Radio Bond Sale On 4th

Time Buyer Outlines Radio Survey Needs

Speaking before the Advertising Clubs of New England, First district, AFA, at Swampscott, Mass., last week, Linnea Nelson, time buyer of the J. Walter Thompson Company, charged that one of the shortcomings of radio is the lack of competitive information. "One of the things an advertiser is always interested in knowing is 'What is my competitor doing?',' Miss Nelson declared. "This information still remains a fairly closed secret—"

No Paper Tomorrow

"Fourth of July," birthday of American independence, symbol and reminder of the honor due the patriots who made it possible, will be celebrated tomorrow. In observance, RADIO DAILY will not be published.

Fred Waring To Sign For Philco Hall Of Fame

Philadelphia—Contracts are being drawn up for signature early this week whereby Fred Waring and his orchestra takes over the Philco "Hall of Fame" show early in September replacing Paul Whiteman and his orchestra and the variety show format which was used before the present series of summer musical shows were presented by the Whiteman band. Deal, according to reports, involves the full Waring aggregation of musicians, soloists and chorus, but details regarding proportion of music and variety were not revealed.

Broadcasters Endorse Appeal For WAC Budget

Washington Bureau, RADIO DAILY

Washington—Several NAB member stations, commenting on "an open letter to Young and Rubicam, Inc." sent by Lewis H. Avery, NAB director of broadcast advertising on June 20.

Robert E. Dunville Elected Crosley Corp. Vice-Pres.

Cincinnati—Elevation of Robert E. Dunville to the post of vice-president of the Crosley Corporation and general manager of WLW was announced.

THE WEEK IN RADIO

Radio's Convention Coverage

By CHARLES MANN

Radio's coverage of the Republican National Convention this week was of a phenomenal nature. In addition to the four major networks: NBC, CBS, Mutual and Blue, seven independent stations were on hand at the Chicago Stadium with a total of 150 microphones placed effectively throughout the great arena. More than 800 persons made up the radio staff that included announcers, commentators and radio technicians. In addition to the microphones, the new instrument known as the magnetic wire recorder made its first political convention appearance when it was used by both the Mutual Broadcasting System and the National Broadcasting Company.

NBC provided television coverage of the convention via stations WNBG, WJZT.

WASHINGTON BUREAU, RADIO DAILY

Schedule 800 ET Annns.

For 20th-Fox's "Wilson"

What is claimed to be the largest radio spot campaign ever scheduled in the history of radio will be released in the New York metropolitan area.

SPECIAL BOND RALLY

WMCA will broadcast the Fifth War Loan inter-racial rally from the Lewishohn Stadium, tomorrow from 9:30 to 10:00 p.m., with Bert Lytell and Ralph Cooper as emcees. Talent includes the harmony of Tab Smith and Cootie Williams, Imogene Carpenter, Jean Tennyson and Cananda Lee. The rally is being given as a tribute to Bert Williams.

Radio's observance of the Fourth of July tomorrow takes on added patriotic significance with many of the network programs carrying Independence Day appeal to the nation to buy more bonds in support of the Fifth War Loan Drive.

One of the highlights of the day will be "The Treasury Department's Salute to the Navy" which will be broadcast on NBC from Philadelphia at 4 p.m., EWT. Secretary of Treasury Morgenthau, Secretary of Navy (Continued on Page 7)

Film Company Signs NBC On Tele Deal

Consummation of a deal making the product of his company available to the National Broadcasting Co. for coast-to-coast televising was announced last week. The purchaser is Iowa Newspapers, Inc., which is headed by the Cowles Brothers—Gardner and John—publishers of the Des Moines "Register and Tribune," The Minneapolis "Journal."

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FINANCIAL

(June 30)

NEW YORK STOCK EXCHANGE

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<th>Stock</th>
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OVER THE COUNTER

Bid Asked

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<td>VHF (Detroit)</td>
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Two More Join Blue

WRAL, of West Point, Ga., and WECA, of Cofaltown, Ga., have become affiliated with the Blue Network as members of the Southcentral Group, bringing the total number of Blue affiliates to 104.

20 YEARS AGO TODAY

(July 3, 1924)

Through extensive radio coverage of the Democratic Convention, the listening audience was let in on the terrific struggle in the resolutions committee last week caused by the League of Nations and Ku-Klux-Klan issues...When Louis Bamberger, guiding genius of WOR, Newark, sails on the Paris this month, he will have a special radio set installed in his stateroom.

WDAS AUDIENCES HAVE BEEN LOYAL

FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

419703

Coming and Going

ADOLPH J. OFFINGER, director of programming for the Mutual network, TOM SLATER, director of special events, and LESTER COTTLE-LEB, publicity head of the web, back from Chicago and the Republican National Convention.

ROGER W. CLIFFE, executive vice-president and general manager of WFIL, Blue Network outlet in Philadelphia, was here Friday for conferences at Rockefeller Center.

WARRIN HULL and JINX FALKENBURG, the latter subbing for the vacationing Funks Johnson, are in Portland, Ore., for the broadcasting of tonight's "Voice Fop" program over CBS from the Portland shipyard of the Henry Kaiser organization.

HOWARD BARLOW is in Baltimore, where tonight he will conduct the "Voice of Firestone" orchestra on NBC in a War Bond program which will originate on the stage of the Lyric Theatre.

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special events, is back from Chicago, where he supervised Blue coverage of the Republican National Convention.

SHELDON HICKOX, JR., manager of station relations' and NAB, left Friday on a trip to Pennsylvania during which he will visit network affiliates in Easton, Hazleton and Wilkes-Barre.

PAUL WHITE, CBS director of public affairs and news broadcasts, held DICARDEGAUS, his secretary; BILL SLOCOM, Jr., the network's director of special events; JOHN DALY, the TROUT, QUINCY HOWE and MARGARET MIL- LIE are back at network headquarters after having covered the Republican convention in Chi- cago.

JOHN A. HILTON, supervisor of traffic operations for NBC and who spent a busy period last week at the Republican Convention in Chicago, has returned from the Windy City none the worse for wear.

GEORGE T. HARDING, commercial manager of KBIB, Corpus Christi, Texas, who had been visiting network officials and agencies in New York, left town Saturday for Chicago.

GEORGE LEWIS, Mutual exploitation man, left last Friday afternoon on his annual vacation of two weeks.

In three short years, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years, here's the radio day time picture of W-I-T-H listening audience based on a common denominator of Coverage—Popularity—Cost:

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W-I-T-H leads Station D 25 to 3

Like the rushing of mighty waters

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W-I-T-H leads Station D 25 to 3

W-I-T-H leads all stations at all times, Sundays noon to six o'clock, except one—5:30 to 6.

Few stations in radio have come so far so fast. If you want your dollar to work more efficiently in Baltimore...W-I-T-H is your buy.
The Blue is proud to present

George Hicks

in

A Program of His Own

BEGINNING TUESDAY, JULY 4,
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P.M. EWT

WHAT THEY SAY OF HICKS

TIME: (June 19) "George Hicks, the Blue Network's tall, begoggled, modest London news chief... turned in the best recordings of them all."

NEWSWEEK: (June 19) "... the most realistic radio reporting yet to come out of the European war."

BEN GROSS—N.Y. DAILY NEWS (June 11) "... left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them."

VARIETY: (Headline of Hicks' story, in June 14 issue) "George Hicks of Blue Grabs Top D-Day Laurels."

FROM George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls “the top job of documentary reportage” on the Invasion. Proof of this lies in “the hundreds of requests that have poured into the four networks asking for repeats of Hicks’ eye-witness account” of the Invasion seen from the gun turret of a warship.

With the expiration of the “pool” arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in a program of his own.

Those of you who have heard Hicks’ broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

For further details check with

The Blue Network
**Los Angeles**

By RALPH WILK

JOHN BROWN, well-known actor, joins the cast of the Blue Network's Sunday airer, "The Life of Riley," starring William Bendix. Brown, who plays the role of "Father" on NBC's "Date With Judy," has appeared on many top network shows, including Fred Allen and Jack Benny programs.

William Bendix, who plays the role will use the 10-day vacation due him after the completion of Paramount's "Two Years Before the Mast," to make a tour of service camps in Nevada and Arizona. He will return to Hollywood each Sunday, however, for his "Riley" broadcast.

Sonny Tufts, screen star, will be starred in a C. J. MacGregor "Hollywood Radio Theater" program, "The Man From Medicine Bow," a comedy with a western flavor written by Paul Franklin.

Two announcers of Smith and Bull agency's stables were selected among the three foremost announcers in Southern California to handle announcements on the full hour war bond broadcast heard over 10 independent stations in this area recently. They were Bill Hay (KMPC) and Joe Yocam (KFWB). Third announcer was Sam Hayes. Paratrooper plummeted 600 feet without suffering injury but who later sprained an ankle jumping three feet, descried by Marvin Mueller during the Blue Network's "Coronet Story-teller" broadcast. Titled "The Melancholy Paratrooper," the truth to life tale revealed the name of the lucky G. I. and details behind his leap.

**CBS Convention Report**

**Toted 14 Hours, 7 Min.**

A total of 80 broadcasts, consuming 14 hours and seven minutes, were made over CBS direct from Chicago to keep network listeners informed of developments at the Republican National Convention. Of this time, nine hours and 41 minutes were devoted to broadcasts direct from the Chicago Stadium—including speeches by party leaders, and reports and analyses by members of a CBS convention staff. The remainder of the direct-Chicago time total was devoted to exclusive talks from the two Columbia studios set up in the Hotel Stevens.

MEMOS OF AN INNOCENT BYSTANDER...!

- The idea submitted by journalist Karl Spuring, was mulled for many a day in the minds of NCAC execs and after a sort of inter-office-desk to desk poll (without benefit of Crosley or Hooper service) it was decided that an all-left-hand cart for a radio program might prove entertaining as well as novel... thus was born a new package, "Left Is Right," which will feature schoolboy pianist Henry Scott, vocally lovely Gwen Williams and other porters which will be auditioned next Friday.
- Lester Vail will direct the CBS Silver Theater program during the three weeks, July 9 to July 23 inclusive, that it will originate in Gotham.
- Jeanne Cagney, K. T. Stevens and Shirley Booth will be the respective stars...
- On July 16th, Ernest Truex and his wife Sylvia Field will co-star in Mutual's "Green Valley, II, S. A."
- which incidentally is the 10th anniversary of the opening date of the Broadway musical, "Sing and Whistle" in which they co-starred...
- Les Brown and his band open Wednesday at the Hotel Pennsylvania in Gotham and will be heard five times a week via CBS and MBS.
- Bing Crosby and Maestro Roy Barany greet each other lustily with "Hiya, P. W. A."
- Just a fraternal greeting, the letters merely meaning "Paul Whiteman Alumnus."

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- We feel his personal charm and genuine friendliness to those who "knew him when," stamps him a man to be admired.
- Thus this RADIO KAYAK to Jan Peerce, whose success in the world of music hasn't changed his hat size and who is a living example typifying Kipling's "if you can walk with kings, nor lose the common touch" from his famous poem "If."
- Here is one radio actor who works with his hands—Walter Kinsella, who portrays "Gus" on NBC's "Stella Dallas," uses them as models for artists and sculptors.
- Jack Pepper, who has his own CBS show, will guest star Sunday on the "Fitch Bandwagon," as one of the G. I. overseas entertainers... Pepper, after being honorably discharged from the Army, joined the Bob Hope troupe that entertained servicemen in Africa, Sicily, England and Iceland.
- Royal Sonot's "Danny and Ginger Grey for an additional 13 weeks on their 9:25 a.m. across the board "Sing A Sentience" program...
- Look for a five-day a week series of programs to start next Monday via WOR-Mutual, which will feature Jane Cowl, who will give her views of news of the day and human interest items...
- The tune "A Tree That Grows in Brooklyn," sung by a trio composed of Milton Cross, Oscar Levant and Gertrude Niessen on yesterday's "Basin Street" program, was written by three Brooklynites, Dan Shapiro, Milton Pascall and Phil Charig (the latter really should be listed as half London-half Brooklyn).
- Jack Kelly, news editor of WIBU, Madison, Wis., wants it to be known that he was born on July 4. Kelly writes: "That Happy Birthday column has caught my eye more than once. I am sending along my birthday date... which is... a real... Yankee Doodle Dandy... July 4. I'll be 32. Jack Kelly... born La Crosse, Wisconsin, July 4, 1912.

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- When Kate CBSmith returns to the air in September, it will mark the first time in her 13-year radio career that she will have a Sunday show...
- Maestro Harry Lefcourt, featured at Rogers Corner, will introduce his original composition, "Just You Wait and See." Thursday via Mutual...
- Tom Reddy, listener and newscaster on the "Fitch Bandwagon," will write some of the program's scripts in the Fall, he studied radio writing and journalism as a student at Notre Dame.
- Ann Thomas, "Casey" of "Abie's Irish Rose," and President of the Professional Children's School Alumni, is author of a book dealing with problems confronting the parents of child performers on radio or stage.

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By BILL IRVIN

CHICAGO

PHILLIP PATTON, formerly program director of WOC, Davenport, Iowa, is the latest addition to the Blue-central division department.

Salty Holmes, WLS "National Barn Dance" commentator and former member of the "Prairie Ramblers," has returned to WLS after a six-month leave of absence.

The "Young Adams Family," a new quarter-hour program, has been transcribed by NBC for the Funk G. Hybrid Seed Corn Organization, through E. H. Brown Advertising agency, it was announced by Frank Chizimini, manager of the NBC, Chicago, radio recording division, with 52 weekly releases planned in the series. The program stars Ray Saber and Mary Ann Bertrand with a strong supporting cast. "The Adams Family" will be made available for local sponsorship and dealers from Colorado to New Jersey and Canada to Tennessee. Series was produced by Al Tiffany and Joe Rockhold, with Dick Crabbe as agency account executive.

"Swing's the Thing," WGN half-hour musical program featuring Skip Farrell, Bob Trender and his swing orchestra, was renewed for 13 weeks by E. J. Brachand Sons, Inc., Chicago, effective June 22. Program is heard Thursday from 9:30 to 10 p.m. via WGN; Hill Blackett and Company, Chicago, is the agency.

Alex Campbell has joined the WCRB sales department as an account executive. Campbell formerly was sales manager for WKAT, Miami, Fla.

Dr. William H. Johnson, superintendent of the Chicago public schools, addressed 16,500 eighth grade graduates throughout the city on June 22 over station WBEZ, the Chicago Board of Education's frequency modulation outlet and station WIND.
How To Celebrate the 4th of July

Put your "John Hancock" on a Blood Donor's Card and give a pint of Blood by way of saying, "Thanks, America, for being free to do this!"

YOUR BLOOD CAN KEEP FREEDOM ALIVE!

THE WEEK IN RADIO
Radio's Convention Coverage (Continued from Page 1)

New York, WPTZ, Philadelphia WRGB in Schenectady Motion pictures were taken of the Convention scene by RKO and flown by to New York for telecasting, there is no coaxial cable between Chicago and New York. Four major networks and several independent stations, in accordance with their policies as they are not permitting the broadcasing of the song called "Don't be Horses" on the grounds that the song has political implications. Meanwhile the composers are protesting to the FCC.

It was informed the Electronics Driers Industry Advisory Committee at the radio manufacturing faces increased requirements in the duration of 1944, despite the fact other war production industries haven't had to. With the result noticeable increase in radio and phonograph equipment for civilians in near future looks dismal.

Being that the proposed new rule pertaining to announcement transcription is desirable, the requested for the omission of all sentences which says: "At once every hour the licensee announce which of the programs in Sub-sec. presented during the previous broadcast by means of what is called telephotograph," since the FCC lifted its ban on telephotograph applications last winter has been a notable increase in radio and television stations in the neighbor republic's importation of "non-essential" products.

Tele Tales: Several of the nation's AM tele stations have launched a contest through the Television Broadcasters Association to find a symbol which best reflects the spirit and purpose of television. Du Mont Laboratories, Inc., is effecting a plan whereby customers may make reservation for tele paraphernalia for post-war delivery. The equipment will be complete for operation of individual stations. CBS' teletype station WCBW produced its first live play "The Favor" last Friday. The Theater Guild and the RKO Television Corporation have been elected members of the Television Broadcasters Association, Inc.

People: T. A. M. Craven resigned from his position as Commissioner of the FCC, after a seven-year term. July 15, Lester Gottlieb, publicity director of MBS, will become the radio publicity director of Young & Rubicam, succeeding Bill Thomas. Raymond E. Nelson has been appointed a vice-president of the Charles M. Storm, Inc., advertising agency.

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

Basin Street Guesting
Johnny Johnston, singer starring currently at the Paramount Theater, will guest on Milton Cross' forthcoming "Lower Basin Street" program, the Blue, 9:15-9:45 p.m., EWT.

WHAT 1,253,600 HOUSEWIVES CAN DO...

... In a Social Mood

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy $437,925,000 worth of food and $54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only $.000073 per Housewife.

WTAM CLEVELAND

REPRESENTED BY NBC SPOT SALES

Millions stay tuned to the National Broadcasting Company

It's a National Habit
FINANCIAL

NEW YORK STOCK EXCHANGE

(Deals 30)

Am. Tel. & Tel. 163% 165% 165% + 1 1/4

Gates Corp. 11 1/2 16% 21 1/4 3 1/4

Farinaworth Y & R 13% 12% 12% 1/2

RCA Electric 38% 37% 35% 1/4

Philco 16% 15% 15% 1/4

RCA Common 13% 11% 11% 1/4

E. R. Haag 11 1/2 14 1/4 14 1/4

Stewart-Warner 17 1/2 16% 16% 1/2

Westinghouse 26% 25% + 1/4

Zenith Radio 41 1/4 41 3/4 + 3/4

OVER THE COUNTER

Bid Asked

Stromberg-Carlson 15 1/2 15 3/4

Wisconsin 7-535 7-337 7-337 7-337

WJr. (Detroit) 2 1/2

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W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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W-I-T-H leads Stations E 25 to 3 in trading area.

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The Blue Network
RADIO DAILY

Monday, July 3, 1944

LOS ANGELES

By RALPH WILK

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PHOTO PICTURE 114$ CHANGED!

THE SAN FRANCISCO RADIO

PICTURE HAS CHANGED!

Blue KGO is The Ray Area Buy!
THE WEEK IN RADIO
Radio's Convention Coverage

(Continued from Page 1)

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A part of the $100,000 reserve fund of the CBC will be used to put up an experimental frequency modulation station, it was learned from Dr. Augustin Frigon, assistant and acting general manager. He also disclosed that notices had been sent to 34 stations urging them to increase their power to five kilowatts.

The FCC's ban on the sale of American radios in Mexico is expected as the result of the Mexican government's latest attempt to diminish the neighbor republic's importation of "non-essential" products.

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WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

"Ever since the boss advertised for women workers over WDFD Flint, his wife has been at it."

WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Social Mood

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy $437,925,000 worth of food and $54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only $.000073 per Housewife.

How To Celebrate the 4th of July

Put your "John Hancock" on a Blood Donor's Card and give a pint of blood, by way of saying "Thanks, America, for being free to do this!"

YOUR BLOOD CAN KEEP FREEDOM ALIVE!
Urgent Need For Survey To Show National Results, Says Time Buyer

(Continued from Page 1) and speaker declared that "even today, not all networks release information regarding their billings—and it is impossible to get information regarding FM broadcasting—the fans who are sure it will revolutionize radio; and the die-hards who feel that FM is simply an improvement on Oberon time—and each a separate unit—the average buyer would be inclined to go for the television set because of an added attraction rather than being solely an improvement over regular radio reception."

What word 'television' brings a gleam to the eye of anyone connected with the broadcasting industry. We wonder how soon the 'hour' of everything about it. This new instrument seems to be one of the futures of the broadcast advertising business—and when before this, kinks in the equipment of radio as it stands today, we are all trying to absorb whatever there is to be learned about this new offshoot.

"Some say television will never completely replace radio as we now have it. Others say it will. Some say it will be a part of FM. Others say it will have no connection. Some say it will be necessary to develop mostly live talent programs. Others say that film broadcasting will play a major role in television.

Treat Movie Angle
"Being a regular attendant at the Television Seminar conducted by the Radio Executives Club of New York, it is interesting to get an in-depth knowledge into the thinking of those individuals who now play a major part in both the radio and moving picture industries. The moving picture industry thre- tests to, in some measure, spend enough money on television programs, mainly to keep the telecasting broadcast industry from buying up much of the better talent and program material important to making television broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how many people, both men and women, can get together in movie theaters. Until now, radio has had an "exclusive" on-the-spot broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how many people, both men and women, can get together in movie theaters. Until now, radio has had an "exclusive" on-the-spot broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how many people, both men and women, can get together in movie theaters. Until now, radio has had an "exclusive" on-the-spot broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how many people, both men and women, can get together in movie theaters. Until now, radio has had an "exclusive" on-the-spot broadcast advertising as important as radio has become. At the seminar, we heard a discussion of how many people, both men and women, can get together in movie theaters. Until now, radio has had an "exclusive."
4 War Bond Sale

By Radio Industry

(Continued from Page 1)for the Fourth of July holiday. Program will include patriotic numbers and an appeal to buy Bonds at theaters.

No harm to ask. And so it was that Isabel Manning Hewson, writer of this Blue Network program received a child’s screwed letter. Becky has a new elephant now and a letter that she will always treasure, which reads as follows.

Dear Becky... Thank you very much for your letter about the little elephant you lost last July on High Street. You asked me if I could find it for you in “The Land of the Lost,” where all the toys go that little children lose. You know, don’t you, Becky, that no one who goes down to the Kingdom Under the Sea can ever come back except, of course, my brother Billy and I who make the trip every week over the Blue Network? But I have a surprise for you. Last week, I was coming back on a current from The Land of the Lost when I met a little elephant on the way down. I asked him if he would like to go live with you and he said “yes.” Since then he has packed in an air-conditioned box and he will arrive at your door in Charlottesville any day now. Love... Isabel Manning Hewson.

There are some who think that post-war plans are premature; others do not, and in the latter group women probably predominate the world over. Regardless of how difficult the road, they instinctively look ahead and plan for the future. One of radio’s well-known women who is definitely for post-war planning is Adelaide Hawley, woman’s commentator on WEAF (New York). Miss Hawley is adding to the variety of her broadcasts by way of microphone interviews of men and women experts in various fields of endeavor, during which she will get their ideas on what the war’s end will bring.

There are all kinds of opportunities today for women to take the place of men, but it is not given to many to get started in the profession of a famous husband and on the very spot of his first notable success. One exception is Mrs. Raymond Clapper, wife of the brilliant newspaper columnist whose “press soldiering” cost him his life... Olive Clapper started her career last week as radio commentator for the Republican National Convention in Chicago, the city in which, 24 years ago, Raymond Clapper, then of The New York Times, was the first to break the news that Warren G. Harding had been selected GOP presidential candidate.

Congratulations...to Alice Cooper Chapman of the NBC Information Staff on her fine song recital at Steinway Hall, New York... to Mildred Bailey, WTAG’s (Worcester) women’s features editor, who celebrated the tenth anniversary of her “Afternoon Journal”... to Mary Lee Taylor, home economist on KRNT (Des Moines) for that wonderful record—10 straight years of broadcasting without missing a day... to Katherine Fox, public service director for WLW (Cincinnati) for having been awarded the DSM in recognition of her volunteer effort by the War Finance Committee of the city... to Mrs. and Mr. Albert Rogers Perkins, the bride that was Jane Tiffany Wagner, director of women’s war activities for the Navy... to Ruth Fraenzen of KFI-KECA (Los Angeles) on her promotion to the post of assistant producer.
“Army Hour” Tribute

NBC's advertising and promotion department has issued an attractive readable 64-page brochure titled "G. I. relaying the history of the Army Hour, the weekly feature (Sundays, 3:30 to 4:30 p.m., EWT) from April, 1942 to October, 1943. Supplemented by "Tech's promotion since its inception.

Lieutenant-Colonel R. M. Kirby, chief of the Radio Branch, is the author. The booklet carries on from the prologue and replaces the temporary one, "You Name It!"

GEORGIA—WBLB, Atlanta's News-Weather Station, is again presenting its musical program "WBLB Merry-Go-Round" during the summer, fall and winter. Originating in WBLB's studios, it is under direction of Musical Director Earl Barr Hans.

HOI—CINCINNATI—WKRC will sponsor 1200th broadcast for local Ditmyren's League account on June 1. RSF has been in a short campaign which is going on now to support the bond.

INDIANA—FORT WAYNE—WOWO promotion department mixed business with pleasure with excellent results recently. They gave to all their spot stations a set of checkers, but as a reminder, on every red square was the name of one of WOWO programs. Every move covered a show, and the resulting suggestion has proved successful.

OHIO—CINCINNATI—WCKY will sponsor for the 3rd straight year the Miss Greater Cincinnati Health, Beauty and Talent contest to be held in the City "Miss America" contest. Honor of being the first child baptized in St. Simon's Church, went to Jane Lentz, infant daughter of Mr. and Mrs. Adrian Lentz. Her father is WCKY studio engineer—DAYTON—Ohio. Register Co. of Dayton, is backing "Music from the Shell" Sunday day band concert originating on WING for 13 weeks.

KOA Sews Up Area

KOA, in Denver, devotes its new promotion piece to the station's Home Forum program's sewing contest and the fencess who put it over, Lora and Betty Price.

Photographs of noted persons who appeared on the program during the contest are splashed effectively over practically the entire brochure, allowing enough space for informative copy.

The contest was sponsored by the National Needlecraft Bureau and was promoted in Denver by screen trailer promotion, taxicab placards, window displays and posters. Letters went to home economics teachers in elementary schools and colleges in Colorado. Entries were received from KOA listeners in Denver, the Rocky Mountain and the Pacific States region, which constitutes the Denver market. Also from remote places such as Walla Walla, Wash.; Salt Lake, Utah; and Corpus Christi, Texas; Gladstone, New Mexico; Decker and Bozeman, Mont.; Boise City, Okla.; and Pinewood, Minn.

Stork News

A 10-pound baby girl was born to the household of A. Harry Zoeg, Trenton, New Jersey. Zoeg, who has his own advertising agency offices in Trenton and Philadelphia, was formerly general manager of WTTM, Trenton, and WFPG, Atlantic City.

For availability:
WILLIAM NORINS, Gen. Mgr., Station WBYN, Brooklyn, N. Y.
Radio Aids Movies Today

Radio Will Route
Pilotless Planes

Montreal—Radio will guide pilotless post-war planes across the Atlantic in the opinion of radio scientist, Dr. N. L. Smith-Ross, who fore-shadowed development in a recorded address to the wireless section of the Institution of Electric Engineers.

He said his forecast was no mere flight of fancy—if advances in radio-operated remote control had kept pace with progress in radio-detection.

"Such planes, he said, "will fly along specially selected routes, (Continued on Page 7)

Teachers Radio Workshop
To Get Underway Soon

Inauguration of the 1944 Teachers Radio Workshop in Philadelphia, Boston and Pittsburgh by the Westinghouse Radio Stations, Inc., in cooperation with the Board of Education at Philadelphia, University of Pittsburgh, Board of Education at Pittsburgh, and Boston University at Boston, was announced recently.

The course, developed last year at KYW, Philadelphia, will include all (Continued on Page 2)

WMCA Arranges Series
Of Hall Johnson Choir

Signing of the Hall Johnson choir for a series of broadcast on WMCA, New York, beginning yesterday, was announced by Nathan Straus, president of WMCA, as a public service contribution to the activities of the City-Wide Citizens Committee on Harlem. The programs, (Continued on Page 6)

Tube Prospects

Washington—A stepped-up tube production program for home receivers is forecast by NAB, in its current report. Few details are given, but the association says it expects to see a substantial increase in the next two quarters from the four million odd tubes which were scheduled during each of the first two quarters of the present year.

War Recordings Rate High;
Geo. Hicks’ Discs Among Best

Two contrasting broadcasts, both picked up via recordings, are hailed as the best to come out of the war to date, with additional recordings expected to be heard from time to time, to go down in radio history as being the most authentic picture of action in course of the invasion so far.

One of them has already received recognition, that made by George Hicks on a naval vessel being attacked by German planes. Hicks, as a pooled cor-

Following several weeks of experimentation with live studio shows, Worthington Miner, manager of the CBS Television department, announced recently the signing of the first fixed period contracts with artists.

One of the programs accepted is Vera Massy’s song-saloon, “Will You Remember?” Miss Massy has signed a television contract for 13 weeks, with an option for an addi-

Ted Collins Enters Tele
As Consultant For WABD

Ted Collins, manager of Kate Smith and producer of her programs, has been appointed program consultant of the Du Mont Televison station WABD, New York. It was announced by Leonard F. Cramer, vice-president of the Allen B. Du Mont Laboratories. Collins has a number of program ideas which will be experimented with on WABD.

Recording Of Awards
Made Available By NAB

Washington—Platters on the presentation of the Chief Signal Officer’s certificate of appreciation to President J. Harold Ryan of NAB, for the radio industry’s aid to the Signal Corps and Army communications generally, will be made available to 

Too Many “Pauls”

Philadelphia—The person who yells “Paul” at WIBG is likely to find himself trampled to death? There’s Paul F. Harron, president; Paul Krantz, engineering supervisor; Paul Collins, Paul Kincaid, and a new addition from WITH, Paul Miles, announcers.

Web Shows And Independent Stations
Plug “Free Movies” Campaign
For Fifth Bond Drive

Web Shows And Independent Stations
Plug “Free Movies” Campaign
For Fifth Bond Drive

An estimated audience of 69 million listeners will hear a barrage of announcements being broadcast today and tonight over four major networks and scores of independent stations informing the American public which approximately, 8,000 movie theaters, half the theaters in the nation, will hold Free Movie

(Continued on Page 6)

Plan Radio Journalism
For Post-War Colleges

Washington—The NAB and several college and university groups are considering the establishment of radio journalism, with standards set for full-time courses in radio journalism. This plan signifies the acceptance on the part of educational groups of the distinct character of radio jour-

(Continued on Page 6)

NBC To Carry First
Rome Synogogue Pickup

The first Jewish broadcast from Nazi-held territory liberated by the Allies will be heard exclusively over NBC in a special program from the

(Continued on Page 2)

Love Matches

Over $5,000,000 in War Bonds were sold as admissions to the championship tennis matches played at Merion Cricket Club, Philadelphia, June 24, and broadcast over WFIL. Among the tennis stars who appeared were Bill Tilden, Vinnie Richards, Alice Marble and Mary Hardwick Hare. Tom Moonhead, WFIL sports announce-

(Continued on Page 7)
Coming and Going

WILL C. GRANT, president of Great Advertising, Inc., has left Chicago on a swing around Latin America. He'll visit branch offices in Miami, Mexico City, Buenos Aires, Caracas and Mexico City.

JOE SIEFERTH and the WJZ Victory Troupe, of Atlantic City, N.J., where today they will entertain at the U.S. Marine base.

A M ARMSTRONG, Jr., assistant manager of WCP, Boston, is back at his office following a 16-day business trip to the Middle West.

STANLEY YOUNG, general manager of the Chicago office of Spot Sales, Inc., station representative, is in New York to embark aboard his boat on a vacation cruise of two weeks.

BILL HANSEN, Chicago representative of Fred Waring, has returned to New York to join Waring's Ward's Music staff.

HENRY GROSSMAN, network operations engineer for CBS, and ARTHUR PELLES, assistant director of press information, are late arrivals back from Chicago, where they assisted in the covering of the Republican convention.

MARY WICKES, heard regularly on the Columbia syndicated program over CBS, is in St. Louis filling a two-weeks opera engagement.

Teachers Radio Workshop
To Get Underway Soon

(Continued from Page 1)

phases of practical radio broadcasting specifically for public school teachers so that they might be professionally trained in the presentation of educational programs. It will be conducted on a daily basis during July of this summer and then extended for the rest of the year on a bi-monthly basis.

By arrangement of the Philadelphia Board of Education, teachers attending receive college credits. Gordon Hawkins, program supervisor and originator of the plan in Philadelphia, heads the Teacher Workshop activities. His assistant is William C. Galbraith, educational director of KYW, while George Slade of WBZ heads the Workshop at Boston and Robert White of KDKA supervises the one at Pittsburgh.

Peggy Stone's Debut

Peggy Stone, formerly of Spot Sales, announces temporary offices at 304 E. 44th Street, and the signing of WINN, Blue Network outlet at Louisville, for sales representation.

That's why...

ALL PHILADELPHIA

has formed the habit of
dialing 1400 regularly.

THAT'S WHY

SPONSORS

BUY TIME ON

WDAS

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RED

...by any other name

Shakespeare's line still stands up. And applied to radio it means an audience is an audience . . . no matter the call letters it listens to.

Let's look at Baltimore. What does a listener cost you in this 6th largest market? It's very easy to find out.

First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the successful, independent radio station W-I-T-H.

FINANCIAL

(July 1)

NEW YORK STOCK EXCHANGE
Net High Low Close
Am. Tel. & Tel. 164 162 161
Cresley Corp. 27 27 26
Gen. Elec. 36 36 36
Philadelphia 28 28 28
RCA 110 108 108
Great Eastern 176 175 175
Stewart-Warner 15 15 15
Zenith Radio 42 41 41
Nat. Union 45 45 45
OVER THE COUNTER
Bed, Ass'd.
Fairbanks T & D 12 12 12
WJC Battle 22 22 22
WJR Detroit 36

Wedding Bells

Camp Pendleton, Calif.—Marine Captain Lyman Armentrout Garbe, former New York City attorney, and Marian Simpson Carter, program director for America's Town Meeting of the Air, were married here recently. They will reside at Delmar, Calif.

20 YEARS AGO TODAY

(July 5, 1924)

When Maudalene Hauff, known throughout the State of Georgia as the "Mighty Voice of the South," broadcast recently from New York City, all the stations in Atlanta remained silent during her program so that her broadcast from the southern state might tune in without local interference.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED

Blue Note is THE Bay Area Buy!
"We're still meeting our listeners in person"...

Our WJZ "Victory Troop" has just made its 250th personal appearance...

250 separate face-to-face meetings between WJZ and more than three million soldiers, sailors and other service people, war plant workers and bond buyers... The WJZ "Victory Troop" traveled 67,000 miles through New York, New Jersey, Connecticut, Rhode Island and Maryland... the normal coverage area of WJZ... Three million more people now know WJZ personally. They now have a new affection for the station which goes out of its way to bring them enjoyment... In addition to these, are the eight million in Greater New York, Westchester, and Connecticut for whom WJZ has taken on a new personality since its recent transmitter move now brings new strength and clarity to its signal in their homes... It's time you made a new estimate of the new WJZ... These new friends of WJZ can be your friends!

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET
KEY STATION OF THE BLUE NETWORK * 770 ON YOUR DIAL
Main Street

With Ol Scoops Dalg

Convention Clean-Up!

- Gate-crashing honors at the 23rd Republican National Convention went to "One-Eyed" Connolly but to a mere slip of a girl totally inexperienced in the ways of gate-crashing. She is Kay Turpin, secretary to Mike Huber, sales promotion manager of the Blue Network's Central Division. Kay got a hurry-up call to go to the convention to run an adding machine in the tabulation of votes on the presidential nomination. Nobody remembered to get her some credentials so she arrived at the Stadium empty-handed. Stopped cold at the gate, naturally, Kay started talking and she talked long and fast. With the result that she not only was admitted but was escorted to the press and radio gallery, an almost impossible vantage point to reach without proper credentials.

