eleven 15-minute programs titled "Fun on the Farm" heard Saturdays from 12:00 to 12:15 p.m., and featuring Chuck Acree with Reggie Cross and his boys. Show offers cash prizes for the funniest incidents on the farm. In the fall, Quaker Oats will shift to a weekly half hour schedule, 12:00 to 12:30 p.m., Saturdays, completing the 52-week contract in April 1946.

Placement of a new order for 5 station breaks and a renewal order for 13 station breaks were included in the new business schedule for station WMAQ, Chicago, it was announced by Oliver Morton, national spot sales manager of the NBC central division.

Edison Brothers Stores Inc., (Burt Shoes) through the United Broadcasting Co., ordered the 65 live station breaks to be aired five a week for 13 weeks effective May 14.

M.D.

PHYSICIAN
and
INTERVIEWER

with radio experience are available for live or recorded program related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

Frederic Damrau, M.D.

247 PARK AVENUE
NEW YORK 17, N. Y.
Wickersham 2-3638

Text of Tele Bill Revealed in Ohio

(Continued from Page 1)

on pictures and other eligible productions.

Proposed amendments include a fee of three dollars for each 10 minutes of televised screen time or fraction thereof. This is the first tele censorship measure and levied fee as well.

Requirement Quoted

Televised pictures, according to the new bill, must be of "moral, educational or amusing and harmless character" in order to win censorship approval, as is the case with motion pictures. Televised pictures must also bear the serial seal of approval number issued by the censorship bureau. Fines up to \$1,000 are provided for violations. Expected that the proposed amendment will be referred to the Senate committee, early this week.

As stated in these columns last week, while there are several television station applications pending with the FCC, there is no outlet actually televising in the state of Ohio.

Stork News

A seven and one half pound boy was born to Mr. and Mrs. Ed Ludes on Fri., May 18, at Cedars of Lebanon Hospital, Los Angeles. Mr. Ludes is assistant manager of NBC's Hollywood sound effects department, and Mrs. Ludes is a former member of the Music Maids, vocal trio.

Recording Chains To Be Built For FCC Study Of FM Bands

(Continued from Page 1)

ment agencies and the Commission's engineering department.

At their Thursday meeting here a 14-man sub-committee was appointed to co-ordinate the studies and set up standards for final analysis of the propagation data when tests are completed. Dr. Lynde P. Wheeler, chief of the FCC's technical information division, was named chairman of the sub-committee. Members include Dr. Edwin Armstrong; Philip B. Laeser, WTMJ, Milwaukee; Paul A. De Mars, consulting engineer; A. Earle Collum, radio research laboratories, Harvard University; H. H. Beveridge, RCA; D. B. Smith, National Bureau of Standards; Edward Allan, FCC technical information division; George E. Sterling, chief of the FCC radio intelligence division; George S. Turner, chief of the FCC field division; Virgil Simpson, assistant to the FCC chief engineer, and Curtis Plummer, assistant chief, non-standard broadcast application section, FCC.

Sub-Committee Met Friday

The sub-committee met Friday to make specific arrangements for getting the tests under way. Tests will involve construction of a line of recording stations from New England to Montgomery, Ala., including recording points at Philadelphia, Cedar Grove, N. J., Laurel, Md., Roanoke, Va., and Montgomery, Ala. FCC field personnel will do most of the recording at these points.

Recorders are presently installed and operating at Laurel and Atlanta. The Commission has already sent recording equipment to Roanoke and Montgomery, and it is expected these stations will be in operation by June 1.

Another line of recording stations is proposed to extend westward from New England to Grand Island, Nebraska. Recorders will be set up in the vicinity of Buffalo, Chicago, Detroit, and other locations depending on the amount of recording equipment made available for the tests. Recording units are already in operation at FCC field stations at Allegan, Mich., and Grand Island Neb.

The recording posts will monitor

Five New Board Members Elected By Raytheon

Election of five new members to the board of directors of Raytheon Manufacturing Company was announced last week by Laurence K. Marshall, president, as a sequel to the recent merger of Belmont Radio Corporation with Raytheon. The new directors are P. S. Billings, president of Belmont; Harold C. Mattes, vice-president of Belmont; Joseph Pierson, founder and former president of Press Wireless, Inc.; Emmons Bryant, Jr., New York manager of N. A. Woodworth Co., Detroit and George L. Langreth, formerly of Woods Struthers & Co., New York.

and take measurements on the 50 FM stations now in operation. At the same time, several additional FM transmitters will be set up on the higher frequencies. All transmitters used in the tests will remain on the air approximately 18 hours a day.

Industry Firms Co-Operating

Considerable recording equipment was offered by industry representatives for use in these tests and a survey will be made immediately to determine how additional recording equipment meeting the requirements can be made available.

It is hoped that the comprehensive recording program will yield important information on Sporadic E and tropospheric transmissions in this portion of the spectrum. (Sporadic E is usually most active during the summer months in this latitude).

At the same time, comprehensive measurements will be taken on ground-wave and tropospheric transmissions at stations in the vicinity of Schenectady, Boston, Milwaukee and Dallas. Attention also will be given to interference on those channels on which several FM stations are now operating simultaneously. Other stations may have their frequency assignments shifted temporarily to facilitate the studies.

Dondero Bill Gaining; Petrillo Won't Testify

(Continued from Page 1)

arians, platter-turners, the banning of school music broadcasts and other actions against which the bill is directed, but he has refused to appear. A letter from AFM Counsel Joseph Padway reports that Petrillo is unwilling to testify—and Petrillo's refusal has strengthened the resolve of committee members to bring forth their bill.

In addition, work is proceeding rapidly with the writing of a more comprehensive bill to rule out the AFM disc royalties and curb the union's power in regard to standbys and platter-turners.

New Short Wave Station Opened by NBC in Jersey

(Continued from Page 1)

tion's call letters are WNRE and it will operate on frequencies of 6,190 and 15,280 kilocycles. Station will be beamed part of the broadcast day to England, France, Germany, the Low Countries and Central Europe, the rest of the time it will be directed to Latin America.

sell

Durham*

county's

100,000

people

with

WDNC

NORTH CAROLINA



represented by Howard H. Wilson Co.



Fish MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use: **WCBM**

Baltimore's Listening Habit

John Elmer President
George H. Roeder Gen. Mgr.
FREE & PETERS, Inc., Exclusive Nat. Rep.

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

AGENCIES

HERALD BECKJORDEN and **CHARLES G. LINDSAY** formerly staff executives of the American Association of Advertising Agencies, and Richard Turnbull, former assistant treasurer, have been appointed assistant executive secretaries of the AAAA, it has been announced by Frederic R. Gamble, president and executive secretary. O. Karl Giesen has been named assistant treasurer. Mrs. L. W. MacKenzie continues as director of service.

AMERICAN WRITING PAPER COMPANY of Holyoke, Mass., has engaged De Pont & Callahan, Springfield agency, to place its advertising.

JOHN G. SCHNEIDER has joined the copy department of Doherty, Clifford & Shenfield, Inc. He formerly was associated with Newell-Emmett Co.

RALPH HARRIS has been appointed to handle the account of Ungar-Hahn Company, manufacturers of radios, electrical houseware, toys and children's furniture.

Neblett Shows Audition For Network Sponsors

Johnnie Neblett, head of Neblett Radio Productions of Chicago, live talent and transcription organization, is in New York for the coming week, primarily on the 7th War Loan Drive in which one of his network shows is taking part, "Tin Pan Alley of the Air," heard Saturdays over National Broadcasting Co.

While in town Neblett is also auditioning two of his network program shows and calling on the trade in regard to his ET programs. "Tin Pan Alley" show is being originated in New York for two shows in the tie-up with songwriters who have done special War Bond tunes for the Treasury Department. Neblett is making his headquarters at his N. Y. offices.

"Best Seller" Series Starts On WJZ June 4

New series over WJZ titled "Best Sellers" will start Monday June 4, at 3 p.m., EWT and dramatize the most popular of the current novels and older ones as well. Program will offer one complete book each week in five half-hour shows. First book will be "The Ballad and the Source," by Rosamond Lehmann.

Format will include narration, dramatization and music to bring to life works which have proven their worth and popularity. One third of the books will be taken from the best seller lists of the New York "Times" and "Herald-Tribune" and the remainder from hits as far back as 1940. American Broadcasting Co. states that the show will be offered for sponsorship.

THE WEEK IN RADIO

Relaxation Of Censorship

(Continued from Page 1)

was also put on the necessity for allocations for amateurs, and others during times of disaster—floods, earthquakes, hurricanes, etc.

Public Interest: Attorneys of WOKO, Albany, N. Y., have filed an appeal with the U. S. Court of Appeals against the FCC's decision to refuse the station's license renewal on

Week's Renewals

The Henry Gladstone news show on Tuesday, Thursday and Saturday at 10:00 a.m., WOR renewed by Serutan, for 52 weeks.

Leo Egan, Sundays at 8:30 a.m. over WOR renewed for 52 weeks by Kirsch's Beverage Corp.

Ned Calmer and the News heard Saturdays and Sundays at 8:55 p.m., on CBS has been renewed for a 52-week period, effective June 23 by the Parker Pen Company for "Quink."

H. V. Kaltenborn was renewed for 52 weeks by the Pure Oil Company five times a week on NBC.

the strength that the offense with which the station is charged is not anti-public interest. The station's operators were found guilty of voluntarily hiding the beneficial ownership of 24 per cent of its stock by Sam Pickard, former FCC man and former vice-president of CBS.

Spotshots: A bill introduced at the state legislature of Ohio proposes that the State Board of Censorship cover televised programs. . . . Linus Travers, executive vice-president of the Yankee Network, was made director of Mutual's board. . . . Lyndon O. Brown, partner of Stewart, Brown & Assoc.,

Dance Music Skedded By NBC For Summer

(Continued from Page 1)

11:30 on. To make this possible, the network will cancel "Author's Playhouse" and "Words at War." Last shows of each will be June 4 and 5, respectively.

Dance bands will be heard Monday, Tuesday and Wednesday and eventually on other nights also. C. L. Menser, NBC program head pointed out that for the past few years, the network has had serious music and drama in these spots and now during the summer months, lighter fare will be offered.

As a matter of fact, stated Menser, some of the affiliated stations have asked for the lighter form of entertainment, particular dance bands.

Analyst Series Starts June 17

The new starting date for the Sunday afternoon news analysis series featuring William Hillman, Paul Schubert and Leo Cherne is Sunday, June 17, over WOR and the Mutual network from 1-1:15 p.m., EWT. Date originally set for the start was May 27.

warns the tele industrialites to take realistic post-war view of situation. . . Mayor LaGuardia starts a series of monthly broadcasts over WJZ beginning May 31. . . R. L. Kelly and N. H. Green of RCA Victor point out that production of a new miniature electron tube (RCA) may make possible the manufacture of more compact radio-tele-record player combinations. . . . Radio was left out of the picture when Gen. Courtney H. Hodges, Commander of the First Army in Germany, was in Gotham for press interviews. . . . New committee chairmen of the REC; Arthur Hull Hayes, program committee; Marvin Kirsch, membership; Chris Cross, publicity. . . . Mutual's "Queen For Today" will be made into a million-dollar film by United Artists. . . . Washington "Post" is urging that the zoning restrictions be relaxed to allow installation of tele towers within Washington, D. C., limits. . . . WPB reports that the American public wants more radio sets and other household appliances than ever before. . . . When the FCC announced the decisions on allocations, the tele leaders in Gotham refused to comment. . . . Paul W. Morency, manager of WTIC, Hartford, Conn., was offered the presidency of the NAB; however, he had to decline it because of heavy station commitments. . . . The letter "A" will be the identification for all Blue Network mikes in the future, until clearance comes through giving them permission to use "ABC."

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

Staff Changes Announced By Columbia Web Officials

(Continued from Page 1)

who is currently directing CBS, San Francisco conference coverage, will join the Washington staff shortly after the conference closes. His assistant, Chet Huntley, will take over western public relations with Clinton Jones, present KNX news bureau managing editor, as CBS Pacific net news chief. During 10 years with CBS on the West Coast, Case organized and directed the news, special events, features, talks, agriculture and public service departments. A former Los Angeles newspaperman, Case has played an active part in West Coast public relations and agricultural affairs, and also served as chairman of the Legislative Committee of the 16th district, NAB.

BBC Representative Leaves Canada For British Post

Montreal—S. J. de Lotbiniere, BBC representative in Canada, with offices in Toronto, has been recalled to Britain. Mr. de Lotbiniere who came to

Program Parade . . .

TRUTH OR CONSEQUENCES—WEAF-NBC, Sat., 8:30 p.m., EWT—Procter and Gamble. Undoubtedly the most unpredictable program of its type. Only sure thing about it is that the contestants are prepared for the worst and usually get it. Freshness of approach and clever ideas are never lacking in this Ralph Edwards opus. Entertainment offsets those long-winded Procter and Gamble commercials.

☆
QUIZ KIDS—Blue, Sun., 7:30 p.m., EWT—Miles Laboratories. Under the guiding hand of Joe Kelly, master of ceremonies and quizmaster, proceeds on its way as a unique program. Show never is allowed to get to the point of smugness which would be such an easy pitfall for the kids. Of late especially, the contestants have been varied greatly and the questions all not answered so easily.

☆
QUEEN FOR TODAY—MBS-WOR, five times weekly, 2:30 p.m. Sustaining. Older women's semi-private lives bared by their convivial emcee, Dud Williams. Their constituents vote for the gal who's to wear priceless jewelry and furs for 24 hours meet celebrities and entertain friends at Waldorf.

☆
MEMORANDUM TO AMERICA—WOV, Wed., 10-10:45 p.m., EWT. Embittered remarks of internationally known personalities highlighted a dramatic presentation of the willy-nilly attitude of the Americans to the defeated, but not revenged Germans. Arnold Hartley, writer and director, projected a most stirring plea.

☆
RADIO READERS DIGEST—CBS, Sun., 9:30 P.M.—Campbell Soups. An intellectual cocktail and an intelligently edited magazine of the air strictly for grown-up consumption. Sunday nights show, 140th issue, was still fresh as to-day's newspaper. Common sense commercials don't hurt it.