- Although the networks pooled broadcasting facilities at the convention and stuck pretty close to their pre-arranged schedules, NBC got off the beaten path long enough to come up with a "scoop" by putting Dewey on the air from Cleveland when his special plane stopped there to re-fuel en route to Chicago. The network's Elmer Peterson was aboard the Dewey plane and managed to get the New York governor to speak briefly via a WTAM set-up at the Cleveland airport. The convention delegates sweltered in 105-degree heat on the third and final day, but they still were about 20-degrees cooler than the boys with the roving microphones and the 50-pound pack transmitters who roamed the Stadium dishing up interviews and "color." Blue's Martin Agronsky nearly collapsed from the heat. Mutual's Cecil Brown declared it was as hot in Chicago as it ever was in Singapore. Current gaff around town is that Democratic Mayor Kelly ordered the steam turned on at the Stadium for the Republicans. It was also suggested that all the GOP oratory generated the heat. In a pool of Blue commentators, Gov. Green of Illinois was voted the most comfortably dressed man and Mrs. Raymond Clapper the most comfortably dressed woman.

- Incidentally, Mrs. Clapper did an excellent job for Mutual on her first major radio assignment. And Tom Sider, the net's director of special events, is assigning her to a similar role for the Democratic convention this month. Heat or no heat, Columbia's Bob Trout managed to retain that cool-as-a-cucumber appearance. At the Columbia booth, presided over by genial Paul White, was a popular stopping place for press and radio fraternity. One booth away sat Cecil Brown, but so far we know Paul and Cecil never got any nearer to one another than that. Art Perles and Ethel Kirsner of the New York CBS press staff, with the aid of Shep Charcot and Florence Warner of WBBM, kept press relations peking smoothly. Blue was ably represented by Eli Henry, NBC by Jack Ryan and Mutuial by Dale O'Brien (WGN) and Lester Gottlieb, who was on his last major assignment before leaving the network for Young & Rubicam. Conspicuous by their absence from the convention scene were two of radio's top-flight commentators, Raymond Gram Swing and Gabriel Heatter. Poor health kept Heatter in the cool comfort of his Freeport, Long Island, home. There was no explanation as to why Swing was missing from the conclave.

**PROGRAM REVIEWS**

"FINDERS KEEPERS"
Sustaining
WEAF-NBC, Monday, July 3, 16:30 to 11 p.m. EWT.
Bob Sherry, emcee; Irving Miller's Orchestra, Julie Conway, vocalist.
Ira Avery, Productor.
SURE FIRE QUIZ AND ENTERTAINMENT.

NBC touched off a pre-Fourth of July piece of radio fireworks Monday morning with the alluring title of "Finders Keepers." New show is a solid half hour of smartly blended audience participation quiz, breezy musical interludes, and general entertainment which brands it as a big time, night time show for morning audience consumption.

Charm of "Finders Keepers" is its "homey" qualities which makes a house party out of a quiz show and besides honoring winners adds up to a goodly portion of gay, diversified entertainment.

Skills and musical offerings form the basis of the quiz session. Audience furnishes three contestants who are asked to pick the Lyric flaws in a vocal of "Let Me Call Your Sweetheart" and of errors in quotations from Shakespeare. Another rendition of "Finders Keepers," whose creator is Marjorie Fisher, from Kay Kyser's College of Music, is a garbled account of proceedings at the Republican Convention.

Conspicuous by their absence from the convention scene were two of radio's last major assignment before leaving the network for Young & Rubicam and Mutual by Dale O'Brien (WGN) and Lester Gottlieb, who was on his smoothly rendezvous at the Republican Convention.

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**MAIN STREET**

Convention Clean-Up!

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**AGENCIES**

YOUNG & RUBICAM, has placed Howard E. Williams in charge of the San Francisco office. He formerly was associated with Erwin, Wasey & Co. The agency also has announced that Robbins Milbank has been appointed to supervise creative and merchandising for the organization on the West Coast.

S. I. COLE, president of Aerovox Corporation of New Bedford, Mass., has just been elected a director of the RMA Parts Division for the two-year term beginning 1944. This prominent condenser manufacturer was a member of the executive committee of the RMA Parts Division during 1943.

CHARLES M. STORM, INC., is preparing for Brugal & Co., San Juan, Puerto Rico, an advertising campaign for Brugal Rum, distributed in the United States by Park & Tilford.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., has elected to membership of the following companies, together with the individuals who will represent them in the ANA: American Enka Corporation, New York City, Carl Reimers, advertising director; MacMillan Petroleum Corp., Los Angeles, Calif., H. W. Cheney, assistant to the president, and Wilson Sporting Goods Co., Chicago, L. B. Greeley, president.

Levey & Nelson to Speak At Tele Seminar Thurs.

(Continued from Page 1)

Club, tomorrow night in the NBC studios.

"Specific Types of Television Programs" is the general topic to be discussed by the participants, with Nelson discussing the nature of television programming, and Levey explaining "why the large screen" in his talk.
22 Years is a Long Time in Radio*

We’re Baltimore’s oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on... the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans... you reach the audience that has always known and recognized WFBR as Maryland’s pioneer broadcasting station!

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

* ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
Plan Radio Journalism For Post-War Colleges

WMCA Arranges Series Of Hall Johnson Choir

(Continued from Page 1)

Radio Aids Film Drive Today With "Free Movie Day" Plugs

(Continued from Page 1)

Plan Radio Journalism for Post-War Colleges

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Plan Radio Journalism for Post-War Colleges

WMCA Arranges Series Of Hall Johnson Choir

(Continued from Page 1)

Radio Aids Film Drive Today With "Free Movie Day" Plugs

(Continued from Page 1)
Promotion

Kansas Eyes Future

"The Post-War Plans of Kansas Families," an advance report from the Kansas radio audience of 1944, is a thick, informative brochure that tells a daily story of the area's future marketing plans with the compliments of WIBW, "the voice of Kansas."

More than 80 pages, interestingly designed in brown, blue and white, and utilized for this purpose.
The survey, conducted by Dr. F. L. Whan of the University of Michigan, explains in the index what it proposes to reveal, among which are included:

Explanation of methods, ownership and condition of radio sets, occupational plans for the post-war era, place of residence plans for the post-war era, amount and type of spending, post-war purchasing. The promotion piece is commendable and proves this station has foresight.

Radio Will Route Pilotless Planes

(Continued from Page 1)

and at the control of land operators on each side of the ocean.

"During the flight the position of all craft would be continuously under supervision, and the craft would be fitted with radio-operated devices which would automatically lead to evading action should another aircraft, whether pilot-operated or not, cross the route at a point where collision might be possible.

Indication of Radio Progress

"Radio operated instruments installed in the aircraft could give information as to meteorological conditions all along the route."

The war was accompanied by revolutionary advances in radio as an aid to aerial and marine navigation.

The results would clearly be applicable to ship and aircraft direction finding with the aid of special transmissions from beacons.

It was anticipated that various devices known before the war as iceberg-detectors and collision preventers would have reached the stage of being suitable for direct application to the navigation of civilian air and sea craft.

New "Chick Carter"

"Chick Carter," (Monday through Friday, 5:15 to 5:30 p.m., EWT), observed a double celebration Monday, July 3 by beginning the second year on WOR-Mutual with Leon Janney, a new actor, in the title role. The young veteran actor will replace Bill Lipton, creator of the Chick Carter role since its inception, who turned 18 on June 13 and this Saturday reports to Daniels in Fort Monroe training in the Navy's V-12 program, Fritz Blocki direct and produces the "Chick Carter" series.

Radio Veterens Plan

Special Air Corps Shows

(Continued from Page 1)

broadcasts. 1st Lt. Michael J. Foster, formerly of CBS, heads the department which produces all radio programs broadcast from this station. His ace announcer and producer is Sgt. Hamilton Woodle, of the Special Services Office and ex-announcer on WBEN of Buffalo. Corp. Paul Flynn, of Johnstown, Pa., previously an announcer and producer for WHJB, of Greensburg, Pa., is also assisting Lt. Foster.

Stork News

Sam and Mrs. Kaufman are the parents of a baby daughter born at Doctors Hospital, June 28. The baby, to be called Elisa Deane, weighed six pounds six ounces. Kaufman is music editor for NBC and also editor of the house organ, NBC Transmitter. Mr. Kaufman is the former radio and stage actress Dorothy Darling.

Mr. and Mrs. Joe Barnett are the parents of a daughter, Carol, born at Lenox Hill Hospital in New York. Barnett is associated with NCAC and is known to radio as Rosalind Green.
Coming and Going

WILLIAM E. WARE, general manager of KWIL, St. Louis, has returned from Chicago where he spent a week on station business.

NICHOLAS PRAULUX, vice-president in charge of finance for the Blue network, has returned to his post after a week's vacation at Lake Gananoque, Ontario.

CHARLES LEDINGHAM, announcer for WLVA, Lynchburg, Va., is spending a few days in Gotham, to observe network operations.

REV. EVERETT C. PARKER, assistant public service manager of NBC, returned yesterday from a week's business trip to the Midwest. Lectures on radio and religion were included in his travels.

ELSIE THOMPSON, organist for Columbia's "Aunt Jenny" series, was off to Illinois to visit with her husband, Col. James Boyd, recently returned from overseas duty.

1st Ultra High Units In Use In Canada

(Continued from Page 1)

and Patricia Bay. It provides instantaneous communication as to reservations, flights, planes, loads, flight service and dispatch. There is no contact with planes in flight, which have their own radio systems. The system is "point-to-point" and no other radio can pick up its messages.

"This is a development that can be applied to all commercial air lines after the war," said S. S. Stevens, superintendent of communications and electronic development for STCA. He also pointed out that one of the most valuable characteristics of ultra-high frequency modulation is that it eliminates static and fading in any weather conditions.

The system is powered by 50-watt transmitters installed in the Hotel Vancouver and on Mount Newton, Vancouver Island. More than 40 miles away and a mile from Patricia Bay airport.

KSD Planning Special Democratic Conv. Cover

St. Louis—Special guests and correspondents of the St. Louis "Post Dispatch" will join with KSD's own commentator and announcers in a series of feature broadcasts from Chicago adding to KSD's regular NBC coverage of the Democratic National Convention starting July 19.

The "Post Dispatch" station will have a staff of 10 or more in Chicago with a KSD booth at the convention and direct wires to St. Louis. Special non-sponsored broadcasts have been scheduled for 5 p.m. and 10-11 p.m. daily while the convention continues.

The programs will stress political comment with feature sidelights, and when possible, guest speakers following the example set at the Republican Convention when Sir Willmot Lewis.

"These correspondents provided an international viewpoint for the St. Louis audience.

RALPH EDWARDS and his "Truth or Consequences" are in Charlotte, N. C., for tonight's Bond-selling performance. The Edwards aggregation is heard over NBC, 8:30-9 p.m., EWT.

HUGH M. FELTS, general manager of KOIL, CBS affiliate in Omaha, Nebraska, is in the City for several days on business.

NORMAN PAUL, scripter for the Blue's "Duffy's Tavern" has returned to New York, after several months in Hollywood.

WILLIAM F. MALO, commercial and sales promotion manager of WORC, is in Gotham for few days on business.

PHIL MOORE, musical scorer for the Mildred Bailey show, is on route to Hollywood in the interest of his new song, "I'm Gonna See My Baby."

CLOYD W. REMBERT, managing director of KEDO, Dallas, Texas, is in Gotham on a business trip.

NBC Engineer Arrives For West Coast Project

(Continued from Page 1)

laboration with OWI. The Defense Plant Corporation is financing the project.

He will stay at the Pacific Coast plant in charge of technical operations, after the completion of the four shortwave stations that NBC will operate technically for the Overseas Branch of OWI.

WJW Sked Football

Cleveland—William O'Neil, president of radio station WJW, and Chas. F. Walsh, assistant to the president of the Cleveland Rams, announce the signing of a contract to broadcast the Cleveland Rams Professional football games for the 1944 and 1945 seasons over radio station WJW, Cleveland, Ohio.

Racing Tracing

Weather clear . . .
track fast . . .
but
WBYN is even
ever faster.
Every few minutes, 12 to 6:30
while races are on
... minute-reports
... exclusively
on 1430!

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

MacFarlane Broadcast the First 1,000 Plane Raid

Can you see in your mind's eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the first group of 1,000 planes in the world, leave to bomb Germany? And the news it made in America as the story came across the Atlantic to The States?

That's just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war fight right up to the hilt.

It's just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He's been through the events once . . . that are happening again.

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.
The news comes to Chicago's millions...

...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

They all tune to the

National Broadcasting Company

It's a National Habit
PEGGY DALTON is the new editor of the WOAI Women's Page of the Air, the San Antonio station. An addition to the WOAI staff is Josephine Dickman, to the continuity department. Latest newcomer to the staff of KABC is Emily Fennician, to the accounting department. Senator W. Lee O'Daniel is being heard over KABC each Thursday afternoon in a series of broadcasts titled "Report On the Home Front." "Songs by Louise" is the title of a new series of programs being broadcast over WFFA, Dallas, for a quarter hour each Tuesday and Thursday at 10:15 p.m. The program features organ music by Hugh Waddill, songs by Louise Mackey, with Bob Stanford as announcer and reader of poetry. Fred Kineaid is now sportscasting for KGKO, Fort Worth, in addition to his WFFA chores. Baird's Bakery has renewed for another year its extensive spot campaign over KGKO.

B. C. Headache Powders sponsors the nightly "Roundup of Sports" over KRLD, Dallas. Mary Lee Carroll, local sportswriter, has joined D'Artega and his all-girl orchestra. OPA Questions-Answers is the title of a new series of broadcasts originating from the studios of WRR and carried by stations of the Texas State Network for a quarter hour each Saturday evening.

California Culls . . .

- • Clyde Coombs, of KARM, Fresno, had need of the well-known "second wind" after a mad week's whirl of entertaining the Pacific Advertising association delegates. CBS ninth district affiliates and members of the Rotary club. The boys on Radio Row are still talking of the fluff that created a four-minute laugh on Tom Breneman's "Breakfast At Sardis.'

Tom was questioning an 82-year-old guest and his 81-year-old wife, who were celebrating their 62nd wedding anniversary, when the aged, but quick-witted guest, gave a very unexpected answer to the query of where they were celebrating their 62nd wedding anniversary. Mary Anne Gideon, CBS junior sound effects girl, is discarding a radio and screen career to become the bride of Major John Van Trigt, at Walker Army Air Field, Victoria, Kan., July 12. Her beauty resulted in Lionel Barrymore arranging a screen test for her, but Mary decided upon sweet domesticity.

- • Mrs. Vivian Sinker has been made grade manager of KERN, Bakersfield, succeeding Dean Banitz, who resigned.

- • Former KFKECA announcers are wearing khaki in most of the new theaters. Bill Stulla is still addressing a turbaned mike in New Delhi from dawn to dusk and later, while George Dvorak is still operating one of the G. I. stations in the famous South Pacific Mosquito network. Doug Evans reports from Italy and it should not be long before he reports from Rome. Pvt. Pat Bishop is down in Texas, taking practice marches with full pack every day, while Cpl. Bernie Smith, former KFKECA publicity and agricultural director, has made it safely over to North Africa.

- • "Another day, another girl," quipped Glen Heisch, KNX program director, when Dr. Tellesfish, father of four boys, informed Glen that the latter had become the father of his fourth consecutive girl. It was Glen's birthday, too, and, in addition, he had just been re-classified 2-A by his draft board. Mrs. Heisch is a sister of Bud Heistad, the announcer.

- • Mary Frances Kyleen, assistant traffic manager at KIRO, Seattle, is visiting Connie Blake, of the Columbia Pacific traffic department.

- • Mrs. Hal Styles did an excellent job of pinch-hitting for her husband and handled the commentator's job on "Lost Ye Forget" and "Young America Speaks" while Hal, who won the Democratic nomination for Congress against Congressman John Costello, made a trip to Washington. Mrs. Styles, who was her husband's secretary before their marriage, is continuing to handle the same duties.

- • Speaking of secretaries, Barnee Bucman is now an aide to Milt Samuel, Pacific Blue Boswell.

- • Lt. (j.g.) Norman Anderson, 2nd Lt. Roy Rosenbrants, an infantry officer in Texas, and Farlan Meyers, of the Air Transport command, are among the former Columbia Pacific employees, who have been visiting Columbia Square. Marvin Mueller, who was one of the busiest men in Chicago radio before coming to the Coast, is the new announcer on "Stars Over Hollywood."

- • Albert Sack, who has resigned as Pacific Blue musical director, is vacationing in Cleveland. One of his first chores as a free-lance will be handling the baton on the Frank Morgan "Maxwell House" show. Lynn Randle, of the CBS publicity department, has been dubbed "Miss Rip Van Winkle," because she declared she had spent her two weeks vacation sleeping. Bernice Gould, secretary to Meyer Davis, New York orchestra leader and play producer, here on her first visit to the Southland.

Plan Technicians School
For Theater Television

KYW, Philadelphia: Barry's Jewelers, Philadelphia, through Edward Prager of Baltimore, has renewed a schedule of three station breaks weekly for 26 weeks; Johnson & Johnso of New Brunswick will use two day-time station breaks weekly for six weeks for baby powder and five one-minute announcements weekly in three-week campaign for Surgeon General's Institute, through Young & Rubicam, New York; Campbell Soup Company (Beef Noodle Soup), through Food Cone & Belding has contracted for station breaks for seven weeks; Procter & Gamble Company, Cincinnati, three station breaks weekly for a 13-week period. Product to be tested is an agency is the Biow Company of New York.

YOU...FOR THE ASKING

UNIVERSAL STROBOSCOP

This handy phonograph turntable speed indicator complete with instructive folder, is now available to all phonograph dealers and recorders. A recorder aid the Universal Stroboscope will be maintaining pre-war quality of recording reproducing equipment in true pitch and tick. Available from local dealers or by writing factory direct.

YOU...FOR THE ASKING
Form Tele Producers Unit Among Indies on W. C.

Los Angeles—Pacific Coast Independent Television Producers Association has been formed, with Patrick Michael Cunning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer as charter members. Attorney John Herbold is counsel for the new organization.

New Citizen

Cincinnati—Actress Lottee Stavinsky, who portrays Polish Anna Polaski in “Pepper Young’s Family,” (WLW, Mondays through Fridays, 3:30 p.m., EWT), has received the thrill of her lifetime, her American citizenship papers. Miss Stavinsky came to these shores six years ago.

GRAND RAPIDS

Is Michigan’s Largest Market Outside Detroit

W O O D

has more than twice as many Grand Rapids listeners as any other radio station anywhere
RUSH OF FCC ACTION
FROM DUOPLO MOVERS

(Continued from Page 1)

1,360 kilocycles, WLW and WSAI both carry NBC and Blue programs. KPOM is on 1,300, and has 500 watts, and has always carried Blue exclusively. Price for WSAI is $3,500, and for WLW, $4,000. Field recently bought WJJJ, Chicago, as a transfer of license of WCAP, Asbury Park, N. J., from Georgia A. Byrnes, with 2,500 watts, and has also been asked. In another multiple-ownership instance, applications were received for two other 1,300 bands, WAPS and WGES, Chicago, among two groups formerly sharing ownership of both stations. The partnership holding WAPS includes Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Molds, Vivian Charles, and F. A. Ringwald, Miss, while that presently owning WGES includes Dyer, Gene T. Dyer, Jr., Moss, Christoff, Louis E. Molds, and William F. Moss. The WPB license would go to Gene T., Evelyn M. and Gene T. Dyer, Jr., Addie, and Grace V. McNeil. The WGES license would go to John A. Dyer, Vivian Christoph, Elizabeth Hinzman, F. A. Ringwald and William F. Moss.

WGES Switch

WAIT operates with 5,000 on the 620 band, while WGES uses the same power on the 1,300 band. Commission action is still pending upon the application for sale of a third Dyer station in Chicago, WSBB. This 500-watt, on 1,240, has also sold to Julius, Oscar, Arnold, Bertha and Gertrude Miller by Gene, John and Evelyn Dyer, and Elizabeth Hinzman, for a price of $100,000.

New FM Applications have been received from Hearst Radio Inc., Baltimore, licensee of the 50,000 watt NBC outlet, and Procter & Gamble, its transmitter in Dayton, O., Leonard A. Versluis, Grand Rapids, Mich., the Voice of Holland, and the Board of Education, Floral Park, N. Y. (non-commercial). A commercial television application has been received from WGR, Cleveland.

Houston Situation

Further complicating the Houston, Texas, situation, where a petition for rehearing on the Commission's recent grant of a license to Judge Roy Hofheinz for a 250-watt is still pending, Fred Weber, E. A. Stephens and William H. Talbot are now making a 250-watt in Houston, to operate on the 1,560 band. This trio is now licensee of WDSU, New Orleans. Other applicants for the Houston channel are the Greater Houston Broadcasting Corp., and Scippis-Howard.

A new 250-watt, on the 1,240 band, has been asked by the Houston Broadcasting Corp., WSAU, Wausau, Wis., and the Waukesha Broadcasting Service. Application for a 250-watter in Birmingham, Ala., has asked to change its frequency request from 1,340, to 1,490. A. W. Talbot, who has applied for the 1,240 band, has also applied under a royalty-free license agreement for the 1,490 band, on WSAU, Wausau, Wis., and the Paterson Broadcast Service. Application for a 250-watter in Birmingham, Ala., has asked to change its frequency request from 1,340, to 1,490. A. W. Talbot, who has applied for the 1,240 band, has also applied under a royalty-free license agreement for the 1,490 band, on WSAU, Wausau, Wis., and the Paterson Broadcast Service.

New House Organ

To further promote its promotional activities, KNMB sent out a four-page educational house organ called "Listening Post" to all educators in the Kansas City area. The publication is to give news and information about programs of educational interest and other stations in the listeners' facility. KNMB will publish this item once a month. Circulation of the first printing was 5,000.

In addition to the above, this station publishes "Heartbeats," a monthly house organ which is designed to familiarize advertisers and agencies with this station's commercial activities. This publication is sent to both national and local agencies.

KMOX's Seller

"Most Of The Listeners. Most Of The Time." is the name of KMOX's brochure which is both colorfully designed and contains informative facts pertaining to prospective advertisers and other affiliates interested in the station.

With Hooper reports to substantiate its claim, KMOX shows graphically how the station's popularity is compared to other stations in the same area. Agencies and advertisers should find the brochure helpful. Messages throughout four pages are direct and easy to grasp.

Bright Future For Blue

Seen By Don E. Gilman

(Continued from Page 1)

Division. Gilman, who has just returned to the Coast, spent two weeks in the East conferring with network executives. While in the East Gilman submitted and had approved the plans for the $40,000 remodeling job on the Hollywood Playhouse which will be completed soon. This project will be done by the WPB. The Blue Network board also approved the five year lease on the theater which will be primarily used for the KECA, but will also be used to originate network and local programs. Action is still pending however before the FCC on the sale of KECA to the Blue.

Backed up Gilman's prediction as to Blue's prosperity, it is pointed out that recently three important programs have been added to the network's schedule. These are: "Blondie," for Syndicated, which starts July 21; "Scrampy Amby," for Manhattan Soap which goes Coast to Coast July 26; and "Glouram Manor," Procter & Gamble strip.

KDKA's 5th Bond Drive

PASSES THE MILLION MARK

(Continued from Page 1)

Passes the Million Mark

Pittsburgh — KDKA Bondoway cash sales of War Bonds during the Fifth War Loan Drive passed the million dollars mark when $506,320 worth of the U. S. Treasury Certificates were sold during a rally at Somerset, Pa., last Saturday. The aggregate bond drive of the Bondoway's four stops thus far on its 1944 itinerary has reached $1,073,210. Other western Pennsylvania citi- es visited by the KDKA teams of artists and office personnel were Indiana, Connsville and Cleftield.

Short Wave Birthdays

Two programs shortwaved by the NBC International Section have reached their first anniversary. "La Hora Del Nino" (The Children's Hour) and "Pagina Femenina" (The Women's Page) which broadcast weekly from NBC in New York to Latin America. "La Hora Del Nino" is presented and produced by Maria Rubini, "Pagina Femenina" is done by Maria Spaulding.

Lazar's New Assignment

Bill Lazar will take over the announcer's spot on the show. "To Your Good Health" next Monday. The program, presented by CBS this week, stars Lynn Murray's orchestra and the chorus of stars. It is pro- duced by David White of WJJD, Chicago, Forest Park and Starband.
Treasury Lauds Radio's Role in Pushing War Loan Drive

The Federal Reserve Board's official designation of radio's role in World War II was given a fine showing during the Fourth Bond Drive. In paying tribute to radio's role in the Fifth Drive, Lane pointed out that the broadcasters gave of their time and creative efforts on a tremendous scale despite the demands on time and talent of "D" Day and the Republican National Convention in Chicago.

Right now we know that the subscriptions the Fifth War Loan will pass the National quota set by the Treasury Department," Lane declared. "Radio aided a great deal in the success of this campaign.

E Bond Appeal

As plans for the formal climax of the bond sales get underway in Washington yesterday, the Treasury Department sent out an eleventh hour appeal through OWI asking broadcasters to make a last minute effort to increase the number of "E" bond purchasers. It was pointed out that while the subscriptions will exceed the national quota, the number of individual buyers has been lagging throughout the nation.

An interesting aspect of the bond selling campaign in Greater New York was the excellent job done by language stations in individual sales. Stations WOP, WEVD and WHOM are credited with substantial sales. These were made by direct appeal of foreign language commentators to listeners to buy bonds through them. The Italian audience of WOV were noteworthy contributors to the bond drive.

Trainload of Stars

Climaxing the theatrical world's contribution to the Fifth War Bond Drive, a trainload of radio, stage and screen stars from New York will invade the nation's capital on Saturday as a climax to the Fifth War Loan Drive in Washington.

Some of the stars scheduled to roll through the capital this weekend include the following: Allan Jones, Jerry Colonna, Gypsy Rose Lee, Charlie McCarthy and Jack Benny.

Leaving after midnight next Friday, the star studded party will board a special train for Washington, arriving early Saturday. An airplane convoy and a motorcycle escort will lead the group through an exciting series of events that include a White House reception and rally to induce White House employees to buy more bonds, even though they have already exceeded their quota; an official Embassy luncheon at the Hotel Mayflower, hosted by the District of Columbia Board of Trade; a performance for the combatant soldiers at Walter Reid Hospital; a reception by the commanding generals of the U.S. Army Air Forces as a climax to the Fifth War Bond show on the giant outdoor stage at the Washington Monument when the bevy of noted entertainers will join the Army Air Forces and from "Sky" playing to an anticipated attendance of 100,000 Washingtonians.

InT1 Broadcasting Union Discusses Post-War Plans

The president of IBU, addressing the meeting, "expressed the hope that international broadcasting might become again soon an effective medium of peace and collaboration between all nations." The Swiss broadcast association had recently with the Charles M. Storm agency, advertising agency, has been appointed fashion co-ordinator of Norman D. Waters & Associates.

HOPE ASSOCIATES CORP. moved its offices last Saturday to 40 East 49th Street.

JOSEPH MAXFIELD COMPANY, advertising agency of Providence, R. I. is occupying new quarters at 87 Weybosset St.

MAURICE ROFFMAN, orchestra leader, violinist, and musical conductor, has opened offices in the Hillman Periodical Bldg., 1476 Broadway, for the sale of radio package shows.

ACE PRODUCTIONS, a newly-formed advertising agency, is headed by Graham Gwindin, long time radio announcer and producer. Offices have been opened in San Francisco, Calif. The agency will specialize in radio productions and promotion serving the entire Pacific coast area in addition to a few local Eastern accounts.

Cross To Author Book On Army Chaplains

Christopher Cross, Mutual's assistant publicity director, was selected to write "Soldiers of God," a book that will relate the complete story of the work of all Army Chaplains. The book will be published in the Spring of 1945 by E. P. Dutton Company.

 Stretch was originator of the idea, as well as coordinator of Norman D. Waters & Associates, and as an expert on radio advertising.

REPRESENTED BY THE KATZ AGENCY
NEW JERSEY—WPAT will broadcast this Saturday afternoon at 2 o'clock the "Invasion Carnival" in which the residents of Passaic County will offer prayers for the over-all success of the invasion, and will celebrate the success of their Fifth War Loan Campaign. Entire affair has been worked out by WPAT's program department.

CAMDEN—In cooperation with the RCA Victor Division of the Department of Music Education of N.Y.U.'s School of Education, the Department of Music Education has added to its summer curriculum Leaders in the field of music and music education, students of the University, and persons interested in making industrial music a career will participate in the public lecture series to be held July 10, 17 and 24.

NEW MEXICO—ALBUQUERQUE—KOB has sold 116 commercial programs to promote the Fifth War Loan Drive. These programs included transcribed Treasury programs and locally produced shows. One program is a daily report period direct from the War Loan headquarters.

NEW YORK—Syracuse—Lt. Ewart M. Blain, for several years with WFBL's sales department, was cited recently with the Army's Bronze Star Medal for meritorious performance in the New Georgia campaign. Miss Elsie Jane Pfeil has introduced a new feature on her Women's Page program, heard Monday through Friday, from 3:30 to 4 p.m., over WFBL. Once a week, she interviews a member of the staff who informs the listener about his or her job at WFBL, how he got into radio, and something about his background before entering radio. This feature has become popular with the radio audience, judging from the calls Miss Pfeil receives.

TENNESSEE—KNOXVILLE—Charles Ben Davis, who has been with WNOX for the past several years as chief continually writer and War Program Director, moved to WBLR as program director on Monday, July 3. Tys Terwey, news editor and chief announcer of WNOX for six years, has resigned to accept an overseas position with OWI. Joseph Leonard, instructor of a class in radio technique at the University of Tennessee, has joined the announcing staff of WNOX for the summer.

VIRGINIA—ROANOKE—As its part in the current bond drive, WSLS presented a variety show June 21, from 10:30 p.m. till midnight from the stage of the American Theater, $161,475 being sold in bonds.

MISSISSIPPI—GREENVILLE—Eleven of 14 radio stations in the State were represented at the quarterly meeting of the Mississippi Broadcasters Association in Natchez, Miss., Saturday and Sunday, June 24 and 25. P. K. Ewing, Jr., manager of WMIS in Natchez, was host. Newly elected officers were: Hugh O. Jones, owner and manager of WGCJ in Gulfport; president; Hugh H. Smith, manager of WAML Laurel, vice-president; and Emmett H. McMurtry, general manager of WJPR, Greenville, secretary-treasurer.

MICHIGAN—DETROIT—Owen P. Uriedge, assistant general manager of WJR, took office July 1 as a director of the Detroit Rotary Club. He is the only radio or press representative among the directors and officers of the club.

CONNECTICUT—HARTFORD—WDRC's news commentator, George B. Armstrong, is ing two 15-minute interpretative shows a week.... WTHT's special feature is truck and mobile recording equipment was recently used by the Connecticut War Finance Committee to make recordings of appeals to buyers by eight prominent State senators. Series, processed by Murakami, producers of the WDRC, are being made to Alex Templeton, Adams, Clifton Fadiman, Edna Ferber, Eva Le Gallienne, Katharine Hepburn, Fontaine Fox and Nat Rodgers. These talks are currently running on 11 State radio stations throughout Connecticut, and may be carried on others.

Cleveland's Friendly Station WIGAR 1220 AM

A New Address for an old friend...
Hearing Before FCC

Long Postponed Hearing On Application For WOV Transfer Under Way
$300,000 Is Involved

Washington Bureau—RADIO DAILY
Washington—The long-deferred hearing on the application for transfer of WOV, New York, got started on what promises to be a stormy career, after a last minute Commission vote to overrule Commissioner Paul Walker's decision of June 28 denying the intervention petition of Richard O'Dea, a stockholder in the station, who maintains that the proposed sale is not legal.

(Continued on Page 5)

First 5-Min. Ratings Released By CAB

First ratings on five-minute network programs by CAB covering the month of June were released yesterday.

Highest rated of the five-minute programs with an 8.2 rating was the Bill Henry, 8:55-9:00 p.m. Monday program on CBS, sponsored by Johns-Manville. Next in the same Meaning of the News sponsored by B. F. Goodrich on CBS, 6:55-7:00.

(Continued on Page 6)

CBS To Pick Up Races From New Jersey Track

CBS will be the first network to broadcast races from the track on Saturday, July 8 when Ted Husing and Jimmy Dolan will describe the

(Continued on Page 2)

WOR Scoop

Paul Killiam, assistant war service director for MBS, was on his way to New York when General Charles de Gaulle arrived at the National Airport. Washington, D. C., yesterday. Killiam transcribed the general's first words as he stepped from his plane. The transcription was rushed to the wob's key, WOR, and aired over last night's "Radio Newsread" 6:15 p.m., EWT.

(Continued on Page 1)

Dramatic

In a cable from Mutual's London Bureau Chief John Steele came further dramatic proof of the dangers under which newsmen work. Several days ago Doug A. M. Solomon, Warner Bros. studio manager in Great Britain, went with Mutual's correspondent Arthur Mann to capture the actual sounds of the Nazi rocket planes or "doodlebug" as they're called. Yesterday word came that Doug Solomon was killed by one of those rocket planes.

Television Guild Renews Activities

Television Guild has resumed its activities in accordance with its stated purpose, "to promote, advance and foster understanding and appreciation of television." Membership is said to be composed of staff members of advertising agencies and educational institutions. It was organized in 1940 for broadcast objectives, presently sponsored by HBO, Mutual, and other networks.

Hannegan To Comment For NBC At Convention

Robert E. Hannegan, chairman of the Democratic National Committee, will summarize each session of the coming Democratic National Convention in Chicago for NBC, it was announced by William F. Brooks, NBC.

Amer. Home Campaign Series Ends On Monday

Dorothy Lewis, coordinator of Listener Activity for NAB, will be heard on the final program of the "American Home Campaign" series on the Mutual network.

Practical Video Planning Outlined Before Seminar

As the experiments of the magnetic wire recorder proved successful at the Republican National Convention in Chicago, WGN and the Mutual network will test further the new device at the Democratic Convention which will be held July 19 in the same city. Experiments are

Plan Wire Recorder Pickup At Democratic Convention

(Continued on Page 2)

(Continued on Page 5)

(Continued on Page 3)
Plan Wire Recorder Pickup At Democratic Convention

(Data continued from Page 1)
planned to test the ability of the device to pick up on-the-spot news broadcasts under circumstances that would not permit the use of relay lines and from points where it would be difficult to set up a mobile unit.

STORK NEWS
Mr. and Mrs. David Hale Halpern are the parents of a daughter born yesterday at Lennox Hills Hospital. Father is general manager of the Henry Souvaine office.

20 YEARS AGO TODAY
(1934)
It has been pointed out that radio stations in Chicago, Pittsburgh and Schenectady use 7 1/2 to 9 kilowatts. This account for their dear reception at great distances. The topography of New York is one of the factors responsible for the lower power here. However, less than a half-dozen stations bled and bailed and anything that made a noise was broadcasting.

FRANK BURKE
Editor

MARVIN KIRSCH
Business Manager

Published daily except Saturdays, Sundays and Holidays at 1311 Broadway, New York (18), N. Y. by Radio Daily Corp. J. W. Alcock, President and Publisher; Donald M. Ingersoll, Treasurer and General Manager; Marvin Kirsch, Vice President; M. H. Shapiro, Managing Editor; Chester R. Bio, Vice President; Charles A. Alcock, 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, 1311 Broadway, New York (18), N. Y. Phone Wisconsin 7-6360, 7-6373, 7-6378, 7-6371 Chicago (15), Ill.—Bill Irwin, 4802 Dorchester Ave., Phone Oakdale 4545, Hollywood (38), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6627.

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

Head Of CBC Board Of Governors Resigns

(Continued from Page 1)
ment of Howard B. Chase, of Montreal, president of the Canadian Brotherhood of Locomotive Engineers, who is due to retire next month, will remain on the board of governors.