Radio Dealers Meet With Manufacturer

Declaring that the Sonora Radio and Television corporation was prepared to "crack the bottlenecks of civilian production whenever the green light was flashed from Washington," Joseph Gerl, president of the corporation, addressed a meeting of 700 radio dealers at the Hotel Pennsylvania last week. He said the company have acquired the Sterling Wood Manufacturing Company to produce radio cabinets, Electronic Parts Manufacturing Company to produce radio sets, and the Reko-Plastik Company to manufacture phonograph records.

Canada in November, 1943, will be replaced here by Michael Barkway, well-known in Canadian and American radio circles. Mr. de Lotbiniere expressed regret at leaving this country.

Awards Announced By St. Louis Adv. Club

(Continued from Page 1)

Cognition for unusually fine commercials for a CBS half-hour program titled, "This Is My Best" for Cresta lanca wine. For the most outstanding advertising copy, first award went to Leila Fraser Bon, a free lance advertising writer from Minneapolis. Mrs. Catherine Schuchat, free-lance artist from Kirkwood, Mo., was given first award for the most outstanding commercial art.

Honorable mentions were conferred upon the following women: For commercial radio-writing—to Helen Gordon, vice-president of the Fran Murray Agency of Cleveland, Ohio for promotional radio transcriptions for the Bloomfield Company—and to Jean Simpson, independent radio writer and producer from Chicago, for the Aunt Jemina five-minute Blue Network radio program.

For commercial art, honorable mention was conferred upon Lilly Bitterly of Santa Barbara, California for her 80th anniversary campaign for the Daniel's & Fisher Stores of Denver, Colorado—and to Gladys V. Mako, owner of the Artstaff Studio of Minneapolis for art work illustrating "Moduflow," heat and air conditioning control system.

Bernice E. Fluke of Fuller & Smith Ross of Cleveland, received honorable mention for a series of ads for the Stouffer Restaurants—and Gwen Joe, copywriter for Famous & Barr company, St. Louis, active member of the Women's Advertising Club of that city, was given honorable mention for her "Archie the Eagle" newspaper campaign selling the value of eagle stamps. Judges for these awards were Max Wylie of Young & Rubicam, New York—Sidney Wells, art director of McCann-Erickson, Chicago—Herbert S. Gardner, chairman of the board, Gardner Advertising Company, New York—and Bea Adams, vice-president, Gardner Advertising Company, St. Louis.

The dinner honoring the winners of the Erma Proetz Award was attended by over 200 guests including the three first prize winners and four of the honorable mention winners. Awards were presented by H. S. Gardner and speakers were Sidney Wells, McCann-Erickson; Harry Riehl, St. Louis Better Business Bureau; James E. Wilson, D'Arcy Advertising company, St. Louis, and Rudolf Czuna, art director, Gardner Advertising company, St. Louis—who conducted panel on "The Faults and Virtues of Women in Advertising." The dinner was opened by Mrs. Helen Martin, resident, and Mrs. Norrie Passino, chairman of the Erma Proetz Award committee of the Women's Advertising Club of St. Louis.

'Report To The Nation' Shifts

"Report to the Nation," CBS dramatized news program sponsored by the Continental Can Co., currently heard Saturdays, 1:30 to 2 p.m., EWT, shifts to Sunday evenings, 6:30 to 7:00 m., on June 9th.

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—George L. Sutherland, sports announcer, has joined WIP as production manager. . . . WCAU's Betty Hurd has been invited by the AAF technical command to visit Wright Field, to see its "laboratory of the AAF" . . . Paul Phillips, WCAU producer, wrote and directed the war pageant presented May 27 at the Broadwood Hotel. . . . KYW production staff has been added to by Frederick Karch, formerly of Ruthrauff & Ryan. . . . **PITTSBURGH**—Lt. Col. Raymond F. Schneider has returned from the European theater to renew his WWSW announcing duties.

— TENNESSEE —

MEMPHIS—"Hot Watt," breezy house organ and profusely illustrated with cartoons of personnel of WHBQ made its appearance recently at a staff luncheon. W. H. Beecue is editor. . . . Newcomer to WHBQ continuity is Mrs. Clisby Eskridge, formerly of WSB, Atlanta. She replaces Mrs. J. Frank Rice. . . . Alfred Kerr has been named chief announcer. . . . **BIRMINGHAM**—John T. Orr has returned to his home town to become associated with WBRC. Orr has been with WHBQ in Memphis.

— TEXAS —

SAN ANTONIO—Bob Brink, new to radio, is also a newcomer at KTSA. . . . Dr. Reiter's commentaries on WOAI's "Musical Interpretations" bring his listeners the background of composition and composer. . . . **AUSTIN**—The Texaco Star Reporter with Pat Halverson and Norvel Slater is being transcribed at WFAA for airing over Texas stations. . . . **VICTORIA**—KVIC, managed by genial Jerry Fisher, has joined the Mutual network. . . . **COLLEGE STATION**—Texas A & M has been denied permission to change its WTAW frequency without FCC hearing.

— UTAH —

SALT LAKE CITY—Following death of Heber J. Grant, president of the LDS church, KDYL presented three special programs, transcriptions of which were presented to the family and church. . . . Gene Ackerley, formerly of KHJ, Hollywood and KID, Idaho Falls, has joined the KSL announcing staff. . . . Danny Keeler back at the KSL mike after a bout with measles. . . . KDYL, personnel reveals a new arrival in the home of technical staffer Keith Hopkins. His name is Frank K. and he's the first.

— NEBRASKA —

OMAHA—"Youth Views the News" handled by Harry Peck who does the questioning, is a new 15-minute, weekly program on KOIL. It is designed to promote summer war-workers among teachers and high school students. Recordings are made during the broadcast and later played back in the school auditorium.

— NEW HAMPSHIRE —

PORTSMOUTH—Nation-wide observance of Kiwanis Radio Week found approximately 40 members of local club holding their meeting and dinner in the WHEB studios. Station guested the club with a New England lobster dinner prepared in the modern WHEB kitchen and served by ladies of the staff. General manager Bert Georges was cited by club president for "services rendered" to clubs in the area.

— NEW JERSEY —

PATERSON—Second in series of WPAT programs emanating from debarkees' hospital at Camp Shanks will be aired May 26 at 7:30 p.m. Lt. Ray Cowing of the camp will again emcee the show, called "Home Again." **NEWARK**—WAAT inaugurated a new soldier-participation show Thursday evening last from Camp Kilmer titled "Hello Joe." Lee Stewart of the WAAT production staff puts the show on with the camp C. O. co-operating.

Ending Of Interference Sought By Int'l Pact

(Continued from Page 1)

stated yesterday that the British Standards Institution and the Australian Standards Association have come to an agreement via the United Nations Standards Co-ordinating Committee. Wollner is secretary in charge of committee's New York office.

Increased use of electronic devices and motor-operated gadgets, from vacuum cleaners to generators, is causing interference with radio reception at a corresponding rate and it is pointed out that improperly installed fluorescent lights can cause serious trouble in the vicinity. As an example, Wollner points out that a physician using a diathermy machine on the East coast, caused reception disturbances on the West coast. Also, an improperly designed multi-engined aircraft can seriously interfere with radio reception over a wide area.

The Anglo-American leadership in the move in so far as it concerns England and the United States at least comes as a result of the ASA decision to collaborate. Anti-interference measures have long been taken in foreign countries, but not so in the United States. Much ground will have to be covered however before a smooth program of procedure is worked out and results obtained.

ANY BONDS TODAY?

By Jack Benny

Illustrated by Lichty



"Mr. Snodgrass may be fat and bald, but he's a real patriot. He simply showers me with War Bonds."

Send Birthday Greetings To

May 28

- | | |
|-------------|--------------|
| Don Becker | Jack Clemens |
| Violet Dunn | Bob Hope |
| Al Jolson | Walter King |
| Andy Kirk | Phil Regan |
| Julia Hill | |



**THE OUTSIDE* IS MIGHTY
INTERESTING**
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**

YESSIR: the "outside" is mighty attractive on the Pacific Coast, but it's hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—"outside" as well as "inside."

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, however, has 39 *strategically located stations* and broadcasts from within each of these mountain-surrounded markets.

If you want to know how the "outside" market listens,

ask to see a copy of the special C.E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast). It shows that 60 to 100% of listeners in the "outside" market were tuned to Don Lee stations!

As for Don Lee's coverage of the "inside" market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!

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. 31, NO. 42

NEW YORK, N. Y., TUESDAY, MAY 29, 1945

TEN CENTS

News Shows Unchanged

FCC Policy Clarified In Replies To Queries

Washington Bureau, RADIO DAILY

Washington—The FCC, Friday released two letters to applicants for new stations which are designed to clarify the Commission policy in the event of an application for a new license to operate on the same band as a station in the same area, or of an application for a wave length to be vacated because the Commission has decided not to renew a license.

The first is to a radio engineer, Andrew Haley of Washington, who had inquired concerning the assignment of WOKO, Albany, N. Y. The

(Continued on Page 8)

Smith Addresses Printers On Post-War Obligations

Industry can retain the esteem of the public in its differences with labor and the government provided it continues its leadership in lending its co-operation to the solution of these problems, it was stated last night by Fred Smith, vice-president of the American Broadcasting Co. Smith addressed the annual dinner

(Continued on Page 2)

New Thesaurus Series Announced by NBC-RRD

In the revamping of program schedules, C. Lloyd Egner, vice-president of NBC Radio-Recording Division, announced yesterday the discontinuance of seven "Thesaurus" programs and the production of three new programs.

The programs to be discontinued

(Continued on Page 7)

SERVING THE 7th!

Philadelphia—Sixteen extra telephones and much extra personnel are assisting in handling the flood of pledges to buy bonds through WDAS during the 7th War Loan Drive. Nathan Fleisher, newscaster, has already been cited by the Treasury Department, for his efforts. He's already half way to the goal of two million dollars set for himself.

No Paper Tomorrow

Tomorrow, May 30, is Memorial Day and a legal holiday throughout the United States. RADIO DAILY will not be published.

FMBI Reelects Officers At Chicago Meeting

Walter J. Damm, general manager of WTMJ, Milwaukee, was re-elected president of the FM Broadcasters, Inc., and Ted C. Streibert, president of WOR, was re-elected vice-president, at a meeting of the board of directors held last week in Chicago. L. W. Herzog of Milwaukee continues as secretary-treasurer.

In addition to re-electing officers the FMBI board reaffirmed its endorsement of the recommendations

(Continued on Page 8)

New Alignment Announced By Foote, Cone & Belding

Los Angeles—New alignment of the Foote, Cone & Belding radio operation was announced by Don Belding, board chairman, who will continue to be resident in Hollywood and in active charge of all operations in this area.

In each city where Foote, Cone & Belding maintains offices, a manager of radio has been appointed. Paul Rickenbacker holds this position in New York, Stuart Dawson in Chicago, Mark Buckley in San Francisco, and David Taylor in Los Angeles.

These men will co-ordinate the ra-

(Continued on Page 7)

Radio Little Theaters Used To Train Talent on West Coast

Sacramento—Sponsorship of little theaters with the view of training local volunteer talent for the presentation of well produced radio plays after the war has been launched on the West Coast by the McClatchy Broadcasting Company.

First radio theater has already been started at KFBK, Sacramento, with a turnout of 300 persons. From this

Thru WLAW meet the 1,902,591 people who have money to spend in industrial N. E. Adv.

Survey Indicates No Changes Planned In Personnel Of Wartime News Staffs At The Present Time

Major Advertisers Shopping For Time

Two major advertisers are seeking time on either of two networks, but cannot make any headway, it was learned yesterday. The two major advertisers are U. S. Steel and Ford Motors. The two networks are the American Broadcasting Company (Blue Network) and Mutual Broadcasting System.

The time desired by the U. S. Steel

(Continued on Page 7)

John Q. Cannon To RCA, Joins Legal Dept. Staff

Washington Bureau, RADIO DAILY

Washington—John Quayle Cannon, whose resignation as administrative assistant to the Attorney General was accepted Friday by Attorney General Francis Biddle, will join legal staff of RCA-Victor on June 15.

"I should like you to stay on longer,

(Continued on Page 7)

Special War Bond Program Set On NBC Tomorrow

A special program dedicated to the memory of those who fell on the U.S.S. Franklin and also to the success of the Seventh War Loan will be fea-

(Continued on Page 3)

Survey of the networks and some of the larger outlets having sizeable newsmen staffs, commentators and analysts by RADIO DAILY reveals that the industry has no intention of diminishing such staffs and that advertisers are not planning to cut down on their sponsorship of news programs. Ratings for such shows continue high, although it is expected that there may be a lull during at least part of the summer months.

Trend, however, is indicated toward

(Continued on Page 3)

Fly's Name Proposed As New NAB President

Washington Bureau, RADIO DAILY

Washington—James Lawrence Fly, formerly chairman of the Federal Communications Commission, now a practicing attorney in New York, is being mentioned in radio circles as the possible successor to J. Harold Ryan, president of the National Association of Broadcasters. Fly is ful-

(Continued on Page 2)

Dupont Resigns CBC Post To Run Montreal Station

Montreal—J. A. Du Pont, commercial manager of the CBC, Quebec division, has resigned his position to look after the organization and promotion of his new broadcasting station which will operate in the Mon-

(Continued on Page 3)

SERVING THE 7th!

Charleston, S. C.—Last Friday's WCSC program, King Street Kwiz Klass, was devoted to the sale of WCSC War Bonds. The broadcast, which originated in front of a large department store on the main street, followed a whole week of build-up. Pfc. James A. Edison, guest, told of his experiences during four months spent in a German prison camp.

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



Vol. 31, No. 42 Tues., May 29, 1945 Price Ten 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, May 28)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 29, 1925)

Dr. Frank H. Vizetelly who was heard over WJZ recently, talking on the subject of words, is one of the greatest living lexicographers. The doctor is a final authority on the correctness of over 455,000 words...

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

Coming and Going

DON McNEILL and his "Breakfast Club" program company heard over the Blue Network, back to New York following a Bond-selling tour of New England.

BOB ALBURTY, manager of WHBQ, Memphis affiliate of Mutual, is back in Tennessee following a few days in New York on network business.

JAN GARBER and the members of his band are in Santa Fe, N. M., for the broadcasting of tonight's session of the "Spotlight Bands" series from the Bruns General Hospital.