General LaFleche said that Morin in consenting to remain as chairman in 1942, had said he did not know how long he could continue in office. Recently, he told the minister his personal affairs required an increasing share of his time and he could not fairly keep the onerous duties as chairman of the board any longer.

Praises Morin

General LaFleche said that while he was sorry to see Morin resign after serving CBC so well and faithfully, he was glad to see he would not be able to spare his Christmas that he could not continue in office. Recently, he said the minister his good wishes for an increasing share of his time and he could not fairly keep the onerous duties as chairman of the board any longer.

Head Of CBC Board Of Governors Resigns

(Continued from Page 1)
Over CBC. The program will replace the second half hour of the "Lust Radio Theater" time, 8:30 to 10 p.m. on Mondays, during the summer. Stephen Longstreet, novelist, wrote the series. Book, Cone & Belding handled the account.

Bea Lillie To Be Heard From London Tomorrow

Bea Lillie will appear twice from London tomorrow on BBC programs to be heard on American networks. They are the "Atlantic Spotlight" on WEAF, 12-30 p.m., EWT, in which Miss Lillie will perform her hilarious monologues, "Double Damask," and the "Trans-Atlantic Quiz" on WJZ, 15 minutes later, in which she will take part in an unrehearsed program to show what Americans know about England and vice versa.

PETER ZANFISI, assistant director of sales promotion and research for MIB, left yesterday for a two weeks' vacation at Westport,

PHIL BROOK, chief announcer at WTAG, Worcester, Mass., is behind the microphone after a brief stay in New York.

JOHN E. FETZER, president and general manager of WJZ, leaves today in Kalamazoo-Grand Rapids, Mich., is in Gotham for a brief visit.

RALPH WEIL, manager of WOR, leaves Friday, Washington, D.C., today for station business conferences. He expects to remain in Washington several days.

MARY ACNES SCHMIDT, noted radio writer, returns to her home in St. Louis after a several days' visit to her friends in Gotham.

JO LYNES, assistant radio producer of B. B. O. & O., leaves tomorrow for a two week's sojourn to Cape Cod.

GA R H MONTGOMERY, copywriter for B. B. O. & O., left earlier this week for his two weeks' vacation at Nantucket, Mass.

OFF The Record with de Valera

During the last two years, Louis MacFarlane has spent most of his time abroad. His recent tour of the British Isles and Ireland considered the most important in his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's recollections about the Prime Minister's showdown of confidence for the perfect news broadcast. Backett by knowledge, he called the tension in de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the Fall of France, Mussolini's Greek flop, Mache's defection in Yugoslavia, Britain's temporary reverses in Libya, MacFarlane has been around. A little learned here ... a little more learned there ... all this information drops into a pattern that makes a MacFarlane news-watcher ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

Represented by Headley-reef

Coming and Going
GEE, FELLAS,
IT WAS NEWS TO ME, TOO...

I'M A COW. Obvious. But I also cover girl on one of the goshdarndest farm stories you ever read. It's just been put out by WOR, and the folks up there thought it might be nice if I told you something about it.

It says, for instance, that the 7-state area WOR covers, has 896,000 farming people who earned half a billion dollars in 1943. That's 12% more than they earned in 1942!

Well, fellas, that was news to me, too. But, listen— you'd better see the whole story. It's called "News Of The Farm"; which, by the way, is the name of the WOR farm show conducted by farm-wise Joe Bier. Popular? According to the Department of Agriculture, 85% of all Eastern farmers listen to it daily.

I'm only a cow. But I know farm folks buy everything. And WOR sells 'em lots of everything.

Write for your copy of "News Of The Farm" today. It's worth havin'.

The address is

1440 Broadway,
New York 18
Radio Vitamins for Friday !!

- When Wynn Wright, NBC’s national production manager called Martin Magner from the web’s Chicago staff to take over direction of the “Arthur Hopkins Presents” show, it seems that Noel Coward was indirectly responsible for it in 1939 Wright happened to catch an amateur performance of Coward’s “Private Lives” in Evanston, Ill., directed as a hobby by Magner. Wright, then NBC’s Chicago production manager was so impressed that he hired Magner and recently brought him to New York to do the Hopkins series.

- Other night on CBS’ “Your Good Health” program, Hobie Hendrie, baritone soloist, started to sing “Deep River” after after eight bars. Hendrie was the victim of one of those voice-losing occurrences. Lynn Murray, musical director took advantage to fill in with a suitable passage of music and by this time Gene Lowenthal, bass, and assistant to Murray who had noticed the difficulty jumped into the breach and finished the song apparently none of the listeners noticed the difference.

- Larry Stevens, formerly BBC public relations man in New York, is now ensconced in his own office in Radio City with Mrs. Roy Porter as associate. “Sponsor Wanted,” will be the vehicle of Gale Paige, who guests on the “Hollywood Academy Awards” over WJZ next Monday night.

- Bert Ives, American folk-song singer well known to radio audiences, will open in the new show at the Cafe Society Uptown next week and with others will replace the show headed by Mildred Bailey who has her own program on CBS.

- Ruthrauff & Ryan agency, over a long period of time, has had varied reaction to its one minute spots, such as the B. O. Fog Horn, and the Pall Mall Beef Beep.... all of which gathered much fan mail.... probably the most unusual experience took place this week when a Lancaster, Wis. citizen sent in a dollar bill way of showing “the pleasure received” when he heard the “Gee, Gee” G. Washington Coffee spots as heard over WLS, Chicago.

- Further congratulating the sponsor and wishing the product success, he hopes they would get as much out of receiving the bill as he sent sending it and that the spots keep on reminding listeners of true Americanism... the coin of the realm was turned over to the Red Cross... incidentally, the letter had the salutation, “Dear Madam.” “Light of the World,” soap opera strip heard on CBS, is now handled by Dancer, Fitzgerald & Sample appears that five years ago when Trans-American first produced and sold the program to General Foods, it was agreed that the show should be owned by the sponsor after a five-year period... which time managed to pass and G. F. suddenly read the contract and took over.

- Harold Partch, musicologist with the John Simon Guggenheim Memorial Foundation, is going ahead with his plans to set to music some of the wartime recordings from abroad, particularly the interview with Lt. Warren W. Ward, whom he regards as having spoken in the most typically American accent.

- Looks like Tom Howard hasn’t lived in New Jersey all these years without being able to have the folks back him upon occasion... tomorrow night on his “It Pays to be Ignorant” program for Philip Morris, Howard will not only have a delegation of men from the Air Service Command stationed in Newark, but also state and city officials who will present gold certificate cards to all members of the cast.

- Herbert Van Home, N. Y. “World Telegram” radio columnist, will be guest of Ben Buchman on “Letter To Your Servicemen” over WJZ-Blue tomorrow night.

- Besides sponsoring the New York Philharmonic Symphony on CBS, United States Rubber Co. makes rubber maps for invasion forces, also rubber models of enemy positions as large as five by seven feet.

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**Remember Pearl Harbor**

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**LOS ANGELES**

By RALPH WILK

When Dinah Shore's Thursday variety-song program switches to NBC in the fall, the network will have radio's two most popular gal and male singers in Dinah and Bing Crosby on the air in succession. Dinah's show moves in right ahead of Bing's.

Jack Kenney, of the team of Mr. Gallagher and Mr. Shea, has just written the music to the song "Easy on the Eyes," the lyrics are by Charles Francis Riesner, M-G-M director, who wrote the very popular tune of World War I. "Goodbye Broadway, Hello France." Kenney and Riesner are now writing "I. Joe and Jane.

Hal McIntyre, Freddy Martin, Joe Reichman, Claude Sweeten, Johnny Bond's Red River Valley Boys, Jimmy Wiley, William Wray, the Victory Military Band and the Milo Twins are featured in Standard Radio's current transcription release, which goes to station next week.

Frank Bull, seer of the "America Dances" air show, is writing a text book, to be published next fall, for use of statue platter spinners.

Edgar Bergen left Sunday for Colorado, from whence he will move Eastward on a month's tour of Army-Navy bases.

Norman Nebsitt has sold an original show to KMTR to run Monday through Friday and heard at 10:30 to 10:45 a.m. The show titled "Three Pages for Today" will feature a page on world affairs, a page for the feminine audience, and a page will be held open for editorial and topical events.

It's a one-man variety program. Deal was handled by Herb Wixson, commercial manager for KMTR. This makes the second new show for Nebsitt within a week.

This week gives eight old-timers the nod in his latest Standard Radio transcription release, which goes to 360 stations next week. The notable eight are "Always," "It had to be You," "I'll Remember April," "Time On My Hands," "I'll Get By," "Beautiful," "Sweet Lorraine," and "Melancholy Baby."

**MAIN STREET**

By BILL IRVIN

Friday, July 7, 1944

RADIO DAILY

**MAIN STREET**

By Bill Irvin

**CHICAGO**

**PLACEMENT of two new programs on NBC is subject at Roundtable.**

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**Los Angeles**

By RALPH WILK

Post-War Economic Outlet Is Subject At Roundtable

Washington Bureau—RADIO DAILY

Washington Representatives of federal agencies and private industries will discuss the topic, "How Much Regulation of Business After the War?" on the American Forum of the Air which will be broadcast over the coast-to-coast Mutual Network next Tuesday evening, July 11, from 9:30 to 10:15 o’clock. The broadcast will originate from the Shoreham Hotel, Washington, D. C.

Joins Mutual

WBTA, of Batavia, New York, will become a full-time affiliate of the Mutual Network beginning July 16.

**Los Angeles**

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Wants Station

Moffe joined the Commission in its decision that the station have a license. He would retire from public life to devote his time to his station. May 15 of this year, however, a before his application for contem ination was granted, he filed ree on his judicial office. has since informed him that he still intends to devote his time to the station, retiring office when he goes on the air. application for the license, KTHT, was received yesterday.

*** Application Gets Under Way

He likened the situation to that in the WMCA case, where over the protest of Counsel Eugene L. Garey, the Lea Committee decided not to go into the case thoroughly because of the case pending in the New York court. Cohen then added his objection, with McGroddy replying that the matters regarding which he was questioning Mester are "clearly irrelevant to the way they carry on their business and will carry radio business," if they are permitted to acquire the license. McGroddy then spoke slyly at both attorneys, declaring that if the Mester Brothers are unprepared to answer questions on these matters, they may defer replying, but adding that the time of the hearing was set for yesterday at their desire. His inference was that he himself had only a minimum of time in which to prepare for the hearing—less than 24 hours, while the other attorneys must have been prepared for some time.

Cohen began to reply, scoring McGroddy for introducing the question of whether the station would try to increase its audience by using "surprise" programs than he now handles.
Television Guild
Renews Activities

(Continued from Page 1)

motion, popularizing and advance-
ment of the art of television through clos-
ing with agencies, clients and manufac-
turers of tele-
equipment.

Weekly meetings are given to
speakers on specific phases of tele-
vision. Other group meetings are de-
voted to script writing, technical, appraisal of ideas and scripts. Sample
scripts are available for study as well as
books, current articles and other information. Guild also offers
practical aid to anyone planning to
work in the new medium, particularly
to commercial organizations
faced with such problems.

Set Political Debate
For CBS Telemagazine

Probably the first such “forum” of
its kind, CBS will televise tonight
during its two-hour program 8-10 p.m.
“EWT” a political debate over sta-
tion WCBS. It will be held on a plat-
form that visualizes a video court room scene
and the issue to be tried is: “Republican
Deserve To Win in the Next Election.” The debate will run from
8:15-9 p.m. Affirmative side will hold
Wm. S. Bennett, lawyer and former
Congressman; 

Congress candidate and John Lamula,
State Assembly Candidate, all on
GOP ticket, of course.

On the negative side will be Mrs.
John Poletti, wife of Col. Poletti, re-
 turned commander of Rome and form-
 er Lieutenant Gov. of New York State
Congressman;

and Henry Epstein, former Solicitor
General of the State. At 9:15 p.m.,
aft er the usual interval of motion pic-
tures lasting 15 minutes, Sgt. Al Hine
of WABC magazine, just back from
Ira q, will tell how the weekly is pro-
duced and sent to the men at the
front

KVOR’s Bond Auction

Colorado Springs—With spirited
bidding highlighting its Fifth War
Bond Auction, KVOR sold more than
$550,000 in bonds to its listeners in
studios from Thursday evening at 7 o’clock to nearly 1 o’clock the
next morning two weeks ago. Supplementing
auction sale was the $15,000 sold
by KVOR on D-Day which brought
the station’s contribution to El Paso
County to $855,000. In addition,
KVOR’s special events spurred the
local citizenry to bond buying at the
banks last Friday morning.

KLZ Public Service

Denver—KLZ, in cooperation with
the University of Colorado, The
Rocky Mountain Radio Council and the
Foreign Policy Association of
New York, has been presenting Dr.
Stuart Cuthbertson of the University
as the speaker in the public service
feature “Foreign Reporter,” since
June 4. The script is prepared by
the Foreign Policy Association from its
reports and bulletins.

Women in Radio
By Mildred O’Neill

“Polly Is Ten” . . . so ran a birthday announcement we received the
other day, and because it reminded us of one of yesteryear’s musical gems.
“Mandy Is Two.” we quote. But this is a birthday in radio—the 10th
anniversary on July 1st of Polly Malone’s debut over WCAE (Pittsburgh)
with her woman’s program. Today, her sponsors ran a gumall from books
to lingerie. So in honor of the happy occasion, we nominate Polly Malone
of the week in radio. 

In private life Polly is Mrs. Frank Lonergan. Her informal
chattiness, heritage no doubt of a background of solid farm
folk, has brought her an extensive and loyal audience and the highest
Hooper rating of any of the local home economy shows. In the days
before her radio debut, Polly was a badly-underpaid librarian and a
highly-regarded counselor to her friends and neighbors in matters
of cooking and housekeeping. It was these same friends and neigh-

"Wax Works" On WWNC

First 5-Min Ratings
Released By CAB

(Continued from Page 1)

"Wax Works" On WWNC

WWNC, Asheville will begin a
new daily 25-minute sustaining on July 10.
This 4-minute sustaining program, with
a daily 8 a.m., will be produced by WNC
and will be prepared by 10 a.m. for
 airing at 7:15 p.m. bythane character, and
will be directed by the program
director. The show will be
produced by WNC. The first
show will feature a special
report on the 4th of July.
This program will be
produced by WNC.

Will Produce Tele Films

F il media Corp., has announced
through Sherman Price, its presi-
dent, plans for release of one or more ed-
cational television films per month
for the school and adult discussion
 groups beginning with this Sep-
tember as part of the firm’s expansion
program. Special attention will be
 directed at a series of post-war over-
view subjects to be produced wit-
 the aid of leading government and
national civil educational organi-

Series Of Musical Spots
Extended By Quality Baker

Series of musical spots, sponsored
by the Quality Bakers of America,
cooperative organization of indepen-
dent wholesale bakers, will be con-
 tinued for at least five more mon-
ths according Robert L. Schaus, mana-
ger of the advertising division. Spots
are being currently being heard over 50 sta-
tions throughout the country with
the exception of the West Coast. Ein-
dis is made to fit the needs of cer-
tain regional or local baking com-
panies. Thus the talent Enrique Mad-
gueru, Paula Gilmore, vocalist, and
Hank Sylvester, organist, alternate
accompany the soloists, and Joe
Reed King does the commercial, al-
mongemn and the credits are still
for the local baking firm. There are
106 member companies.

Designed to both “excite and
sell,” Schaus states that both bake-
grocers and their respective custom-
ers have received the musical spots
with favor. This is the first time the
individual members of QBA have
been mentioned in radio activities.
heretofore the commercials have been
straight institutional nature.

First 5-Min Ratings
Released By CAB

First 5-Min Ratings
Released By CAB

Friday, July 7, 19
The Fifth Annual Edition of

RADIO DAILY'S

"SHOWS OF TO-MORROW"

will be published

Friday, July Twenty-First

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

MUSICAL
COMEDY
SPORTS
EDUCATIONAL
HOLLYWOOD

NEWS
TELEVISION
WAR
VARIETY
FOREIGN LANGUAGE

DRAMATIC
JUVENILE
AGRICULTURAL
FOR WOMEN
MISCELLANEOUS
PICTURE OF THE WEEK

Major Edney Ridge, U. S. marshal and co-owner of WBIG, Greensboro, N. C., braved an army of women last week when he presided at a government sale of 5000 pair of confiscated nylon hose. Sufficient to say the sale was a success with the coveted nylon going at OPA retail prices.

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DISTRICT OF COLUMBIA

WASHINGTON—Jerry Strong, morning man at WINX, emceed the "Shot From the Sky" show at the Washington Monument Grounds on Wednesday evening, June 28. Among the items he auctioned off during this War Bond program was a wing and a complete wheel assembly from a German Messerschmidt. Andrew J. Snow, representing the United States Steel Corp., bought it for $497,000 in bonds, the highest bid offered on any single item during the Five War Bond Drives.

INDIANA

FORT WAYNE—WOWO "Famous Hoosier Hop" took time off recently to make a personal appearance at Wabash, Indiana where more than 2000 hillbilly fans gathered to see their favorites. TERE HAUTE—Jill Girrard (Gillian Maas), director of Women's programs and promotion manager of WBOV, has what she considers "feather in her cap" since she's the first and only woman to be a guest of the Shriner's of Terre Haute at their Friday Luncheon Club.

SAVANNAH—Herbert Danzi, vice-president and general manager of WSAV since its organization in 1939, was elected President of the Company at the Annual Meeting of Directors meeting in early June, succeeding the late Arthur Lucas. MACON—Bond rally held by WBML on Saturday evening, June 24 netted $186,000 worth of pledges. Popular programs were presented by WBML before 5000 people.

NEBRASKA

OMAHA—"The Town Hall of the Air," held at the Joscelyn Hall here on June 29, attracted another audience of 1,500 people. Sponsored by the Omaha Radio Council, the program presented the following speakers: Paul Hagen, author of "Germany After Hitler"; Prof. M. S. Arndt, assistant professor of Economics, University of Nebraska; Emil Ludwig, noted biographer, and Carroll Binder, Foreign Editor of Foreign Service for Chicago's "Daily News." Subject "Should Germany be Lived" Immediate Self Government.

PENNSYLVANIA

PITTSBURGH—Newscaster Ben walked into KDKA the other day been the arrival of a new son. Ben even more when he later learned he had read a new commercial. Starting this week, Kirk will be heard Monday through Friday at 10:45 a.m. under sponsorship of Serutan. WCAE marked Independence Day by donating all of its Coast Announcements to patriotic purposes.

NEW YORK—Don Arries will renew his association with the 50s in "Tarring and Yarning and Reading." WNYC's "Wake Up, New York" Peggy Lloyd's early morning program, celebrated its first birthday on the air July 5, with a boost in time from one hour to 90 minutes.

CALIFORNIA

SAN FRANCISCO—Practical application of the principles of radio writing, announcing, production and other fields, will highlight the second annual summer Radio Institute at Stanford University and NBC-KFX, here, which starts July 10. The OCD's National Security Award was conferred on KPO-NBC, by the Ninth Civilian Defense Regional office.

COLORADO

DENVER—The New York Furniture Co., of Denver, has purchased time on KOA for a 52-week schedule of daytime and nighttime one-minute announcements...As part of "Teamwork for Victory" fete, regular half-hour broadcast of the Fitzsimons General Hospital Band, entitled "Clambake in Khaki," originated on June 24 in the Greek Theater of Denver's Civic Center.

COLORADO

HOOSIER HOP

July 7
Arlene Harris
Lucille Huston
Irwin Lillenthal
David Ross
Hal Schenker
Verne Smith
Pauline Swanson
Everett West

July 8
John Brewster
Fritz Clark
Sydel Forbes
Percy A. Granger
Nelson M. "Nels" Griega
Bill Thompson
Gertude Niesen
Charles Spencer
Tigner
Lou Fulton

July 9
Martha Boswell
A. Sommerfield
Walter "Buck" Dice
Ralph Wilk
Bryan Field
Ted Steele
Ted Lloyd

H. V. Koltenborn

SHIPBUILDERS SPONSOR WARRINGTON ON WACI

Philadelphia—The Sun Shipbuilding and Drydock Company sponsoring the new WACI "Rally By Warrington" program will feature Johnny Warrington, composer-conductor, his orchestra Warrington and Pioneers, and currently heard every Monday evening over the CBS network. Songs that will be featured on the program are the Pioneers' "We're Under God's Protection."
**Dem. Convention Plans**

Not A Single War-Song Hit
In 1943-44 Top Radio Tunes

Top 25 song hits for the 1943-44 season covering a period of one year ending July 1, 1944, finds “People Will Say We’re in Love,” as having continued through the season as the song heard on the air by the largest radio audience. Mid-year tabulation by the Office of Research-Radio Division, for its Audience Coverage Index and Audience Trend Index, is based not on individual performances of a song but the size of the radio audience it was heard by. That a song’s ACI, the more it has been heard by radio audiences.

Approximately half of the top 25 hits for the past season were songs from either motion picture or legitimate theater productions. Musical comedy “Oklahoma,” represented with the Rodgers-Hammerstein leader is also represented in eighth place with another song from the show, “Oh, What A Beautiful Morning.”

Not a single so-called “war song” is represented in the top 25 tunes of the past year which include two revivals in “Paper Doll” and “Put Your Arms Around Me, Honey.” Despite the hullabaloo about “Mairzy Doats,” as far as being heard by radio audiences

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**Seattle Radio Stations Aid In Circus Disaster**

Tacoma—Radio stations did yeo-service in aiding public officials the Ringling Brothers-Barnum & Bailey circus fire on Friday which the lives of 140 persons and injured many more.

**pt. Lovette Receives Legion Of Merit Award**

Washington Bureau—RADIO DAILY—Washington—The legion of merit and was yesterday presented Capt. P. Lovette, who leaves today on a sea command after two years in the Navy’s public relations field. He will be succeeded by an Army Navy man, Capt. A. S. Mer-

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**Tele Set Owners Asked To Become Show Critics**

Television set owners in the New York area will become program critics and will be asked to pass on the merits of locally produced video shows, Raymond E. Nelson, vice-president and director of radio and television for the Charles E. Storm agency, disclosed Friday.

The agency plans call for the sampling of 750 set owners in the New York section monthly. They

**Stoess Leaves WLW-WSAI; Joins N. Y. Tele Company**

Cincinnati—William Stoess, veteran musical conductor associated with the broadcasting division of the Crosley Corporation since 1921, is leaving WLW-WSAI July 10th to join the musical production staff of Trans-American Broadcasting and Television Corp of New York.

Stoess who was musical director of the Crosley station from 1926 to '37 has literally grown up with the

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**THE WEEK IN RADIO**

Industry’s Public Service Role

By CHARLES MANN

RADIO’s public service role rose to greater heights last week as surveys indicated that approximately 69 million listeners heard a limited number of war bond announcements broadcast over the four major networks in cooperation with the 8,000 movie theaters that devoted one day to Free Movie Day to purchases of E Bonds.

The U. S. Treasury Department openly praised the broadcasters for their time and efforts and considered the industry’s participation even more generous than its fine show during the Fourth Bond Drive. Prolonged postponement of the application for transfer of WOV, New York, got under way on what appears to be a violent episode, after a last minute Commission vote to overrule Commissioner Paul Walker’s decision of June 20 denying the intervention petition of Richard E.

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**Nets Arrange Cover For Chicago Meeting**

Plans for radio’s coverage of the Democratic National convention in Chicago starting Wednesday, July 19, were completed the past weekend with practically the same personnel of announcers, commentators and technicians as used at the GOP convention, scheduled to handle the broadcasting features. Schedule for network

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**Waring Signs Contract For New Fall Sponsor**

As a sequel to collapse of negotiations for the Philco Hall of Fame show, Fred Waring, signed contract for the past week-end for a new half-hour show sponsored by the Owens-Illinois Glass Works on the Blue Network starting September 7. Show will be heard on Thursdays from 7 to 7:30 p.m. and will feature the Waring band, glee club and other artists.

**NBC Will Sponsor Tele Technical Course**

**Record Bond Sales**

Total of $2,085,000 in “E” bonds in Raleigh, N. C., brought Ralph Edwards’ total in broadcast sales for the Fifth War Loan tour to $14,177,252—almost three times the hoped-for total of $5,000,000. Nor is "Truth or Consequences" through—Edwards is currently piloting his zany crew on a series of non-broadcast one-nighters to wind up the Fifth War Loan drive.
JOHN W. ALICOATE
Business Manager

Published daily except Saturdays, Sundays and
Holidays at 1501 Broadway, New York (16),
N. Y., by Radio Daily Corp. J. W. Alicoate,
President and Publisher; Donald M. Merser-
au, Treasurer and General Manager; Marvin
Kirsche, Vice-President; N. S. Shapiro, Man-
ing Editor; Chester B. Bahn, Vice
President; Charles A. Alicoate, Secretary.
Terms (Post free) outside United States ex-
cept United States outside of
New York state and Pennsylvania.

JOHN M. McNEIL, manager of WJZ, will spend
his two-week vacation, starting today, at his
home in Wappingers Falls, N. Y.

FRANCIS E. KAYE, public relations counsel,
is expected back at her office today after
a few days’ business trip to Philadelphia, Pa.

CASTON CRIGNON, general manager of WISH,
Milwaukee, arrived in town over the week-end
for business conferences.

LEONARD KAFNER, president and general
manager of WCAE, arrived in town today on
business.

JAMES M. GAINES, assistant director of ad-
vertising and promotion, left last Friday for
Chicago to confer with NBC officials and exec-
tutives of General Mills, Inc.

MASCIA ALDRICH, secretary to Charles P.
Hammond, NBC director of advertising and pro-
motion, left last Friday for a two-weeks’ vaca-
tion which will take her to the outskirts of
New York state and Pennsylvania.

O. B. HANSON, NBC vice-president and
chief engineer, and RAYMOND F. GUT, radio
engineer, leave today for Washington, where
they will attend a meeting of the RTPB
Panel No. 4 on Tuesday. Hanson will stop
off at Princeton Wednesday to confer with of-
ficials of the RCA Laboratories.

Tele Set Owners Asked
To Become Show Critics

(Created from Page 1) will be asked to become critical of
programs produced by the Storm
agency as well as those presented by
other agencies and stations.

“With 10 per cent of the 7,500 re-
puted television set owners in this
section represented we will be able
to get some good first hand data on
the programming preferences of the
tele devotees,” Nelson said. “This
information will be invaluable in the
planning and presentation of future
Television shows.”

Nelson is a firm believer that
Television production and programming
is the all important phase of video
development at this time. Without
a high standard of programs in
the electronic industry will suffer in
their post-war development, he contends.

JAMES H. NELSON, manager of NBC
network sales promotion, leaves today for a visit
to NBC Central Division headquarters, Chicago.
He expects back Friday, July 14.

CHARLES M. ROBERTSON, Jr., president
of the Ralph H. Jones Company, is in Gotham
for the week on agency business.

EDGAR KOBAK, executive vice-president of the
Blue last Saturday for Pine Orchard, Conn.,
where he will vacation for two weeks.

MRS. OPAL KNOWLES, secretary to R. H.
Mason, manager of WPTF, Raleigh, N. C., is
vacationing at Mayview Manor, Kings Mountain.

BERNARD DUDLEY, popular announcer, leaves
today to vacation at Hot Springs, Virginia.

BILL SAUNDERS, WLS program director, left
last week-end for his vacation, which takes
him to Craig Healing Springs.

CLIFFORD J. HUNT, radio sales manager, and
STANLEY H. HANSON, manager of company pub-
lac relations for the Stromberg-Carlson Radio
Mfg. Company, Rochester, are in Chi-
ago attending the National Retail Furniture
Association.

CHRISTOPHER CROSS, assistant publicity di-
m minister of MBS, is expected back here shortly this
week after a brief visit to West End, New Jersey.

NBC Will Sponsor
Tele Technical Course

(Created from Page 1) man, director of facilities develop-
ment and research. The sessions will
consist of five or six two-hour ses-
sions in eight-week periods and classes alternating, in Room
666 of the NBC Building, Radio City,
New York.

Attendance will be limited to 35
students. Classes will be held daily,
Monday through Friday, 9 a.m. to 4
p.m. The evenings will be devoted
to preparation for the lectures.

The RCA Institute will direct the
course and the faculty will be aug-
mented by network engineers and
officials.

20 YEARS AGO TODAY

(After fifteen days of bringing to the
radio audience the oratory,
comment, discussion, and contro-
march of delegates at the
Democratic National Convention,
nounced Graham McNamara
as a national hero. His pic-
turesque description of the
sessions and events went out over
nearly broadcasting stations. Ma-
J. Andrew White of WJZ also
deserves honorable mention, but his
radio audience was small in com-
parison to the millions who were en-
abled to hear the McNamara broad-
casts.

THE SAN FRANCISCO RADIO
PICTURE HAS CHANGED!

Blue KGO is the Bay Area Buy!
**THE WEEK IN RADIO**

**Industry's Public Service Role**

*(Continued from Page 1)*

There were no contraband broadcasts both times set up via recordings, are hailed as the best to come out of the war, with additional recordings of the current trend in entertaining, including the media of radio, magazines, newspapers, etc., be obtained from the American Federation of Radio for the purpose of keeping industry more closely related with the product of his company available to NBC for coast-to-coast television was announced by Leon Fromkess, PRC Pictures vice-president in charge of production. Ted Collins, manager of Kate Smith and producer of her shows, has been appointed program consultant of the Du Mont Television station WABD. People. Rene Morin resigned as chairman of the Canadian Broadcasting Corporation board of governors. His successor is Howard B. Charette of Montreal. Robert E. Dunville was made vice-president of the Crosley Corporation and general manager of WJW. Funeral services were held last Saturday for Daniel J. Danker, Jr., vice-president of J. Walter Thompson Company, who died of a heart attack.

**Takes AP Service**

ENT, Gloversville, N. Y., has added the special AP radio wire to its service, acting as program director of CBS' Los Angeles program department under Hal Hudson, Pacific Coast program head, it was announced by D. W. Thornburgh, vice-president in charge of CBS West Coast operations. Hudson will continue to supervise all West Coast programming, Glen Heitsch, KNX program manager, will work with Allen as program director.

**Allen's New CBS Post**

Los Angeles—George Allen became the program director of CBS' Pacific Network beginning with July 1, as a result of the expansion of Columbia's Los Angeles program department under Hal Hudson, Pacific Coast program head, it was announced by D. W. Thornburgh, vice-president in charge of CBS West Coast operations. Hudson will continue to supervise all West Coast programming, Glen Heitsch, KNX program manager, will work with Allen as program director.

**New WEA Show**

Emery, hillbilly comedienne from Tennessee, will start her early morning series over WEA on Tuesday, July 11 at 7:45, and thereafter, she will be heard on Tuesdays, Wednesdays and Saturdays. A veteran of the airlines, Emery will conduct a recorded program interspersed with weather reports, time signals and her own pungent comments on topics of the day.

---

**WHAT 1,253,600 HOUSEWIVES CAN DO**

*In a Social Mood*

They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy $437,925,000 worth of food and $54,050,000 worth of drugs and cosmetics annually. They can and DO listen to your advertising on WTAM. The daytime COST is only $.000073 per Housewife.

---

**Cleveland**

Represented by NBC Spot Sales

America's No. 1 Network

Millions stay tuned to the

National Broadcasting Company

It's a National Habit
THE LIFE OF RILEY program, starring William Bendix, moved right into the select circle of air favorites when it switched to its new Sunday-night time of 10 p.m. over the Blue Network July 9. It'll follow Gossip Jimmie Fidler on the trail.

Harry W. Flannery, CBS war commentator, who has scored many scoops via interviews, has two unusual guests lined up for July presentation: a general fresh back from the Burma Front, and the first soldier scoops via interviews, has two un-

Among the tunes of Johnny Merc-

To Bob Andersen, KNX-CBS newscaster, the month of July is more than just a calendar designation. It's an annual reminder of his life and work! Andersen was born in the seventh month, which also marks the fifth year of his marriage, the tenth year of his career as a newsman and his twelfth year on the air.

Capt. Lovette Receives Legion Of Merit Award

(Continued from Page 1) unconditionally meritorious conduct in the performance of outstanding service to the government of the United States as director of public relations of the Navy Department from August 1942 to June 1944 exercising sound judgment, unfailing tact and administrative ability in the fulfillment of an exacting assignment, Capt. Lovette has been distinctly successful in handling the many problems involved in the organization and adjustment of the Navy's relations with the public and the press during a particularly trying period. His keen insight led to a better understanding and press of the efforts of the Navy to maintain adequate security measures necessary for the successful prosecution of the war. By his sincerity and tireless energy in this respect, Capt. Lovette has contributed essentially to the progressive success of the war effort and to the security of our na-

tion during a vital crisis, the citation concluded.

New WEAF Business

The Ward Baking Co., for Tip Top bread and cake, will participate for another 32 weeks, beginning with July 10, in “Mary Margaret McBride Program” on WEAF, while the C. F. Mueller & Co. will sponsor several programs for the first time. The other programs in the new WOLF with a WOW of a WHAM, slamming him against the WALL. Having killed two laps “somewhere in the South Pacific” Division of the War Department notified him that the St. Bernard Dog which his three young sons had enlisted for active duty, was credited with.

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Among the tunes of Johnny Mercer, star of the “Music Shop,” NBC, that have been No. 1 on the “Hit Parade” are “Jeepers Creepers,” “You Must Have Been a Beautiful Baby,” “Gotta Get Some Shuteye,” “Bi-"Blues in the Night,” “Serenade To America,” will be heard in the next few episodes of "The ABCs” which bowed off the air Saturday, introduced a new girl trio, “The ABCs” which showed definite promise.

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Radio Stations

In Circus Disaster

Minute!

(A) Bonds

In a long letter to the editor, a spectator at the circus fire tragedy, L. F. Augustine, 99, of Etters, Ohio, wrote:

In talking to thefeat's medical staff and the rescue workers, L. F. Augustine would not allow his heart to stop beating. He knew that the circus would be remembered for years to come, and he wanted to make sure that the world knew about the courage of the workers who saved so many lives.

L. F. Augustine was a former circus worker himself, and he had seen similar disasters before. He knew the importance of telling the story of the circus fire tragedy, and he wanted to make sure that the world would not forget the heroes who worked so hard to save lives.

L. F. Augustine also expressed his gratitude to the workers who saved so many lives. He said that he would never forget the courage of the workers who stayed behind to save the lives of others.

L. F. Augustine ended his letter by saying that he would always be grateful to the workers who saved so many lives. He knew that the circus would be remembered for years to come, and he wanted to make sure that the world knew about the courage of the workers who saved so many lives.

(Continued from Page 1)

Radio pickups from the Convention are the same as were in effect during the
Republican Convention. Broadcast
periods begin at 1 p.m., EWT, and
10 p.m., EWT, each day of the Conven-
tion and are expected to last at
least an hour.

Consensus of opinion among the
New York network crowd is that the
Convention will be a short one with
the probable drafting of President
Franklin D. Roosevelt as a fourth
term candidate on the second day-
Thursday. Tentative broadcast sched-
ules from the Convention call for the
closing broadcast on Thursday night.
However, the web will be prepared
to carry on Friday if the Conven-
tion developments warrant it.

Able Radio Director

J. Leonard Reinsch, general manager of
the Cox radio stations, WSB, WIOD
and WHIO on leave as radio director of the Demo-
cratic National committee, spent the past two
weeks-end in New York dis-
cussing Convention plans with network
radio executives and left Sunday to es-

tablish headquarters for the Convention:

At 10 p.m., EWT, Governor Kerr will present
the keynote address.