CHARLES H. SINGER, who was loaned by WOR as consulting radio engineer to the Chief Signal Officer, U. S. Army, has returned to the station as assistant to J. R. Poppele, chief engineer of the outlet.

EARL C. HULL, general manager of WHLD, has arrived from Niagara Falls for conferences with the national representatives of the station.

BUD RICE, formerly with WNEW and WHN and now with the Armed Forces Radio Service, is in town from the West Coast to shortwave-cast to servicemen overseas.

GENE ACKERLEY, formerly of Hollywood and Idaho Falls, has arrived in Salt Lake City, where he will take up his duties as a member of the KSL announcing staff.

PHIL MILES, of the Allan Meltzer public relations office, is expected back at his post today following a short illness.

DANNY O'NEILL and JEAN TIGHE, singers, go down to Wilmington, Wednesday to entertain the servicemen at the Newcastle Army Air Base.

'Little Theater' Movement Trains Local Radio Talent

(Continued from Page 1)

lege of the Pacific Little Theater, will conduct the movement at KWG, Stockton; Elizabeth Kirscher, director and Robert Rees, speech and diction instructor, will be in charge at KMJ, Fresno, and Al Gregory and Mary De Armand will conduct the little theater classes at KERN, Bakersfield. Miss Frater's assistant at KOH in Reno, has not been chosen as yet.

Mrs. Eleanor McClatchy, president of the McClatchy Broadcasting Company, is credited with having conceived the idea of the little theaters as training schools for radio dramatic talent. Mrs. McClatchy outlined the plan in New York last winter.

Smith Addresses Printers On Post-War Obligations

(Continued from Page 1)

of the New York Employing Printers Assn. at the Hotel New Yorker. Smith said that industry had gained considerable public esteem by its effort in war work and the continuance of labor-management committees even after V-J day, is something to be strongly advocated, in his opinion. The public has a right to expect he said, that management and labor continue peaceful relations and they should work just as hard at this as they did so well toward winning the war.

It was also pointed out by Smith that certain officials in Washington formerly did not like advertising and all its allied industries, but now it has won the respect of the government and it is up to industry to retain that respect.

Fly's Name Proposed As New NAB President

(Continued from Page 1)

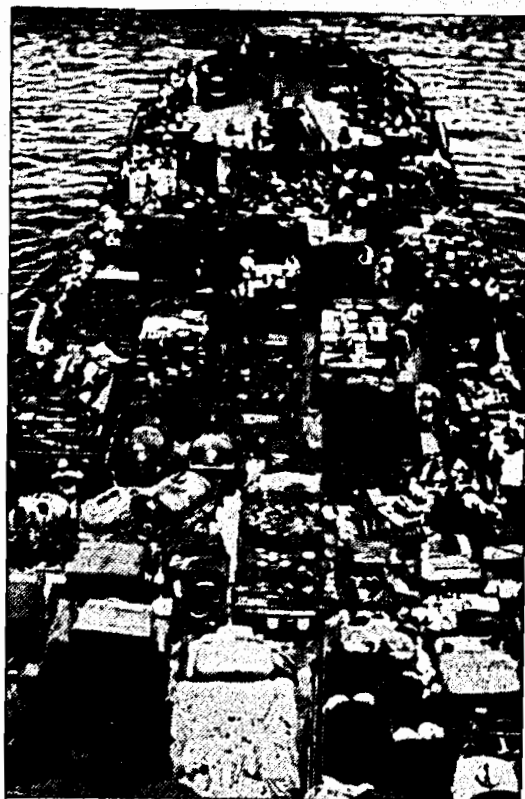
ly conversant with all matters of the broadcasting industry and widely known for his interest in communications. Last week at an NAB board meeting in Omaha, Ryan reiterated his determination to relinquish the post on July 1.

Cantor Receives Award Of General Rose Medal

Denver—NBC's Eddie Cantor Sunday night officially inaugurated the fund-raising campaign for the General Maurice Rose Memorial Hospital and received from Governor Vivian of Colorado the first annual General Maurice Rose Memorial medal for humanitarian service.

It was inscribed, "In recognition of your unselfish and untiring devotion in bringing sunshine and hope into the hearts of thousands of America's fighting men."

The ceremony, with a thousand guests who had contributed a thousand dollars apiece to the fund, was broadcast nationwide over NBC through station KOA. U. S. Senator Edwin C. Johnson of Colorado spoke from Washington. There was music by Singer Nora Martin, Ivan Schooley, KOA baritone, and Milton Shrednik and the KOA orchestra.



U. S. Coast Guard Photo

"It's got to be delivered!"

War supplies can be produced and loaded on board ships... but they might as well not be made if they aren't delivered.

It's the same thing in radio.

You and your clients can load the soundest sales argument into a package... put it on the air...

But it's got to be delivered to you any good.

We know the sure way you can get your sales appeal across in the country's 6th largest market... use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.

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

News Stress To Stay, Trade Survey Shows

(Continued from Page 1)

The analysis and meaning of the news rather than a continuous effort for spot items. The political and economic situation throughout the world will be of great importance to all people, and as the war with Japan reaches a climax and eventually J-V day, events of importance will continue to grow.

Sales Heads Optimistic

Sales heads of the networks are optimistic on the news programs holding their own, particularly as adjustments are made in the liberated and occupied countries abroad. By the time this is fairly on an even keel and victory is won in the East, many reconverted firms, back at producing their own products instead of war materials, will be ready to advertise heavily for their old brand-names.

Backlog of household, farm and other machinery and products sorely needed is naturally tremendous and as the WPB releases more materials and gives the green light to reconversion to more plants and releases certain goods for civilian manufacture, radio will come in for its share in making known the availability of the products.

Will Keep People Informed

On the other hand, news programs will never reach the minimum level prior to the European war. It is pointed out that the American people, best informed during and on the course of the war in Europe, were comparatively ignorant in 1938. Ignorant of the world events that were pushing the world into war. Thus some networks are determined to continue to supply news in as large a quantity as possible, but also give it quality. For this reason the coverage in Europe will be maintained at a higher level than the prewar days. European bureaus will function on a big time basis for years.

Solidarity of the Americas will eventually result in more coverage directly from the Latin American countries. While the European war was at its height, topnotch commentators and correspondents could ill be spared for Latin America. Although, the territory was not entirely neglected. War restrictions also hampered the use of facilities to and from

Dupont Resigns CBC Post To Run Montreal Station

(Continued from Page 1)

Montreal area in the near future under the call-letters CHAD.

When the CBC took over from the Canadian Radio Broadcasting Commission, Mr. Du Pont was then responsible for the affairs of the Commission in the Province of Quebec. But some months later he was put in charge of the commercial end of the corporation's activities in this province. His most important task was to build the commercial business of the French network which within a very short time, obtained top ratings.

Omer Renaud, who was in charge of the program division for the Province of Quebec until last fall, has been appointed to replace Mr. Du Pont. He took over his new functions on May 1. Although his background has been mostly with the program division as an announcer, producer and director, he has always been familiar with the commercial end, and, a few years ago, was a very successful commercial announcer. As in the case of Mr. Du Pont, Mr. Renaud will report directly to E. A. Weir, commercial manager of the CBC.

Special War Bond Program Set On NBC Tomorrow

(Continued from Page 1)

Featured on NBC tomorrow from 9:45 to 10 a.m. Lieut. Comdr. Joseph T. O'Callahan, S. J., heroic chaplain of the badly damaged carrier, will be the principal speaker. Other NBC programs throughout the day will also be devoted to the Seventh War Loan.

Gets Flying Cross

Montreal—F. O. Geoffrey Lareau, formerly of the Keefer staff of the CBC, has received the Distinguished Flying Cross. Jeff has completed his tour of "Ops" and would have been home by now but contracted pneumonia on his last trip and is in hospital in Great Britain.

these countries for straight news coverage.

Apart from coverage of foreign scenes, developments at home up to J-V day and the post-war shifts in economy and other adjustments will be the sources of considerable fodder for the newscaster commentator and analyst.

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



The brilliant conductor-composer-arranger, with 26 of radio's finest musicians, has already made 93 selections for Associated

D'Artega... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

HOW BIG is big-time showmanship? Big enough, we'd say, to emphasize the difference between a juke box and a broadcasting studio—and between transcribed libraries. Compare the usual trios, quartets and small band groups with Associated's BIG, brilliant units like D'Artega and his 26-piece orchestra. Compare, too, the incomparable quality of APS high fidelity vertical-cut recording and pure Vinylite discs. Write for complete facts today! Associated Program Service, 25 West 45th Street, New York 19.

Associated Program Service
A Plus for AM... A Must for FM

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

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

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

Where showmanship



A candid camera might record a *slightly* different picture of what's going on in our studios these days, but the artist's brush has caught Mutual's busy new program progress with remarkable realism.

Eleven new shows premiered within a couple of fortnights. Drama, romance, mystery, music. Originals by Oboler. Lone males in the argumentative toils of

means business

ely ladies. Murder solved by listeners in every Mutual market. An amazing
lf-hour, five afternoons a week, that grants a woman's every wish for the next
hours of her life. And four-star reserves waiting in the wings.

Novel? Exciting? Sure—but the one word for Mutual's new programming
technique is *showmanship*. Showmanship without the checkered vest and the
skel segar. Serious-minded showmanship that deliberately means *business*.

The man directly in charge of all
is Phillips Carlin. We could start
seventeen paragraphs with the words:
"man who..." But why? To all of
who agree with us that radio is
now business, the significant fact is

CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN

ARCH OBOLER'S PLAYS—*by the master of radio drama*
CALLING ALL DETECTIVES—*a criminologist in every home*
QUEEN FOR A DAY—*every day a new Cinderella*
BETWEEN US GIRLS—*one man versus the "weaker" sex*

*(Executives who'd like to hear these and other new MBS programs at
any given hour will be promptly provided with recordings on request.)*

at Phil is our man. V-P in charge of Programs, he's busy lining up the right
women and the right shows, putting into action the plans we have drawn up.

We've made a start, and there's more in store. Even with all the veteran
experience behind this move, we're likely to come up with a turkey at times, too.
When that happens, off with its head and on with another *right* show. Because
us, showmanship means business. It can also mean business to *you* . . .

Mutual Broadcasting System

H E R E S H O W M A N S H I P M E A N S B U S I N E S S

PROMOTION

23rd Year For WAPI

Beginning its 23rd year of broadcasting, WAPI, known as "The Voice of Alabama," has put out a very attractive book telling the story of its purpose, program makers, programs, sponsors and announcement buyers. Cover shows a colored, engraved reproduction of the state's coat-of-arms which was officially adopted by the Legislature in 1939.

Daytiming Fred Waring

NBC's Fred Waring morning show is being hypoed from all sides of the publicity department of the web. The recent NBC News Features page is devoted entirely to the Fred Waring aggregation. Publicizing lead members with legit and puff stories alike. Mats of the performers also accompany the release. In addition to this spread, the publicity department is readying an elaborate Fred Waring kit, an added convenience for the press. This promotion is one of the most elaborate ever displayed for a daytimer.

Free Tab Service

CJBC's, Toronto, new listener service which arranges for free installation of push-button tabs through local dealers and servicemen, is being promoted by way of a campaign of newspaper advertising and spot announcements. Ten dealers are co-operating in the plan whereby they are supplied with sets of tabs for all stations heard in the Toronto area. These will be installed on listeners' sets without charge. Follow-up promotional material, including a time-table card of evening programs, is sent to listeners whose sets are changed.

War Story

A 52-page illustrated book titled "X" has been published by the National Broadcasting Company, New York as the third in a series of news documentaries offered by NBC during the past year. Book was compiled under the supervision of Charles P. Hammond, director of NBC advertising and promotion. "X" recapitulates the last 338 days of the war with Germany in text and photographs as listeners heard the story in broadcasts. Edition of 25,000 copies is being distributed to the network mailing list.



California Commentary!

● ● ● Following her visit to the San Francisco Conference, Dorothy Lewis, co-ordinator of Listener Activity for the NAB, has been asked to speak before a group of key people from community schools, colleges and representative local organizations of Los Angeles. Her speeches will concern "Women Of The United Nations" and "Proposed International Code Of Radio Communication." It was announced by Gwendolyn Peacher, director of Education for KNX and the Columbia Pacific net. . . ● Hollywood is planning a birthday celebration for Hedda Hopper when she reaches her 55th birthday on June 2. Dix (Randolph) Davis, young co-star of the "Date With Judy" show, this week finished his sophomore year as a student of International Relations at the University of Southern California and looks forward to a vacation with nothing to do—except acting in a half-dozen radio shows every week and being screen-tested for a couple of flicker parts. . . ● Judy Canova's pigtailed have really been flying at a perky angle lately as she jumped back and forth between NBC and the film factories. The singer-comedienne has just finished a movie short for distribution in Army camps and military hospitals throughout the country. She is now getting ready to do a picture for Columbia.

Los Angeles

● ● ● Ralph Edwards, of "Truth Or Consequences," is responsible for the largest sale of "E" bonds in the country, for an individual. All sales records were broken when he presented his show at Riverside and San Bernardino. The ambitious itinerary scheduled in connection with the 7th War Loan Drive includes further appearances at Bakersfield, Santa Barbara, Glendale, Philharmonic Auditorium, Los Angeles; San Luis Obispo, Ventura, Santa Ana, San Diego, Fresno, San Jose, Oakland, Sacramento and San Francisco, where the NBC broadcast will originate on June 23. Producer Al Paschall, who is credited with the idea for the consequences the loser must pay when he fails on his question, will accompany the Edwards troupe. . . ● Nelson Pringle, Columbia Pacific newsman, is back at the Columbia Square mikeside after a 'round-the-world' tour of battlefronts that took him some 2,500 miles by air and the rest of the route by sea and land.