On Thursday, July 20, at 1:00 p.m.,
EWT, Governor Kerr will present
the permanent chairman of the Conven-
tion, Senator Samuel D. Jackson
of Indiana. His address will be fol-
lowed by reading of the Democratic
Party platform to the delegates.

At 10:00 p.m., EWT, an address by
Helen Gahagan Douglas, delegate
from California and wife of movie
actor Melvin Douglas, will be heard.
Following her address, nominations
for the Democratic Presidential can-
didate will be opened and the roll
call will begin.

The Women's Division of the Demo-
cratic National committee will be set
up in the balcony and adjoining
offices on the 3rd floor, Stevens Hotel,
Chicago on and after Tuesday after-
noon, July 11th. Mrs. Charles W. Tillett is head of the Women's Divi-
sion; Miss Lorena Hickok, executive
secretary, and Miss Louisa Wilson,
publicity director. Miss Wilson's office
will be especially geared to service
women broadcasters and to cooperate
in getting women guest speakers for
special programs.

Some of the distinguished women
expected at the Convention: The

REACH THE WOMEN OF THE
OHIO VALLEY WITH . . .

Olive Lackley

WCKY

THE J. B. WILSON STATION

50,000 WATTS

CBS

For availability:
LIAM NORINS, Gen. Mgr.
station WBRY, Brooklyn, N. Y.
Final WOV Hearing Took Place Friday

York Morning session contained additional discussion of the qualifications and radio knowledge of the two Mesters, with particular reference to business practices of their Balbo Oil Company and the Modern Recording Corporation. The Pure Food and Drug Administration case “U. S. versus 16 cans salad oil,” referred to on the previous day, came in for discussion. The statement just behind the older hit “Pistol Packin’ Mamma.” Among the standard tunes, “Blue Skies” was on top with the old reliable “Begin the Beguine,” in second place. Four of the patriotic classification got a good play, with the “Army Air Corp,” being most heard via the air.

In studying the comparative audiences which heard the various hits, it is concerned, it ran 24th on the week. Just behind the older hit “Pistol Packin’ Mamma.” Among the standard tunes, “Blue Skies” was on top with the old reliable “Begin the Beguine,” in second place. Four of the patriotic classification got a good play, with the “Army Air Corp,” being most heard via the air.

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WORDS AND MUSIC

BY HERMAN PINSUS

This is but the beginning of a success story...we say beginning for the hero of the yarn. 26-year-old Henry Prichard, is even now "somewhere at sea," in the service of Uncle Sam, a radio operator on an Army Transport...Born in Paris, Kentucky, Henry showed an early aptitude for music and so it was natural, after graduating high school with a Phi Beta Kappa insignia from Kentucky University, for him to become associated with a local station in Lexington, a continuity writer and instrumentalist...came the war and Prichard joined the Colors...While in New York awaiting sailing orders, the Kentuckian, now a Sergeant, brought an original tune, titled. "I Don't Want To Love You" (Like I Do) to BMI where a representative of Chelsea Music heard it and asked for a lead sheet...Prichard wrote the lead sheet for Irving Romm, Chelsea Executive, and that night embarked for overseas convoy duty...Some weeks later, upon returning to New York, Prichard learned that his song was up among the "best sellers" and that Irving Gwirts, keen executive at the Musicraft Recording Co., had assigned Harold Britto to record the ballad...thus this tale's introduction—this is but the beginning of success.

Not unlike contemporary artists of the stage, screen and radio, including Mickey Rooney, Keenan Wynn, Pat Rooney, second and third, the Bennett Girls and others, Patsy Garrett, new vocalist of the CBSerenade "Broadway Matinee," is a genuine product of show business, the daughter of the vaudeville team of Mason & Gwyn, granddaughter of William Oxley, creator of the "Cakewalk" and Elizabeth Delilah Sampson, noted light opera heroine...Patsy's father also understudied the famous Minstrel Man, "Honeyboy" Evans and later wrote special material and comedy, himself as chief comedian with the Original Steel Pier Minstrels.

"The Man in the Gray Flannel Suit" set to a poem by John Dos Passos, Poet Laureate of Great Britain..."We've been hearing a new ballad, "I'm Proud," quite a hit the past few days...heard it instrumentally rendered via the Blue Net by staff pianist Maria Jarome and next day Sunpy Skye Missed it...we say, Sunset Music, has a commercial tune on its hands...Another ballad that seems to have a chance, is "It Was a Lovely Affair," written by George Zeledon and Charles Wynn and published by J. P. Music Co....A new wrinkle in songwriting has been placed on the market...the originator calls it "Compos-o-tune" which is a series of dialed notes and accompanying chords set on a cardboard music chart...well worked out and can be of use to songwriters.

Be A Rational National

FAVORITE STANDARDS OF 1943-44

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<td>Tea For Two, Harms</td>
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<td>Hello Ouch, Harms</td>
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<td>My Heart Stood Still, Harms</td>
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<td>Make Believe, T. B. Harms</td>
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<td>Semper Paratus, Sam Fox</td>
<td>1,961</td>
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**FM Brochure**

WMUL, the Frequency Modulation station of Evansville, Indiana, is publishing a neat little book containing a forthright of FM programs which is mailed twice a month to listeners who signify they wish to receive it, free of charge. Titled "Your Invitation to Finer Music," the first page gives the highlights of FM broadcasting i.e., wide range, static free, high fidelity, as well as a paragraph which speaks of their present and post-war service. Also noted are the hours 11 a.m. to 12 p.m. which are devoted to the time, "Program for War Workers," over the public address systems at Servel, Sunbeam and Hoosier. Program list which follows the time, program title, selections and artists. WMUL sends along with the book a self-addressed postcard containing listeners-preference questions.

**Mutual's June Billings Show Increase Of 38.3%**

Gross billings for the month of June 1944, gave Mutual network a total of $1,521,703, an increase of 38.3 per cent over the same month a year ago, when the gross was $1,100,485.

Cumulative gross revenue for the first six months of 1944 totaled $9,895,760, which represents an increase of 67.8 per cent over the total for the first six months of 1943. Last year the six-month cumulative total was $5,902,924.

**Kaye's New Song**

Sammy Kaye will introduce the new song hit, "Janie," on his WJZ "Serenade" program Sunday, July 23rd, at 1:30 p.m.
NEW YORK — "From Emporia, Kansas" is the title of a play recently performed by the memory of William Allen White on his "Cavalcade of America" over WBYN, WEBS. The popular show, "Rhythm Workshop," now airs weekly on Monday nights at 8:30 p.m. Bob Callan is the new addition to the WBYN announcing staff. A total of $7,750,000 in War Bonds was bid by various member organizations of the NAACP for war mementos and souvenirs offered for War Bond auction on Dave Elman's "Victory Auction" broadcast over WOR, Sat., June 24.

WISCONSIN — More than 25 representatives of local groups and organizations were featured in an intensive 13-day WTMJ, Milwaukee Fifth War Loan radio drive. June 17 through June 24, WFMF featured soloist June Sheilman lost in the semifinals of the Hour of Charm contest recently, but upon her return to Milwaukee, she won a one-year scholarship for study music under one of Chicago's leading voice teachers, with all expenses met by the Milwaukee "Journal."

FLORIDA — MIAHMI—The latest stunt originated by WIOD War Bond Stage, in cooperation with the American Red Cross, had Miamians craning their necks in the noon-day heat July 3. A ladder truck of the local Fire Dept. was set up in front of WIOD's War Bond Stage and two stage performers agreed to climb a rung of the ladder every time someone bought a $5 bond. Individual purchases as high as $10,000 were made.

NEW YORK — SYRACUSE—H. R. Ekins, WSYR news commentator and former UP correspondent, has arrived overseas on a news-gathering mission for WSYR. He has been with WSYR since September, 1943, and is normally heard six evenings per week in an analysis of the news. Vodabonee, also a news commentator on WSYR for the P. Lorillard Co., is filling in on Ekins' program for the time being.

OHIO — CLEVELAND—WANTED: A bell on chain for Jimmie Oriti, WJW disc jockey. It is desired for the Oriti program was that he couldn't hear from swooning over all the beautiful girls who came to swoon over his singing. TOLEDO—WTO's "Navy Send-Off Breakfast" went into its 107th broadcast on Sat. July 1. A cooperative venture of WTO, the Navy Recruiting Office, and a commercial sponsor each week, the breakfast held in one of the local's hostries sends the sailors out to boot-camp with pleasant memories of the old home town.

Oklahoma — PHILADELPHIA—Two new advertisers sponsoring shows are beginning June 23. The first, "Sailor Question Man" a cash award show transmitted with employment at great plant and broadcast twice weekly. It offers unique opportunity for employees to hear their own voices on the air. Second show is "Easy Does It" giving helpful hints to busy housewives and affording cash prizes to listeners sending in suggestions used on program, sponsored three times weekly by William H. Montgomery Company under the trade name of Monteco.

TEXAS — DALLAS—Broadcasts of the Crazy Water Gang from Mineral Wells, Texas, is being hailed here from a studio in the Mercantile Building. AUSTIN—Johnny Carter does announcing chores while Barnes Nash is newscaster on KTBG's noon-time broadcast of "SafeWay Store News Bulletins." FORT WORTH—Merchants' Biscuit Co. is sponsoring a series of chain break announcements over KGKO weekly.

VIRGINIA — ROANOKE—James H. Moore, WSLS manager, was elected District Governor of the Fifth District at the recent meeting of the State Lions in Richmond, Va. Virginia Krebs, receptionist at WSLS, has returned from a week's vacation at Virginia Beach. Phil Briggs, chief engineer, is back from visiting his brother at Nag's Head in North Carolina.

WASHINGTON — SEATTLE—Dorothy Dunham, new to radio, has joined the Music Library of KIRO. "America's 15-minute program of ballads, ditties and true fish stories of marine life in Puget Sound," is aired every Sunday afternoon on KIRP. It features the friendly Northwest Troubador, Ivar Haglund, of the local Waterfront Aquarium, and is sponsored by Pillsbury-Supply Co. and the Friendly Northwest Troubadour, Ivar Haglund, of the local Waterfront Aquarium, and is sponsored by Pillsbury-Supply Co. and the Friendly Northwest Troubador, Ivar Haglund, of the local Waterfront Aquarium, and is sponsored by Pillsbury-Supply Co. and the Friendly Northwest Troubador, Ivar Haglund, of the local Waterfront Aquarium, and is sponsored by Pillsbury-Supply Co. and the Friendly Northwest Troubador, Ivar Haglund, of the local Waterfront Aquarium, and is sponsored by Pillsbury-Supply Co.

MISSISSIPPI — COLUMBUS—Walter Long, formerly of Chicago, Ill., has been added to the WCBF staff as a commercial announcer. He succeeds Ois Henley, who will become a commercial staff announcer. A native of Cleveland, he is a graduate of the WCBF engineering staff. WCBF and WELO of Tupelo, Miss., will have two representatives at the Democratic National Convention.

NEW JERSEY — PATERNON—A warm and inspiring broadcast was heard Thursday, July 6, at 10:10 a.m. over WPAT's daily war bond program, "We Americans," when several very young school children read the letters they sent their parents urging them to buy more war bonds and give their reasons. Mrs. Pauline Rappaport, of West Englewood, N. J., noted lay woman and contributor to child welfare, was Mrs. Tina Marshall's guest on the latter's "Lessons for Happiness" program over WPAT last Saturday night.

NEW MEXICO — ALBUQUERQUE—WABC has joined with other local firms in sponsoring a contest for bond workers with $2,000 in war bonds as prizes offered to the individuals and organizations selling the highest totals during the current drive.

MICHIGAN — WINGHAM—Jack Brent, emcee of CKNX Breakfast Club, returned from a vacation June 28th with his bride. As a community service to its listeners, CKNX has inaugurated "The Women's Club of the Air," devoting a 15-minute period daily to women's groups, the Red Cross and the Canadian Women's Institute.

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Political Air Battle Set

Probes Hofheinz About Station KTHT

Washington Bureau—RADIO DAILY

Washington—The FCC yesterday a body to hear Judge Roy Hofheinz, youthful applicant for a local license, in Houston, Texas, explain his plans regarding the station he built last year, on the air. Commissions Willard, Jett, Wakefield and Walker.

Conference On Radio And Safety

Authorities in the fields of health, and radio broadcasting will be the Radio and Safety Conference of New York State on the subject, "The Use of Radio in Home Farm Safety Education," in the Roosevelt hotel here July 27. Sponsors are the Home and Farm Advisory Committee of the Department of Health, the police will be attended by

Fritz Kreisler Debuts On Radio Next Monday

Fritz Kreisler, distinguished violinist, will make his radio debut next Monday, July 17 on the Telephone Hour over the entire NBC network. Donal Voorhees, young American pianist, will feature songs highlighted in his repertoire, including repeats, for five presidential talks by Roosevelt.

Both Republican And Democratic Parties Propose Most Elaborate Budgets In History Of This Country

Coincidental with the picking of a candidate by the Democratic National Convention in Chicago next week, and the official starting point for the campaigns of both major political parties, radio is expected to be a battle ground on a scale never before reached in any presidential election year.

Minimum of $1,000,000 for radio is indicated as the budget for each of the National Committees (Dem.-Rep.) with the strong possibility that the Republican party expenditures will exceed that of any Democratic time buys. In 1940 the Democratic National Convention spent $750,000 with $350,000 of this sum going for five presidential talks by Roosevelt at $75,000 each, including repeats due to sponsored time and talent being bought out.

Apart from national budgets, considerable state and local city time will be purchased or acquired by

Chatauqua Assembly To Study Radio & Tele

Study of radio and television has been added to the agenda of Chatauqua Assembly at Jamestown, N. Y. and on July 28 officials of the Blue Network will participate in the day's programs.

Addressing the morning session of Radio Day will be Ray Knight, program manager of the Blue. On

Station Applications Considered By FCC

Washington—Applications from the Michigan College of Mining and Technology, Houghton, Mich., and Hearst Publications (The San Francisco "Examiner") were received Friday by the FCC, and both were returned to the applicants for completion. An ap

Britain's 25,000 Amer. Sets Become Servicing Problem

11.97% of Massachusetts' retail sales are made in WLAB'S primary daytime coverage area. 59.44% of New Hampshire's retail sales are made in WLAB'S primary daytime coverage area.

British Bureau, RADIO DAILY

London—Some 25,000 American radio sets have now been received in Britain and have been distributed. Although welcome there is a feeling that further supplies would not be entirely justifiable in the present conditions. The first problem has been that about 120 types of sets have

Canadian Ruling Prohibits Imports

Montreal—A perturbing discovery has been made by the Financial Post which leaves that, despite the budget

New York To Indiana

When CBS' television station WCBW telecasts its program "Opinions On Trial," Friday, July 7, 8:15-9 p.m., EWT, the Indiana polis Television Laboratories received it in its studios at Indianapolis, Indiana, 880 air miles away. A motion picture was taken off the receiver and will be sent to WCBW for its historical files for future reference.
Coming and Going

JOHN ROSSER, of WKAT, a Blue affiliate at Miami Beach, is spending a few days in Gotham.

LEON BARZIN, conductor of the WQXR orchestra, has returned from a month’s vacation spent at Southwest Harbor, Maine.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, Mass., is spending several days in Gotham holding business conferences with CBS, network affiliate, and with station representatives.

DEWEY LONG, Manager of WEL, New Haven, Connecticut, is visiting Blue network officials in Gotham today.

GEORGE ROEDER, general manager of WCBM, Baltimore, Maryland, is spending a few days in Gotham holding business conferences with the station’s affiliates.

JOHN BALLARD, promotion and business manager of the Num Network, consisting of WIBW, Nashville, Tenn.; KFDA, Amarillo, Texas; WLAP, Lexington, Kentucky, is spending a few days in Gotham on his network’s business.

Fritz Kreisler Debuts On Radio Next Monday

(Continued from Page 1) conductor of the 57-piece Bell Symphonic Orchestra, will accompany the famous musician.

G. E. Order Status
Schenectady—Order received by General Electric Company during the first six months of this year amounted to $811,023,000 compared with $941,000,000 in the same period of 1943, a decrease of 14 per cent, President Gerard Swope announced yesterday. Cancellations and adjustments, applying to orders booked during the current and prior years, totaled $267,000,000 in the first half of this year.

Whitman Recording ET’s For ‘Atlantic City’
(Continued from Page 1) in the score of the picture, including “By The Sea,” “On A Sunday Afternoon,” “After You’ve Gone,” All Of You," “By The Sea,” “On A Sunday Afternoon,” “After You’ve Gone,” “All Of You,” “Blues My Naughty Sweetie Gives To Me,” and “Ain’t Misbehavin.” Whitman will serve not only as orchestra leader but as commentator as well.

Station Applications Considered By FCC
(Continued from Page 1) plication for a new standard broadcast station in Binghamton, N. Y. to operate with 250 watts unlimited on the 1,450 band was received from Joseph H. and Agnes L. McCullum and Adam J. Young. The application for transfer of control of KWLK, Longview, Wash., from Hugh and Mrs. Marjorie McClung to C. O. Chatterton and John M. McClelland Jr., was dismissed.

station charges for its facilities?

Is it Popularity?—The percent of potential listeners who are actual listeners

Is it Cost?—The rate buyers say it isn’t one of the other! It’s all three.

On that basis . . . . . .

prove W-I-T-H is the Baltimore buy.
THE two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power... night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station... at less than half the cost of the next ranking station.
Fred A. McCabe, who joined the United Press in 1936, has been appointed southwest business manager, it was announced in Dallas recently by Jacques D'Armand, UP Southwest Division manager. McCabe will work with Willard Haselbush, the area's news editor, under D'Armand's supervision.

"Questions-Answers" is the title of a new series of broadcasts originating from the studios of WRR and carried by stations of the Texas State Network for a quarter hour each Saturday evening. On each broadcast questions sent in by listeners are answered by the Texas OPA staff headquarters.

While the Meadowlake men are on vacation, Frances Beasley, singer heard with the "Early Birds" and Jim Burdette, member of the Farm Boys Quartet, heard daily on KGKO, will handle the vocal assignments on "Mrs. Tucker's Smile" program over WFAA quarter-hourly each Monday, Wednesday and Friday.

Kelly Field, home of the San Antonio Air Service Command is airing two new programs each week. On KONO it airs "At Your Service" for a half hour each Tuesday. "Air Theater of Operation" is the title of a quarter-hour dramatization over KTSA each Saturday.

The Texas Products Co., manufacturers of Vim-O-Lube, have signed a contract for one year covering a three weekly quarter hour program at 6 a.m. each Monday, Wednesday and Friday, titled "Vim-O-Lube Time" over KGKO. Account was placed through the James McBride Advertising Agency of this city.

Named Mgr. NBC Dept.

Richard P. McDonagh, acting head of the NBC script division since March 1, becomes manager of the department effective immediately, C. L. Menser, vice-president in charge of programs, announced yesterday. McDonagh joined NBC in 1937 as a staff writer.

California Commentary!

- Intrepid Don Ross, KFWB Boswell, pitched his tent on the shores of Lake Crystal, over the Fourth of July holiday and did some high and fancy fishing. Another piscatorial devotee along Radio Row is Joe Alvin. NBC's new Western division news and special events man, who goes in for deep sea fishing, Eugenia Clair, 'America's Grand Hostess', is about to vacation in Reno for several weeks, but her KMET "Eugenia Clair Presents" will continue each Tuesday and Thursday, at 3:15 p.m., via especially prepared transcriptions.

- Annunciators Wendell Niles, Harry Von Zell and Trummam Bradley are among the best amateur golf players on the Coast, while Larry Stratm, a transplanted Floridian who is with KMET, is also a nifty performer on the links. By the way, Niles is one of the busiest men in radio and is working on 12 shows weekly. He was recently made co-emcee on the Billie Burke show, "Fashions And Rations," and is also handling the commercials.

- Lt. Maurice E. Webster, of the USNR, formerly with KNX, now at Harvard, helping to train all the new Communications Officers for the fleet, writes "my march from Los Angeles to the South Pacific got something of a setback en route and my feet are no more wet than this New England climate can make them, which is plenty." He is head of the Naval radio equipment dept. at Harvard and his job is to teach the communication officers about all types of gears from radio receivers to radar.

- Joe Lighton, chief p tty officer, who is stationed with the Coast Guard at Alameda, Calif., and who was a member of the Columbia Pacific press department before entering the service, was a recent visitor to Columbia Square. Cal Frederick, who was formerly with KOMA, Oklahoma City, KVOB, Colorado Springs, and KLZ, Denver, is the newest addition to KFWB's announcing staff. Other day, Tom Breneman's "Breakfast At Sardi's" helped a lady in distress. During their interview, the lady in question said she was unable to find an apartment, but before "Breakfast" was finished two proffered of an apartment were phoned in.

- A splendid example of co-operation is that being extended by "Breakfast At Sardi's" to the new Procter and Gamble show, "Glamour Manor," starring Cliff Arquette. Tom Breneman's show at Sardi's restaurant ends at 8:30 a.m. and then he does a "pitch" boosting "Glamour Manor." urging his hearers to go to NBC, three blocks away, to catch the Arquette program, which starts at 9 a.m. Procter and Gamble sponsor one of the "Breakfast" shows, with Kenyon and Eckhardt the agency on that account. Beaton and Bowles is the agency on the "Glamour Manor" opus.

- Bettie Boone, of the NBC Western division publicity department, no relative of Betty Bunn, of the Columbia Pacific press department, has returned from vacationing in San Francisco ... Arnold Maguire, Footo, Cone and Belding's producer on "Hollywood Star Time," has resumed his chores following a two-weeks' outing. Harry Saz handled the show during Maguire's absence. ... Ben Baxter, blind narrator on "Across The Threshold," the serial drama: recently married Mara Myers, of Ranije Creek, Mich., who is a commercial artist. ... Lt. (j.g.) Bob Garrod, one of the busiest announcers on the air before entering the service, has recovered from "a little tiff with malaria." He was hospitalized at Guadalcanal while ill. "Radio reception is pretty thin this far out," Bob writes. "The best success I've seen out here in radio programs is the new policy of setting up small stations on these different islands."

Remember Pearl Herber.
AGENCIES

RON B. MILLER, formerly special representative of National stads, has joined Brooke, Smith, & Derrance, Inc.

RY DUNLAVEY, formerly with wuff & Ryan, Inc., has joined Ryan & Links, Inc., and will charge of radio time buying.

LAWRENCE DRAKE joins the advertising department of Comp-advertising as a market analyst merchandising executive. Drake formerly with Kroger Grocery & Company, where he held the position of director of market reas in the company's Cincinnati quarters.

STON & BOWLES, INC., has appointed by the Bituminous Institute to handle its advertise- effective September 1.

GENE KATZ has resigned his position as secretary of The Katz Agency, national advertising representa- after more than two years with OWI. Katz was chief of the government's overseas intelligence in Washington, and chief of Overseas Intelligence in London, OWI.

WYON & ECKHARDT agency ten appointed to handle the ad- for the Bendix Helicopter

DET FOODS, LTD., Long Is- City, has appointed S. Duane Inc., to do its advertising. Newspapers and magazines will.

ERGE H. ALLEN, former ac- executive with McCann-Erick has joined the service staff of R. Kidner, Inc.

SELL BIRDWELL and Asso- have been retained by the Wink Advertising Agency indle the nation-wide publicity Scramby Amby," which goes to coast via the Blue July 29. Ord Blake, account executive, is producer of the show.

ARLES W. HOYT COMPANY, has been appointed to handle advertise for the Meyers Make manufacturers of "Meyers Make"

WHO'S WHO IN RADIO

ROBERT W. BUCKLEY

GENIAL Robert W. (Bob) Buckley, newly appointed Assistant Western Sales Manager of CBS, began his sales career at a very early age. He started selling newspapers when he was seven years old, and hasn't deviated from that line of business since that time.

Buckley was one of the lads who bothered housewives during the 20's with "Buy a magazine, lady, I'm working my way through college." He handled crews of college magazine salesmen during Summer vaca- tions and paid his way through Brown University (Class of '27) with the proceeds. While an under-graduate he was advertising manager of the college daily paper. His extra-curricular ac- tivities included earning his letter as a member of the wrestling and track teams.

After receiving his B. A. degree, Buckley at- tended the Harvard Graduate School of Business Administration, and, after a short time in the investment business, became an advertising sales- man for the Butterick Publishing Company. Buck- ley switched to radio in 1938 as an account execu- tive for the William G. Rambeau Company, radio representatives. Later he was appointed mana- ger of their New York office.

In 1938 he joined the CBS Network Sales De- partment in New York and in 1940 became as- sociated with the Ludlow Typograph Company, Chicago, as a special field manage- representative. He returned to CBS in July 1943 as a member of the net- work's sales force in Chicago.

The Buckley family—Mrs. Buckley (nee Marion Hedley), Robert H., 6 years, and Arthur B., 11—live in Chicago during the Winter, and spend the Summer months in Libertyville, Ill. Buckley's hobbies include golf in Summer, skiing in Winter, and bridge and backgammon any season.

Plan Conference On
Radio And Safety

(Continued from Page 1)

officials from the State's radio sta- tions and in Canada, Massachusetts and Connecticut. Prof. Kenneth A. Bartlett, of the Radio Workshop, Syracuse University, will preside over the afternoon session.

Dr. Edward S. Godfrey, Jr., state commissioner of health, will be chair- man at the diner in the evening. Then, at 10 o'clock, the mayor of the NAB, will be the speaker. After the diner, the delegates will attend a special broadcast feature of the Na- tional Safety Council in the National Broadcasting Company studio.

John Swallow Launches
Television Enterprises

(Continued from Page 1)

tor, has organized Television Enter- prises, Inc., to produce and market commercial films for theaters and television. He has opened temporary offices in the Osratti building and has engaged several cartoonists and ani- mators.

Fibber McGee In Lead
In Last Coast Ratings

Top ten programs with highest rat- ing on the West Coast, were headed by Fibber McGee and Molly during the May and June survey made by C. E. Hooper, Inc. This program is now off the air for the summer and left with a rating of 25.7 as to the

Coast. Another place went to Frank Morgan and Fanny Brice with 19.6 and third to "The Great Gildersleeve" with 19.4. Fourth and fifth respectively were "Screen Guild Players" with 19 and "Alfred Family" with 18.9 rat- ings.

Fifth to tenth place average from 16.7 down to 16, which almost made it a toss-up between, "The Miss or Leave It", "Bob Burns & Lux Radio Theater," "Blondie" and "Ellery Queen.

Stork News

Adolph J. Schneider, manager of operations of NBC's newsroom, Sun- day night became father of a seven- pound, five-ounce boy in the French Hospital. Mrs. Schneider is the former Florence Swift. The newcomer, still unamed, has a three-year-old brother. Kurt.

"Jobs For Heroes"

KSFO, San Francisco, has inaugur- ated a new program, "Jobs for Heroes," to help the United States Employment Service find jobs for the returning servicemen, and to ac- quaint the families of these men with the expert planning being done by this federal agency in solving this problem.

The program is sponsored by the local Moore's Store for Men, and the account is handled by Brischet, Van Norden & Staff with Charles Gabriel as the account executive.

Once a week, four discharged vet- erans, who have already secured em- ployment, appear as guests of Marjorie Trumbull ("Take It Or Leave It") at the broad- cast presented over KSFO from the Hotel Mark Hopkins. These men tell their experiences in the hope that they can help some of their buddies. The new feature of KSFO has proven popular universally. Mothers, wives and sweethearts of these ex- fighters write and telephone the station requesting further information about how they can aid their returning servicemen make the transition from uniform to business suit.

Women's Angle

"Six Keys to Better Homemaking," woman's program over WYK, Okla- homa City, originated and conducted by Helen Barr, is the subject of a clever brochure now in the mails. Its purpose to stimulate interest in this Monday through Saturday morn- ing feature is clearly understood and should accomplish its purpose if this comprehensive little folder has any- thing to do with it. Program's title is the keynote that explains the feat- ures—one key each for the kitchen, for charm, entertaining, budgeting, decorating and for child care. Then, four good recipes are given, followed by a request of the reader to in re- turn send in a favorite recipe.

"SBAL means business in Baltimore"

Edward Petry & Co., National Representative
Fly Probes Hofheinz About Station KHTI

(Continued from Page 1)

were all on hand to hear Hofheinz testify that he intends to devote his full time to the station once it is at last completed. The hearing was a result of Hofheinz's failure to notify Scripps-Howard Radio and Greater Houston Broadcasting Company, both of whom are sellers of the station, that he needed to notify the other applicants. Hofheinz had agreed among themselves during a hearing in 1942 that in the event one filed a new application, he would give the other parties 30 days notice in advance. None of the three applications was approved at that time because of the equipment freeze order of April, 1942. Hofheinz explained that he had felt the January regulation that placed his station on the list after not meeting from this obligation, especially in view of the fact that he had all his equipment ready and that the Commission regulations merely that Commission regulations that he need not notify the other applicants. Hyde's version of the agreement was somewhat different—mainly, that the Commission regulations did not require such notification. Hyde said he was not aware of the stipulation among the three parties. Scripps-Howard, writing to Hofheinz on Apr. 14, more than a month before his construction permit was granted, that he had notified. He did, this, he said, because he hoped Scripps-Howard would cooperate with him; at no time did he anticipate any co-operation or even cordiality with Greater Houston. The latter corporation includes two officers who are members of the Houston law firm that handled the work in that area for Jesse Jones' RFC.

Hofheinz said after the 1941 application for the KHTI permit failed to go through, J. R. Parten and H. R. Cullen, prominent Houston educator and philanthropist respectively, had withdrawn from the Greater Houston group and that Scripps-Howard--W. N. Hooper as stockholders. Hofheinz holds 30 shares of common stock at $10.75 each and seven $1,000 par shares preferred. He holds two shares of the common and 42% of the preferred. Total capitalization is $72,000.

He is completing his eighth year as county judge in Harris County, Texas, which includes the city of Houston. Hofheinz does not judge his duties include supervision of the 600 county employees and other functions which make the job similar to that of mayor or city manager. Hofheinz is ready to step out of this elective job if he is granted a license for his station.

In the meantime, he said he filed for renomination in the Democratic primaries before he had any license and in order to have any chance of obtaining

Britain's 25,000 Amer. Sets Become Servicing Problem

(Continued from Page 1)

been sent over each varying basically in structure and in a variety of minor details.

All the sets, when distributed to the retailer, were in good condition and in working order. But subsequent efforts to ship new cases into the country were not been accomplished successfully. There is no subsequent service guarantee as in the case of British sets nor are repairs fast as in giving repairs back as with British types.

A shortage of component parts has been one problem which is now being tackled.

The first 10,000 sets were issued early in April by the Radio Manufacturers Association after complete checking and adaptation to British needs. The balance, originally stated to Hofheinz by further 20,000 would have been imported, to the end of June according to this Association so that the fact that 25,000 only are coming means a cut of 5,000 in the original specification.

Seventy-five per cent of the American sets went to manufacturers, the remainder going through importing firms. To ensure the maximum national distribution, the two pre-war years were regarded as a basis and sets distributed nationally on the data available for that two years period. In actual, this has worked out at from one to two sets only per dealer assuming that all applications were accepted. The orders were covered at all stages so that every set was charged at a basic price known to customer and market alike.

Perhaps of greater interest to British radio and radio trade men is the fact that Britain produced 25,000 sets last year for home civilian use, the first which have been so permitted during this war, and an indication that the requirements of the Services have now been so far met as to permit the British manufacturer to turn partly to the home civilian market.

One promise which has not materialized is the Utility set. This was promised by A. Dalton, president of the Board of Trade, some considerable time ago, but up to date the creation of such a simplified unit has been prevented by Service priorities. The fact that civilian production has now been resumed is taken as promising that some likelihood now exists of a Utility set being available towards the end of 1944.

Canadian Ruling Prohibits Imports

(Continued from Page 1)

Canadian Radio Expenditures

(Continued from Page 1)

state organizations for both networks are regarded as one, the call at least for the Democrats will get a concentrated going over radio, while California is almost certain to be a swing state. There will be much of a battle in Connecticut where Rep. Claire Brundage is expected to see a Republican re-election bid.

That choice time schedules scarce is held to be an obvious the better availabilities being absorbed by sponsors and proportionately greater than in 1940. I pointed out that many leading radio stations in 1940 may have re- quired their time to one or political parties, may be loath to the honors this year because of spending another term in saving the money. Tax situation figure strongly in giving time up the other hand many of the networks even those users of spot may some of their time rather than in their political party.

Meanwhile preliminary moves feelers for time are being put by the Dems and GOP. J. W. Reinhart for the former, as radio director of the Democratic National Committee is already at work official confirmation of a radio director for the GOP is expected momentarily. Ted Church who handled in 1940 and also the recent Convention in Chicago, stands a good chance of being retained. Choice is said to lie between Church and an ag man who helped in 1940.

In some quarters, broadcasters distinctly see limitations of radio buying unless the advertisers see the choice skeds cooperate with one or both parties. However, with Office of Defense Transportation clarifying that if President Roosevelt is in control, the main privileges, same will probably go to his brother in the business, it is believed that bands will come travel down to a minimum and radio will be more widely than ever before.

Gets New Post At WHA

J. M. Wynn has been named production manager and a related post at WHA, the "Courier-Journal," the Louisville "Times" and station WHA, succeeding John H. Houseland, recent resigned. Succeeding him would have been the advertising departments of newspaper since 1923, Wynn has been named advertising manager of the company, the past seven years.

Fowle Returns Home

Farnsworth Fowle, CBS form correspondent, returned to the country recently after six weeks overseas. While there, he devoted himself to vacation to reading newspapers and listening to colleagues' broadcasts. After the holiday in Vermont, Fowle will return to Europe for CBS.
**Radio Daily**

**Program Reviews**

**DANGEROUSLY YOURS**

Vicks Chemical Co.,
WABC-CBS Sunday 2:30 p.m., EWT
Morse International

FINE LIGHT ROMANTIC SERIES OF CLASSICAL AMOURS IN AUSPICIOUS DEBUT.

Directing a special appeal to the feminine half of the house for its Vatromon nose drops, Vicks offers an attractive package in "Dangrously Yours," a series of separate dramatizations with the hero usually the lovable knave type who has good qualities at heart. First program was built around the Alfred Noyes poem "The Highwayman," and this was a particularly effective and entertaining half-hour as scripted by J ean Holloway, produced by Elly Hills, and directed by Richard Sanville. Greater care in every detail could be used, however, in the gimmicks used. Sanville set a great tempo that gave the impression of considerable action, yet never losing any of the softness of the progress of love. This particular poem of course ends in tragedy for both lovers, usually held to be a hot potato, but in this case, so fine was the production.

Victor Jory played the highwayman, Martin Gabel was narrator, and Gertrude Warner the inn keeper's daughter. Engaged to one of the knighted gentry but in love with the road agent, also a nobleman, in disguise. Others in the cast were excellent, and Mark Warnow's orchestra was always ample.

**ABIE'S IRISH ROSE**

THE PERENNIAL FAVORITE.

A sentimental comedy with never a loss for suspense or complications to keep the listener interested, finds the perennial series "Abie's Irish Rose" running straight into the summer for the two fathers Messers. Levy and Murphy, partners in the boardroom house Loony Luke, who performs with the charm of the owners strive to keep the customers from taking the next train every time something goes wrong or the twins are rummaged as having scarlet fever. With the "casino" on hand for entertaining the guests, all talent and even special guests have an opportunity to entertain on occasion whether amateur or otherwise. Thus the musical director Joe Rines has even been heard as a one-man band.