● ● ● Radio row moved to the Hollywood Knickerbocker Thursday noon for the luncheon tossed by the Hollywood Kiwanis Club in honor of radio's twenty-fifth anniversary. Kenneth O. Tinkham, of KMTR, and Charles P. Ryder, Jr., of CBS-KNX, arranged the program, with the former presiding. Bob Reynolds, of KMPC, was the principal speaker, with Pat McGeehan, Larry Stewart and Del Castillo the entertainers. Harry W. Witt, Harry Maizlish, Lew Frost, Calvin Smith, Frank Burke, Gil Paltridge, Pat Campbell, Lloyd Brownfield, Frank Samuels and Clyde Scott were among the radio executives who attended the luncheon. . . ● Pat McGeehan's surprise impersonation of Winston Churchill scored a big hit. . . ● A promotion kit, conceived and executed by Frank Ford, NBC Western Division's sales promotion and advertising manager, and pertaining to Art Baker's news broadcasts, is attracting much attention among stations in the division. It provides press stories, mats and photos and a program promotion record. . . ● Don Searle, American Broadcasting Co. vice-president, made his first trip to a race track for the opening of Santa Anita. He and Mrs. Searle lost the first five races, but for the sixth event, Mrs. Searle, out of loyalty to radio, insisted on playing "Gold Mike." "Gold Mike" stepped down in front with a \$38 price tag, and the Searles collected while form players chowed on their racing shoots.

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AGENCIES

HAROLD BARRETT, effective July 1, 1945, will become manager Headley-Reed Company's Detroit office. He previously was associated with the United States Advertising Agency and J. Stirling Getchell Detroit.

CHARLES CHAPPELL, has signed from Arthur Kudner, Inc., become a partner in John H. Owen, Inc., which henceforth will be known as Owen & Chappell, Inc.

NORMAN D. WATERS & ASSOCIATES, INC., have leased additional space to enlarge their New York headquarters. Other agencies which have added to their premises include Geyer, Cornell & Newell and Roy and de Guzman.

INTERMOUNTAIN NETWORK, Salt Lake City, has engaged Ada J. Young, Jr., as its national sales representative.

WILLIAM J. SALSTRON, formerly with the Gallup Poll, has been appointed the research director Compton Advertising, Inc., succeeding AL POLITZ, who has resigned to devote full time to his own organization.

AUSTIN WILDER has added Mrs. B. Francis to the publicity staff of his office. Mrs. Francis has had a long and varied career in the publicity and promotion field which has included positions as account executive with Radio Feature Service, executive in charge of sales with Hope Associates and personal representative Dr. Max Reinhardt.

CURT PETERSON, formerly radio director of Marschalk & Pratt, has received his honorable discharge from the U. S. Army and resumes his duties as radio chief of the agency. JOHN ALLEN was acting radio director in his absence, and now becomes the television director of the agency.

29th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

Scoop!
JIMMY DORSEY
 (IN PERSON)
 9:35 P.M.—10:00 P.M.
 TUES. through SAT.
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

☆ ☆ ☆
 —Remember Pearl Harbor—

Program Parade

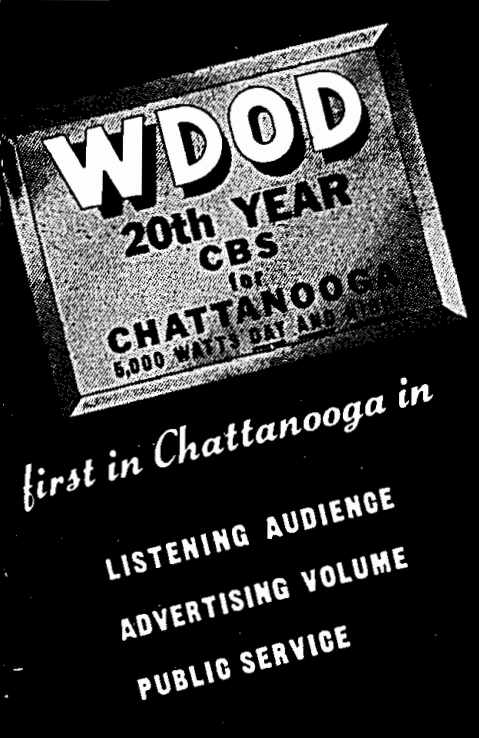
MYERS TAVERN—NBC. Fri., 8:30 p.m.—Ed Myers. Skipper Ed Gardner usual in nautical script. No show on air uses stars to better advantage. Top planning, top writing and top timing combine to make this top standard comedy show of sterling quality.

★
MARIA PROGRAM—WMCA. Sun., 11 p.m.—Sustaining. Here is a little gem of Father Andrew, the Friar Priest of the Holy Trinity. While Catholic in character, it can be a mental turkish bath for one of any, or even no religious belief. All thanks to Nathan Strauss, Jr., & Co., for minutes of consolation that is bound to make one feel a little better for having sinned.

★
McNEILL "BREAKFAST CLUB" (WJZ.) Monday, 9 a.m. Palatable midwest breakfast served by an effervescent chef, Don McNeill, who enlists the aid of Nancy Mitton, Jack Owens, Sam Cowling and Vagabonds, in presenting a full course of variety program.

★
WELCOME HOME, SOLDIER!—WPAT. Monday, 6:05 p.m. Monday. While soldiers just back from war theaters eat their first meal on American soil at Camp Sherman, emcee Ted Webbe interviews them. Reactions make the program warm and thought-provoking.

Norway Salute On WNYC-FM
The 10-11 p.m. portion of the Carri Hall program which tomorrow will celebrate the liberation of Norway will be carried over WNYC-FM. King Majesty, King Haakon of Norway will speak from London. Holf A. Kristensen, consul general in New York will be heard. Music will be furnished by a symphony orchestra under the direction of Ole Windingstad.



New Alignment Announced By Foote, Cone & Belding

(Continued from Page 1)

radio activity and client contact, on radio in each office where they are located and will have direct Hollywood facilities earmarked for them in the Foote, Cone & Belding Hollywood operation, located in Columbia Square.

Appointments Listed

Victor Hunter and Albert Capstaff will head up the Chicago unit, Mr. Hunter handling talent contact and Mr. Capstaff, production; Jack Meakin and Bob Nye will supervise the several shows operating for the San Francisco office; David Taylor and Harry Frazee will look after shows for Los Angeles accounts of the agency.

The special radio division for F. C. & B. motion picture accounts under Elliston Vinson will continue to be resident in the F. C. & B. office on the RKO lot.

Burt Oliver continues as general manager of the Hollywood radio operation with Bud Spencer as talent buyer. Arnold G. Maguire, is television head. Mary Noble replaces Bess Harrison, resigned, as office manager.

Edmund L. Cashman, vice-president of the agency and present Hollywood radio head, is leaving the agency July 1 to free lance and set up his own independent production office.

John Q. Cannon To RCA, Joins Legal Dept. Staff

(Continued from Page 1)

but I realize that this would be unfair to you in view of the very important legal position that has been offered you," the Attorney General wrote Cannon, and added, "In accepting your resignation, I want you to know how very much I have appreciated your work with me, which brought you in contact with all the activities of the Department of Justice. . . . After almost 20 years with the Government, I think you are entitled to consider your own interests, and I wish you every success in your new venture."

A native of Salt Lake City, Cannon, 43, worked as a newspaper reporter for four years before coming to Washington to attend George Washington University Law School, from which he graduated in 1929. He first entered government service while still study law.

Major Advertisers Shopping For Time

(Continued from Page 1)

Company on either network is the 10-11 p.m., EWT, Sundays; however, is commercially filled on both webs by the William Bendix—"Life Of Riley" show on ABC and by the Earl Wilson and Helen Hayes programs on MBS. Ford Motors would settle for the 8-9 p.m., EWT, timespot, but that is not available either on either of the two webs: Alexander's Mediation Board hits Mutual at that hour and the Jerry Wayne show is in the 8:30-9 p.m., EWT, timespot on the Blue. Ford Motors already has the 8-8:30 p.m., EWT, Blue spot with its program "Greenfield Chapel," which would be altered should the Jerry Wayne show be switched to another spot.

Taking Action, Says Kobak

Edgar Kobak, president of Mutual, disclosed that his web's sales department was trying to do something about the situation, but that no announcement would be forthcoming until there was something definite to announce. Murray Grabhorn, assistant general sales manager of the Blue, said that his web was trying to clear the time so that "everybody concerned will be happy." However, Grabhorn expects to make an announcement very shortly.

New Thesaurus Series Announced by NBC-RRD

(Continued from Page 1)

are: "Shall We Waltz," "Here Comes the Band," "Aloha Land," "Dance Orchestra 'Rotate Show,'" "Dick Jurgens," "Lawrence Welk," "Week-end Review." New programs include: "Slim Bryant and His Wildcats," a program of music from "the hills and from the plains"; "Music Hall Varieties," a program format designed to revive the nostalgia of vaudeville days; "Jazz Jamboree," musical sessions projected by more than one orchestra.

Olsen On WABD Today

Ole Olsen will bring several members of the "Laffing Room Only" cast before the cameras of the Du Mont television station WABD, when the American Broadcasting Company's program, "Letter to Your Serviceman," featuring Bert Bachrach, "takes the audience backstage" today, at 8 p.m.

EQUIPMENT

Bendix Expansion

According to a joint announcement made by Palmer Nicholls, vice-president, and W. P. Hilliard, general manager, the Bendix Aviation Corporation will manufacture a complete line of radios and radio-phonograph combinations on the Pacific Coast for marketing in that area. Plan disclosed at a district meeting is in accord with the company's contribution to post-war economy.

Westinghouse Promotion

Appointment of Charles W. MacLean as assistant director of the education department, Westinghouse Electric & Manufacturing Company, Pittsburgh, has been announced by G. Edward Pendray, assistant to the president. MacLean has been manager of Westinghouse School Service since July 1943 and was a former New York State school administrator.

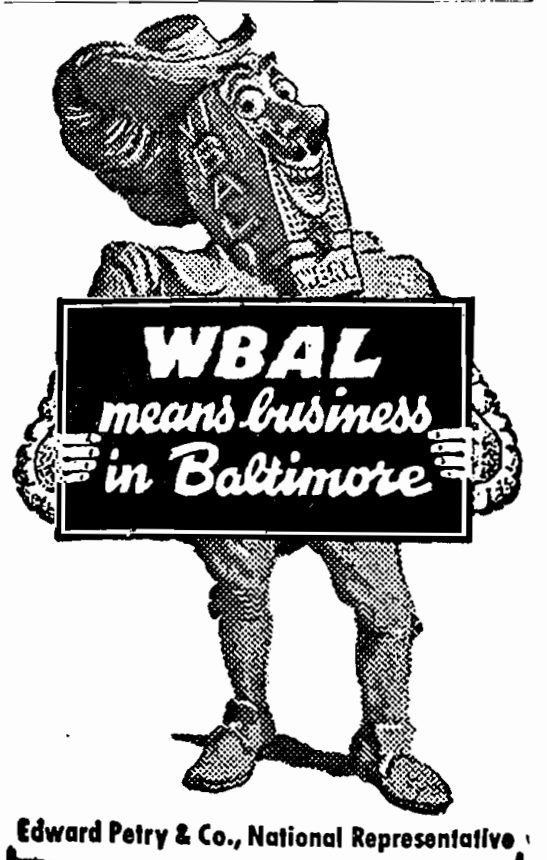
Will Repeat 'Taps'

"Taps Is Not Enough," dramatic poem written by Carl Carmer and broadcast as part of Columbia's May 8, V-E Day celebration, will be repeated as one of CBS' Memorial Day programs Wednesday night, May 30 (WABC-CBS, 11:15-11:30 p.m., EWT).

Selected as the June "war-script-of-the-month" by the Writers' War Board and the Association for Education by Radio and since published in book form, Carmer's poem proclaims the need of a better world to keep faith with the men who have died for their country and the freedom of mankind.

De Solis On "Star Theater"

Solitos de Solitis and Hildegarde will guest Sunday on the "Texaco Star Theater" program over CBS at 9:30 p.m.



ARE YOU RATE-CONSCIOUS?

If so—UPTON CLOSE heard each Sunday (6:30 P.M. E.W.T.) over The Mutual Broadcasting System has a current May Hooperating of 5.8.—This is OUTSTANDING against the AGGREGATE—same hour competition (NBC; CBS; BLUE) Rating of 30. This makes UPTON CLOSE the BEST DOLLAR FOR DOLLAR BUY among Radio Commentators.

Available now for additional sponsorship.
UPTON CLOSE OFFICE: 6777 Hollywood Blvd.
Hollywood 28, Calif.—Granite 2575

FMBI Reelects Officers At Chicago Meeting

(Continued from Page 1)

and proposals presented by Panel 5 of RTPB. The panel recommendation referred to was the one which called for an FM band between 46 and 64 megacycles.



WALTER J. DAMM

The FCC announcement designated three alternatives for the service as follows: 50-68 mc, 68-86 mc, and 84-102 mc. The 50-68 mc band most closely approximates that recommended by the RTPB FM Panel.

The meeting was attended by Directors W. J. Damm, A. B. Church, Lee B. Wailes, Dr. Ray H. Manson, John Shepard 3rd and T. C. Streibert. Others present were J. E. Brown of Zenith Radio Corporation; W. R. David of General Electric Company; Secretary-Treasurer L. W. Herzog, Engineering Counsel C. M. Jansky, Jr., Local Counsel Philip G. Loucks and Myles L. Loucks, Washington manager.



TED C. STREIBERT

Lewis Stephenson

Lewis Stephenson, 64, account executive of McCann-Erickson, Inc., for the past 26 years, died of a heart attack last Friday at his home, 2 Park Lane, Mount Vernon, N. Y. He is survived by his wife, Mrs. Ethel Stephenson; a son, Robert and a daughter, Mrs. Earl Wakefield, Jr. Services were held privately Sunday, May 27. The deceased was a member of the Public Utilities Advertising Association.

COAST-TO-COAST

- PENNSYLVANIA -

PHILADELPHIA—Roger W. Clipp, president of WFIL, has been elected president of the Poor Richard Club to succeed Graham Patterson. . . Alwyn Bach, KYW announcer-news analyst, attended Catholic University graduation exercises, at which his daughter was graduated Cum Laude. . . Elliot Lawrence WCAU musical director, will be one of the featured "Swing" men at an all-star jazz concert June 5 at the Academy of Music.

- MISSOURI -

KANSAS CITY—Earl H. Martin, KMBC continuity writer, has learned that his story "The Thousand Yards Stare," published in the November Harper's has been selected for the 1944 O. Henry Memorial collection of the year's best short stories. . . KMBC has extended its operating schedule to a 20-hour day. . . KCKN news editor Bill Griffith announces increased news coverage through both AP, UP and direct local wires, plus a new news room.

- VIRGINIA -

PARKERSBURG—George H. Clinton, manager of WPAR, has been named chairman of the 7th War Loan Drive for Wood County. . . MORGANTOWN—WAJR has been honored with an engraved testimonial by Kiwanis International for its participation in the war effort.

- OREGON -

PORTLAND—Wallace L. Kadderly will take up the duties of director of farm programs at KGW, July 1. Kadderly has been chief of radio service for the Dept. of Agriculture in Washington since 1938. . . Phil Irwin, former KGW announcer, has returned to his post after two years in the Marine Corps. . . Meier and Frank department store recently installed news windows with PA and INS teletypes and KGW newscasters read bulletins hourly.

- OHIO -

CINCINNATI—WLW newsroom has stepped up its coverage of Netherland East Indies area and the Low Countries by the addition of Aneta, news agency there. WLW listeners are now receiving world-wide coverage from five major services. . . DAYTON—WING collected 2,793 decks of cards in less than a month for servicemen in the area. . . Home Conservation Forum of WHIO is sponsoring a carp catching contest, May 27, at Englewood Dam. Transcription of weighing-in process and awards will be aired that night.

- MONTANA -

MISSOULA—Studio visitors to KGVO recently were Mr. and Mrs. George Allison of Washington, D. C. Allison was formerly chief engineer and Mrs. A. was director of women's programs. . . Bob Martin has returned to KGVO as editor-newscaster and Dick Webb is a newcomer on the announcing staff. . . Don Jones, chief announcer, is vacationing at his home in California.

- TEXAS -

LAREDO—KPAB chief engineer K. Hulan Smith is the proud father of K. Hulan Smith, Jr. . . "Bobbie" Newsom has arrived at KPAB to fill the post of bookkeeper. . . Announcer Harry O'Conner is happily back at the mike after a spell in the hospital; and Doane Chapman, general manager-ess, has returned from a holiday in Mexico. . . LONGVIEW—James R. Curtis, president of KFRO, reports he has purchased a three-story building downtown, which will house modern studios and supply additional space in the post-war future.

- IOWA -

CEDAR RAPIDS—Pearl Bennett Broxam, program director at WSUI, University of Iowa for the past 11 years, has been named public service director of WMT. . . WMT staffers received word recently that Milton Eugene Horch, accordionist and soloist with Tom Owen's Cowboys, had died of wounds received in Germany April 22.

- WASHINGTON -

SEATTLE—Paul H. Appleby, vice-president and general manager of Queen City Broadcasting Company, operating KIRO, is the author of a new book, "Big Democracy," published by Knopf, New York. YAKIMA—KIT ex-announcer Johnny Maxson, now an Army lieutenant, writes he's happily ensconced in a place he calls the Philippine "Coacabana." . . Edna Kimpel of KIT continuity has changed her name to Mrs. E. C. Waugh.

FCC Policy Clarified In Replies To Queries

(Continued from Page 1)

Commission has announced its intention not to renew the New York license, and an appeal is now pending in the District Court of Appeals. Haley was advised that such an application would be given immediate consideration, rather than being placed in the pending file. In addition, Commission wrote, "In such a case the policy of new construction does not require specification as to availability of equipment."

The Missionary Society of St. Paul the Apostle, New York, has applied for a station in New York on 1,130 kc band with 10 kilowatts limited. This is the present assignment of WNEW, New York.

Text of Statement

"Since you have requested facilities of an existing station," FCC wrote, "a determination of your application will necessarily involve comparison of the service which you propose to render with that now being furnished by that licensee. An essential part of this comparison will necessarily be engineering considerations, such as the area and population to be served, the interference that may result to stations on the same or adjacent channels, and the general conformance of your proposal with the standard of good engineering practices and the engineering philosophy of the Commission's rules and regulations."

"With respect to the question as to whether or not the applicant must have necessary materials on hand you are advised that the policy announced on January 16, 1945, does not preclude consideration on the merits of an application for a frequency for an existing station. Such an application would not be placed in the pending file but would be given current consideration on all aspects of the proposal."

Jolson To Appear

Al Jolson will make his only radio appearance in the East when he stars on NBC's "Atlantic Spotlight" Saturday June 2. Actress Peggy Wood, who has just returned from overseas, will also appear with him. Producer of the program is Ed Dunham and writer, Dick Davis. Ben Grauer emceed the show.

WANTED

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

Send Birthday Greetings To

May 29

Mario Chamlee William Hines
Oliver Wakefield

May 30

Russ Brinkley Benny Goodman
Norris Goff (Abner) Jappie Judd
Cornelia Otis Skinner
Whispering Jack Smith
Sidney Walton Madeline Lee
Paul Franklin

ANNOUNCER WANTED

Excellent future, ambitious, capable worker at WFIL to replace man whose energy and acting have earned for him the Production Manager's job. Rush data E. T. of your work and photo via mail. Don't phone or visit, but write WFIL, Philadelphia 7, Pa.

TALENT WANTED!

Either male or female vocalists, for series of programs on out-of-town 50,000 watt station. State background of experience, minimum weekly salary requirements, and advise if audition record is available. Box 173, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Every 24 Hours

51

SPONSORED
NEWSCASTS
UP-AP-INS

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 31, NO. 43

NEW YORK, N. Y., THURSDAY, MAY 31, 1945

TEN CENTS

Spot Sales Trend Okay

NAB Urges Press To Champion Cause

Washington Bureau, RADIO DAILY

Washington—The NAB, through President J. Harold Ryan, yesterday sent a message to all newspapers in the United States in which the broadcasters reiterated their determination to remain united with the press in preserving uncensored and unimpeded the channels of communication which "are the heritage of a free people."

Message, which went to the newspapers of the country read as follows: "We of the broadcasting industry wish to express our appreciation to (Continued on Page 11)

Corwin Production Being Presented By AAF

Atlantic City—Norman Corwin's award-winning radio play, "Untitled," first aired over CBS, reaches additional ears today, when it is to be given a special stage production for military personnel of AAF Redistribution Station No. 1 here.

Corwin and CBS gave Cpl. Owen Phillips, head of the drama department of Cincinnati's Conservatory of (Continued on Page 9)

Don McNeill Troupe Sell \$4,500,000 in "E" Bonds

Chicago—Recent eastern tour of Don McNeill and his "Breakfast Club" show resulted in the sale of \$4,500,000 worth of "E" bonds for the Treasury Department. More than \$500,000 in sales were rung up at Richmond, Va.; \$1,200,000 in Philadelphia and well over a \$1,000,000 at New Haven, Conn.

Tenth Birthday

"America's Town Meeting of the Air," will complete 10 years on the air with tonight's program over WJZ-Blue, from Town Hall. Subject of the 10th anniversary program, will be, "America and Russia—Post-War Rivals or Allies?" George V. Denny will act as moderator, on the show which, since last September, has been sponsored by the Reader's Digest.

WOR Building Studios For Mutual Web Shows

Refuting rumors that Mutual and WOR are at odds on some policies, Theodore C. Streibert, president of WOR, announced Tuesday that WOR will construct three large studios, costing around \$150,000, to accommodate the increased sustaining and commercial program schedule of Mutual.

WPB priority for this construction, first of its kind in New York City since Pearl Harbor, calls for three air (Continued on Page 2)

CBS States Position Re Staff Unionization

Relative to union activities at CBS, Frank White, vice-president and treasurer, has issued a memo to all employees in which he stated the network's policy, making three points in particular. Memo was two closely (Continued on Page 11)

Widespread Commercial Tele Within 5 Years, Says Agency

Detroit—Television as an advertising medium, will be widespread within five years after government controls on production of transmitting and receiving material are lifted, Winslow H. Case, vice-president of the Campbell-Ewald Co. predicted Tues. Pioneers in the field, will find themselves in an enviable position at that time, Case said, following com-

The clear signal of WLAW is heard thru 181 cities and towns of New England. Advt.

Survey Reveals Broadcasters Optimistic About Prospects Of Spot Business During Summer Months

BBC Seeks To Retain U. S. Radio Contacts

Faced with problems of revamping program schedules to conform with changing international scene since V-E Day, officials of the British Broadcasting Company are holding conferences here and in London on program policy as it relates to radio stations and audiences in the United States.

John Salt, BBC's North American (Continued on Page 10)

New Ascaphotel Pact; No Fees On Room-Radio

Contract consummated between Ascaphotel and the American Hotel Association which runs for a five-year term, provides that no fees will be charged for the use of Ascaphotel music in master- (Continued on Page 8)

Faust Gets Mutual Post As Central Div. Manager

H. M. Faust, until recently director of the Salvage division of WPB, will become manager of the central division of the Mutual network, effective June 4, Z. C. Barnes, Mutual vice- (Continued on Page 11)

Despite the over-all picture being somewhat lower than last year, the broadcasting industry is heading toward the summer months with definite assurance of an upsurge of spot business. A strong percentage of accounts were entirely unknown less than three years ago. Study of spot accounts reveals that many of the seasonal and all-year standbys have gone as a result of the wartime condition, yet the books reveal increased billings.

Among the accounts which were not much in evidence about three (Continued on Page 10)

Sponsoring Contest For Tele Film Amateurs

Los Angeles—As a contribution to the advancement of television production, George A. Hirliman, president of the International Theatrical and Television Corporation, announced yesterday that IT&T would sponsor a national contest on July 1st (Continued on Page 10)

Col. Schechter Considered For Future Network Post

Lt. Col. A. A. Schechter, now in the Pacific on General MacArthur's radio staff, will most likely be connected with one of the major networks when, as and if he is released from the (Continued on Page 2)

SERVING THE 7th!

Los Angeles—Instead of standard announcements on the 7th War Loan Drive, KGFJ has prepared its own campaign of spots and 10-second jingles. Every hour, on the half-hour, the station broadcasts a rhyme for bonds, also sells by mail and phone in co-operation with the Downtown Theater of Warner Brothers.

SERVING THE 7th!

Buffalo, N. Y.—Eight original tunes written by Bob Kliment with special musical arrangements by WEBR. Sam Mineo were waxed by WEBR and offered to local broadcasters as the station's contribution in the promotion of the Seventh War Loan Drive. The outlet also donated the four-hour "Saturday Night Party" and its 9:15 p.m. nightly spot.

WLAW completely covers 181 prosperous cities and towns in industrial N.E. Advt.



Coming and Going

Vol. 31, No. 43 Thurs., May 31, 1945 Price 10 Cts.

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

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

FINANCIAL

(Tuesday, May 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	168 1/4	172	+ 4
GBS A	38 1/8	37 7/8	37 7/8	- 1/8
CBS B	38 1/8	38 1/8	38 1/8	+ 3/8
Crosley Corp.	39	38	38 5/8	+ 7/8
Farnsworth T. & R.	15 3/8	15 1/8	15 1/8	- 1/8
Gen. Electric	44 1/2	44 1/4	44 3/8	+ 1/4
Philco	37 7/8	36 3/4	36 3/4	- 3/4
RCA Common	12 1/4	12	12 1/8	- 1/8
RCA First Pfd.	86 1/4	86	86	- 3/4
Stewart-Warner	21	20 3/4	21	+ 1/4
Westinghouse	36 7/8	36 1/2	36 5/8	- 1/8
Zenith Radio	40 5/8	39 3/4	40 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Stromberg-Carlson	19 7/8	20 7/8
WCAD (Baltimore)	27	27
WJR (Detroit)	41	41

20 YEARS AGO TODAY

(May 31, 1925)
 Dick Gilbert, soothing singer of songs, is making many friends in radio and among the listening audience of the many New York stations he is currently heard over. It is claimed by a spokesman for ASCAP that radio has murdered the sale of sheet music and phonograph records.

WALTER H. GOAN, station manager of WAYS, Charlotte, left Saturday on the return trip to North Carolina after having conferred for several days with the officials of the Blue Network.

MARTHA MILLER, head of women's activities at WBT, Charlotte, N. C., a vacationer in New York.

WALTER CRAIG, radio director of Benton & Bowles, is expected back from the West Coast, following a brief business trip.

MORTON GOTTLIEB, of the Allan Meltzer public relations office, spent the past few days at his summer home at Arkville, New York.

OLGA COELHO, Brazilian soprano-guitarist, is back in her native country for a concert tour of four months.

BRUFF OLIN, general manager of WNAB, Bridgeport, Conn., was a caller last Tuesday at the headquarters of the Blue Network.

JIM KANE, publicity director of CBS' television division, has been discharged from the hospital and is at his home recuperating. He is expected back at his post in about a month.

DAVE MENDELSON, of the commercial staff of WFDF, Flint, has returned to Michigan after visiting friends in Scranton, Wilkes-Barre and New York.

"Death Valley Sheriff" Moving, CBS To Blue

"Death Valley Sheriff," Friday night program which, during the 14 years of its existence, has been heard on three different networks, will move on June 29 from CBS to the Blue web, where it will be broadcast from 9:30-9:55 p.m., EWT. The program is sponsored by Pacific Borax Company. McCann-Erickson is the agency in charge.

In its new spot on the Blue, "Death Valley Sheriff" will utilize the coast-to-coast network of 180 stations, as compared with the hookup of 63 outlets which it used on CBS. The later time slot in which it will be heard will make a repeat broadcast unnecessary.

Col. Schechter Considered For Future Network Post

(Continued from Page 1)
 Army. Understood Schechter has had talks, more or less of unofficial nature as to his future and has also had several offers. One of these is said to be with Mutual in a public relations and special events capacity for the network.

Mutual officials stated yesterday they would not place themselves in a position where they spoke to a man about a job while he was still in the service of Uncle Sam. They did not deny however that when Col. Schechter is once again a civilian, they would consider him for a very important post. So far however, nothing has been done, nor commitments made.