Anne Nicholas as usual is never at a loss to supply clever scripts and the cast continues to work smoothly as a team. Drene, Procter & Gamble hair shampoo, still gets the credits on the show and this product did the job on these 21 percent of the business as against a competing 11 percent for another radio client's product. Which would indicate that "Abie" is at least doing okay for P. & G. H. W. Kastor & Son is the agency handling this P. & G. account, and there has been a talk of Rudy Vallee taking the 8-8:30 p.m. EWT time over NBC and possible "Abie" moving elsewhere. Agency has not yet confirmed this.
**COAST-TO-COAST**
official announcement by President that he will run for a 4th term, plus the looming rumors of selecting the No. 2 man run the Democratic Convention may extra sessions instead of making it short, in the opinion of political experts who now see the race as a cut and driedeed.

Preparations by networks and stations.

(Continued on Page 6)

Tele Seminar Poll Tomorrow

First comprehensive poll of expert opinion on the subject of television will be featured in tomorrow's "Television Daily" supplement of RADIO DAILY. The survey represents the views of the majority of 400 agency executives, network officials, television experts, and broadcasters who have been in attendance regularly at the weekly sessions of the "Television Seminar" conducted by the Radio Executives Club. Opinions are based on answers to questionnaires directed to the seminar registrants during the past few weeks.

10.75% of Massachusetts' retail sales are made in WLAW's primary nine-mile coverage area. 37.24% of New Hampshire's retail sales are made in WLAW's primary nine-mile coverage area.

FCC To Approve Permit-Exchange

Washington—The FCC was asked yesterday to approve a swap whereby C. W. Meyers and Mrs. Josephine Hunt relinquish their controlling interest in KALE, Portland, Ore., to the Journal Publishing Co., receiving the Journal's interest in KALE, Portland, Ore., for the USO, when the skies began to brighten. In a few seconds an entire city block of the Tobacco Warehouse district was hit by only a block away. Chief Walter Hill and Engineer Russell Wicker made a quick shift in mike setup from dance floor to the USO roof which served as a grand stand seat for the fire. There, Program Director Hank Curth assisted by station manager Frank Jarman, gave Durkee listeners reports that a $500,000 fire was raging in the business area.

NAB Board To Present 3 By-Law Changes

Washington—Three changes in the NAB by-laws were voted for presentation to the Chicago convention next month by the By-Laws Subcommittee of the NAB Board of Directors in meeting here Monday and yesterday.

(Continued on Page 5)

McKesson-Robbins Exec Tells Radio Experiences

Bridgeport—L. M. Van Riper, vice-president and advertising director, presented the history of McKesson & Robbins Inc.'s experience with radio.

(Continued on Page 6)

X-Ray Application

Detroit—The use of X-ray for radio, developed by Merrill R. Mitchell, WRJ's chief transmitter engineer, has proven so successful, it may be adopted by other stations in the country. After experimenting with his X-ray equipment, he found out that X-ray can be used to discover when tubes are about to burn out. Also, X-ray can be used to locate trouble with other parts.
Coming and Going

TOM FITZSIMMONS, noted radio editor of this publication, is expected back at his typical graphically hot-seat today, following a quiet weekend's vacation in Catskills.

AUGUST GREBE, general manager of WBX, Wilkes-Barre, Pa., is spending a few days in Los Angeles visiting Midwestern network officials.

JIMMY PARKS, representative of Anne Nichols' "Abe's Irish Rose" radio program, in town at New York.

W. S. DOLPH, general manager of WOL, Washington, D.C., arrived in town yesterday to spend a few days holding business conferences.

HENRY WEBER, medical director of WGN, Chicago, Ill., arrived in Gotham yesterday to observe MJJ network operations.

JOHN McCORMACK, general manager of WKNH, Shreveport, Louisiana, is expected in Gotham today to hold business conferences.

HARRY WISMER, sports director of the Blue Network, is in New York from Detroit, for special broadcasts which will originate from WZ.
More Sponsors
HAVE RE-ELECTED WHN THAN
ANY OTHER INDEPENDENT
STATION IN NEW YORK!

The reason for re-election... is WHN's platform of Sports, Music and News
Out of 67 active accounts... 51 are renewals

Don't wait till fall to nominate WHN's 50,000 watts to work for you in America's biggest and richest market. GET YOUR RESERVATIONS IN TODAY!

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AMERICA'S MOST POWERFUL INDEPENDENT STATION
Represented by RAMBEAU
1540 BROADWAY, NEW YORK
Dem. Convention Looms Tougher; Radio Foresees Extra Session

(Continued from Page 1) Co-signer correspondent, will be chief an-
nouncers.

At 18 p.m., that night, Governor Robert S. Kerr of Oklahoma, tem-
porary Convention chairman, will
deliver the keynote address.

At 9 p.m., WJT, the first political conven-
tion floor, will be handled by Helen
Gahagan Douglas, delegate from Cali-
ifornia and wife of movie actor Melvin
Douglas, will be heard.

Following her address, nominations
for the Democratic Presidential can-
idate will be opened and the roll-
call will begin.

Major events will be analyzed and

described by CBS analysts Bob Trout
and Cyrus Howe and reporters Bill
Henry, John Daly, John Harrington
and Tris Coffin.

Special events, including inter-
ventions of political officials and
broadcasts direct from the Conven-
tion floor, will be handled by Scronum,
and Shep Chislock, the Executive Direc-
tor of Columbia's Columbia station.
Addresses by prominent Demo-

crats will be arranged by Helen
Soussat, CBS's Director of News.

Henry Grossman, Network Opera-

tions Engineer, is in charge of the
technical arrangements for all broad-
casts from 10 a.m. to 10 p.m. EWT,
Monday, Tuesday, and Wednesday.

WBBM Chicago, has assigned James
Crustinberry, news editor, and
analyst Alvin Steinkopf and Robert
H. Stilwell, Station KMOX, St. Louis,
will have Harry Flan-

ning as its Convention representa-

tive. CBS-JRTU Mutual Set-Up

Final arrangements have been com-
pleted for the broadcasting of the
Democratic National Convention
from Palmer Stadium in Chicago by
WOR and Mutual. The complete
WOR-Mutual coverage includes the
phases of the convention repeating the outstanding
job done two weeks ago during the
Republican Convention.

Martha Deane, popular WOR wo-

men's commentator, will go to Chi-

cago again to bring a first hand re-
port on the women's angle during the

administration. Miss Deane will broad-
cast to her WOR listeners from Chi-

cago again to bring a first hand re-
port on the women's angle during the

Deane who has been

Since to the United States from

Southwest Pacific Theater. He

will act as a roving reporter of

the convention.

FCC To Approve
Permit-Exchange

(Continued from Page 1) sta-
tions.

In addition, the Commission
asked for a construction permit
for a new FM station by the Tampa
4,000 band, by James A. B.
Ronald C. Johnson, Elbert B.
Bert Graulich, Charles H. Job-
son, James J. Brecher, Charles E. Cross, Alden J.
worth, Frank E. Sater and Fr.
Beougher—doing business as A.
Shores Broadcasting. Ltd.,
Gables, Fla.

McKesson-Robbins Exe
Tells Radio Experience

(Continued from Page 1) adver-
sitings at a two day meet-

company executives, mer-
th and special representatives
here today.

After a successful start on a
scale in January 1942, he re-
ports the company covered the

country with news programs,
minute spots or chain-breaks by
1943. The firm advertised that

are learning the

Cleansing Cream and Yodora.
MEMO:

TO PROGRAM MANAGERS and PRODUCERS—

RADIO DAILY'S SHOWS OF TO-MORROW

IS NOW IN PREPARATION

Final acceptance date for your program idea listings is Monday, July 17th.
UTAH—Salt Lake City—Lois Dye is the new face in the accounts department. Charles Stockdale, KDYL chief engineer, is a rabid amateur movie enthusiast. Kay Richard, appointed director of special events at KDYL, and Charles Barrington was made director of public service programs. John Wolfe, KDYL senior announcer, awarded the annual "Play Box" silver plaque for outstanding actor.

WISCONSIN—Milwaukee—For the 16th consecutive football season, the Wadham Oil Company Division of Socony-Vacuum, will sponsor pay-by-play broadcast of Wisconsin University and Green Bay Packer football games, starting in September. WTMJ sportscaster Russ Winnle will call the plays for Wadham for the 16th consecutive season.

CALIFORNIA—Oakland—Old Homestead Bakery, subsidiary of Langendorf Bakeries, Inc., purchased a heavy schedule of 10 announcements daily on KROW, as a special promotion of their Butternut Bread. Hollywood—"Midland, U. S. A." heard mornings over KJH-Don Lee's Monday morning program. WTMJ's Bob Lasater has given his views on the future Indian-American cooperation in a special broadcast over KIRO—Bob McCoy, recently discharged from the U. S. Army, has joined the announcing staff of KIRO.

DISTRICT OF COLUMBIA—Washington—Tenth anniversary and 521th consecutive broadcast of the "Labor News Review," weekly program heard on WTOP, was celebrated on the air last Sunday, July 9. Albert N. Dennis, director and commentator, originator of "The New World Choristers," a five-week summer series of "Music of the New World," a program of the NBC Inter-American University of the Air, will present choral music of the Americas from the 17th century to the present day, beginning tomorrow evening. Program presented by the Inter-American University of the Air.

North Carolina—Raleigh—Harris Coley and William Singleton, both juniors in high school, have begun their duties as WPTF guides for the summer. Bill Palmer, formerly with WIS, of Columbus, S. C., and Bill Haswell, new to radio, have joined WPTF as announcers. NEW BERN—WHTI will become a regular affiliate of the Mutual network on July 24, it was announced by Louis N. Howard, president and general manager, who signed the contract last week in New York with Mutual officials.

OHIO—Cleveland—Freddie "WJJ Old Timekeeper" Miller is emceeing the show at the Cleveland Stage Door Canteen every Tuesday night. During the public sessions, Bernice Rascher, local orchestra leader and singer, has joined WJJ's music staff. Bob Ledyard is a member of WJJ's announcing staff. Dayton—Jack Wymer and Charlie Reeder, who return to radio after several years' absence, as announcer and WSAZ's chief announcer, have joined WJCL, returned last week on his first leave in a year.

Pennsylvania—Philadelphia—Ben Parks has been added to KKY's staff of announcers for the summer vacation period. "Sings You Love" featuring the soprano voice of Eda Moini, accompanied by Rocco Bianco on the organ, is being heard over WDPN twice weekly, having begun July 5. The program is sponsored by Evergreen Memorial Park. The signing of the Garden State Racing Association, Camden, N. J., for a 10-week series of spot announcements on WFIL rounds out a trio of summertime where-to-go ads currently heard on the station.

Texas—Dallas—The Dr Pepper Bottling Company is well represented on air shows here each Sunday with three programs on WFAA, one on WFAA-FM.

FORT WORTH—Universal Mills for their Gold Chalk Flour is airing "Huckberry Hotel" on KGGK for a quarter hour. Program takes place in a mythical village, Peaceful Valley, Joseph's Man's Shop, of this city, is airing a special 15-minute program weekly from Bergstrom Field featuring music by the Transport Command Band over WDFW.

New York—New York—Leaver Bros. Co. has added 52 CBS stations to the broadcast of its "Aunt Jenny" program, effective July 31. This brings total number of Columbia outlets carrying the daytime serial to 76. The 1944 football schedule for the Brooklyn Dodgers will begin at 6 P.M. on October 8 when the Tigers meet the Detroit Lions in Detroit. James Hoffman has been named night news editor of WQXR's newscast.

Massachusetts—Boston—Tried and true musical favorites were offered on the Carnival Program over WBOZ Monday night at 10 o'clock, ranging from Vivaldi to Stephen Foster. "The New World Choristers," a five-week summer series of "Music of the New World," a program of the NBC Inter-American University of the Air, will present choral music of the Americas from the 17th century to the present day, beginning tomorrow evening. Program presented by the Inter-American University of the Air.

Montreal—Four alternative for the operation of control of radio in Canada are under consideration by the Parliamentary Radio Committee which is now preparing its report presentation to Parliament. These alternatives are as follows:

1. The establishment of a Supervisory Board of three members, collegiate to the Canadian Transport Commissioners, to regulate all public and private radio broadcasting in Canada.

2. Conversion of the CBC purely radio operating agency, out supervisory powers over private stations. The Corporation continue to be publicly-owned present.

3. Retention of the present CBC operating and supervisory but with a full-time chairman general manager. The chairmen the Board of Governors would have charge of economic and business side of CBC.

4. Abolition of the present radio fee, the revenue of the fee from commercial advertising supplemented by a direct grant by the Federal Consolidated Revenue Fund.

During the public sessions of Parliamentary Radio Committee, Conservative members indicated the opinion that a central supervisory board to regulate all broadcasting should be left to the CBC to its own broadcasting activities.

The liberal majority on the committee is expected, however, to make the CBC the agency in control of all broadcasting, addition to the operation of the stations. The appointment of a single chairman is likely to be redefined and Bernard K. Sand now a member of the Board of Governors has been mentioned for the post. If this plan is followed present acting general manager, Augustin Frigon, will be confirmed in his present work.

Dr. McCann, chairman of the IARL Radio Committee, has been appointed appearing the Toronto "Globe and Mail" as to Douglas Ross (P. C. Toc. St. Paul's) and indicating the committee was considering recommending abolition of the $2.50 radio license in Canada must be considered the personal observation of Mr. McCann and not an official statement.
Hands-Off Policy
Nets’ Ban On Song

Blood Donors

Hartford — Red Cross Blood Bank called Leonard J. Patricelli, program manager of WTHC, last Saturday about noon and told they were badly in need of between 30 and 60 type “O” blood donors for hospitalized victims of Barnum and Bailey Ringling Brothers Circus fire which occurred in Hartford last Thursday. At 2:00 p.m. the Red Cross called the station and asked that the announcement be discontinued as they already had over 100 volunteers.

Station Expansion Program Of Cowles Giving Rise To Much Speculation

In Washington Radio Circles

Rouse Program Head Of Blue Central Div.

Gene Rouse has been appointed to the post of program director of the Blue Network’s Central Division. It was announced yesterday by E. R. Borroff, vice-president in charge of the division. Rouse, former head of the Blue news and special features department in Chicago, succeeds James L. Stirton who left last week.

Congress Radio Gallery Now Lists 91 Members

The new Congressional Directory lists 88 active members of the Congressional radio gallery, plus 3 in the armed forces. Since the directory went to press three more active members.

OK Experimental Licenses For Radio Phone Usage

Washington Bureau — RADIO DAILY

Washington—The FCC yesterday announced grant of two construction permits to the Lockheed Air Terminal, Burbank, Calif., to permit expansion activities is the subject of considerable speculation in radio circles here.

Swap applications have been received at FCC for the ownership exchange of WOL, Wash.

Telie Program To Have Brooklyn As Subject

Tomorrow’s CBS television feature, “Opinions On Trial,” heard 8-10 p.m., EWT over WCBW will handle the question, “Brooklyn is the unjust target of innocent attacks.” The borough across the river will be defended by Attorney Sydney Asher, president of the Society for the Prevention of Disparaging Remarks.

British Planning New Receiver Production

London—The British radio industry, British Board of Trade, and the British Broadcasting Corporation have planned to produce 200,000 utility radio receivers of standard de-

New Turntable

An automatic two-speed turntable of new design has been invented by Arnold B. Hurley and Hills W. Holt, program director and chief engineer respectively of WOY. Machine was developed for broadcast use in response to need for a turntable that would avoid the possibility of playing 78 rpm records (rotations per minute) discs at 33 1/3 rpm, or vice versa.

Coverage

Florian—Popularity of Jon W. Story’s coverage of the Republican convention for IBM, Baltimore, has resulted in Tom Haly’s general manager, assigning MacFarlane to return to Chilicothe for the Democratic show. IBM will have a direct line to convention floor and will give special coverage to the Maryland delegation.

AFM-Disk Row Continues; Victor Re-Issues Pop Tunes

First Vet Of World War II Employed By NBC Dept.

As per request of the National War Labor Board, principals in the dispute between the AFM and NBC, RCA and Columbia Recording Corp. through their attorneys have held a couple of conversations but so far nothing has come of the matter. AFM officials were non-committal on the final outcome. Joseph Padway, spe-

First discharged veteran of World War II to be employed by the NBC Information Department is John Kieran, Jr., son of the columnist and one of the experts on “Information” (Continued on Page 2)

WLAN makes daytime CBS shows available to WY. Math. H. H. and M. residents! Advt.
It Used To Be A Cinch To Buy Time
In Baltimore!

Nothing to it. Pick out some important call letters—point to the power with pride. And look at those shows they carry.

But not any more!

Today shrewd buyers of time want to know fundamental facts. Answers to questions like, not how many homes do you cover—but how many listeners? And not how many, but what does each listener cost?

Yes, radio time buying can be done with a slide rule these days... particularly when you get to those cash figures!

If you'd like to get more listeners for the dollar you spend in Baltimore... then get facts on W-I-T-H... the independent station!
**First Video 'Follies' To Be Given Tonight**

First of an annual series of special two-hour musical tele programs, "The Television Follies of 1944," will be presented over WABD, Du Mont's New York station, tonight from 8:15 to 10:15 p.m., under the direction of Raymond E. Nelson, vice-president and radio and tele chief of the Charles M. Storm agency. Starring in the first of the Follies series are Nord Cornell, recently seen and heard in "Rosalinda," "Student Prince," and "Blossom Time"; Dolores Wilson, singing discovery; George Davies, Blue Network star and featured vocalist with Lee Castle's orchestra; Audrey Sperling, singing star of "Let's Face It"; Robert Tower, currently appearing in "Follow the Girls"; Ray Martell, star impersonator and well known to New York audiences as one of the "Radio Rogers"; Sydell Robbins, continental singer last seen at "Paris Qui Chant" and "La Vie Parisienne"; Betty Carroll, featured in television's "Gypsy Rendezvous"; George Gilbert, magician and monologist, who appeared appropriately enough in the Tintex "Color Magic" show; Rita Blair, veteran tele purveyor of the blues; Bob Sperling, singing discovery; Gwen Davies, Blue Network star and featured vocalist with Lee Castle's orchestra; and a staff of Raymond E. Nelson, vice-president and Charles M. Storm agency.

**Copyright, 1944, by Radio Daily Corp.**
The dollar sign is the answer. It completes the well-used television formula $S + S$, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

$S + S = \$$ has been just a promise for a long time. But it's due to become a reality shortly after victory.

You're informed on television, of course, or you wouldn't be reading this publication. But is "being informed" enough? Isn't it high time for action...for constructive planning?

DuMont will fill this need for planning—with the DuMont Equipment Reservation Plan. There are other prospective telecasters in your area, so send for this plan. It contains cost estimates...offers our arrangement for reserving and custom-building your transmitting set-up; for training your personnel.

The demand for television time will soar after victory. There'll be a peacetime scramble to be "first with television," because $S + S = \$$. DuMont's extensive specialized experience in precision electronics, in television station construction and management is at your command...in the DuMont Equipment Reservation Plan.
TELEVISION VIEWS OF SEMINAR EXPERTS

(Continued from Page 3)

agency man's viewpoints

agency writer's opinions for

Sales prospects are increasing; more interesting, more challenging.

5A—Development of a good quality, 1,000-line projection type receiver screen at least 20 inches wide by 15 inches high that looks like a piece of dearable.

5B—Improvement of picture quality in the amount and sharpness. Some critics around here think that 1000-line picture definition has been made commercially practical. But some modern design pilot patents in airplane will go by 1000-line picture quality and don't know how it can be done on the small scale. Experimental television laboratories never achieved better than 700-line picture quality and the improvement over the 555-line standard has not been sufficient.

I can agree that picture quality must be improved but I'd rather have pictures of 1000-line potentially being active in the visible images than no television at all. I'm sure the average person would give the same answer if the situation is explained to him.

I think that improvement of picture quality must start at the beginning, back up with the cameras. I believe that infra-red lighthouse for the cameras offers a richer field of investigation than many angles that are being researched.

If television were to find favor with screens no larger than 15 inches wide by 9 inches high, it may be entirely satisfactory for living room viewing. projection type television with 6 or 7 times the height of the picture according to individual preferences. However, the public appears to be expecting a projection-type television with screens no larger than 12 inches high or larger. As the screen is enlarged, the fixed definition (which remains constant at one or two parts per inch) in the image has to be increased. The average living room size is too small for the lines to fuse into an eye-satisfying picture. The answer appears to be a television screen of very small size always being a matter of obtaining sharper definition.

Ans. 4—I think it probable that we shall see television sets with an FM dial, since FM broadcasting has already been used. FM television on the other hand will mean that all that would be needed is a small electronic unit.

Ans. 5—All present radio sponsors should do as well or better with Television, and television sponsors should do as well or better with television. Publicity engineers have so far been willing to buy new things, even when the service obtainable wasn't all that could be offered.

Emil Mogul, advertising executive, thinks "As soon as materials are available, the industry should begin to manufacture television equipment that has reached the highest level of development at that particular time and should not wait for further post-war developments."

Perfection through use is the idea of James Murray, sales promotion director of WJZ, New York. Mr. Murray writes: "Should be developed in present form to the utmost, while at the same time research should be carried on constantly in the laboratories to make for post-war developments."

Benedict Gimbel Jr., Dissents

Benedict Gimbel Jr., president of WIP, Philadelphia, has a dissenting opinion. Says Mr. Gimbel: "Await post-war technical improvements."

Also of a negative opinion, Henry Raspberry, account executive of the J Walter Thompson Company, says: "In its present form television is not satisfactory, improvements probably will be post-war, technical or otherwise."

Another question which drew considerable feeling in the matter was "What do you regard as the major problem in television development?"

Post-war Outlook

To the question "Should Television be developed in its present form or should it await post-war technical improvements?", most of the answers were for a green light on present-day activity.

Some declare full-color television development is one of "adaptability to merchandizing." Mr. Galanter asks: "How are you going to sell people how Carter's Little Liver Pills perform their miracle. I can see modeling a dress, but what about Ipana Tooth Paste, etc."

To the question "Do you think FM development possesses the commercial possibilities of television?" the general consensus of opinion was negative.

Heralded As Innovation

Charles R. Strauss of Pettingell & Fenton, New York, being of that opinion, writes: "It seems to me that television is a new means of transmission involving a new form of entertainment experience for the public. In contrast, FM is a better means of sound broadcasting, offering no new entertainment potential."

That "both are a means of communication; from there on they are different," says Mr. Strauss. "The one has been selected by the Branth Company. It would be difficult to assert that one possesses a greater commercial possibility than the other—both having so recently materialized," further says Mr. Curran.

John Hade of station WJZ, New York thinks that FM is the "outstanding entertainment medium—radio—when the public has an opportunity to better understand it." Some thought FM equalled television in commercial possibilities in the early stages, but that this would change in the future.

Publicist's Views

David O. Alber, publicity head, is definitely against any delay in television progress. "The major problem is to get a large audience," says Mr. Alber. "The anticipation of advertisers asking "How soon many people will actually see my programs?"

Emphasizes "Allocations"}

Walt Framer, free lance producer and writer says: "Production with a capital P." Alexander Nimick, Jr. of M. Ayer & Son, writes: "Allocations are the major immediate problem, but production is the biggest headache."

"Ample distribution of receiving equipment is extremely important," the major difficulty in the opinion of Eldon A. Park, WLW account executive. "All other problems relatively simple," says he.

Maurice Galanter, radio salesman, thinks the problem is one of "adaptability to merchandizing." Mr. Galanter asks: "How are you going to sell people how Carter's Little Liver Pills perform their miracle. I can see modeling a dress, but what about Ipana Tooth Paste, etc."

To the question "Do you think FM development possesses the commercial possibilities of television?" the general consensus of opinion was negative.

Heralded As Innovation

Charles R. Strauss of Pettingell & Fenton, New York, being of that opinion, writes: "It seems to me that television is a new means of transmission involving a new form of entertainment experience for the public. In contrast, FM is a better means of sound broadcasting, offering no new entertainment potential."

That "both are a means of communication; from there on they are different," says Mr. Strauss. "The one has been selected by the Branth Company. It would be difficult to assert that one possesses a greater commercial possibility than the other—both having so recently materialized," further says Mr. Curran.

John Hade of station WJZ, New York thinks that FM is the "outstanding entertainment medium—radio—when the public has an opportunity to better understand it." Some thought FM equalled television in commercial possibilities in the early stages, but that this would change in the future.

Publicist's Views

David O. Alber, publicity head, is definitely against any delay in television progress. "The major problem is to get a large audience," says Mr. Alber. "The anticipation of advertisers asking "How soon many people will actually see my programs?"

Emphasizes "Allocations"
Of all the post-war developments promised by progress in the art and science of radio, television presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.

In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly listeners rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America’s Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought as soon as possible into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.

National Broadcasting Company

America’s No. 1 Network


(Continued from Page 3)

WHO'S WHO IN TELEVISION

WORTHINGTON C. MINER

Wortthington C. Miner, manager of the Columbia Broadcasting System's television department, can best be described as a man who qualifies as two kinds of expert: one versed in the science of electronics and as an expert on the entertainment phases of television.

Since joining with television in 1939, Tony has studied video from every angle, covering it in minute detail from the scientific to the aesthetic. He can outline every step in the development of television, from the early days of the primitive "lying spot" back to the 1930s, right down to the ultra-modern CBS color television.

Tony turned his back on Broadway to go into television work. So he brought to his new field a thorough knowledge of the theater. His experience in the theater, coupled with his knowledge of television technique gives him an invaluable asset in the present stage of television development.

Recently when CBS studios in Grand Central terminal were converted into television stations, Miner was essential, necessary to rebuild the studio staff. CBS had been transmitting film four hours a week since December, 1942. At that time live broadcasting was suspended due to war conditions. With the resumption of live programs, Tony jumped in and trained a dozen new hands in the technique of directing, handling lights, cameras and stage effects.

Directing a television program from the control room is a complicated matter. The director must watch the camera position, the lights, the sound and the quality of the picture. He switches from scene to scene as the picture on the preview monitor pleases him. But to get one camera in position while another is on the air, he must give verbal orders over a mike, connected by earphones to the various operators and cameramen on the floor. He must be watching half a dozen detailed operations at once, and know when and where to rush the films to the laboratory. The film recording chamber is not easy to get to there is the matter of close -en.
How Tele Leaders Stack Up

Thumbnails sketches of some of the leaders in the television home receiving set manufacturing field are printed herewith through the courtesy of Financial World:

"The Crosley Corporation (long-term notes $11,000,000; no preferred stock; 545,800 common shares, no par) normally manufactures not only a complete line of radio and television receiving sets and related products, but also electric ranges, Shelvador refrigerators, electric ironing machines and a lightweight two-cylinder "economy" automobile. It recently sold radio broadcasting station WSAI but continues to operate WLW, WXXAL (short wave) and has a permit to build a television station in Cincinnati. (Working capital $17.9 million).

"Allen B. Dumont Laboratories, Inc. (no preferred stock; 821,040 "A" and 560,000 "B" shares, ranking alike except as to voting rights; all "B" shares held by Paramount Pictures), long primarily as a research and development engineering enterprise, has manufactured cathode-ray tubes, oscillographs and television transmitting and receiving equipment since 1939. (Working capital $959,840).

"Farnsworth Television & Radio Corp. (no funded debt—current liabilities include $5.1 million short term notes; no preferred stock; 1,600,977 shares of $1 par common) operated before the war principally as a manufacturer of Farnsworth and Cepheart radio-phonograph combinations as well as of receivers for other companies. It has done considerable development work on television and electronics and holds numerous patents in both. Last month, it bought radio broadcasting station WOL at Ft. Wayne, Ind., from Westinghouse Electric. (Working capital $2.9 million).

"Philco Corporation (no funded debt—current liabilities include $15 million short term notes; no preferred stock; 1,372,143 shares of $3 par common) is normally the largest manufacturer of radio re-

(Continued on Columns 3-4)

"Tele: Its Postwar Promise"

All the evidence now at hand indicates that television will progress rapidly to become one of the nation's important industries as soon as the war is won and technical personnel and materials are available to erect transmitting stations, buy receivers and produce acceptable programs for the public.

Even before the war, television had been developed to the point where it was possible to provide pictures of greater clarity and detail than are afforded by home movies. Undoubtedly much of the research and engineering work not being done by the radio industry as its contribution to the war effort will have collateral benefits for television when there is time to make the necessary applications.

Television broadcasting facilities today are within reach of approximately 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000—or more than half the population of the United States. The next step will be for television to fan out from the key cities into smaller communities via relay links and network hook-ups. Later, through relays or coaxial cables the stations will probably be joined into national chains, which will allow the television audience all over the country to see as well as hear their favorite stars and political leaders, and to witness the great news events of a world passing before their eyes.

It has been our experience to date that radio and the Philco station has been the air since 1932, that the televising of actual news and sports events will be one of the more important features of television that will sound radio. Philco has broadcast University of Pennsylvania football games for the past four years, hockey matches from the Philadelphia Arena. All of these programs have aroused widespread interest and indicate the great possibilities that lie in this direction.

As new television stations go on the air, the service to the viewing audience will increase, and the demand for television sets will be accordingly, which, in turn, will interest more people in entering broadcasting phase of the industry. More and better programs will result. Beyond any question, television is going to create thousands of jobs in research, engineering, production, sales, and service, and in programming, and should, therefore, come an increasingly important factor in the post-war economy.

Patrick Michael Cunning—Announces Eastern Availability of America's Oldest and Most Successful Tele-Serial

The Adventures of Tom Sawyer

By MARK TWAIN

This celebrated Tele-Serial has enjoyed "top" rating on the Pacific Coast for the past five years and is offered in eighty-eight episodes as a live-action package unit with the original Tom Sawyer Tele-Stock company. This serial geared to Bread Company or Breakfast Food Commercialization is also available in our new "Sell-O-Vision" Telecine. For particulars and quotations write or wire.

Stage 8

"America's Leading Independent Television Producing Organization"

6530 Sunset Blvd. — In Hollywood, Calif.

"Tele: Its Postwar Promise"

By JAMES H. CARMINE

Vice-President in Charge of Merchandising, Philco Corporation.

How Tele Leaders Stack Up
Thursday, July 13, 1944

TELEVISION SECTION

FEMME INFLUENCE IN TELE PRODUCTION

Tips On Tele Fashions

By FRANCES HUGHES and GERI TROTTA

(Conceiving and Copy Editors of "Mademoiselle")

Television is the white hope of the industry—mannger the Do-it-yourself agencies, fashion agencies are all waiting with baited breath to exploit what they consider the unlimited selling potential of television. However, what we have learned, in the magazine's television debut, is this: you cannot exploit television. You must still explore. By trial and error, for instance, we learned these facts:

A static picture, pretty as it may be, is on the plate, is a bore on television. Unless your model is more than a dead pan, you have not sold the goods, if you are not still properly utilizing the new medium of television. An animated model will prove a wonderful contrast to the still page. And you may want to save the page into its counterpart. For "Mademoiselle" presented its celebrity dress, the dress of tomorrow which eliminates all underwear, model stepped out of her one-piece romper-arrange—

an interesting bit of business. It was, at the same time, a nice, cheese cake—and who is not to that?

If your model's to go, let her the detachable cape...wear no hat both ways...and all, let her look as if she were doing it and sharing a new find with her friend. The more informal and real she is, the better. Avoid any plauge the smooth, impersonal horse. Think of television as entertaining, cozy friend dropping in, chatting up a chat with a few people in your show.

Your model is an actress with a voice who can speak for her-and your product—as she shows the whole picture. She avoids dead air, dead beats, and an audience. If the last word about models—the full-face, fresh out of the bath, can be a complete dud television. If she has a long, face with good bones (some call horse-face), she may squash down like an accordion. Play safe and give her a tel-lesson before you give her a contract.

Error is still the rule in make-up. We put our trust in Helena Rubinstein. She gave us Navy-blue lipstick and dark eyeshadow in degrees of intensity, which varied according to the coloring of each model. It worked like a dream. You might try someone else. Your make-up expert might give you dark brown instead of Navy blue. The point is, you won't know your own tests before you put your show on the air. Many an otherwise good show has washed out because of inadequately made-up faces.

On television, the clothes that are the most punch are those with news value with clear, concise lines and exciting silhouettes. In this stage of the television screen development, quality—and that goes for quality of fabric, workmanship and detail—is lost in the shuffle. A customer-made $50 hat, for example, might look like its $5 copy. The marvelous, handloomed imported tweed suit is apt to be indistinguishable from its wood-rayon substitute. The quality manufacturer who wants to use this new medium must, therefore, get around the reproduction limitations of the screen by emphasizing new silhouettes or original ideas.

Showing a full figure from top to toe is still an unsatisfactory business. By the time your camera has dolled back for a long shot, you can't see hide nor hair of a fashion. Show your pretty girl in layers like a poussette-close up, progress sively, on her hat and make-up first, hat blous e and tiny waistline next, hey.

August Contributors

Will Include:

- Helena Rubinstein
  International Cosmetic Authority
- Commander E. F. McDonald, Jr.
  President, Zenith Radio Corp.
- Ted Collins
  Kate Smith's Manager and Tele Consultant
- Thomas H. Hutchinson
  Production Director, RKO Television Corp.

Beauty & Television

By HARRY CONOVER

When I think of the vast avenues of opportunity which will be open to cover girls with the advent of television, I only think of one thing. It makes me dizzy. Apart from the commercial side of radio, in which I'm sure everyone can envision the beautiful, entertaining, cozy friend dropping in, having a horse.

All this, naturally, is going to be a swell job for a lot of the girls on my roster. Most of these kids are ambitious to do more than pose for the commercial photographers—and their work, incidentally, has a lot more to do with acting than the average person realizes. You don't just "strike a pose"—the day of the toothy smile to sell anything is gone. A girl must know how to register appeal, wistfulness, sorrow, and all the photogenic ill surrounding the sale of a product. With that sort of background—all they've really have to pick up is clear enunciation (which lots of them studied in college) and radio technique. It's not a snap—but it can be learned, and the girls have the intelligence to do it. Lots of them are on the stage already—Betty Caulfield is doing a swell job in "Kiss And Tell," Andria Mann, Candy Jones, Gail Banner, and Nancy Callihan in "Mexican Hayride," Rhoda Hoffmann in "Oklahoma," Leila Ernst in "The Doughgirls," and there are lots of others around.

Before I close this happy sojourn, I'd like to revert once more to the commercials. Everyone knows how arresting the photograph of a beautiful woman is—magazine advertisers can attest to that. Everyone also knows how arresting a well-written radio program can be—sponsors can attest to that. The one drawback on the latter is the long-wind ed plugs, which the experienced listener has learned to automatically ignore. However, with some of the most famous beauties in the country delivering the commercial—and with listeners able to see her—well, I just don't see how they can miss.

Shows of Tomorrow

Television interest in the special "Shows of Tomorrow" issue of Radio Daily has resulted in producers submitting several show ideas for consideration as video programming. Entries for the "Shows of Tomorrow" issue close next Monday.
Research gives TELEVISION new horizons

- TELEVISION RAYS—like human sight—do not "bend" far beyond the curvature of the earth. They travel in a straight line to the horizon—and from the horizon off into space. In preparing television as a service to the public, research has sought ways to extend television's program service by radio relaying from city to city.

A solution to this problem has been perfected by RCA engineers: the radio relay station—capable of picking up and automatically "bouncing" television images from station to station. With such relays supplementing a coaxial cable, entertainment, sports and news events could be witnessed simultaneously by Americans from coast to coast.