WOR Building Studios For Mutual Web Shows

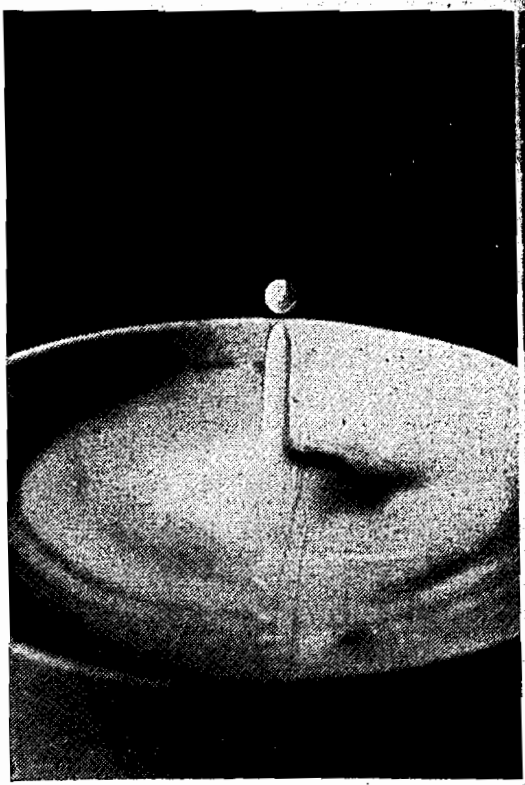
(Continued from Page 1)
 conditioned studios approximately 25 by 40 feet on the ground floor of 1440 Broadway. Technical equipment will be of post-war design and the studio floors and walls will be "floated" and the ceiling suspended to avoid the transmission of sound through the structural part of the building. J. R. Poppele, WOR's chief engineer, will direct the construction and work will begin immediately.

W. K. Henderson

W. K. Henderson, pioneer in the radio field and former owner of KWKH, died Tuesday following a heart attack. He was 74. Henderson's frequent tiffs with the old Federal Radio Commission brought him nationwide attention.

CCNY Award to KLZ
 for "the most effective institutional commercial radio program developed by a station" in 1944.

KLZ
 DENVER
 CBS 560 KC
 REPRESENTED BY THE KATZ AGENCY



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

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

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 *Quiz Kids* SAY:

"TELEVISION OFFERS PERFECT SALES PROPINQUITY"

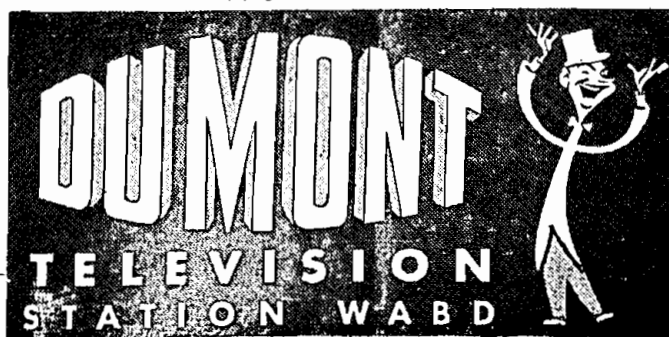
You will agree with these diminutive stars*:
Television offers advertisers an ideal sales opportunity—an invitation to demonstrate the merits of their products or services right within the intimate home circle. The keen interest of today's Television viewer-listeners convinces us that DuMont Television "air time" will prove the most potent mass marketing tool in your sales kit. You can prepare now to use it.

DuMont's pioneering Television Station WABD has shared its facilities with prospective peacetime clients for the past two years ...cooperated in testing their ideas for commercial shows...helped them weigh the potentialities of this magnificent new medium. You, too, are welcome. Why not get acquainted by visiting Station WABD? Write our Guest Relations Department for appointment.

*Appearing Sunday evenings on the Blue Network

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

Copyright 1945, Allen B. DuMont Laboratories, Inc.





Out in Los Angeles, station KECA is making a unique use of *The Music of Manhattan*, new THESAURUS program feature. Every night that the Coronet Story Teller is broadcast over the Los Angeles station, the program is sandwiched by the sweeping strains of *The Music of Manhattan* Orchestra. Program format is: 5 minutes of *Music of Manhattan* followed by the Coronet Story Teller, then 5 more minutes of music.

The popular NBC Pacific Coast program *Night Editor*, sponsored by Edwards Coffee, is being NBC recorded each week for broadcast in twenty-four markets outside the Pacific Coast. Agency, Ruthrauff and Ryan, is making the distribution of the show in the U. S. and Canada on a spot transcription basis.

Hopping eastward to our Chicago office we find that the makers of the popular carbonated beverage, Orange Crush, have just recorded a series of 5-minute programs and ordered 600 NBC pressings for national distribution. Agency: Aubrey, Moore and Wallace.

In the nation's capital the Department of State has ordered 50 copies (pressings) of *Our Foreign Policy*, the recently inaugurated NBC Public Service program series. Dealing with questions of world peace, the program featured such national personalities as Nelson Rockefeller, Archibald MacLeish, Edward R. Stettinius, Jr.

An interesting footnote to *Our Foreign Policy* is that we have recorded the seven half-hour programs and are offering complete sets of the transcriptions to schools throughout the country for classroom use.

Here in New York we are particularly enthusiastic about the new Edward Vito (he's first harpist with the NBC Symphony) harp selections recently added to THESAURUS. Vito is considered to be one of the world's greatest harpists, and it's easy to tell this after listening to his renditions of familiar and original melodies in our recent THESAURUS releases.



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

A SERVICE OF RADIO CORPORATION OF AMERICA



Notes From An Aisle Seat . . . !

● ● ● Eddie Bracken show doing a sudden fadeout with Tommy Dorsey moving in this Sunday, with 26-piece band, chorus, and name guesstar policy. . . . Don't be surprised if Frank Sinatra is 'available' within a few days. Five will get you ten that he won't be with Max Factor in the fall. . . . Looks like the next president of Sports Broadcasters' Association will be Bill Slater. . . . "Counter-Spy" fading from the Blue June 20th—with possible replacement being another Phil Lord package, "Stephen Bradley, Private Detective," with Manny Kramer in the lead. . . . Is "Maizie" set as the Berle summer replacement? . . . Talk around that Joe Besser may be handed a show of his own by Biow in the fall. . . . Sid Skolsky, whom Edith Gwynn claims won't get on a pogo stick without a safety belt, flying to N. Y. in a couple of weeks. He's taking his medico along, natch. . . . Harry Wismer knows a guy with a new racket. He's bootlegging Serutan to men under 35! . . . Which network still demands to know your nationality (via their application forms) before they'll put you on the payroll—despite the anti-bias laws? . . . Arlene Francis quits "The Overtons" June 9th to go to the Coast with "Blind Date," which calls for six shows from there. . . . Bob Davis may get the NBC trade news editorship when Dick Connolly goes over to Y & R as Les Gottlieb's assistant. . . . Cute gag about Olsen & Johnson 'kidnapping' the "Queen for a Day" yesterday and taking her to all the low dives in town. . . . J. Carroll Naish will do the lead on "Musical Mysteries," if and when it's revived. . . . Charlotte Manson grabbed off one of radio's choicest roles in "Road of Life" . . . Commentator Frazier Hunt coming back on a five-day-a-week schedule. . . . Van Cleave writing the original score for United Artist picture, "Copacabana."

☆ ☆ ☆

● ● ● Next Hooper will reveal a better than two point tilt in Milton Berle's rating, bringing him up to seven something. This, in itself, is far from impressive—but when you consider the deadly hour he's on (10:30 p.m.), it's an amazing showing. Given a break in the time slot, it's our guess he'd easily break 15 on the meter. A goodly share of the credit for the improved Berle show must go to producer Irving Mansfield, whose savvy and know-how has smoothed over many a wrinkle. At any rate, a performer like Gertie Lawrence confided to this desk that she she won't accept any radio offer unless she can get Mansfield to take over the production chores. There's a posey for your scrapbook!

☆ ☆ ☆

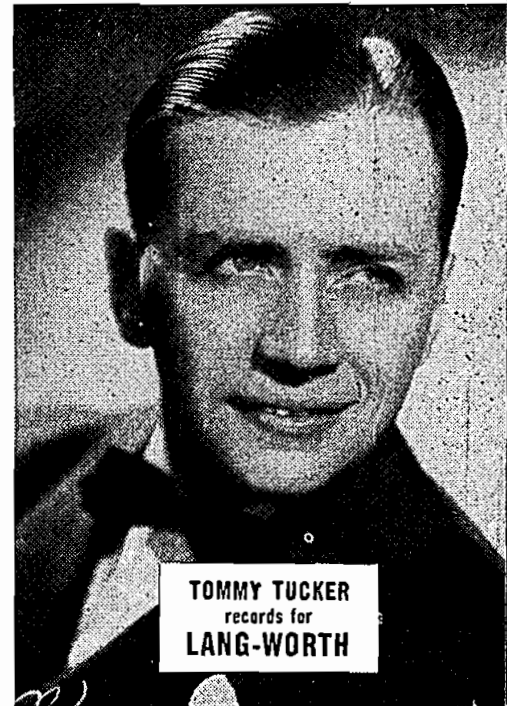
● ● ● Memos of a Midnigher: Toots Shor was never more eloquent in his life than when he gifted Jimmy Walker with a gold stop watch at a recent surprise party for New York's No. 1 citizen. "You're our champ," was Toots toast, "and always will be our champ"—which just about sums it up at that. . . . "Info, Please" has lost most of its humor since it divorced Oscar Levant. Ironically enuf, Levant hasn't added too much lustre to any of the other shows he's since guested on, but the quiz show was made to order for him. . . . 20th-Century's singing jingle on "Where Do We Go From Here" is good enuf to land on the "Hit Parade"—which is probably more than the picture's score will do. . . . We love Jimmy Fidler's 'exclusives,' but we'd like them even more if they were exclusive—or even new. . . . Clayton Collier's voice has everything an emcee needs—except warmth. . . . Wonder if it's true about Warren Hull nixing any publicity about Caesar Romero being on his show—because Romero's name 'wasn't important enuf' . . . Danny Webb's performance on "Guess Who" is more than adequate—but, oh, those lengthy middle-commercials by Sheffield reps! . . . What goes with casting directors, anyway? We're thinking of a gal who failed to pass the NBC audition—only to get by the Blue with high praise. Another kid we know got nixed by one agency and wound up with an A-1 rating from Air Features, one of the toughest in the biz to get by.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

WBBM was host to 175 high school editors at a party last week. The Tropical Room of the Continental Hotel. The teen age journalists met and interviewed many WBBM-CH musicians, actors and actresses, new analysts, commentators, producers and other station representatives. Musical entertainment was provided by Fulton Alexander's orchestra and by WBBM's Patty Ford, the Bennett Sisters, King's Jesters, Carol Ann Robin and Russ Brown. Publicity Director Don Kelley was emcee. Cokes and sandwiches were served and they were dancing for the high school guests.



TOMMY TUCKER
records for
LANG-WORTH

18,000,000

GUESTS A YEAR!

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

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

New Jersey's ONLY American Broadcasting Company Station.

New Jersey's ONLY station for National Ball Games.

EDDIE KOHN, MANAGER

WFPG

ATLANTIC CITY, N. J.

WSTV—Steubenville, Ohio
WFPG—Atlantic City, N. J.
WJPA—Washington, Pa.
WKNY—Kingston, N. Y.



WNEW

*“ . . . the only non-network station
to rate in Publicity Survey.”*

THE BILLBOARD

For eight consecutive years, WNEW has been selected a winner in the Annual Billboard Publicity Awards.

This year, the laurels are even more attractive, for WNEW was the *only* non-network station in the country to be so honored. We extend our thanks to the radio editors whose opinions gave us such recognition.

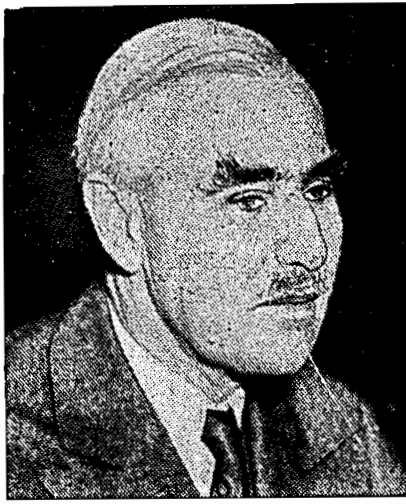
WNEW's flow of pertinent information to newsmen has always been tempered with an understanding of their wartime burdens and restrictions.

We like to win awards. They verify the service it is our privilege to render listeners and advertisers. The rewards of audience and sponsor confidence are dividends we pledge every effort to maintain.

WNEW

501 MADISON AVENUE, NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY



Special San Francisco Peace Conference program. **Joseph C. Grew.**



Is the war breaking down moral standards? "Yes!" says **Irene Dunne.**



Does U. S. prosperity depend on doubling foreign trade? "Yes!" said **Eric Johnston.**



Should we change Germany from industrial to an agricultural nation? "Yes!" said **Rex Stout.**



Mind if we do a little talking about Town Meeting, Mr. Denny?

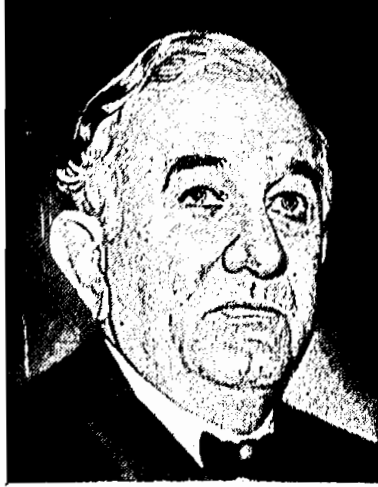
You can't imagine how gratifying the recent popularity of Town Meeting has been to us at the Blue.

We've had a lot of people try to tell us that so-called "prestige programs" aren't popular with the public. There's a feeling that they have to be dull or they're not service programs. We've never listened to that talk. We've always believed that the American people want *the best that radio can give them in every field*—and that a program has no excuse for being dull, even if it *does* set out to do a good job of informing the public.

In America's Town Meeting we felt that we had a program that more Americans should be listening to. We thought of it as an obligation on the part of all of us to the American public—to keep them informed in these critical times about *both sides* of the issues facing our country. We saw that, more than ever before in its history, there was a greater need for Town Meeting and what it stood for. Ben Gross of the New York Daily News put it pretty well. He said: "No one who is interested in what's happening can afford to miss the Town Hall broadcasts."