Today, RCA's research facilities are devoted to providing the Allied fighting forces with the most efficient radio and electronic equipment available. Tomorrow, these same skills and energies will continue to serve America in developing and creating new and finer peacetime products.
**Main Street**

**Windy City Wording!**

- • • • "The Lone Ranger," injured recently, is looking for an understudy and George Trendle, president of the King-Trendle Broadcasting Co., Detroit, is offering a full-time job to the successful applicant for the "Hi Ho Silver" role. • • Charles P. Hammond, NBC's director of advertising and promotion, was in Chicago on Tuesday to make a presentation before the Central Division sales staff at a luncheon meeting. He was accompanied by James Nelson of the NBC promotion staff. • So great have been the crowds attending the Blue's Breakfast Club (more than 800 were turned away one morning recently) that a ticket policy has been instituted in place of the first-come plan by which the studio audiences have been handled since the Breakfast Club's inception. One of the first fan requests under the new policy was for duets on the Saturday, Dec. 23 broadcast. What will be the program always the one nearest Christmas—when Emce Don McNeil will bring the missing and his three boys to the studio to participate in the show. • Tenor Danny O'Neill's radio and night club bookings will prevent his going to the Coast, so Danny has arranged for his wife and newborn son to fly here.

**Chicago**

- • • Herbie Mintz, the piano star of WENR's But Not Forgotten series, recently picked up a relative when a Milwaukee woman wrote asking whether Herbie's announcer, Joe Wilson, had any relatives. If not, she would like to adopt Wilson, both of her sons being in service. Mintz replied that he didn't know about Wilson's relatives but that he wouldn't mind having an adopted aunt himself. Two days later, Herbie received a court certificate, formally adopting the two nephews!

- • • Here's a Republican convention story we believe is worth repeating, even at this late date. John Harrington of the WBMM-CBS staff, was roaming around in search of interview prospects among the delegates. Harrington and his engineer tramped hin and yon with their walkie-talkie set, broadcasting as they went. They had not gone far when they became aware that they were being followed by a gray-haired man who was completely engrossed in the operation of the walkie-talkie. The man who was following them was Ali London!

**RADIO DAILY**

**NBC Closed Circuit Talk On Rail Travel**

(Continued from Page 1)

and Col. J. Monroe Johnson, director of the Office of Defense Transportation, will also participate. Talk will be titled, "The Critical War Time Transportation Problem."

General Somervell will outline the transportation requirements of the military services including the handling of casualties and the added burden that is to come. Mayor LaGuardia will report on the Mayor's Conference to popularize home vacations.

**Guests to Be Present**

Col. Johnson will discuss the prospects of rational travel and offer suggestions for volunteer transportation curtailment.

Some NBC studios have been asked to open their studios for guests interested in the problem. These guests will include municipal executives and officers of the Chamber of Commerce, as well as women's service clubs, merchants and industrialists.

**Congress Radio Gallery Now Lists 91 Members**

(Continued from Page 1)

bers have been added, raising the total to the all-time high of 91, including those on military leave. When the gallery was first established a dozen years ago there were only 20 members.

In addition to those listed as active, there are 11 associate members of the radio galleries including network and local commentators throughout the country. All enjoy the courtesy of the gallery in Washington.

**Back From So. Pacific**

Cleve Roberts, Blue Network war correspondent in the Southwest Pacific attached to General MacArthur's headquarters, is back in the United States for a rest before resuming his duties as a correspondent later this summer.
FCC Hands-Off Policy

June 30, 1944, in which you allege that
your station's right to carry on its
work is being interfered with. We have
now before the Commission a suit seeking a
judgment as to the character of the
matter of which you complain, and the
Commission has found that there is no
basis for a decision on the merits of your issues.

The Commissioners have also determined
that the policy of the Commission with
respect to particular presenta-
tions by radio stations, except
those by candidates for public
office which fall within the scope of
Section 315 of that act. The matter
of which you complain is not within
the purview of Section 315. The
Commission's policy with respect to the
programs of existing station licensees
is limited to determining, in the light of
the station's entire operation,
whether the station has been operating
in the public interest.

The statutory duty to operate in
the public interest includes the obliga-
tion to afford a well-rounded, and not
one-sided presentation of controvers-
ial public issues. From the single in-
cident which you cite it could not be
concluded that the organizations in-
volved are pursuing a one-sided and
biased policy. The utmost which you
contend is that the networks have
made an erroneous and unwarranted
judgment as to the character of the
song.

"Your interest in calling this matter
to our attention is appreciated.

Heads Engineers

Pittsburgh—Charles A. Powel, manager
of Headquarters Engineering of the
Westinghouse Electric and Mfg
Co., was elected president of the
American Institute of Electrical Engi-
neers beginning in August. He was
presented with the president's badge
at the opening of the Institute's
summer Technical Meeting recently.
Powel succeeded Dr. Nevins E. Funk,
vice-president of the Philadelphia
Electric Co.

Green Valley Guesting

Geraldine Fitzgerald, Warner
Brothers actress, will guest on Mutual's
"Green Valley U. S. A." July 23.
The program is broadcast at 5:50
p.m. EWT.

WANTED

RADIO SCRIPT WRITERS

Large advertising agency has openings for
DRAMATIC script writers on salary or free lance basis.
If interested, please submit qualifications including
past writing experience. Samples of work will NOT be considered at this
time. We will communicate with successful candidates.
Address RADIO DAILY,
Box 850, 1501 Broadway, New York
18, N. Y.

(Continued from Page 1)

(Continued from Page 1)

Radio Advertising

No Agreement Yet
In AFM-Disk Dispute

(Continued from Page 1)

British Planning New
Receiver Product

(Continued from Page 1)


**Industry Studies Census**

**Significance Seen In Population Trend To West And South At The Expense Of Northeast, North-Central Area**

Broadcasters, especially, will be interested in the figures just released by the U. S. Census Bureau and which reflect a noticeable population shift westward and southward, both at the expense of the northeastern and north-central states. Population in the West increased 16.3 per cent between April 1, 1940 and July 1 of last year; (Continued on Page 7)

**Quebec May Ban Premier’s Speech**

Quebec—Conforming with CBC regulations prohibiting political broadcasting on an election eve and election day a speech by Premier Mackenzie King scheduled for August 7 date of the Quebec Provincial election will be broadcast in all provinces but Quebec it was indicated yesterday. Mr. King’s hour speech on the occasion of the celebration of his (Continued on Page 5)

**MBS Kills Commercials For Convention Coverage**

Repeating its move during the GOP convention, Mutual during the forthcoming Democratic gathering in Chicago will again cancel several commercials (Continued on Page 4)

**Snooks’ Show**

"The Baby Snooks Collection of Children’s Art," an assortment of water colors, crayons and pencil drawings and wood and linoleum cuts, collected by Fanny Brice, Baby Snooks of the airwaves, is being exhibited at the Associated American Artists Galleries. The 47 pictures are the works of youngsters from 9 to 16 years. Exhibit ends July 21.

**Like’s British Idea for Communications**

Washington Bureau, RADIO DAILY

Washington—Commenting yesterday on a “New York Times” dispatch from Europe which tells of the British move toward free exchange of radio communications throughout the world, post-war period chairman Lawrence Fly of the FCC declared his wholehearted agreement with the purpose. “While I have no comment on specific statements in the story, I am heartened by the practical steps being taken in the direction of a world-wide communications network,” (Continued on Page 6)

**Henderson Program Leaves Blue On Aug. 5**

Due to the inability to buy satisfactory time on the networks,” Mr. E. T. Henderson, manager of the department, said, “which has from time to time been used by the Henderson Program.” New York. This year, he said, the Henderson Program will conduct its activities through regular daily transmissions, hence the leaving of Blue Network for good for the coming season. (Continued on Page 4)

**Spot Sales Dept’l Gets New Biz-Renewals**

General new accounts and renewals at business on Blue Network, a station represented by the spot sales department of the network, were announced yesterday by Murray B. King, manager of the depart- ment. (Continued on Page 6)

**De Gaulle ‘Truth’**

William S. Ganim, commentator for WHN will interview Richard De Rochemont, president of KNX, Los Angeles, on “The Truth About de Gaulle.” De Rochemont, is president of France Forever and has just returned from North Africa and Italy. While abroad he confered with members of the Free French Committee and his knowledge gained regarding de Gaulle will be divulged in course of the interview.

**Plough Co. Buying WMPS, Memphis**

Memphis—Subject to the approval of the Federal Communications Commission, the bid of Plough, Inc., Memphis, Tenn., was accepted for the purchase of all stock of Memphis Broadcasting Company, the licensee of radio station WMPS. The Blue Network affiliate in Memphis, Tenn. The bid of Plough, in the highest of the bids received. All of the stock of Memphis Broadcasting Com- (Continued on Page 5)

**CBS, Warners Ask FCC For Tele, FM Licenses**

Washington Bureau, RADIO DAILY

Washington—Warners Brothers yesterday filed with the FCC an application for a new FM station in Hollywood, on the 46,000 band covering 3,164 square miles. A television ap (Continued on Page 5)

**Memento**

From the reactions of today’s television audience, which is the same basic audience of the pre-war period, it appears that the television onlooker is more experienced than some of (Continued on Page 5)

**CIO Plans To Contest WHKC License Renewal**

Washington Bureau, RADIO DAILY

Washington—Labor is setting itself for heavy pressure in the test hearing scheduled for next month before the FCC. This hearing is on the petition to revoke the license of a (Continued on Page 2)

**Blue Sets New Policy In Hiring Staff Execs**

With the appointment of Adrian Samish to the newly created post of national production manager, Phillips Carlin, vice-president in charge of the Blue Network, revealed that the web has instituted a new policy in selecting newcomers to its staff. New personnel, said Carlin, will come from the field of theatrical, motion picture and advertising (Continued on Page 5)

**Tele Seminar Speakers Stress Programming**

The reactions of today’s television audience, which is the same basic audience of the pre-war period, it appears that the television onlooker is more experienced than some of (Continued on Page 5)

**Must Guard Radio’s Freedom Says Mullen; Sees Tele Tops**

Addressing the summer radio workshop of New York University last night, Frank E. Mullen, vice-president and general manager of NBC, told his audience that the American listening public must be quick to protest any evidence of government pressure on radio program policies in order to preserve Free (Continued on Page 6)

**WJR To Limit Commercials On News Programs Sept. 1**

Detroit—Leo J. Fitzpatrick, vice-president and general manager of radio station WJR, Detroit, announced yesterday that beginning September 1, WJR will ban all middle commer- (Continued on Page 4)

**WLAW makes nine-time CBS shows available to thousands more residents**

WLAW makes nine-time CBS shows available to thousands more residents; (Continued on Page 4)
Coming and Going

C. L. MENSE, vice-president of NBC in charge of programs, leaves for Chicago this week to set the stage for the web's coverage of the Democratic National Convention for the network's New York tele outlet.

HOWEL, general manager of WSAU, CBS affiliate in Waukesha, Wis., has been for a few days in New York.

C. H. CROSS, assistant director of public relations for WPR, left for Washington, D. C., on business from there to go to Chicago to participate in the web's coverage of the Democratic convention.

JONAS WELAND, station and commercial manager of WFC, Kinston, N. C., has been on vacation on Long Island. He took time out this week for business conferences in the city. He then visited the Blue Network's headquarters in New York, and his national representatives yesterday. He'll leave for the home offices on Monday.

CHARLES W. FITTMAN, station manager of WSAU, Madison, and ALFRED LLOE, commercial manager of the station, have arrived from Georgia to confab with the offices of the Blue Network.

DICK BROWN, he of the coast-to-coast Mutual program for Formfit Cortet Co., is back in New York following a short trip to Chicago.

WILLIAM F. CABLE, commercial manager of WLAB, CBS outlet in Sacramento, was in New York at the network headquarters.

MARION O'HARA, manager of WMN, Mansfield, Ohio, leaves for the home offices tomorrow after having spent some time in town on station business.

CIO Plans To Contest WHK License Renewal

(Continued from Page 1)

tion of the CIO's United Automobile Workers, who ask that the Commission deny WHKC, Columbus, O., a renewal. The Union charges that the station is not operated in the public interest and point to deletions for the broadcast scripts of UAW president Richard T. Frankenstein.

The union charges:

1. That the station has a policy of not permitting sale of time for programs that solicit membership or discuss controversial subjects such as race, religion and politics.

2. That the station does not apply this policy uniformly, but only stringently in connection with those with whom the management disagrees and loosely or not at all in connection with others.

New Sound Effects Dept. Organized by Blue Web

In organizing a new sound effects department, the Blue Network has appointed M. C. Brachhausen, executive assistant to the building and buying of all equipment, including the equipment. Phillip Carlin is vice-president in charge of programs, has announced. Brachhausen was with NBC's sound effects staff for seven years. The Blue will continue renting NBC sound effects, equipment and service in the meantime.
of all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

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Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly listeners rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, televast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought as soon as possible into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.
**Radio Vitamins for Friday!!**

- **Most immediate one to benefit by the Pabst change of Grrouch Marx for Danny Kaye**, is Kenny Baker who will hold down the CBS Saturday night 8 p.m. spot until late in December when Kaye takes over. **Kaye is anxious to do a USO trip overseas to entertain the boys** and he will embark on this shortly. **Pabst**, it is said, liked Grouch Marx, but with an eye toward television, believed it was a good thing to have a comic like Kaye signed, sealed and delivered—yes, they got something there.

- **Radio City office workers have a new pocket-size magazine to peruse in their spare moments**, entitled The Office Staff, is distributed free, and edited by Van Dyke Hill, formerly the Pressreleler Center mag. **In the booklet containing the collected works of one Falstaff Openshaw**, we see where Fred Allen is sole author of all of the poems heard on his program the past season, even the uttered by others.

- **NBC used a little joke of invading the INS golf tourney, not a bad gesture.**

- **WOR-Mel is finally paid the check for the farewell panel given to both Lester Gottlieb, leaving Mutual for Young & Rubicam and Harry Tremor, leaving to join the Wnitraun agency**

- **Dinner took place Wednesday night at the Harvard Club, and the boys received gifts, such as cleaner’s brooms to soothing lotions, anything at the five and 10 counter.**

- **Noting a large crowd jamming the NBC elevators early Wednesday morning at about 10 o’clock and curious to see what program could be responsible so early in the morning, we followed the crowd outside in studio 8G where the newest of NBC’s sustaining programs, “Finders Keepers,” was about to go on**, this half hour is chock-full of lifting music supplied by Irving Miller’s Orchestra with vocals by Julie Conway, gags and quips by the emcee Bob Sherry who might be described as a combination of Garry Moore and Ralph Edwards and laughs provided by novel miniature situations, with mistakes sprinkled throughout the scripts which contestants are asked to discover, receiving a fixed sum for each mistake they find. **The entertainment packed into the half hour stamps this a sure-fire package and we say “Finders Keepers” will be an NBCCommercial within a month.**

- **August issue of Magazine Digest** will carry an article, authored by Carol Hughes, which highlights “The American Scene” as depicted by the radio program, “Green Valley,” “N.Y., U.S.A.”

- **The S. S. Elisabeth Nevin, new liberty ship was launched yesterday at Jacksonville, Fla. purchased by a Bond sale of Local 802 (N. Y.) of the AFM. The Local sold $300,000 worth of Bonds to its membership and last spring sponsored a concert at Carnegie Hall for which Toscanini and the NBC Symphony Orchestra volunteered their services—more than $5,000,000 worth of Bonds was realized from this concert.**

- **Treasury Dept. sold two ships and a Flying Fortress could be built for this sum****. Doris Nevin, daughter of the late composer Ethelbert Nevin, new liberty ship was launched yesterday at Jacksonville, Fla. purchased by a Bond sale of Local 802 (N. Y.) of the AFM. The Local sold $300,000 worth of Bonds to its membership and last spring sponsored a concert at Carnegie Hall for which Toscanini and the NBC Symphony Orchestra volunteered their services—more than $5,000,000 worth of Bonds was realized from this concert.**

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For Tele, FM Licenses

Quebec May Ban "Premier's Speech"

Plough Co. Buying WMPS, Memphis Station

MARTIN T. BOLLUYT, has been appointed Illinois telephone sales representative of the Stromberg-Carlson Company. He will be located in Peoria.

MARGE KERR, production head of Mutual President (Continued from Page 1) network, Miss KERR, has resigned effective July 31, to devote full time to free lance script and magazine writing.

ANNETTE ANDERSON TALBERGER and VIRGINIA SPIKER have joined the copy department of Benton & Bowles. Mrs. Talbott has been with the Walter Thompson agency for the past three and a half years, and Miss Spiker with Vogue, where she was a fashion copywriter.

CHARLES FALDI has been named chief of programming for Duane Jones Company. DuCosta has been with NBC and Pratt Company for the past 15 years.

ARTHUR AUSTIN, formerly NBC, has joined the radio department of Compton Advertising Agency as a program supervisor. While affiliated with the American Broadcasting Company, he directed such top-flight radio productions as "The Aldrich Family," "Last Mile" was one of the many legiti- mate shows he directed. After directing a number of motion pictures, he turned to radio and has directed such top-flight radio productions as "The Aldrich Family," "Helen Hayes Theater," "Screen Gem Theater," "Ellery Queen" and "We the People" among others.

In Hiring Staff Execs

WANTED
RADIO SCRIPT WRITERS

Large advertising agency has openings for DRAMATIC script writers on salary or free lance basis. If interested, please send your qualifications including past writing experience. Submittal of work will NOT be considered at this time. We will communicate with those candidates whom we feel are the best type of permanent employees. Address RADIO DAILY, Page 1.

Onmer Kircher, Lytle, Helton & Collett of Dayton, Ohio, has opened a radio department, with Herman W. Land as director. Radio programs handled by the agency are: the Dayton Spice Mills, Gem City Building and Loan Association, Ray's Furniture Company, all of Dayton; the Edward Furniture Company, Royal Oak, Michigan.

EARL FERRIS agency announces that three new persons have joined its publicity department: Michel Mol, formerly of Billy Rose enterprises; William Dowdell, former managing editor of "The Youngstown Tele- gram," Ohio; Jerry Broadway, former

radio programs would like to concentrate on the training of young producers, and the strengthening of radio network affiliations with the most promising stations. Under his leadership, the commercials department will be strengthened and expanded. Emphasis will be laid on achieving the best in writing and production, and on the creation of package programs. Samish will also concentrate on the training of young producers, and the strengthening of the present Blue staff through in-depth production facilities. East Coast and Western Radio networks have free equipment, space, time, manpower and facilities that will enable us to take advantage of our equipment. We are best able to handle the non-dramatic type of entertainment—rando dances. This is because we have the actual experience in this type of entertainment, and are able to put out our own program ideas and plans to the public, weekly, in such a manner that, after the war we can sell all entertainment programs."

KIRCHER, LYTLE, HELTON & COLLETT of Dayton, Ohio, has opened a radio department, with Herman W. Land as director. Radio programs handled by the agency are: the Dayton Spice Mills, Gem City Building and Loan Association, Ray's Furniture Company, all of Dayton; the Edward Furniture Company, Royal Oak, Michigan.

EARL FERRIS agency announces that three new persons have joined its publicity department: Michel Mol, formerly of Billy Rose enterprises; William Dowdell, former managing editor of "The Youngstown Tele- gram," Ohio; Jerry Broadway, former feature picture editor of AP. The ferris organization has moved to 40 89th Street.

GERALD O. DaCOSTA has been appointed managing editor of Duane Jones Company. DaCosta had been with NBC and Pratt Company for the past 15 years.

ARTHUR AUSTIN, formerly NBC, has joined the radio department of Compton Advertising Agency as a program supervisor. While affiliated with the American Broadcasting Company, he directed such top-flight radio productions as "The Aldrich Family," "Last Mile" was one of the many legitimate shows he directed. After directing a number of motion pictures, he turned to radio and has directed such top-flight radio productions as "The Aldrich Family," "Helen Hayes Theater," "Screen Gem Theater," "Ellery Queen" and "We the People" among others.

Quebec May Ban Premier's Speech

(Continued from Page 1)

25th anniversary as Liberal leader, atoms were to have been picked up at anniversary dinners throughout the country. However, under the CBC regulations it will be by the agency. Quebec air waves, Quebec listeners within range of bordering New Brunswick and Ontario stations will be able to hear the speech.

CBS, Warners Ask FCC For Tele, FM Licenses

(Continued from Page 1)

application by Warners, licensee of KFWB, Los Angeles, is also being prepared.

An application was received also from CBS for a new experimental television license to operate in New York on 401,000-417,000 kilocycles.

programs go back to the position they held before the war, ingenuity will have to go into the programming of television news broadcasts. Audiences are to be attracted, he declared.

In touching on feature films, Hutchinson felt that they have been given a fair test since most of the feature films shown on television have been from three to four years old. He held that when the war is over and screens are two feet wider or larger, the medium will see most encouraging results.

WIN'S Guests

Four editors of Hillman magazines will be guests on the ad-lib forum show on WIN'S, Saturday evening, 7:30 to 8 p.m., sponsored by Skouras Theatres. The occasion to be discussed by the editors is "What Can Be Done to Help the Youth of Today?"
Blue Spot Sales Dep't Signs Biz-Renewals
(Continued from Page 1)
WENR, Chicago; KGO, San Francisco; and WMAL, Washington.

On this non-broadcast juncture, and through Raymond Sector Co., New York—three minute recordings weekly for 13 weeks, effective July 3; and on

To Soo Pacific
Jack Benny and troupe, consisting of Larry Adler, Carole Landis and Martha Tilton, departed early this week for the South Pacific.

(Continued from Page 1)

Redo of Radio. The present method of granting radio station licenses is itself a complete freedom in the public interest, necessity and convenience. Mullen says:

"The language of the present law relating to radio—the Federal Communications Act of 1934—is far from explicit in defining the criterion by which the Commission may grant or refuse licenses for the operation of broadcasting stations."

"If broadcasters are to receive their licenses, then the language of this section requires that they must be granted, and not refused, if their applications are found to be in accord with the public interest, necessity and convenience.

"With respect to the necessity of the proposed station, the FCC has interpreted the phrase as relating to the provision of new channels for broadcasting. But this is a broad construction and would allow the granting of licenses for the operation of stations not only if the public interest, necessity and convenience, but for any reason that the FCC chooses to find.

"It would seem that the law requires only that the FCC shall not refuse to grant a license if the public interest, necessity and convenience of the public are thereby served."

"Consequently, the language of the FCC view is far too weak to justify the granting of licenses for stations that are not in the public interest, necessity and convenience."

"In order to meet the public interest, necessity and convenience, the FCC must be able to show some compelling reason for granting a license."

"If the FCC is not able to show that a license is in the public interest, necessity and convenience, then the license should be refused."

"This phrase—'public interest, necessity and convenience'—was carried over into the present radio law from the original Federal radio act of 1927. The law served as the cornerstone for governmental regulation of broadcasting for 17 years. The earlier commissions for the most part interpreted the phrase as relating to the prevention of interference between stations, and to the geographical assignment of frequencies in such a way as to provide technically satisfactory broadcasting service to the maximum number of people.

"In recent years, however, the majority of the Commission has tended to place a broader interpretation upon the public interest, necessity and convenience and has evidenced an increasing desire to regulate some of the social and economic aspects of broadcasting."

"The FCC view, however, is not in accord with the public interest, necessity and convenience."

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New U. S. Census Figures
Of Value To Broadcasters

(Continued from Page 1)

the south gained 4.8 percent during the same period, which during which the northeastern and north-central states lost 2.9 and 2.4 percent, respectively.

Population of the West rose from 134,924,357 by 1.5 percent to 136,176,704, a gain of over two million. All U. S. population rose by only a few thousand more from 131,669,275 to 133,942,410—a gain of 1.7 percent.

Gains Recorded

Greatest population gains were registered by Arizona, Nevada, California, Florida, and the District of Columbia—all over 20 percent. Biggest losers in population were Wyoming, South Dakota, and North Dakota, losing 10 percent. Population of New York State was the same as in 1940, and that of California 1.7 percent.

New WHAS Bond Drive

WHAS, Louisville, climaxxed its two-day bond selling activities recently on a 1% sales tax increase. In a 3-hour jam-boree in which the community's most dignified citizens "let their hair down" to net a pledge of $1,871,975 in bonds from an appreciative public. With more pledges pouring in after the close of the show, the total was $2,062,520 as part of "WHAS' contribution to the Bond Drive.

Participating in the program were Mayor Wilson Wyatt, the Rev. L. M. Sanders, campaign director of the drive; ex-Democratic Gov. Keene Johnson; ex-Republican Mayor William B. Harrison; Pete French; Georgia Partridge; WHAS orchestra leader; and the Rose" by Rimsky-Korsakov. Phil Hirshon-Garfield, in charge of the program, stated that the show would be seen by a million people.
PICTURE OF THE WEEK

As a gesture of appreciation of the war work of the American Red Cross, Arthur Simon, chairman of the Foreign Language Radio Wartime Control, yesterday presented a check for $500 in behalf of FLRWC. The amount represents the balance in the treasury of the disbanded wartime radio organization. Presentation of the check to Sara Gries, staff assistant at Philadelphia Red Cross headquarters, and Mrs. A Balfour Brekman, vice-chairman of staff assistants, was made by Mr. Simon at the offices of WPEN in Philadelphia.

KENTUCKY

LOUISVILLE—WINN staffers are staying close to home in vacationing. Chief engineer Vernon Nunn is at Shelburn, Indiana, and "Red" Bauer, commercial manager, is relaxing at a resort in Cumberland Falls, Kentucky. Additions to the spot schedule at WINN include a three-weeks contract for Ice-Mint, placed through Spot Broadcasting, New York, and 35 extra announcements for Lifebuoy, ordered by Ruthrauff & Ryan, New York.

—NEW JERSEY—

NEWARK—Special Feature Division of WAAT in cooperation with the Newark Office of Naval Procurement, starts a series of recorded WAVE Recruiting programs. "Something for the Girls," on Saturdays at 8:45 p.m. and on Sundays at 8:00 p.m. commencing Saturday, July 15. Records feature such outstanding personalities as Frank Sinatra, Howard Lindsay and Dorothy Stickney, Morton Gould, Helen Hayes, Kate Smith and James Cagney.

—NEW YORK—

NEW YORK—Bastille Day, the national holiday of France, will be celebrated by WQXR with two special programs this afternoon and evening. WBNX will also present a program to dedicate Bastille Day. Over the public stations will be present at Central Park's Tavern on the Green in Brooklyn. Saturday, July 16, for the bomb auction that will broadcast in the evening. E. G. O'Callaghan, WNY news analyst, will handle the new series of commentaries on affairs on July 3.

—SOUTH CAROLINA—

COLUMBIA—Friedman's Jewelers, begun a long contract for a weekly 15-minute pickup from their store, is carrying a weekly political address by Governor Johnston, in behalf of his candidacy for the U. S. Senate. Wayne Foods has renewed their scribbled weekly-15-minute series. A new account is that of the City and Southern National Bank for a series of 65 spot announcements. Art Lowrance, Inc., has started a new series of commercials. South Coast Electric and Gas Co. has renewed their daily World's Roundup for another year.

Saipan Battle Recorded

The battle of Saipan was broadcast close to the people of this country by a Marine combat recording, that moved in with theirrees, equipment and recorded the same day of battle and interviews with Marines of all ranks. First Lieutenant Larry Hays, Jolla, Calif., and his assistant, Medical Sergeant Keene Hypsides, Washington, D.C., returned to the United States from the Japanese island with the recordings which were given to the radio networks. The service spent 13 days on Saipan, making the recording. Hays did the talking and Sgt. Hypsides handled the technical phase.

Among the more important results were: first eye-witness coms tary recorded under fire of the Marines of all ranks. The battle...
**CONVENTION COVERAGE SET**

**200 Radio Men Converge On Chicago, Prepare For Democratic Conclave Scheduled To Open Wednesday**

Chicago — Once again the town is invaded by the vanguard of one of the strongest radio news covering forces ever sent forth by the major networks and many independent stations throughout the country. With the Democratic National Convention being called to order Wednesday at the Chi-

**COWLES GROUP LISTS PERSONNEL CHANGES**

Shifting of some of the key men of the Iowa Broadcasting Company from the midwest to New York and Washington to head up the new Cowles properties in Washington City and Boston was announced past week-end in Des Moines by John Cowles, Jr., president of the company. The transfers are predicated on the approval of station deals by the FCC and are

**MUTUAL BOWS TO WDAK IN PROGRAM CONFLICT**

Crisis over a program conflict on the Mutual and Blue Network affiliate WDAK, Columbus, Georgia, was averted Friday night when Mutual bowed to the station's wishes and cancelled its regularly scheduled commercial on the one outlet to make way for a special origination of "Spotlight Band." Several nights a week WDAK

**OLD GOLD AND STRADIVARI RENEWED ON NBC NETWORK**

NBC has announced two renewals of programs effective July 16. They are the Old Gold Variety Show heard Sundays, 10:30-11 p.m., and the

**GOOD SCOTT**

When it dawned upon him that thousands of letters are being sent to countless movie, radio and other personalities—Great Scott, WBYN disc jockey, organized the Society for the Prevention of Fan Mail. Anybody wishing to join is urged to call WBYN, N. Y., and write. Scott wants the public to use its time and paper to write to service men, "who have a better claim to both."

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**THE WEEK IN RADIO**

Presidential Campaign Favors Radio

With the disclosure that a minimum of $1,000,000 has been budgeted for radio by each of the National Committees (Democratic-Republican), the industry is expected to play a role second to none of the other media also to be utilized in the forthcoming presidential campaigns. It is expected, however, that the Republican party expenditures will be even greater than the Democrats. Radio's coverage plans of the Democratic National Convention in Chicago were completed, with major networks and several independent stations announcing that the setup would be identical to that of the Republican Convention.

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**THE NATIONAL DAILY NEWSPAPER OF COMMERCIAL RADIO AND TELEVISION**

TEN CENTS

NEW YORK, N. Y., MONDAY, JULY 17, 1944
Coming and Going

LEONARD CALLAHAN, who recently left SEAC, accept the post of civilian chief, radio branch of the Bureau of Public Relations for the West Coast Area of the War Department, leaves today for Hollywood, where he will establish offices in the Taf Building.

TOM SLATER, Mutual's director of special features and sports, spent Saturday at Spray Beach, N. Y.; Sunday producing the network program at Fort Dix, and is today in Chicago preparing coverage of the Democratic Convention. He will be joined in the Windy City by John Whitmore, manager of the CBS news division.

BILL ROUSSEAU, radio director for McCann-Erickson, is expected back at his post early next week, following a vacation that took him to scenic Connecticut.

BILL HENRY, Washington reporter and analyst for CBS, arrived in Chicago yesterday from Los Angeles.

NORMAN WEILL, sales manager of WGN, Washington, D. C., left Saturday for a two-week vacation on Long Island.

JOHN T. MURPHY, of NBC station relations, is on a business trip during which he will visit affiliates in Illinois, Indiana, Ohio, Kentucky and Tennessee.

Joan Lane, who spent the past fortnight gambling in the surf, and out, at Normandy Beach, N. J., is expected back today to resume her more prosaic—but more productive—activities as tripe news editor of the Columbia network.

CY YOUNG, manager of WBZ, Boston, and HERB MASSE, sales director of the station, were visitors last week at the spot sales department of NBC.

HARRIET PRESSLEY, writer and commentator on "We, the Women," heard over WPPT, Raleigh, N. C., is vacationing in Montreal, N. C. Her plans include a business trip to New York before returning to the air.

JERRY LAW, radio director of the Midwest-Carriage Agency, has left to visit stations in Baltimore, Philadelphia and Boston in connection with the time-buying program for Egg-nog Shampoo, a new product.

HOWARD J. LONDON, radio director of the National Foundation for Infantile Paralysis, is on a business trip to Chicago.

RICHARD H. MASON, manager of WPFF, Raleigh N. C., and OLLIE L. CARPENTER, sales manager of the outlet, in New York last week, on station business.

O'Bryon Named Head Of MBS Publicity Dept.

(Continued from Page 1)

leaves the Mutual organization to succeed Bill Thomas at Young and Rubicam as director of radio publicity and promotion for the network nine years.

Prior to joining Young and Rubicam as assistant to Bill Thomas in 1937, O'Bryon served as photo editor of Columbia Broadcasting System in New York. He has also had wide experience as a public relations man and formerly headed the publicity department of the Brunswick Phonograph Record Company in Chicago.

NG Ang TINsubscribe: $15. Subscriber should cover postage of $1.00. Postage paid at Baltimore, Maryland.

WRGB Gets ATS Award For Programming '43-'44

(Continued from Page 1)

D. Halpin, newly-elected president of the American Television Society, last week. Recipient for the award for the General Electric super station was Robert S. Peare, vice-president. It is one of the three awards announced at a recent ATS meeting in the area.

WABD, the Du Mont station, has been cited, with the award to be made in the near future. This station's initial Award for Service, was presented to Norman L. Smith, president of the company, for his contribution to the welfare of this organization.

FINANCIAL

(July 14)

NEW YORK STOCK EXCHANGE

Net

High Low Close Chg.

Am. Tel & Tel 163$ 1623/4 163 3/4 3/4
CBS A 326$ 3261/2 324 5/4
CBS B 326 326 326
Crosley Corp. 23 23 23 1/8
Fairworth T & R 137 136 135 1/4
Gen. Electric 394 394 394 7/8
Philco 31 31 31 3/4
RCA Common 111 111 111 1/4
RCA First Pfd 75 74 74 7/8
Stewart-Warner 94 94 94 3/4
Westinghouse 104 104 104 7/8
Zenith Radio 41 41 41 1/4

NEW YORK CURB EXCHANGE

Hazelton Corp 9 8 8 1/4
Nat. Union Tel 67 66 66

OVER THE COUNTER

WCAD (Baltimore) 22 21 1/4
WJR (Detroit) 96

20 YEARS AGO TODAY

(July 17, 1924)

A great favorite of the radio audience, Albert Spalding, has been engaged for a number of appearances as soloist with the New York Symphony Orchestra for the coming season. Mr. Spalding has appeared with the orchestra as soloist at 36 times. It is rumored that a General Electric Company engineer, Harry Badenshaw, is thinking in terms of a 500,000-watt station.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues is the Bay Area Buy!
THE WEEK IN RADIO
Presidential Campaign Favors Radio
(Continued from Page 1)

In the Cowles Group has network
...with Washington the key of
...expansion activities. Exchange
...cations were received at FCC
...the ownership of WOL, Washing-
...and WMT, Cedar Rapids-Water-
...towa.

...the sub-committee of the NAB
...and July
...I
...to a nptly should the government ex-
...r. o workshop of N.Y.U. that the
...s
...t. e agenda for the five-day ses-
...on and the Intermountain Radio
...h, program director of KSL; and,
...on and the Intermountain Radio
...i1t Lake City-Two delegates from
... member organization of the Int-
...mountain Radio Council have
...invited to attend the Inter-
...mountain Radio Conference at the
...University of Utah on Wednesday,
...9, to be held under the joint
...ices of the college's Summer
...in the Intermountain Radio
...The program will consist of
..."The Role of Radio in Education,"
...address by Dean John T. Wahl-
...talent program by KDFY, and
...artists; a talk on "Understanding
...Radio Production" by Ralph W.
...program director of KSL; and
...in demonstration and clinic con-
...Alvin G. Pack, program
...ductor of KDFY.

...major networks on the ground that
...it possesses political implications.

Merrill R. Mitchell, WJR's chief
...transmitter engineer, has developed
...the use of X-ray for radio so success-
...fully, stations throughout the country
...may adopt it. Mitchell's X-ray
...equipment reveals when tubes are
...about to burn out—and locates trouble
...with other parts.

Tele Tales: Results of the 450 ques-
...tionnaires sent out by Television
...Daily to attendants of the Television
...Seminar of the Radio Executives
...Club are revealing significant view-
...points as it pertains to the post-war
...planning of electronic developments.