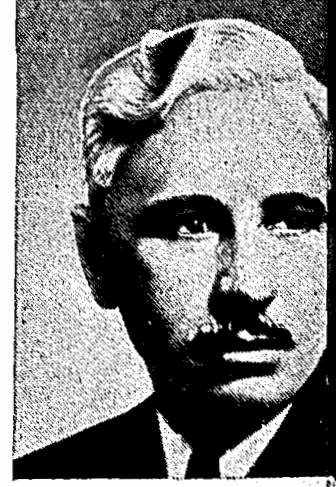
Should the Germans be punished for Nazi war crimes and atrocities? "Yes!" said **In Lesener.**



Special San Francisco Peace Conference program, **Senator Tom Connally.**



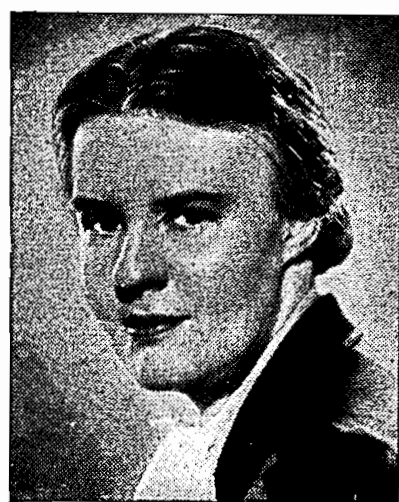
Should we let one man commit U. S. to use force? "Yes!" said **Senator Joseph Ball.**



Is the war breaking down standards? "No!" said **Durant.**



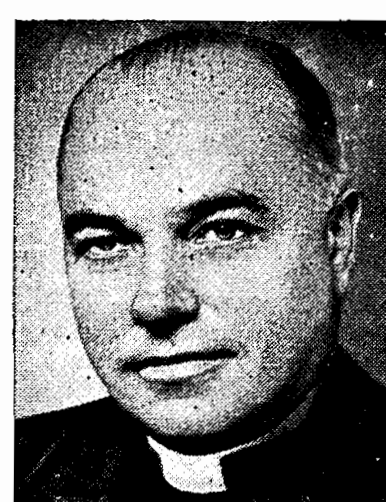
Is there a satisfactory substitute for the profit motive? "Yes!" said Senator Hiram Thomas.



Should all Germans be punished for Nazi crimes and atrocities? "No!" said Dorothy Thompson.



Exactly what is America fighting for? Senator Claude Pepper.



Is the war breaking down moral standards? "Yes!" said Rev. J. Herbert Smith.

When The Reader's Digest, looking for a program that would be timely and of real service to the nation, decided to sponsor Town Meeting, we had another helpful hand in the job of improving and promoting the show. We all had one aim in mind: to make Town Meeting *more interesting to more people.*

What happened? Well, frankly, we are still kind of amazed at the results. *The average audience for America's Town Meeting has been more than doubled, once reaching a Hooper high of 7.8.* We have more than a sneaking suspicion that no other forum in radio history has ever had anything like the listening that Town Meeting has been pulling down in recent months.

This popularity is due to show improvement—and good promotion. Just last week the College

of the City of New York made an award to Station WOWO, our affiliate in Fort Wayne, Ind., for the sales promotion job they did on America's Town Meeting.

We are proud of the several programs we have which rank first among all the programs of their type: America's Town Meeting . . . The Boston Symphony . . . The Metropolitan Opera . . . The Herald Tribune Forum . . . The March of Time . . . the Road Ahead . . . The Army Air Force program . . . Meet Your Navy . . . and several others. They are helping to prove that public service shows can be *good* shows if they are approached with the determination to make them listenable as well as effective.

That's one of the things we are doing over here—and making good progress too.



AMERICAN BROADCASTING COMPANY

The Blue Network



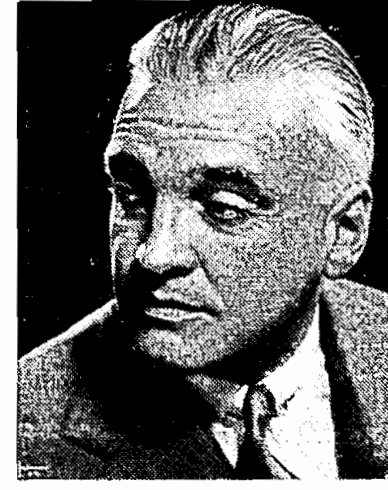
Does U. S. prosperity depend on doubling foreign trade? "No!" said John Lee Coulter.



Is there a satisfactory substitute for the profit motive? "No!" said H. W. Prentis, Jr.



Should we change Germany from an industrial to an agricultural nation? "No!" said Dean Christian Gauss.



Is Democracy threatened by Government control? "No!" said Marshall Field.

Program Parade

MUSIC OF THE NEW WORLD—NBC. Thurs., 11:30-midnight—Sustaining. Series is part of NBC's University of the Air and takes in cities of the Americas, North and South, utilizing whenever possible native singers and occasionally such instruments as well. These guests are in addition to the excellent orchestra conducted by Henri Nosco. Scripts and handbook are done by Gilbert Chase who planned the series with Ernest LaPrade.

★

THE ROAD AHEAD—WJZ-ABC. Wed., 9 p.m. Each week a different (Important) sponsor. The finest of the so-called reconversion programs, throwing an understanding spotlight on what is ahead for the veterans of land, sea and air. Produced in co-operation with the Army, Navy and Red Cross and offering each week different outstanding personalities such as Fadiman, Benny, Crosby and Hope. Each week a hospital is the studio with rehabilitation the theme. "The Road Ahead" is swell entertainment mixed with good hard common sense.

★

TABERNACLE CHURCH OF CHRIST—WFAS. White Plains, Sunday 9:30 p.m. Rip snorting revival preacher, Bishop Thomas Gibson, doing a Billy Sunday take off on a commercially sponsored half hour from New Rochelle, N. Y. Program has little or no spiritual value and clutters up the Westchester county airwaves.

Paula Stone Co-Producer Of New Broadway Show

Paul Stone, who is heard over Mutual for Kreml Tuesdays and Thursdays, 1:30-1:45 p.m., EWT, will be one of the producers of the Broadway production of Walter Robert's "The Sergeant Was A Lady." Others to share her billing include: Hunt Stromberg, Jr., and Jerry Kurtz.

Returns To NBC Post

A Burke Crotty, recently discharged from the Army, has returned to the NBC Television Department as a producer of field broadcasts. Crotty, who joined the Army in June 1943, had been at NBC since 1930.

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

WOMEN IN RADIO

By MILDRED O'NEILL

ANYTHING can happen in radio and it often does. If you question this, get in touch with Peg Lynch, that pert, petite little lady who owns, writes, helps produce and acts in the delightful comedy series, "The Private Lives of Ethel and Albert" heard daily on the Blue. Peg would tell you of the days when chores on a 250-watter in Minnesota included everything but polishing the mikes and sweeping out the studio . . . and all for a stipend of twenty per. It was here that she first created Ethel and Albert. The wonder is how she does it, for her situations are that good, you'd never dream Peg is (as she puts it) blissfully single. And that's not all. While there are numerous characters in the script daily beside herself and Albert (played by Alan Bunce) they are there by virtue of her word pictures only.

★ ★ ★

Back in 1938, Peg was conducting a half-hour woman's program. Into it she began introducing short skits built around this fretful, but happy couple, living in a small town on a small income. Bob Cotton, the show's director today, heard of it and asked Peg to send him a recording. The fast express that speeded the record toward a hoped-for destiny caught fire. Peg laughs now over that delay, for not getting the record, Bob assumed she wasn't interested and she concluded he thought it a dud. It wasn't until 1944 that they finally got together. Well, that was twelve months ago and this gal who believes a more important thing in married life is how a husband acts when he can't find his shoehorn, than the menace of a blonde secretary, still can't decide which she wants to do more—act or write. So she does both . . . and well.

★ ★ ★

On the eve of the San Francisco conference, the Women's National Radio Committee held a meeting of delegates to discuss the role of radio in bringing to the women of America continuous and clarifying news of the conference. So gratified was the Committee by the splendid coverage of the industry's women, that the following letter was sent to the four major networks, and WMCA and WQXR, of New York: "The women of the Women's National Radio Committee wish to thank and commend you for the excellent way in which the San Francisco Conference was covered by you. We wish to go on record as hoping that radio will keep the public informed about the war and plans for building the peace and for post-war living." Here indeed is wide approval, for one of the 25 member organizations, The United Council of Church Women, has 17,000,000 members.

★ ★ ★

Ella Mason of WHN, New York, has a perfectly wonderful idea we thought you'd like to know about. She calls it a Salute to Courage and here is what it is. . . . She's looking for "The Fighting Lady of 1945,"—the woman who has surmounted the most difficult obstacles to win success. Ella wants her to appear on her new program especially for shut-ins which will be aired each Monday beginning June 11. In short, each Monday will be "Cheer Day" on Ella Mason's "For Women Only," with a message of cheer and inspiration going out from those who have fought through. Ella has the station all keyed up over her plan and it is working with her in getting organizations throughout the metropolitan area to send in their nominations and give the search as much publicity as possible.

★ ★ ★

Ella Mason is one of the friendly voices of radio. Many are the problems she solves for perplexed homemakers in matters of food and nutrition. . . . doubled many times over these days. But not only is she aware of the difficulties arising from meatless days and empty sugar bowls. She is also aware of hearts made hopeless through misfortune. They are legion and she wants to do something about it. Out of this knowledge has come a Salute to Courage. Let's all work with her!

PROMOTION

"Religious Broadcasting" is title of book by E. Jerry Walker, staff consultant on radio for the International Council of Religious Education, and published by the National Association of Broadcasters. Book, designed as an aid to religious broadcasters in matters of technique and problems encountered. It covers a phases of religious programs from basic planning to program presentation.

A Topper

Bush Barnum's department at Benton & Bowles has put out a breezy promotion piece for their summer program series "The Adventures of Topper." The promotion piece is the Thorne Smith novel "Topper," from which the format of the program is derived. Enclosed in the book is an autographed photo of Roland Young who will be starred. It's a nice touch.

New Ascapi-Hotel Pact; No Fees On Room-Radio

(Continued from Page 1)

controlled radio sets piped to the rooms of guests.

Terms of the new agreement call for payment by the hotel of an annual rate based on previous annual expenditure for all music and entertainment. License fees are payable quarterly.

Universal Bulletins

Universal Microphone Co., Inglewood, Cal., in June will issue Bulletins 1463 and 1465, four pages in two colors with technical descriptions of 19 different models of microphones either current in production or scheduled for the next few weeks.

The publications will be in lieu of a 1945 general catalog and the new leaflet will be in loose leaf form. No. 1463 will be for radio stations and technicians. No. 1465 will be restricted to jobbers only.

1st CHOICE IN CHATTANOOGA IS

W D O D
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT

PAUL N. RAYMER COMPANY
NATIONAL REPRESENTATIVES

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

AGENCIES

J. H. S. ELLIS, president Arthur Kudner, Inc., has been elected a member of the board of trustees of Elmira College, Elmira, N. Y.

M. HELEN WHITMORE has joined the radio department of N. W. Ayer Sons, Inc. She formerly was associated with Franklin Bruck Advertising Corp.

EDWARD G. ADAMS, JR., formerly assistant advertising manager of Dennison Manufacturing Company, Framingham, Mass., has been appointed assistant advertising manager of the lighting division, Sylvania Electric Products, Inc.

BURTON E. EBERT has joined Ivey Ellington as director of research. He was formerly with Scott Paper Company.

WSAI, CINCINNATI, is now a member of the Advertising Federation of America.

HUMPHREY M. BOURNE has joined Hillman-Shane-Breyer, Los Angeles, in charge of copy for food accounts. He had been with Dan D. Miner Agency, also of Los Angeles.

HIXSON-O'DONNELL ADVERTISING, INC. have moved from Rockefeller Center to a new and larger suite on the 74th floor of the Empire State Building.

RICHARD NICHOLLS, radio director of Donahue & Coe, has resigned.

Sponsoring Transcribed Series

The Jefferson Standard Life Insurance Company of Fayetteville, N. C., for 13 weeks one per week starting May 15th will sponsor the transcribed news show "Washington Views and Interviews." Series is produced by Frederic W. Ziv Co.

Widespread Commercial Tele Within 5 Years, Says Agency

(Continued from Page 1)

also that its best utilization could be achieved only through knowledge of the many requirements and few limitations of the medium. This knowledge in turn, can be acquired only through experimentation and experience. Case further stated that it was the realization of these facts that brought about the agency's study of television. This study has proved invaluable he said, in charting a course that will "permit us to take the greatest advantage of television as developments occur."

Just as many clients and agencies are only now beginning to understand radio, so also will many begin to discover television only after it has reached its adulthood, Case declared. These he believed, will be responsible for poor programming and poor audio-visual commercials. These will be the fumlbers.

Techniques

Case further stated that it is quite obvious that the key to good television is good programming and production and he urged advertisers and agencies to start now and train such

men, for these must develop with the industry. "A television director must know radio, movie and stage technique, illustration art and writing, and be able to bring out the best performance from his cast."

Campbell-Ewald, he said, is considering the advisability of setting up a separate television production department if a continuing study of the medium discloses that this is the most efficient method of operation. "It appears" he said, "that a special trained staff of writers, artists, announcers, directors, etc. may be necessary if the job is to be done correctly."

Case also mentioned that the opportunities in television are great and plenty of room exists for those who wish to get in on the ground floor. He also brought up the possibilities of the AT&Ts coaxial cables and other relay methods. At any rate he concluded, the public is anxious to buy television sets when they are available. He foresaw local tele stations donating time to clients supplying good films while other types of programming are being developed.

Corwin Production Being Presented By AAF

(Continued from Page 1)

Music in civilian life who is now stationed here, permission to adapt the radio play for stage presentation. Original organ music based on "Taps" and American folksongs has been written by Cpl. Richard Wissmuller. Wissmuller was organist for St. Peter's Church in New York City before entering the service following the outbreak of the war.

Further plans for giving Corwin's powerful plea for universal brotherhood as wide a hearing as possible call for a broadcast of the play over Atlantic City's station WBAB the following Thursday, June 7, from 8:00 to 9:00 p.m. on the Redistribution Station's regular "Back The Attack" program.

Included in the all-soldier cast are Hollywood's Sgt. Alan Baxter and Cpl. Phil Bourneuf. Both were members of the Air Forces "Winged Victory" production.

Kate Smith To Continue One Show This Summer

The Kate Smith variety show will go off the air June 10 for its summer vacation, while "Kate Smith Speaks," heard Monday through Friday at noon, will continue uninterrupted.

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.

first in War!



first in Peace!

first in Audience Influence!