The first commentaries to be printed
...in this publication came from such
...authorities as Murray Grabhorn, di-
...rector of the seminar, and Edgar
...Kobs, executive vice-president of
...the Blue. Subsequent issues of Tele-
...vision Daily will carry other result-
...ing commentaries.

Talks at the seminar last week stressed "specific"
...programming. The speakers, Gilbert
...Sulder, director television programs
...CBS, and Thomas Hutchison,
...production manager of RKO Tele-
...vision Corporation, pointed out that
..."let us do with what we have until—"
...and let's-give-the-audience-what-it-
...wants attitude, respectively.

People: Dr. Herbert Graf, stage
...irector of the Metropolitan Opera, was
...named director of operatic pro-
...duction in television for NBC.....
...ene Rouse was made program director
...of the Blue's Central Division.

...William Stoess, veteran musical con-
...ductor associated with the broadcas-
...ing division of the Crosley Corpora-
...tion since 1921 joined the musical
...production staff of Trans-Atlantic
...Broadcasting and Television Corp. of
...N. Y. ..... John B. Swallow, asso-
...ciated with NBC Western Division for
...the past 15 years, has resigned to
...organize Television Enterprises, Inc.

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

Fulton Lewis, jr.

will cover the

DEMOCRATIC CONVENTION
July 19-22

On the spot again! Lewis
...jumps from the Republican
...convention right over to the
...Democratic convention reporting
...the news AS IT HAPPENS!

Lewis is heard on over 200
...stations—with over 130
...sponsors. For sponsorship in
...your city, call, wire or write
...WM. B. DOLPH, WOL
...WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM
HARRY KOPLAN, continuity editor for KGFJ, has added to the staff of "Hop Go Go" Blue Network quiz starring Joe E. Brown. Koplan will be production-assistant to Bill Krauch, and retains his duties at KGFJ. The original "Junior Night Club" broadcasting from the Boys' Club of Hollywood each Saturday night from 8:30 to 9:00 dedicated its final show of the school season to the music of Glen Miller. Votes were cast each week for the most popular band as chosen by the teen-age dancers at the "Junior Night Club." Tallies proved that Glenn Miller was the winner by far in Los Angeles and vicinity. "The Krasnahan Merry-Go-Round," heard every Sunday afternoon over KGFJ has left the air lanes for the summer. It will be replaced by a group of programs to be announced at a later date.

For years Kay Kyser's fringe-browed comic fsh Kabibble has had to put up with nearly everybody mis-spelling his name. The embarrassment has been continuous. Recently fsh needed a copy of his birth certificate, so he sent to Northeast, Pennsylvania, his birthplace. When the paper arrived he found that his name was Merwin (not Merwyn) A. Bogue. He himself had been mis-spelling his real name while others mis-spelled his nom-de-plume.

**Chapeau Appointed WJHP General Manager**

Jacksonville — Ted Chapeau has been appointed general manager of WJHP, a John H. Perry station. He succeeds Wallace Walker. For the past four years Chapeau has been associated with the program and sales department of WJHP, and before that was associated with WTOC, Savannah, GA; WDRP, Orlando; WJAX, Jacksonville, both in Florida. Other Perry stations in this state include: WCOA, Pensacola; WTMC, Ocala, WDLF, Panama City.

"Maybe I should talk it over with WDFD Flint."
Peace Unlikely In Disk Ban Dispute

Continued from Page 1) It appears to be more on the "air" side rather than that of a settlement. According to M. Joseph A. Padway is placing it in conformance with repre-

sentatives of the recording companies.

is that they are neither filing nor denying the reported settlement, but are currently discussing something entirely new and unprecedent

ed. Meanwhile, plans are still being announced or written opinions to be handed in by the companies any official commis-

sioner. Neither have the companies settled or denied any official com-

Continued from Page 1) The board. Since the muscle

7.5 per cent are radio families, also 1940 registration. Ninety-three

per cent are radio families, also 1940 census. Each family spends an average of $1,294 for retail goods, according

to the department of commerce, 1939.

Bond Tieup

Hillman Periodicals, Inc., of New York City, by donating 100 novel classics (reprints) to the Cash Register book,

is believed however to be the first time such a conflict has arisen since the new Chain Regulations went into effect.

Dr. Power Reopens Office

As Radio Counsellor In L. A.

Dr. Ralph L. Power has returned to the management of his Los Angeles radio counsel's office. He became

an inspector in the San Francisco Signal counselor's office. He became

a key figure in 1942. Earlier this year he was made administrative part-time

instructor and returned part-time to the station one way or another.

This is believed however to be the first time that the invasion was given final termina-

tion orders. Warranty officer overseas in World War I, he was in Australia

in 1919. There is one automobile

which encompasses some 17,000 radio families, also 1940 census. Each family spends an average of $1,294 for retail goods, according

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Lauds Radio’s War Loan Aid; Announces Sixth Bond Drive

(Continued from Page 1)

Old Gold And Stradivari
Renewed On NBC Network

(Continued from Page 1)

NBC To Launch Post-War
Education 8-Week Series

"Pursuit of Learning" is the name of NBC’s new public service series to be broadcast for eight weeks beginning Sunday, August 13, 4-5:30 p.m. EWT. Designed to stimulate public thinking on the post-war problems of education and other major worldwide issues, the program will be produced in cooperation with the U. S. Office of Education and the American Vocation Association. Participants of the program will include distinguished government officials, ranking military and labor personnel.

Invited to appear on the first program, "What Can We Learn From G. I. Education?" are Walter Disney, Brigadier General Walter Leo Weible and Rear Admiral Julius Jacobs. This series marks another chapter in the NBC University of the Air broadcasts.

Takes AP Service

Hartford—Radio-station WBC, Inc., has contracted for the special AP radio wire through Press Association, Inc., according to William F. Malo, manager of the station.

ROBERT J. LAY has been appointed to the copy staff of Benton & Bowles, Inc., it was announced recently by Clarence B. Goshorn, president of the agency. For the past two years Lay has been copy chief of the Gotham Advertising Company.

WILLIAM H. EYNON, radio director of H. B. Humphrey Co., has been elected a vice-president of the agency, it was announced by Charles M. Robertson, Jr., agency president of the Cincinnati and New York agency. For six years, from 1936 to 1942, Nelson was manager of the agency’s New York office, where he handled many accounts with headquarters in the East.

ERNEST P. ZOBIAN, formerly manager of the New York Office of H. W. Kastor & Sons, has joined Pedlar, Ryan & Lusk, Inc. Zobian will be account executive on the Sterling Drug account. For eight years he was associated with the Zenith corporation in advertising and sales capacity.

PAUL S. ELLISON, director of advertising and sales promotion, Sylvania Electric products, Inc., announces that all of his company’s advertising will be handled by Newell-Emmott Company effective September 15th.

CHRISTY ALLEN, vice-president of A. C. Neilson Co., has resigned that post to join Compton Advertising, Inc., in an executive capacity.

LUCILLE SHEARWOOD has been engaged by Federal Advertising Agency for publicity and promotion work on food accounts.

Six Clergymen Study
Via NBC Fellowships

Five of the six clergymen who were awarded fellowships by NBC and the Congregational Churches in June are studying at the Northwestern Summer Radio Institute in Chicago.

They are: Rev. Charles M. Cowa, St. Louis, Mo.; Rev. Edwin T. Baldall, Minneapolis, Minn.; Rev. Robert S. Steele, Hartford, Conn.; Rev. Har- ley Patterson, Buffalo, N. Y.; and Frank Elliott, the Chicago Theological Seminary.

The sixth minister, Dr. Bernard Montgomery, of Portland, Oregon, is attending Stanford University.

"You can be one box in the War Loan Aid," said George Allen, the Secretary-Manager of CAB, as he announced the new committee to the War Finance Division earlier this month. Allen, one of the most dynamic and original of the younger researchers, will be retained as a dollar-a-year man.

The Washington radio office will include an information service, music promotion unit, special features division, budget and traffic management office, and a production unit. Heads of these departments will be named soon.

It is intended, according to Smith, to have the Industry Relations Committee set up production units within each of the major networks. War Finance feels that these production units can operate with maximum efficiency in the planning and coordination of special Bond shows, especially during War Loan Drives. Special programs during the Fifth War Loan will go on the air this way operated so successfully that Treasury wants to retain this method of operation, and enlarge upon it.

The Univac Corporation, based in Chicago, for the first time has offered to have educational programs broadcast over its entire network, which includes the Univac system and major broadcasting networks.

RADIO DAILY

The Mailbox

OWI Complainant

"You can be one box in the War Loan Aid," said George Allen, the Secretary-Manager of CAB, as he announced the new committee to the War Finance Division earlier this month. Allen, one of the most dynamic and original of the younger researchers, will be retained as a dollar-a-year man.

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Sincerely,
Shannon Allen, D. Radio-Receiver S.

WOR’s Answer

Re your inquiry about the de Gaulle recorded broadcast sitting at National Airport, WOR earlier this month.

An OWI representative was appointed by our War Division if OWI credit should be used during the de Gaulle record on our WOR Newswheel. The representative did not need OWI credits.

At the time the record was used we were under the idea that we were exclusive in that area at that time. I believe that a check will show that we did the first airing of the record.

Hoping that this will clear the situation, and, that OWI will get our explanation in good faith.

Yours truly,
Bob Wilson,
WOR Press Dept.

WNBT To Telecast Operatic Prog

(Continued from Page 1)

and rising talent of the music. Lois Eastman, soprano of the North Shore Music Center and John Leonor, now of the City Music and Dance, with the Philharmonic-Opera Co. will sing the roles of Figaro and Fiordiligi from "Barber of Seville." Support will be equally strong.

Special sets have been set in the tele opera presentation scenes elaborated for the new studio, since cameras can see from one scene to another. Setting for instance will have barber shop setting and not opera sets.

NBC will shortly follow up the series of others in the same manner, including "Bar" and "Bizu" men, both of which are now adapted by Dr. Graf.
Men In Chicago Democratic Meet

continued from Page 1

dium, headquarters of the particularly at the Stevens already humming with activity leading to the main event; erable-preview-broadcas-

estimated that in all upward do men alone will be on st from newspaper and press in reporters and special

available Discussion

commentators and cor-
egents, gathered in Chicago or the Democratic National tion, will appear on "The can Forum of the Air" to-

to, from 9:30 to 10:15 p.m., WOR-Mutual, to discuss Campaign Issues."

On Lewis, Jr., heads the list of speakers. Others who discuss the issues of the various campaigns, include Henderson, former OPA ad.


cr and radio commenta-

ernest K. Lindley, syndi-
columnist, chief of the nation bureau of Newswear radio commentator; and Ray

er, McClure Syndicate col-

 Theodore Granik will be present.

Local affiliates of the net-

e lending their staffs and all facilities as was the case in recent GOP convention,asts which originate here rela-

tive-convention color and news diggs both today and through night Wednesday the official from the Stadium will be

and subsequently the broad-

cast from the Stadium floor, intual has already canceled commercials on Wed and their webs will do so as the requires.

in the heat-wave is expected coverage of this convention joyable from the personal view than that of the GOP the heat was hard on all con-

Meanwhile news broadcast-

of the webs, engineers and ane mapping out and checking equipment ready for the opening.

Cavalcade In Chicago

departures over the week-end Democratic Convention in Paul White, director of news st, Hildegarde Gause, White's wife, Bill Scoum, Jr., director of events; John Daly, reporter host; Dave Davis, engineer; Howe, analyst, Helen, selector of talks; Bob Trout, and reporter; Albert Bryant, of mail, file and mimeo-

d; Ruth Ashton, news

Arthur Perles, assistant di-

rector, press information; Dick press information; Ethel press information; James production; Earl Janes, en-

engineer.

Metropolitan Gals!

Today we are staying right at home in little old New York to write about some of the gals behind the scenes in radio here. So on goes the blindfold and the first name picked is that of...

Ruth Pulling over at WIN. Ruth's job is that of assistant director of public relations and special events. She writes all script for the special events department and, says she, her days go by on wings, so varied are the people she interviews in connection with the interesting schedule of this department. Ruth came to New York from Oklahoma City where she held the post of continuity director at KOMA.

Next comes Sarah Jane Troy over at WOR. You could almost put sound effects to her name, and that is just what her job is. Sarah is a crazy about her job and no problem goes unsolved by this resourceful young lady. The difficult, recorded sound effects of the Black Castle thriller on which she works vouch for this. Sarah is a native New Yorker. After graduating from Bennington College in 1943, she got herself a job at WOV, where she handled the turntables, later becoming staff announcer. It was a more or less casual visit to WOR that resulted in her changing over to WOR and the title which she adores of "sound effects engineer."

Also at the Mutual key station in a capacity quite necessary to phonetics is Elsie Dick. All of WOR's religious programs are under the supervision of this quiet, methodical, efficient young woman. Elsie's record speaks for itself. At Columbus, Ohio, earlier this year, the 15th Annual Institute of Radio Convention conferred an honorary mention citation on The Navy Goes to Church, WOR's Sunday morning feature. Elsie Dick has scheduled religious programs ranging from neighborhood affairs to trans-Atlantic hookups, featuring programs from the home in England of Shakespeare, the famed Westminster Choir, and broadcasts from other world-wide spots. She is fittingly referred to as WOR's Ambassador of Good Will.

Back in May, one of our very few female program directors was appointed on station WINS. Mary Daly, wife of the late Jack Osterman, well-known comedian, and famous in her own right as one of Ziegfeld's discoveries who went places, was the happy choice. Mary has been with WINS since June of 1943, then he who has given her talents to the origination and production of, among others Civic Salute, and The Show's the Thing. Mary Daly, having seen everything of big town existence, has a great urge, a home up among the rolling hills of Connecticut, just near enough to New York to make possible an occasional, flying visit.

The girl of tomorrow is universal, but The Girl of Tomorrow can also be heard every Saturday morning over WJIR in Woodside, when Diane Cooper, writer and producer of this nice little feature, interviews as she puts it the great person behind the great person. The Girls Friday who sit across the mike from Diane on Saturday mornings are associated with some of the most important names in the theater, radio, government and literary circles. This is a case of cart before horse, for without Diane clever, ambitious, herself an ex-Girl-Friday, model and actress, the first few lines would never be written.

(Continued from Page 1)

Cowles Group Lists Personnel Changes

(Continued from Page 1)

believed to be in line with the rumor that the Cowles group is forming another network.

T. A. M. Craven, a vice-president of the Iowa Broadcasting Company, will be the executive head of WOL in Washington in addition to his duties as technical advisor on all engineering matters to all five of the company's stations.

Lawrence Heads East

Craig Lawrence, vice-president and manager of KRNT and KSO Des Moines, will move to New York to become head of WHOM New York-Jersey City and WCP Boston.

A. N. Armstrong, assistant manager of WCRP and WORL, Boston, will become manager of WCRP, Mr. Lawrence announcing.

Phil Hoffman, manager of WAXS, Yankton-Sioux City, will move to Des Moines succeeding Lawrence as manager of KRNT.

Don Inman, formerly manager of the Waterloo offices of WMT, Cedar Rapids-Waterloo, has moved to Yankton as manager of WAXM.

Art Smith, formerly program manager of WAXN, has moved to Sioux City as manager of the WAXN studios in that city.

Gene Loffler, formerly announcer at KRNT has moved to Yankton as program manager.

Enns To New York

Ted Enns, national sales manager of the Iowa company, will move to New York in his same capacity representing all five stations.

Karl Hase, assistant treasurer of the Des Moines office of WCOP, will move to Sioux City as manager of WCOP.

The Cowles group include KRNT, Des Moines, and WAXN, Yankton, Sioux Falls, Yankton, three eastern stations. WHOM, New York-Jersey-City, WCRP, Boston and WOL, Washington. Representatives of the organization were reported negotiating for other Atlantic seaboard station properties.

Army, Navy, Treas. Men

Greet WJZ 'Victory Troop'

(Continued from Page 1)

Departments. Col. Jack Harris, for the public relations division, U. S. Army, Lieut. Col. Jack C. Curtis, U. S. Navy, and Lieut. Col. Reilly, chairman of the War Finance Committee, U. S. Treasury, greeted the troop and escorted it to a Navy plane which flew them to Norfolk, where the performers performed for the servicemen at that point.

The show, which was under the direction of Joseph Seifert, and supervised by John H. McNeil, was repeated on Sunday at the Virginia Beach train station. It was the troop's 291st appearance. On its weekend jaunt it carried as special publicist Judith Cortada, trade news editor of the Blue Network.
— NEW YORK —

NEW YORK—Betty Ulius, producer and director of the Dramatic Encore show on WBYN, is taking a leave of absence. "Platter Chatter" is scripting....WMCA’s "Echoes of Broadway" featured a parade of stars yesterday. Sidney Walton, WHN news analyst, has been named to do all the commentaries for the AFRTS. He was recently selected one of a number of commentators for AFRTS.

E P. Dutton and Co., Inc, sponsor of "Everyman’s Reader with Boris Tofrin" heard over WQXR, has announced a radio contest requesting letters in which to write their opinions of the value of their radio program. $50 worth of Dutton books will be awarded the writer of the best letter.

— CANADA —

ONTARIO—Glenda Farrell will be featured on "Green Valley, USA" carried by CKLW on Sunday, July 30. Both Joe and Larry Gentile returned to the fold last week after vacationing in various parts of the country. CKLW airs Tuesday evenings one of the most unusual shows to be heard anywhere—it’s direct from San Quentin prison and the personal of the prisoners and those of the guards.

— NORTH CAROLINA —

ASHWELL—Furriella Parker recently was guest of the Huckleberry Mountain Workshop near Hendersonville, N. C. She will devote several of her forthcoming programs of "WWNC Women’s Page of the Air" to the work of the colony. RALEIGH—Girls of WPTQ program department gave a luncheon for Lilly Walton, WHN’s "Girl Orchestra" is now heard daily over KGO during radio production effort for the "Hackett Hotel." Broadcasts daily over KGKO.... "Platter Chatter" is scripting....

— OHIO —

TOLEDO—Marie Fahl of WSPD accounting department had a two-week vacation in the Ozark mountains.... Tom L. Wheeler has resigned as director of agricultural programs at WOWO, Fort Wayne, Ind., and joined the agricultural extension service of Ohio State University, effective July 1. COLUMBUS—The Central Ohio Broadcasting Co. has filed an application for authority to build a new FM station in this city.

— DENVER —

DENVER—Sonny Dunham’s orchestra is here and remodeling over KLZ from El Patio Ballroom, Lakside Amusement Park, Denver. Roger Rambeaux, KLZ promotion manager, has been appointed to the special athletic committee of the University of Denver. The committee’s function is to secure a new coaching staff in time for the college to play scheduled football games this fall.

— CALIFORNIA —

SAN FRANCISCO—"Sweet Leilani Time," featuring Harry Owens’ Orchestra, is now heard daily over KGO in the morning. It began July 3. HOLLYWOOD—W. C. Martell, story commentator on Mutual-Don Lee’s "new" afternoon "Faces and Places" show heard Mondays through Fridays (except over KJHJ), is a native San Franciscan who has spent most of his life in California... Employees from the Postal Supply Depot of Francisco and Los Angeles pitied wits on KJHJ-KFRC’s "Quiz of Two Cities" Friday evening at 8 o’clock, PWT.

— NEW HAMPSHIRE —

PORTSMOUTH—"A Song About Summer," aired commercially weekly, five minutes, by Dover Retail Merchants Association, is being expanded into a daily series over WHEB. Decision was spurred by contributions of a large sum by a well-known national mail order house, never before active in radio in that city. Summer series of "Beauties of Summer" from nearby Hampton Beach has begun over WHEB, sponsored by merchants of that popular beach resort.

— NEW YORK —

PHILADELPHIA—Joe Daniels, formerly of WATF, Waterbury, Conn., and Bob Gross, recently with WPEN and KYW, of this city have joined the WPIL merchandising staff.... In addition to having a new engineer, WPEN at the same time acquired a new language consultant and they’re both Charles Andrews, formerly in Clermont-Ferrand, France. When WPEN’s new announcer, J. Richard Jenson discovered that Andrews spoke fluent French, he gloated: "the answer to all my pronunciation problems."

— PENNSYLVANIA—

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— TEXAS —

DALLAS—Myrtle Mathis is handling the controls for the "Hackett Hotel," broadcasts daily over KKO... "Platter Chatter" is scripting....

— MASSACHUSETTS —

NEWTON—New 15-minute series heard on WORL at 7:30 p.m. each day is "American Ideals" featuring significant figures in business, education, religions and military fields... WBAI are currently airing on the Sunset Strip on Saturdays.

— NEW JERSEY —

NEWARK—Dr. Harvey N. Davis, president of Stevens Institute of Technology in Hoboken, will join several other representatives of the Institute in a round-table discussion on the WAA Colleag Club, Thursday morning, July 20, at 10:30 o’clock. Gus Steck and his orchestra provide the background music.... PATERN—Several of the more important members of the Mayor’s Committee on Juvenile Delinquency in this city and one of the State’s most prominent and respected educators, John R. Wilson, will meet in a round-table talk to be broadcast over WPT tomorrow evening at 8. Mrs. Tina Marshall will serve as moderator.

— ELECTRONIC COMPONENTS FOR MILITARY USE —

Washington, D.C.—RADIO DAILY—A further step in the 1944 radio production effort, for the production of electronics component manufacturers for the military, has again been announced on July 15 by the WPB and Radar Division. A new form was sent all radio-prime contract manufacturers for the purpose of identifying these elements in the list of the "accelerators" of the radio industry. New forms contain instructions for completing the list and include forms of the "accelerators" that have been identified in the list. The "accelerators" of the radio industry are identified in the following form: 

"The subject of critical component shortage has been given publicity in the past several months. The 1944 radio requirements were announced recently by the WPB and Radar Division. A new form was sent all radio-prime contract manufacturers for the purpose of identifying these elements in the list of the "accelerators" of the radio industry.

Electronic Components
For Military Use


From Normandy

Paul Manning is credited with doing the first broadcast from Normandy for an independent station here when he was heard on the air via WOR Sunday 11-11:15 a.m. EWT. Manning, who is usually heard from London at that time, did not present any news as such but confined himself to local color, the huge supply job being done and the fine morale of the troops.

WLIB Sold To "Post" For Sum Of $250,000

Announcement was made over the week-end that Mrs. Dorothy S. Thackrey, owner and publisher of the New York "Post," had purchased WLIB, Brooklyn, for a reported price of $250,000 and application for the transfer has been forwarded to FCC for approval.

Policy regarding FM and television applications and of operational policy, will not be established it was found that there has been no new application for appliances for a long time and this is a sure guarantee of a period of suspension.

Feldman In From London; Going To So. Pac. For Blue Harmony?

Arthur Feldman, Blue Network's assistant manager of the London news office, is in town preparatory to taking up his new assignment in the Southwest Pacific. While here Feldman will confer with G. W. Johnstone.

Open Season For 'Scoops' Gets Under Way In Chicago

Winchell Leading In Summer Ratings

First ratings which take in the summer runs and replacements as well, finds Walter Winchell as leading in the evening national ratings with the columnist down as having (Continued on Page 6).

There being no pooled-reporter pact between general networks covering the Democratic National Convention which opens in Chicago tomorrow, it appears that the open season is at hand for "scoops" and it is everyone for himself. Pre-convention broadcasts already include two "scoops" as claimed by NBC and the (Continued on Page 7).

Withholding Of Certain AP News Items Brings Cancellation Of Station Pact As 'Inimical To Radio Industry'

Chicago—With the networks setting up shop again at the Stevens Hotel over the week-end to handle the usual quota of pre-convention broadcasts, the radio stage is all set for the opening of the Democratic National Convention in the Chicago Stadium tomorrow noon.

As the news and special events staffs swung into action indications (Continued on Page 7).

Stewart-Warner Names New Radio Division Mgr.

Chicago—Floyd Masters has been appointed manager of the radio division of Stewart-Warner Corporation, F. A. Hiter, vice-president, announced yesterday. Masters has been the midwest district manager for the (Continued on Page 2).

St. Louis Station Seeks Tele License

St. Louis—KSD, NBC affiliate, is the first station in this city to make application for a television license to the FCC, it was learned yesterday.

The application was filed in the name of the Pulitzer Publishing Company which operates KSD and publishes the St. Louis "Post-Dispatch." The application is for a commercial (Continued on Page 5).

Kentucky University Granted FM License

Lexington—Construction of a 500-watt FM station by the University of Kentucky on the campus has been approved by the FCC. A regular pro (Continued on Page 5).

Harmony?

Chicago—New barbershop chord trio composed of Don McNeill, Jack Owen and Sam Cowling which is heard in on Blue Network "Breakfast Club" last Saturday was ruled out by Gene Rouse, midwest program director, as a discordant subby "Shows of Tomorrow." Rouse was presented on the "Breakfast Club" as a salute to RADIO DAILY.

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Give your Northern New England sales message wings . . . tie it to WLIB's 5000 watts! Advert

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Gourmet

Ben Grosner, NBC announcer, left yesterday for the Democratic National Convention loaded down with precautionary victuals. Seems Ben had trouble getting all his calories and vitamins during the GOP conclave, when restaurants were crowded and service slow, so this time he left for the Windy City with a goodly supply of K-Rations under his arm.
Coming and Going

JAMES V. McCONNELL, manager of NBC spot sales, expected to return today from a vacation spent on his Tall Trees Farm at Clinton Corners, N. Y.

ART COOPER is here from WALL, Middletown, N. Y., for a few days on station business.

Ben Gross, radio editor of the New York "Daily News," has left for Chicago to attend the Democratic National Convention.

VICTOR A. BENNETT, vice-president in charge of national sales at WJAC, Altoona, Pa., left for a vacation of two weeks at Lavellette, N. J.

JUDGE A. L. ASHBY, vice-president and general counsel of NBC, left on a visit to the Pacific Coast.

VIRGINIA TATUM, program director of WPFB, Los Angeles, C. A., leaves today to spend her vacation at "The Eagle's Nest," Myrtle Beach, S. C.

WENDELL WILLIAM, West Coast manager of the NBC continuity acceptance department, plans to be in New York through next Monday.

HARRY G. BRIGHT, general manager of WCRG, Goldboro, N. C., has left with his family for a vacation at his father's home in West Virginia.

WLIB Sold To "Post" For Sum Of $250,000

(Continued from Page 1) as the FCC had acted on the sale. WLIB since its formation in 1942, has been using a program policy of good recorded music. It operates on a frequency of 1,190 kc. and 1,000 watts power. It is on the air from sunrise to sunset in Fort Wayne, Ind. Elias F. Godofsky, is president of the station. "The Post," now in tabloid form, is considered a newspaper of liberal policy and is issued as an evening paper six days weekly. Mrs. Stanley Godofsky, is the former Dorothy Schiff, descendant of the late philanthropist Jacob Schiff.

Engages Tele Consultant

Los Angeles—Dr. David Hutton has been engaged by Stewart-Warner Company since 1939, and before that was associated with the general sales management for General Refrigeration Corporation of Wisconsin. He replaces L. L. Kelsey who resigned to join Belmont Radio Corp. In issuing the announcement, Hutton said, "Stewart-Warner definitely will remain in the radio business after the war...

Blue To Broadcast Game

The Blue Network, in cooperation with Esquire Magazine and 28 of the leading newspapers all over the country, will broadcast over a coast-to-coast hookup the first All-American Boys World Series baseball game at the Polo Grounds on Monday, Aug 7, 3:00 p.m., EWT. Edward J. A. Noble, chairman of the Blue Network, has announced.

Radio In Baltimore

What's a listener cost you?

It's very easy to find out. First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the independent radio station W-J-T-H.
VBNX Strikes High Note

The format and originality went into the network of VBNX's new brochure called "Opera In Bed," a promotion piece for the popular program by the same name.

The most captivating feature about the brochure is the cover, the theme which illustrates a couple sitting in bed, before retiring time, listening to an operatic program. The paper design of the "bedroom" consists of the names of the various programs broadcast over this station. Two of the promotion piece tells the story of how the station produces the program. Page three gives the listeners' reaction taken from a cross-section of the WBNX area. All of which is in favor of this program.

TCA & Company is the national representative of the New York station.

Merchandisers should find KSTP's new accordion-type brochure very helpful, provided they're looking for "Household Forum" programs on which to have their commercials aired.

Bee Baxter, regular femcee of the St. Paul, Minnesota station's series, is leaving for a vacation, the brochure announces. However, more important, the brochure reveals that "seasonal contract expirations have opened up several availabilities on this program."

Decorating the promotion piece are photographs of the several women who will grace the forum during Miss Baxter's absence. The replacements will include: Ellen Pennel of Pillsbury Flour Mills; Frances Howe Satterlee of Consumer Interest Division Minneapolis Defense Council; Martha Logan of Swift and Company; Jeannette Campbell of Minneapolis Gas Light Company; Alice Bennett of Minneapolis Star-Journal. The name of the brochure is "Cook's Tour."

Judging from the foregoing names, the program should provide just that. Dominating the promotion piece are light buff and green. National representative for KSTP is Edward Petry & Company.

The Fiji Islands situated in the South Pacific cover an area of approximately 7,069 square miles and have a population of about 180,000. There may be a few radio receivers on the islands but we wouldn't know about the islanders because the islanders never write and say they listen to WFIL. But we do know that in the bustling Philadelphia Trading Area, population over 6,000,000, more and more people are listening more and more to WFIL and writing to tell us. In 1943 the most impressive gains in listening audience in this entire market were registered by WFIL! Big sales volumes are still made in big markets with big potentials. Waste circulation is as it denoted—purely waste. Why pay for it? Use the station which delivers exactly what you want... and in the most economical manner. If your advertising is not now being broadcast over WFIL it is because you are following tradition and blind routine. Business men whose minds are flexible promptly adapt new methods and respond instantly to all trends. The shift is toward WFIL. If you have not lost the capacity for change then we invite you to make more sales through the use of WFIL, the station which serves the Philadelphia Trading Area... and not the Fiji Islands.

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Big sales volumes are still made in big markets with big potentials. Waste circulation is as it denoted—purely waste. Why pay for it? Use the station which delivers exactly what you want... and in the most economical manner. If your advertising is not now being broadcast over WFIL it is because you are following tradition and blind routine. Business men whose minds are flexible promptly adapt new methods and respond instantly to all trends. The shift is toward WFIL. If you have not lost the capacity for change then we invite you to make more sales through the use of WFIL, the station which serves the Philadelphia Trading Area... and not the Fiji Islands.
**Main Street**

_Hollywood Happenings!_

- At the surprise coming-party President Ralph R. Bruton tossed in San Francisco in honor of E. L. McCarthy, newly appointed vice-president of KGW, the guest of honor received a telegram of congratulations from D. W. Thornburgh of Columbia Pacific Network as “from one vice-president to another.”

- Minus his appendix, but ran to go East to handle the musical reins on the Broadway production of “Bloomer Girls.”

- Pvt. Paul Pierce, who was a producer before joining the Army and who is stationed at Camp Roberts, Calif., writes, “I’ve learned to fire every weapon we use, including the 105 mm. howitzer, on which I can handle every position of the gun crew. It’s amazing how they make soldiers out of us in a hurry. We were a pretty sorry bunch when we hit here, but we’re in great physical shape, we’re damn well trained already and the majority of us honestly want to get across before this thing is over. None of us are heroes and none of us want to get shot, but damn few of the boys are afraid to get in there and fight.”

- Mary de La Mare, who has been transferred from the sales promotion department at KSL, Salt Lake City, to the station’s production department, has been studying production methods at KNX, Los Angeles.

- Jane Drennan, former New York radio actress, who has been doing stage work in Melbourne, Australia for past three years, has arrived in Hollywood and will do other work on the Coast.

- Leonard Sues, 20-year old Hollywood trumpeter, who made good in the big city, will be the new orchestra leader on the Eddie Cantor show next season. Leonard, who did considerable screen work before going to New York, played an important dramatic role in George Abbott’s “Johnny Two By Four.”

- Emily Kip, Eastern actress, has been engaged to play “Myrtle,” a girl with a Brooklyn accent, on the Cantor program.

- Shirley Mitchell, one of the busiest players in radio, is visiting Liederkranz Hall, which is noted for its excellent acoustics.

- While here en route to the Democratic Convention in Chicago, Cleve Roberts, Blue correspondent attached to General MacArthur’s headquarters, told of meeting Capt. Ed Tidwell, former KFWB’s, musical director, who resigned to go East to handle the musical reins on the Broadway production of “Bloomer Girls.”

- Following a tour of stations in his division, Edwin A. Buckalew, CBS Western Division station relations manager, has compiled a catalogue of operational forms, broken down departmentally.

- Perry King of Standard Radio has returned from New York, where he supervised several recordings made at the Liederkranz Hall, which is noted for its excellent acoustics.

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Laris Station Seeks Tele License

(WKY Oklahoma City
The Katz Agency Representative)

(WKY Oklahoma City
IS FOR WRITERS
WKY scripters have authored scores of shows for network presentations, turn out scripts of network caliber daily.

From "A" to "Z"

Continued from Page 1

The FCC has granted the request of Louie H. S报表 for WMIT, and the station's staff will work with school officials in planning programs which will include dramatic and musical presentations, and news broadcasts suitable for the youthful audience.

At a recent meeting in the office of John Watson Moore, superintendent of city schools, a committee to make plans with Harold Essex, management director of K半岛, and his staff was appointed and will consist of J. A. Woodward, principal of Gray High; R. S. Haltiwanger, principal of Hanes High; Claude R. Joyner, principal of Reynolds High; and Mrs. Lacy Butler, supervisor of elementary schools.

Southern FM Station Co-operates With Schools

Continued from Page 1

Prospects 40% Increase Over Pre-War Sales

Continued from Page 1

U. S. Rubber To Sponsor Shostakovich Premiere

Continued from Page 1

The Oklahoman's regular broadcasts will continue until after the war and the sculpture of civilian production missiles. It will consist of much service of adult education, programs, quality music, university regular broadcasts, KAS, Louisville, and WLaP, Jr., will be continued.

You Top This Renewal

You Top This! starring Ford, Harry Hershfield, Siegel, Jr., and Peter Donald, will be renewed on WOR by Kirk Reiner, and a three-kilowatt FM transmitter, which is heard Wednesday from 7:30 to 8 o'clock on WOR. Emmett is the agency hand account, and Otis Williams is an account executive.

Washington Front

Continued from Page 1

LOTS of local and regional news commentators could take pages from the book of Howard W. Costigan, who analyzes news for KOL and KIRO, both in Seattle. Costigan is one of the nation's great voices, and could work his way into a national spot if he set himself to it. His ambitions appear to lie in another direction, however. The point we were making, though, is that he has just about as much experience with high Washington officials as any other purely regional commentator not working in Washington. What he does, is come here from Seattle once or twice yearly and just round up all the McNutts, Ickes, Byrnes, etc., he can lay his hand on, take them over to the House of Representatives radio room, and start firing questions at them. Those discs have carried some very interesting discussions back to Seattle for local broadcast.

Costigan has long been a leading liberal in Washington, although he recently found himself stepping out of the political group he used to lead because it had gone a bit to the left of himself. He's a terrific speaker, both at the mike and before a crowd. Recently he interested himself in the cause of Marshal Tito of Yugoslavia—being ahead of the trend, however, because the praise of Mihailo Brankovic and a three-kilowatt FM transmitter. It leaves a wide-open race for Warren's seat in the House.

Costigan is definitely in the running—in fact, it appears at this time that he will be the man to succeed Magnuson.

Newspapers are awaiting with great interest the decision of the FCC in the Fall River, Mass., case. There have been no new words of any significance regarding newspaper ownership since the thawing over last winter of the commission's freeze order. Larry Fly was before the Lea Committee last month, Harry Barger tried his best to try to trap Fly into some sort of sensational statement regarding the commission attitude, but any contest between Fly and Barger can have only one ending. Fly said nothing he didn't want to say, and nothing that wasn't already known to everyone in the trade. The importance of the Fall River case is that the only newspaper in the city wants to buy the only radio station—and that the epitome of the problem regarding newspaper ownership which has been bothering Fly, Cliff Durr and others on the commission. A decision should be coming down soon.
New Writers Contract
Forwarded To WLBN

Proposed new contract between the Radio Writers Guild and the net-
works, has been forwarded to the War Labor Board for approval, with
the new pact containing several feat-
tures not found in the "old," or con-tract currently in effect. Both sides
claim to be happy with the new con-
tact which has pulled out eight new
single rights; RWG is an offshoot of the
Authors League of America.

New agreement as it shapes up will
concern mostly, CBS, NBC and the
Blue Network's staff writers and con-
tinuity scripters only. These in-
clude: salary minimum's established
for staff writers; vacation clause
added; changes in favor of the writer-
as to subsidiary rights; bulletin board
fees; expense clause, retroactive to
the effectiveness of the new contract
on January 2, 1944, where writers cur-
rently employed are concerned; the
year after, but the writers have an
opportunity to deal on questions of
vacations, and severance
pay, etc. for people currently on the
staff; at a later date; writers have
also reserved the right to reenter the
case in the summer of 1945 if the
cost of living has gone up to an ap-
prehensible extent and seek an adjust-
ment; posts are expected however to
be on an individual basis; question
of credits to writers is taken up with
something outstanding is involved,
but the web points out that it
involves that has been done right
along.

Net result is that some of the
writers will receive somewhat of an
increase. Non-staff writers as those
submitting scripts from out of
town, etc. will not be covered by the
pact.

First 'Network' Broadcast
Carried By G. L. Stations

Teheran, Iran—Radio listeners in the
Middle East had a hard time Sun-
daay afternoon, twisting their dial
without running into the voice of Stg.
Bill Riemer, sportcasting the finals of
the Persian Gulf Command softball
championship.

The two hour play-by-play was
carried simultaneously over Ameri-
can Expeditionary Station Teheran,
both long and shortwave, and Ameri-
can Expeditionary Station, Ahwaz,
sister stations of the Persian Gulf
Command. The 350 mile hook-up was
the first attempted by Radio Branch,
Office of Technical Information, Per-
son Gulf Command, and in cooperation
with the Signal Corps.

Headquarters and Headquarters
Company, JGCH chops, smoked at the
expense of their second best finalists,
the 82nd Air Depot Group. Final score
12-0.

Universal Buys Properties

Inglewood, Calif.—The Universal
Media Corporation, Sherman Price,
president, announced:

JAMES LEAMAN has been named
television consultant of Film
Media Corporation, Sherman Price,
president.

CLIFFORD SUTTER has joined
Batten, Barton, Durstine & Osborn
as an account executive. He formerly
was associated with the OWI.

MURIEL FARMER, formerly asso-
ciated with Mutual Buying Syndicate,
has joined the creative staff of Fuller
& Smith & Ross, Inc.

GEYER, CORNELL & NEWELL,
INC., has been appointed to prepare
the advertising campaign for E. P.
Reed Company, makers of Matrix
and Collegebred women's shoes.

F. A. "TED" LONG, head of tele-
vision activities of Batten, Barton,
Durstine & Osborn, has been elected
to membership in the Institute of
Radio Engineers as an associate.

CHRISTY ALLEN has resigned as
vice-president of the A. C. Nielsen
Company to join Compton Adver-
sising in an executive capacity.

ELKIN KAUFMAN, executive vice-
president of the William H. Wein-
feld Company, has added to the
agency's staff of Harry Trenner, who on
Monday, July 17, assumed the post of
manager of the radio department.
Tren-
ner comes from the Mutual Broad-
casting System, where for the past
two years he had been an account
executive in the sales department.
He
formerly was commercial manager of
the CBS outlet, WNBF in Bingham-
ton, N. Y., sales manager of WSYR,
the NBC station in Syracuse, and for
many years head of his own adver-
sising agency in Philadelphia. He
was also the first chairman of the
committee of Local Sales of the NAB.

DOHERTY, CLIFFORD & SHEN-
FIELD, INC., announces the appoint-
ment of Robert H. King as director
of publicity for the new agency. King,
a former newspaperman, was with
the Blue Network, where he has been
the last two years and 9/16. He was
on the staff of the Philadelphia
"Evening Bulletin" for eight years.

DRAPER DANIELS, formerly of
the copy staff at Young and Rubicam,
has joined McCann-Erickson, Inc., as
a copy group head, William E. Mc-
kesie, creative director and vice-
president of the agency, has an-
nounced. Previously Daniels was a
copy writer for More International
and began his business career as
salesman for Vick Chemical Com-
pany.

WILBUR C. JONES, has rejoined
the advertising department of Bendix
Apparatus Corp., to assist Walter J.
Daily, Advertising Director, Bendix
announced recently. Jones returns to
South Bend after serving 2 1/2 years with
the War Production Board in Wash-
ington as a branch chief in the
Salvage Division.

MENNEN COMPANY, Newark, N.
J., has retained Duane Jones Com-
pany, New York, to handle its shav
cream advertising campaign.

AUSTIN WILDER, artist and con-
cer manager, announces the ap-
pointment of Dorothy Meyers as
director of publicity.

WJR Cancels PA Programming
In Row Over AP News

(Continued from Page 1)
by the Detroit "Free Press," asso-
ciated Press member, begin-
day will not longer be rele-
sed by the Detroit "Free Press" to
further newspaper. Those affected, besides WJR,
were WPUI and WLBN. However
the news is sent to other PA client
side the area prescribed by the
"Free Press" and is the exclusive
for radio stations with WJR

The Detroit "News," the other
Associated Press newspaper men,
has not gone along. Detroit
"Free Press" and will
furnish PA with the AP news and de-
lay wire to all WJR

Dramatic Action Taken

In Dramatic Action Taken

The Detroit news came with a
change and in a dramatic manner.
Cushing, WJR news-editor, said his desk in the WJR
newsroom was "in a state of chaos,
he dumped his tools on the floor,
and went down to the ground floor.
WJR wire was being sent out by
the Detroit "Free Press" and
United Press and the Inter-

Cushing continued: "While this
matter now is
Dramatic Action Taken

ister, has joined McCann-
Erickson, Inc., as
an account execu-
tive.

W. ROBERT MITCHELL, formerly
an account executive with Snyder
and Black, Inc., has joined McCann-
Erickson, Inc., as an account execu-
tive.

AUSTIN WILDER, artist and con-
cer manager, announces the ap-
pointment of Dorothy Meyers as
director of publicity.

Canadian Radio Receivers
AFFECTED BY TUBE SHORTAGE

Calgary—Thousands of private ra-
dio receiving sets are being put out
of commission in Western Canada
because of the difficulty of obtaining
replacement parts, particularly tubes.
E. N. Dack, priorities officer, Depart-
ment of Munitions and Supply, Win-
nipeg, stated here, Mr. Dack said
he had been informed that 6,000 radio
sets, of the "build up" type to be used
back the program on Wednes-
tdy. Herman Basch & Co., In-

Inubacter WEAF Sho

As a step toward adoption
procedure for surveying tele-
programs, Cooperative An-

CAB sees a new sur-

With Eye To Tele Sy.

With Eye To Television

Two firms will sponsor the tele-
vision program, "The Hyde Show,"
WEAF 9:30 to 9:45 a.m. M-
through Saturdays, it has been
announced that ABC Spot Sales
Herman Basch & Co. In
back the program on Wednes-
day. Frane for Hammer Brand 9:45
Inubacter WEAF Sho

A. Davis & Sons will ad-
neal co-hosts for women
on day and Saturday for 13 week-

It is not known whether this
Sponsor WEAF Show

Tuesday, July 18
Dark Horse?

Chicago—Unhanded and practically unsupported, the first dark-horse vice presidential candidate to declare himself in the running, made his initial radio appearance on the NBC Blue, at 9:30 p.m. CWT when Bascom H. Timmons, head of the Washington Bureau of the Chicago Sun, announced the greatest show of confidence as "the newspaper man's choice for vice-president of the United States." In issuing his declaration of independence, Timmons came out in definite opposition to the Johnston-Todd ticket, to a repetition of the great Chicago convention of 1912, and advocated more money in any form, bonafide or counterfeit. His simple declaration on decentralization merely caused the audience to declare himself in the running.

NATIONAL CONVENTION

NATIONAL CONVENTION

The larger number of Demo- cratic broadcasts by far, it has been neces- sary for the convention delegates. The East Coast has been occupied by great numbers of news networks, and the West has been occupied by more and more newspapers. The NBC Blue has been moved into newly built studios on the mezzanine, while taken over the WLS booth. The WBBM news team, under Ken Johnson, has planned extensive local coverage of the convention and special events. WBBM, Columbia's midwestern key station, has planned extensive local coverage of the convention in addition to the regular CBS broadcasts which will be heard. WBBM started its schedule with "a convention blueprint" siring Sunday noon, an informal discussion by members of the WBBM staff on the station's behind-the-scenes setup and plans for convention coverage.

CBS, NBC Coverage Strong

Columbia midwestern key station has planned extensive local coverage of the convention in addition to the regular CBS broadcasts which will be heard.

Pulled into the convention scene for the CBS party. "Mr. Arthur Perles and Bob Trout, Quincy Howe, and Bill Slocum, Jr., director of special events, and Bob Wood, CBS Washington news chief. Bob Trout, CBS Blue's chief, will be on the job tonight. John Dory, CBS foreign correspondent, will be chief announcers.

NBC's commentator staff again will include radio journalists V. Kallenborn, Richard Harkness, Morgan Beatty, Mary Mar- garet McBride and Ben Grauer, with special events chief for the network, direct- ing convention coverage. Arrangements also have been completed for NBC's television coverage.

Sister, Mrs. Clopper On Hand

Tom Slater, Mutual's special events chief, has taken over the WLS booth. "Mr. Bob Travers, director of news and special events, and Bob Wal- ton, chairman of the Democratic women in attendance.

Women To Speak

Chicago—Two outstanding Democratic women in attendance at the party's national convention in Chicago, are scheduled for special CBS talks from Chicago this week. They are: Madame Frances Perkins, Secretary of Labor, speaks on WABC-CBS, 4:45 to 5:00 p.m., Thursday afternoon, and Mrs. Nellie Taylor Ross, Director, Bureau of the Mint, and former governor of Arizona, will be on the air on WBBM, Columbia's midwestern key station.
DALLAS—"Fightin' Texans," encealed by Felix McKnight of the Dallas "Morning News," is newest war-theme program being aired on WFAA. Sponsor of the show, the First National Bank of Dallas, also awards a $50 bond to each service- man whose story is used. The Mercantile National Bank of Dallas is backing a 10-week series of a quarter-hour program, "Starlight Stars," over KGKO featuring stars from the current operetta in tunes from the current operetta in tunes from the Army Air Forces at Biloxi, Miss.

—LOUISIANA—NEW ORLEANS—Starting Saturday, July 29, WWL will inaugurate a new series of radio program ideas called "Testing." Through the mail response, the radio audience will be invited to decide the winning program idea of the series. John Kent, WWL announcer, is the father of a new baby boy, weighing seven pounds, two ounces. WWL is now in the third year of broadcast originations of the program, "Free For All," which is presented from Keeler Field, a unit of the Training Command of the Army Air Forces at Biloxi, Miss.

—WASHINGTON—SEATTLE—Mrs. Eleanor Wilson McAadoo, commander of the Junior War Savings League Award Pin to Mickey Jacobs and Sally O'Dell for having donated 1:000 hours to promote sale of bonds on Saturday and Sunday.

—SOUTH DAKOTA—YANKTON—WNAX is now utilizing every break for program promotion. Each station break contains 10 seconds of promotion material calling attention to a show following within the next two hours. WNAX has set complete coverage direct from Democratic Convention using similar setup to that of the Republican session. Plans call for interviews from the Stadium, also recording of convention speeches, with outstanding members of delegations from Iowa, Minnesota, Nebraska, North and South Dakota.

—OHIO—CINCINNATI—Gordon Graham, assistant director of special events for WVL, discussed different types of Army broadcast cassettes aired by WVL during the past year and a half before the Public Relations Officers of the Fifth Service Command in Columbus over the past weekend...

—MISSOURI—ST. LOUIS—KMOX will duplicate its complete reporting of the Republican conclave during the Democratic Convention opening tomorrow in Chicago. Their newscasters include news editor Francis P. Douglas, and news commentators W. B. Wills and Katharine Darst. Public relations man Arthur J. Casey and engineer Gordon Shemer will be on hand also. Ray Dady has left for the Democratic convention to handle KWK's reporting of the important convention.

—KANSAS CITY—KCMO arranged a show with complete coverage of purchase of bonds won by Mrs. Alma Price, of Devon, Kansas, and Mrs. Evelyn Bryant, of this city, and awarded Ed Phelp, general manager of the local branch of Swift and Co. Mr. Price received her prize through KGGP, in behalf of KCMO, because of her long distance from the Kansas City station.

—NEW JERSEY—NEWARK—The Olia Family, heard over WAAUT every Sunday and sponsored by the Aeronautics Division of the Eastern Elevator Co., in Harrison, N. J., under the management of W. B. Edwards, will celebrate its first anniversary on Sunday, July 23. Twenty-one of WAAUT directs the show and Hal Tulin, formerly WAAUT announcer, emcees.

—WASHINGTON—CENTRALIS—CHENA—Recent additions to KELA, KEQA, KEQO and KEQO's editorial, information, and publicity continuity department, and Ellen Swarnay, continuity department. Nelson is from Seattle and Tacoma newspapers while Swarnay is new to radio.

—NEW YORK—NEW YORK—New half-hour musical and dramatic series called "Colonnades," will premiere on WOR Monday morning at 9:30, and will be heard Tuesday thereafter. Written and directed by Mr. Ellis, the show will be conducted comedically.

—SAN FRANCISCO—For the valence of the ship builders' relationship to the Embarcadero community, it is a sign of suburban life, on the day shift, KSFO broadcasting Austin Fengers program, heard regularly at 11:30, the new starting time for ship builders' lunch period.

—CALIFORNIA—The Associated Music Press is sponsoring "What's Name of That Song" on the Don Lee network, having been sold to Judith MacGuire, of Lees, has replaced Dick Day on continuity department at Santa Barbara.

Prime Minister's Speech Will Not Be Brocde

Montreal—A speech Prime Minister Mackenzie King is scheduled to deliver, to mark the 25th anniversary of his ship of the Liberal party will be broadcast, it is announced. The House of Commons, in charge of arranging the dinner said in a statement an earlier announcement the speech would be broadcast to national network of the network made before consultation with Prime Minister. The statement that Mr. King felt that any speech which might be made might be "made without the knowledge of the country and as such give rise to political contro. This Mr. King's most anxious to.

Particularly at this stage of the war and at a time when every word is held in three of the Prime Ministers' Canada.

New AMP License

The Associated Musical Public Inc. have contracted music licenses for periods with Mankato, Minn., and KRKO, Wash. and also, it has come new agreements with KBPK, half, WIBX, Utica, N. Y., WCAX, Burlington, Vt.
OK 3 Major Station Sales

Democratic Conclave Goes Over Air Today

By BILL IRVIN

Radio Daily Staff Correspondent

Chicago—Final tests have been completed, and every wire of every control button has been checked at the Chicago plan for radio's pickup this morning. The 1.176 rates (there'll be more if Texans don't settle their differences over air today).

Entertainment Industry

Newson's New York Theater, New York, for two weeks in order to accommodate the increasing large number of studio personnel. The Vanderbilt, the second major station to be leased by the Blue, has a capacity of approximately 1,176 listeners, and will be available for sustaining capacity of approximately 1,176 listeners, and will be available for sustaining

CBC Appoints Walker Head Of Dominion Net

Toronto—H. G. Walker has been appointed to a new position in charge of the CBS's Dominion network, it was announced yesterday. For the past year and a half he has been CBS representative in the Prairie region and previous to that was in charge of station CBL at Toronto. His new headquarters will be in Toronto.

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WJR-PA Differences Cleared Up Amicably

Detroit—Stressing the fact that the misunderstanding between WJR, Detroit, and Press Association over PA's withholding from the station of certain Associated Press news items at no time reached any proportion, Leo Fitzpatrick, vice-president and general manager of WJR, yesterday announced that the situation had been cleared up promptly by PA and that

Irene Kuhn Granted Leave To Publicize Dewey Drive

Mrs. Irene C. Kuhn, assistant director of information for NBC, has taken leave of absence from the network to become associate director of publicity for the Republican presidential campaign, it has been announced by

Eversharp, Inc. Renew "Take It Or Leave It"

"Take It Or Leave It," was renewed yesterday for 52 weeks by Eversharp, Inc over CBS Sundays 10-10:30 p.m., EWT with Phil Baker.

(Continued on Page 3)

Engineers And Professor To Talk At Tele Seminar

Panel of three speakers will discuss "Television Studio Design" at the REC Television Seminar, Thursday

(Continued on Page 2)

Quick Work

Blue Network listeners at 4:15 p.m. yesterday heard via recording an on-the-spot description of the scene following the explosion of a munitions shipment near San Francisco. Bill Baldwin, Blue's West Coast newscaster, apparently the only radio man permitted inside the back yard area, gave a word-pie-

The Treasury Revamping Plans For Sixth War Bond Drive

Blue Still Bidding For Station In Chicago

Chicago—Rumored here that Blue Network negotiations for WLS are still going on with Edward S. Noble, chairman of the board, and Mark Woods, president of the web, dis-

New Englanders—North of Boston—rise to the strains of WLAW's Young Patrol! Add.

Harness your sales message to WLAW's 5,000 watt!... Results will prove gratifying! Add.

Alert Optimist

An alert and optimistic press agent for WAAT, Newark, N. J., sent out the following notice to the press yesterday: "When President Roosevelt accepts the Democratic nomination, WAAT will carry his address." As yet official Wash-

(Continued on Page 3)
**Coming and Going**

**BENEDICT GIMBEL, JR.,** president of WIP, Philadelphia, and **ALEXANDER GRIFFIN,** commentator on the station and the Mutual network, left yesterday for Chicago, where they will attend the Democratic National Convention.

**WILLIAM T. LANE,** vice-president and manager of WAGE, Syracuse, is now in London as part of the British Ministry of Information.

**E. S. WHITLOCK,** station manager of WRLN, Blue Network affiliate in Richmond, Va., called yesterday at the Rockefeller Center headquarters of the network.

**H. E. WESTMORELAND,** director of operations for WEBC, Duluth, is here from Minnesota to confer with his national representatives.

**JAMES T. THORPE,** of WOTL, Toledo, who has been in town the last few days on station business, returns to the home office tonight.

**HERVEY CARTER,** station manager of WMUR, Blue Network outlet in Manchester, N. H., is in New York on station and network business.

**E. M. LOWE,** vice-president of WBML, Macon, Ga., representative of both Mutual and Blue, and **CHARLES W. FITZMAURICE,** manager of the station, are returning to Georgia today after having been in Gotham for the better part of the week.

**LEE JOHNSON,** formerly publicity man at WOR and WKAH, is now the head of the Blue Network's Western office.

**WAUHILLAU LAKEY,** program promotion director of N. W. Ayer & Son, Inc., has returned from a short business trip to Boston.

**Blue Leases Vanderbilt**

**For Two Year Period**

(Continued from Page 1)

...taining and commercial programs shortly after Labor Day. The Blue's other theater is the Wier 210 West 48th Street, which seats 900. It was leased by the Blue in November, 1943.

**Vacation For Winchell**

While Walter Winchell is vacationing during August, Louella O. Parsons, International News Service film editor, and Fulton Ourler, noted commentator, will fill the columnist's spot each Sunday evening at 9 over the Blue Network, beginning Sunday, August 6 through August 27. Miss Parsons' film commentary will come from the Boston outlet, the last city on her tour of eastern cities.

**Engineers And Professor To Talk At Tele Seminar**

(Continued from Page 1)

...giving the deal during a recent visit here. WENR and WLS shared air time with WGN known as the local Blue outlet.

**That's why...**

**ALL PHILADELPHIA**

has formed the habit of dialing 1400 regularly.

**THAT'S WHY**

**SPONSORS**

**BUY TIME ON**

**WDAS**

**Baltimore**

There are 5 radio stations in Baltimore. You can choose any one. Set yourself the standard of:

- **Coverage**
- **Popularity**
- **Cost-per-listener**

... and buying radio time in Baltimore to make your radio dollar work more efficiently is easy!

No matter how you slice it... W-I-T-H the independent... is the Baltimore buy in radio.

And we have the facts to prove it. Glad to show them to you any time.

**REPRESENTED BY HEADLEY-RE**
R-PA Differences Eased Up Amicably

(Continued from Page 1)
"doubtlessly will continue" to use the services of the news organizations.

FCC To Scan All FM Educational Requests

(Continued from Page 1)
by United States Office of Education. Although only five educational stations are on the air, with three readying and applications in from about eight others, requests from State Boards of Education and other sources for information from the Office of Education indicate a great deal of interest and the possibility of a great many more applications. These applications will be considered on merit, the Commission announced, but notification that the facilities requested will be used as part of a state-wide plan will be important in consideration of the applications.

The Commission announced yesterday also that it has granted WQBC, Vicksburg, Miss., permission to shift from 1,390 kc, with one kilowatt days and 500 watts nights unlimited.

It was erroneously reported in Radio Daily Monday that the FCC has granted the application of the Chatham Broadcasting Co., Savannah, Ga., to continue with a picture of twist FM on the 1,400 band. Actually the application came in Friday of last week and has not been acted upon.

Eversharp, Inc. Renews "Take It or Leave It"- 2

(Continued from Page 1)
emcee. Baker will start his third year with the show in course of the contract which is effective Sept. 1. Blower handles the account.

WAVES Enlist CBS Aid

"Something for the Girls," the program aimed at enlisting more women in WAVY's recruiting campaign, is CBS' new series of transcribed programs featuring radio's outstanding personalities. The first broadcast of this series was heard over WABC at 1:05 a.m. today, and starred Frank Sinatra. Other shows will follow next week, with the next time through Sunday, July 23; Wednesday, July 26 through Sunday, July 30, and Wednesday, August 2 through Saturday, August 5.

"Worcester, Eng., calling Worcester, U.S. " "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.

CBS Appoints Walker Head Of Dominion Web

(Continued from Page 1)
entative, James Finlay has been promoted from his present post of station manager of CBL, Toronto. Mr. Finlay's successor has not yet been named.

Ernest Morgan has been moved to Toronto to fill the newly created position of supervisor of exchange programs.

He has been program director for the Pacific region with headquarters in Vancouver. Kenneth Cape, director of educational broadcasts for the Pacific region, has been appointed to succeed Morgan. In the same region, Roy Dunlop has been appointed production manager filling the post vacated by Andrew Allen, CBC supervisor of drama, last year.

WHY PORTLAND, OREGON
PEOPLE PREFER KGW

HAL E. SHORT
PRESIDENT OF THE PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining. For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for everyone concerned."
Notes From a Ringside Seat . . . !

- - Not only is it swell to have many admirers and friends but it is "patriotic" as well . . . . for instance, the day before Maegi McNeil's started her new series of programs over WEAF, she was given an "assignment" by the AWVS (she's a staff officer) to sell War Bonds at the "21 Club" . . . . after her arrival there, Maegi found herself "honored" by a huge turn-out and what was more important, in the course of the next hour, she sold about a half million dollars worth of War Bonds . . . . By the way, Toots Shor, restaurateur, will tell all about the eating habits of the great and near great when he visits Maegi McNeil's, on her popular noon-day show on WEAF at 12:15 today . . . .

Producer Ted Higler of the "Your Downtown Date," WMshow, is completing a book titled, "The Life and Loves of Xavier Cugat," . . . .

Columnist Ed Sullivan is the first to be given two successive guest spots on the "Vox Pop" series . . . . incidentally the Broadwayfarer has another sponsor waiting should the Griffin Shoe polish people relinquish their air show this Fall . . . . Marge Kerr, one of the better praise agents, who left the Tom Fiddle office after a decade of successful space-grabbing, is writing the scripts for the CBSstrip, "Our Gaiy Sunday" for the Hummerts . . . . Cab Calloway and his band will be heard via MBS from the Club Zanzibar where he opens Aug. 10 . . . .

Smiling Jerry Baker, featured tenorist on WMCA, starts a new thrice-weekly song-series next week . . . . Mon-Wed-Fri, 4:45 p.m . . . . 18 years on the same station and still going strong . . . . more power to him .

- - Musical programs out-number all other types of radio shows currently available for sponsorship by a ratio of two-to-one . . . . are you reading, BMI, SESAC, ASCAP? . . . .

Eddie NB Cantor will visit Grace Fields' "Chase & Sanborn" program, Sunday . . . .

Joe Rines' initial radio package for the Gale office will be a variety program starring Lulu Bates . . . . When Bandleader Herbie Fields and his crew open at a Gotham Hostelry in the Fall, he'll feature something new in musical instruments . . . . a saxophone made of plastic . . . .

Jerry Lawrence, starting his second year as WMCA disc-jockey, will be honored with a party tonite at the studio . . . . Unsuccessful in his quest for a "Mr. Winkle," Ralph Edwards will continue the search when 'Truth Or Consequences' returns to the air Sept. 9 . . . .

Joseph Cotten, one of the seven stars of David O. Selznick's "Since You Went Away," which will have its world premiere tomorrow night at the Capitol Theater in New York, will guestar Friday on the 'CBStage Door Canteen' . . . .

The Coca-Cola people have torn up Morton Downey's contract which still had a year and a half to run and have handed the Irish lark a new long-term pact .

- - Ticket demands for the Fritz Kreisler series of guest appearances on the Bell Telephone Hour far exceed the seating allotments, according to Waahillau, La Hay, N. W. Ayer agency publicist . . . . Waahillau, incidentally, was a gracious hostess at the press party staged at the Holland House Monday night following Kreisler's radio debut . . . .

Biggie Levin's package show, "Easy Money," a thrilling series of programs which dramatically expose racketeers and their methods of fleecing the public, is being peddled by Music Corp. of America . . . .

Johnny Thompson, former Chief Announcer at WTTM, who decided he'd rather sing for his supper (not to mention dinner, lunch and breakfast), did so well on a recent "On Stage Everybody" stint that the producers want him to repeat .

- - - -

Wednesday, July 18, 1934
FRITZ KREISLER, VIOLINIST

Guest Artist:
Bell Telephone Hour.
NBC Monday July 17, 9 to 9:30 p.m. EWT

FRITZ KREISLER, violinist and arranger, bowed to the call of radio Monday night and radio was enriched by the great artistry of this musical immortal.

Kreisler, making the first of a series of three guest appearances on the Bell Telephone Hour was heard in the First Movement of Mendelssohn's Concerto in E minor and then obliged with the Albeniz-Kreisler "Tango in D" and his own, "Caprice Viennais." The distinguished artist seemed perfectly at ease in the studio environment and with vigor and grace produced the famed Kreisler tone which has endeared him to countless music lovers.

Donald Voorhees, brilliant young conductor, distinguished himself by conducting the Bell Symphony Orchestra as they accompanied Mr. Kreisler.

CBS Songstress Signed To Musicraft Contract

Signing of Joan Brooks, CBS singing star, to a long term recording contract by Musicraft Corporation has been announced by I. R. Gwirtz, treasurer of the firm. Miss Brooks has already cut four sides which are scheduled for immediate release. She is backed by Jerry Bittick and an orchestra composed of top flight CBS first desk men.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

NBC Mutual

WNC 570 KX

Serving Western North Carolina from ASHEVILLE

DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.
Democratic Conclave


goes over air today

(Continued from Page 1)

family squabble shorty before the
gavel falls are stirred to excitement
by the prospective event but to the
government officials.

As if the networks hadn't had enough
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Extra Press Seats Built

there'll be a bigger turnout for radio

Press... (Continued from Page 1)

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Press... (Continued from Page 1)

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**Democratic Confab Doings**

Chicago—John Daly, CBS reporter, satisfied a yen which was acaller from the Republican Convention. He had wanted to knowthe excursion boat went from its mooring across Michigan Boulevard Station WSBM offices in the Wrigley Building. Last night, he made and three hours out on the lake. Daily reports he felt like a lost soulended on the deck, as he was by moon-smitten, romances-filled.

**RKO-Pathé's double octet of cameramen assigned here to make for NBC television are set and ready to go under the direction of Alfred Butterfield. This time, however, according to Clarence Reese, NBC program vice-president who will be at the Stadium supervise the film-video job, NBC will not attempt to fly today's big scenes back to New York for showing tonight. The network put on the GOP opening day but only those viewers who stayed until 11 p.m. saw the results.

**Why radio men at Convention get grey hair—Mrs. Raymond Clapper to go on the air at 3:15 p.m., EWT. It promised to be a good show.**

Mrs. Raymond Clapper, former daughter of Mrs. J. Borden Harriman, was interviewed by Mrs. Clapper. At 2:00 oclock Tom Slater, Mutual's Features Director began to look for Mrs. Clapper. At 2:10 oclock Mr. Harriman had difficulty in trying to schedule—Interviews and meetings.

Alexander Griffin, asked why his wife was with him at this mention replied, "Because she's a good reporter and does lots of work for me." And a good reporter she did prove to be yesterday. Griffin, who writes for magazines under the name of Mary McMeekan discovered that at the Hotel Stevens here in Chicago where Americans are gathered to help preserve democracy more than 200 Japanese—many Japan born Japanese are employed. The management, Mrs. Griffin, found keeps the Japs under cover for the guests will find out and perhaps boycott the hostelry.

**Radio Webs Contribute**

The second new committee is the Victory Song Committee, which is made up of the sales departments of the four nets, under Bill Gittenger. Ed Woolery in Buckingham and B. M. Showman, head of the network's publicity office. The group, which is in daily contact with the people who are making up the shows, will undertake to spot this music on as many network programs as possible. This music promotion is being handled for the Treasury Department by Maurice Kaffka, known here as "Mr. Music of 1944."

Although the Treasury Star Parade and Treasury songs for today's All-Star show, 3:15 EWT, are expected to be presented, the Treasury has made changes in its plans. One of these changes is that the show will be a local show, inspired by Treasury, but written with the cooperation of the Army and the Navy. The idea is to stress the importance of teamwork in the winning of the war.
NEW YORK—With daily ‘Victory’s the Name’ with a broadcast from WNEW Stg. Joe Gomez, a hero of the Burma Road campaign. Peter Bergson, chairman of the Hebrew Committee of National Legislation, addressed the “Birth of a Nation Rally” over WQXR at Town Hall, New York tonight at 10.

CALIFORNIA—San Francisco—Wally King, formerly with KLX and KLS of Oakland, has moved across the bay to join KSFO as announcer. Sam Hayes, veteran Blue newsman, presented his regular World Wide “Review” from KGO before a studio audience for the first time. War causes many things: it was World War I that changed Tiny Rutiner’s ambition of becoming an engineer into that of making use of his fine voice. Inspired by his buddies’ comments, Rutiner plugged away until now he is a commentator and emcee (“Pick and Pat Time”) for KFRC-Mutual Don Lee.

NORTH CAROLINA—Raleigh—Five minute program of market reports and farm flash news has been scheduled at 1:40—the last five minutes of the daily “Tat Heel Farm Journal” show. GOLDSBORO—Verna Howell, secretary-bookkeeper of WGBR, has changed her name to Mrs. Verne Hooks and has become the wife of a successful farmer.

MASSACHUSETTS—Boston—WBZ offered the first of a series of eight summer concerts Monday night at 8:30, the title being “Vacation Serenade” which features the fine voice of the Metropolitan Opera soprano Rose Bampton, and Willard Pelliot, noted French-Canadian conductor and the concert orchestra. WBZ has assigned a new time, from 7-30 to 8PM on Saturdays, for its “Industrial Relations Roundtable,” program, by replacing the “Miniver” serial of Mrs. Norrgranvett of Browning Co., for the last six years a continuance sponsor in the Yankee News Service, has renewed its series of one-minute participations in the 6 to 6:15 p.m. edition on Tuesday, Thursday, and Saturday on the entire Yankee net in this region.

PALESTINIA—Pittsburgh—Don Hirsch, KDKA’s news analyst, returns to Chicago to cover the Democratic Convention for the Duquesne Brewing Co., and Tomony has renewed sponsorship of the Sunday “Noon News” over WCAE. This 15-minute newscast brought to WCAE listeners by John Prentis is heard from 1 to 1:15 in the afternoon. Also being continued by the same firm is the program “Songs for Sunday,” presented immediately after the “News” for 15 minutes over WCAE. Sam Sague handles this show composed of selected musical transcriptions.

KENTUCKY—Harlan—WLHN has shifted from 1450 to 1230 kilocycles and is now operating with a new 340 foot, half wave vertical radiator, delivering a clear signal to many isolated mining companies that heretofore have been unable to enjoy good radio reception.

LOUISIANA—New Orleans—WNOE honored the fighting Frenchmen’s holiday of liberation from political oppression in 1879, Bastille Day, July 14, as host of crew members of a French warship in this city last Friday. In a special program written by James J. Fortier, famous Louisiana historian, the fall of the Bastille was recalled by a French chorus and band offered selections befitting such an occasion, with “La Marsannaise” as the musical feature of the broadcast.

MINNESOTA—Minneapolis—WWCO mailed its first of over 1,800 summer resorts in this State a complete schedule of music and news programs presented daily over its mike. The WWCO news schedule was made available in advance of the Minnesota State Tourist Bureau. Printed on simulated birch bark, it was posted in all main lodges and guest cabins of Minnesota resort owners. The radio interest of these vacationists, usually over 2,000, favors greatly the news programs.

MONTANA—Missoula—KGYO, in cooperation with the United States Forest Service, presented recently its unique broadcast, when, via forest service shortwave facilities, the station aired a program from a mountain area, high up in the Montana Rockies, where 100 Western Montana boys scouts were encamped en route to the office a can of sardines. Deep sea fishing is banned for the duration.

SYRACUSE—Commercial Charles F. Phillips of WFBL represented the sale in all classifications of the first half of this year over the period of 1945. Greatest gain in local revenue, up to more than 33.1 per cent Reason: (a) Phillips increased sales to advertisers. So-called war revenue was negligible.

OHIO—Cincinnati—Gibert W. Waring is new editor-in-chief, WLW newsroom. Native of Dayton, Ky., Kingsbury was from that State’s University. A former newspaper editor, November 1942, he has assistant head of the WLW news operation. Toledo—Ray Smith, the five-piece hillbilly and his band which will start its 12th continuous association with WLW, has organized and estate and insurance firm of Smith Realty Co., in this city, vice-president and treasurer of SPRINGFIELD—Ad Karsen, the program, and Penelope Peterson—Mrs. A. Whiton Ven- nema, of Ridgewood, N. J., famous lecturer, has replaced Helen Leighton, who is vacationing, on the latter’s noon-time daily program, “Lunchene with Helen.”
Sked Roosevelt Speech

By BILL IRVIN
RADIO DAILY Staff Correspondent
Chicago—With balloting on the Presidential nomination definitely scheduled for this afternoon at the Democratic National Convention at the stadium, the decks were cleared by the networks for the expected acceptance speech by President Roosevelt some time during to-

Radio’s Coverage Of Convention Under Way

(Continued on Page 6)

Radio Artists Exempt From Job-Shift Rule

(Continued on Page 5)

CBS Signs More Talent For Television Series

(Continued on Page 3)

Cold Hotstuff

(Continued on Page 3)
Coming and