This year Dr. W. W. Youngson, retired Superintendent of the Portland District of the Methodist Church returned to the KGW microphone to deliver another Easter Sunday sermon. On Easter Sunday, 23 years ago, KGW broadcast the FIRST Easter sermon ever heard by radio in the Pacific Northwest. On that occasion, also, the sermon was given by KGW as a non-commercial public service feature. Twenty-three years of such progressive public service has kept KGW constantly FIRST in the minds of its vast and loyal audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

KNOW YOUR ABC's about KOA

KOA CARRIES OVER 200 LOCAL SPECIAL EVENTS A YEAR... MANY ARE CARRIED BY THE NBC NETWORK

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

Exclusive!

Athletics and Phillie's HOME GAMES

WIBG
990 ON YOUR DIAL

PHILADELPHIA

Sponsoring Contest For Tele Film Amateurs

(Continued from Page 1)

offering 11 prizes which will include a \$10,000 cash award to the best amateur film production submitted.

Negotiations are now underway to choose a board of 10 judges, five of whom will be chosen in Hollywood and five others from authorities in the substandard field.

The contest encompasses the entire field of substandard production including entertainment, vocational, educational and religious films, etc. As such it allows for inclusion of any type of film produced by non-professionals.

The "contest will be international in scope and will, we believe, not only help stimulate more ambitious production plans by amateurs, but will serve also as an important and objective goal for all those interested in substandard production."

According to the rules of the contest, and in consideration of its rules, IT&T will have all rights and title to the production awarded the \$10,000 prize, while as stated above, the next 10 best productions will be distributed nationally by IT&T with a percentage of the gross accorded to each of these next 10 best winners on the receipts each individual picture receives. IT&T expects to launch the contest no later than July 1st, 1945 and continuing it for one year through June 30th, 1946. An intensive advertising and publicity campaign in conjunction with the contest is being planned by IT&T.

Extended Spot Campaign Planned By Loew Theaters

As part of plans to promote Loew's slogan: The Big Ones Come to Loew's and to sell the individual Paramount and M-G-M summertime shows, extensive radio coverage is being set. Schedules being arranged by the Donahue and Coe Advertising Agency call for representation on the local outlets of the network stations as well as time with the leading independent stations.

Loew's has used radio intermittently, but this is the first time they have planned week-after-week programs over a long period.

Increase In Radio Spot Biz Is Expected During Summer

(Continued from Page 1)

years ago are transportation companies, most of whom are currently urging people not to travel unless necessary; agricultural clients; non-priority materials, such as various cleansers, dry and other such compounds; war-born advertising such as the Gruman Aircraft, Sperry Corp. and many others, some of whom use their time to urge the government messages, including waste-paper salvage. Thus the category of "general miscellaneous," has taken on sizeable proportions in spot advertising. Arthur Murray dance school is another such account.

Oil and gas companies are probably the most steady, the firms having no surplus to sell, but maintain their average more evenly than any other industry in the same boat. This is particularly true of Esso which hasn't varied more than four stations in the past few seasons, also Pure Oil, Mobil-oil and Texaco (latter mostly known as a network account, however).

Vitamins Fall Off

Vitamin accounts have tapered off as to stations, more so than the seasonal expectation, but publication and motion picture advertising are strongly on the upswing. The latter has continued to use radio for every new feature picture. United Artists has used six different advertising agencies in the past year, apparently one big picture or so to an agency. Amusements generally, night clubs to legit, are showing up strong.

Religious Advertising Up

Christian Science Church, apart from regularly scheduled services from various churches on Sundays, has purchased quarter hours on some 95 stations. This is a trend in the religious advertising which is steadily mounting in its use of spot radio. Not a little of spot radio is being used by large companies and some trade associations which have special messages, either on labor or other items concerning the American economic situation.

Brewery accounts have climbed appreciably, not only in spot but or network as well. Local beer brands especially have been heavy advertisers of late both on spot and spot.

announcements, covering the territory of their distribution.

Some Accounts Holding Off

Although some important money is holding off, waiting for the lifting of restrictions on materials, it still has not affected the picture to a drastic extent. Such accounts as Pinauds, usually associated with men's products has gone in for cosmetics along with similar concerns; book market is larger than ever; the unknown brands of cigarettes are taking advantage of the scarcity of standard brands to establish their trademarks; warborn plastic products such as cabinets, clothes hangers and many others in the gadget category are taking the opportunity to try their brand names on the public as a means toward setting the name in the minds of post-war buyers. Celanese Corp. is one of the big plastic companies expanding from network to spot.

As a whole the industry and the station reps have taken an optimistic viewpoint on the grand total of the year. As a matter of fact, station reps are servicing more accounts now than at any time before. These include the additional bread companies with considerable spot campaigns.

Of particular interest is the Grant agency's test campaign for Plymouth motor cars, now being tried in several cities. Should this give the results expected, the campaign will be expanded to coast-to-coast spot campaign of considerable proportion.

New MBS Prospect

Geyer, Cornell & Newell is negotiating with the Mutual Broadcasting System to obtain the 1:15-1:30 p.m., EWT, spot on Sundays, beginning early in September of this year. The program, if the contract goes through, will feature Ilka Chase. Berkshire Mills will be the sponsor.

BBC Seeks To Retain U. S. Radio Contacts

(Continued from Page 1)

director, is already in London for conferences and Stephen Fry, program operations manager, left for overseas earlier this week. Before leaving Fry stated he would discuss among other things "the changing of formats where necessary on existing programs aired by the U. S. networks and independent stations and shifting the emphasis of several of BBC's news programs from Europe to the Pacific."

Arrival of George Barnes, BBC's director of talks in New York, is also indicative of BBC's desire to keep relations with American radio active in the post-war period. Barnes will spend a month in the United States discussing plans for a series of social science talks about America to be sent to England as a part of the BBC's eastbound service to project America to Great Britain.

It was also announced at BBC's New York headquarters that Stanley Maxted and Douglas Willis, commentators, are en route to Admiral Nimitz's and General MacArthur's headquarters to cover the Pacific war.



THE TIME to start the wheels of industry is indicated by the screech of factory whistles... and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Scoop!
JIMMY DORSEY
(IN PERSON)
9:35 P.M.—10:00 P.M.
TUES through SAT.
W-I-N-D
CHICAGO
560 Kc. 500 SEATS

"A Bit of Paris in New York"
Henri
Est. 1906
FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.

WKY Covers
The Biggest Part
OF OKLAHOMA'S BUYING POWER

WKY
OKLAHOMA CITY
The Katz Agency
Representative

COAST-TO-COAST

— ALABAMA —

MONTGOMERY — Shortly after finishing the news of Germany's surrender, WSFA inserted the following announcement at station breaks: "As part of your celebrating, buy an extra bond today." In less than an hour, the line was added: "All members of the WSFA organization have done their part." . . . **NEW BERN** — Eugene P. Weil of Birmingham, has been named sales manager of the Waco Network. Weil was formerly commercial manager of WJLD, Bessemer.

— VIRGINIA —

NORFOLK—WTAR has set aside 10 minutes every evening except Sunday for public service programs; 7:30-7:40 has been frozen for this purpose. . . **RICHMOND**—WRVA has been presented with a resolution of commendation for its part in the broadcasting proceedings of the recent Convention. Resolution was offered by John J. Wicker, Jr., delegate from Richmond. . . **PETERSBURG**—New assistant program manager at WSSV is Cy Newman, former program director.

— DISTRICT OF COLUMBIA —

WASHINGTON—Mary A. Burnham has been named director of agricultural programs at WTOP, CBS outlet. WOL's Walter Compton is passing cigars again in honor of Frances Neff, born May 13. Cpl. Jack Neff is the first WOL staffer to return to his job as engineer. . . . When Jerry Long offered a recording of Hoagy Carmichael's "Hongkong Blues" recently to the highest bond buyer, he received a reported \$45,350 in pledges totaling his 38 minutes of WINX air time. He's rapidly becoming a lead-bond-seller in the Nation's Capital.

Send Birthday Greetings To—

May 31

Edward C. Ryan

Fred Allen Don Ameche
 Jefferson Sparks Joe Kelly
 Hugh Studebaker Bill Kitay
 Jack Patrick Costello

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

1560 Kc. 5000 WATTS

NAB Urges Press To Champion Cause

(Continued from Page 1)

the newspapers of America for the manner in which they recognized our performance in the public interest on V-E Day.

"Truly our facilities and our ability as broadcasters were taxed to the utmost on this momentous occasion. Three events of the past year have called upon our every resource in the proper discharge of our public trust. These three events were D Day, the loss of Franklin Delano Roosevelt and V-E Day.

"The acknowledgements of our friends and contemporaries, the newspapers of America, which resulted from the performance of our duty and privilege as broadcasters during those fateful hours, will live long in our memory.

"A free radio in its twenty-fifth year desires to renew with a free press the resolution to preserve uncensored and unimpeded the channels of communication which are the heritage of a free people."

In connection with the message, the NAB has prepared a sample advertisement which may be placed in local newspapers either by a station, network or a group of stations representing the broadcasters in that particular city. It is recommended that the advertisement be run between May 27 and June 3. The cut to be used with the copy ties in with the twenty-fifth anniversary of American radio.

Faust Gets Mutual Post As Central Div. Manager

(Continued from Page 1)

president, announced yesterday. Faust will headquarter in Detroit. In his operations he will cover Pittsburgh, Cleveland, Akron, Buffalo, Wheeling and will be responsible to New York for his activities.

Named B & B Casting Director

Mrs. Louis Young, of the accounting department of Benton & Bowles, has been appointed casting director of the agency, it was announced Tuesday. Mrs. Young will succeed Dixie Dugan the latter part of June.

Another HIGH HOOPER from WTAG

9:30-10 p.m., TUESDAY
(32 City Average National)

CBS--This Is My Best--7.9
(City Zone Average—Worcester)

WTAG--This Is My Best--19.7

WTAG WORCESTER

CBS States Position Re Staff Unionization

(Continued from Page 1)

written typewritten pages, but the gist of the matter is:

Point 1; CBS believes that due to the unique and often confidential relationship between the officials of CBS and their employees, operations of the network would suffer from unionization of the staff. For this reason CBS is not in favor of a union of administrative and other office personnel.

No. 2, no discrimination will be made by CBS against employees due to their union activities, now or later, whether or not a vote among the various factions succeeds or fails.

No. 3, pending the result of the union activities, whether they succeed or fail, CBS will continue to correct any inequity it finds and make individual awards for industry and merit, and periodically review working conditions, salaries and other matters pertinent to the staff. Memo also pointed out that at all times the web has had amiable relations with unions.

Network currently is being organized by rival unions with the object of setting up a white-collar unionized group.

Frazier Hunt On MBS

Frazier Hunt, commentator, will begin a new series over Mutual on Monday, June 11, 9 to 9:15 a.m. Hunt will be heard Monday through Friday inclusive.

EQUIPMENT

Universal Handi-Mike

Universal Microphone Company has announced a re-issue of several types of microphones which have not been manufactured since Pearl Harbor. First is the 204-TA, dynamic handi-mike which has been internally restyled and redesigned to meet the need for a compact hand-held precision instrument. Model will be produced in both carbon and dynamic types, with a variety of switches and circuits.

Joins Westinghouse

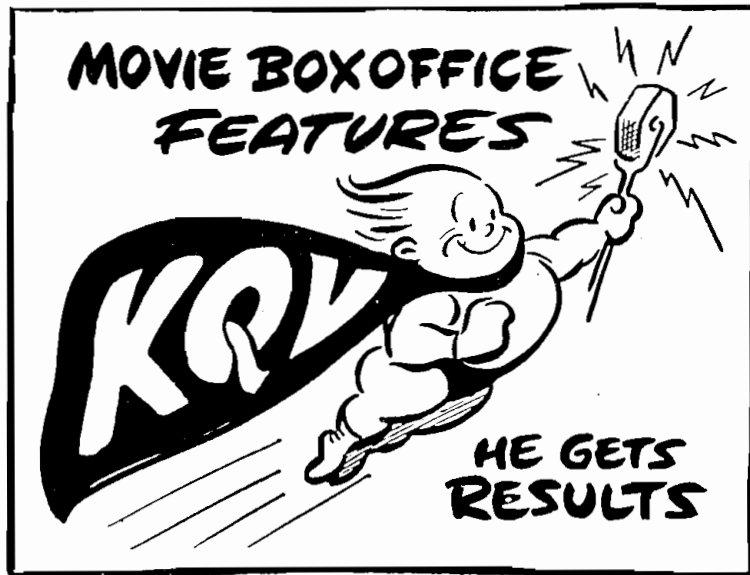
George G. Main, who joined Westinghouse Electric and Manufacturing Company in 1926 and subsequently became assistant secretary and treasurer, has been elected to the Board of Directors, it was announced by G. H. Bucher, president of the company. Mr. Main will operate from Pittsburgh.

Wins 6th "E"

The Elevator Div. of the Westinghouse Electric and Manufacturing Co. at Jersey City, N. J., was awarded an "E" presented on behalf of the Army and Navy by Lt. Commander Harold R. Ten Eyck, USNR, the sixth that the company has received since it was awarded its initial citation in September 1941.

DO THE MOVIES LIKE RADIO?

Well, they like KQV in Pittsburgh, at least. RKO, Columbia, Warner Bros., 20th Century-Fox, United Artists; they all use KQV, because KQV gets results where it counts—at the box office!



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



**FOR THE 200 DAYTIME QUARTER HOURS,
8 A. M. TO 6 P. M. MONDAY THROUGH FRIDAY,**

***KXOK gained 29.7%
in Daytime Audience***

ACCORDING TO HOOPER—1944 COMPARED WITH 1943

Same station, same rates, same market . . . only a larger share of it . . . That's what KXOK advertisers are getting. Their average increase of daytime listeners gained nearly 30% in 1944. That the same C. E. Hooper survey revealed an average daytime audience loss for all other network-affiliated stations in St. Louis makes this KXOK gain even more impressive . . . Yes, the trend is to KXOK, because alert advertisers are responding to bonus audiences.

KXOK

SAINT LOUIS - 1, MISSOURI

Owned & Operated by the St. Louis Star-Times

630 KIL • 5000 WATTS • FULL TIME • BASIC BLUE NETWORK

*Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—
Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco*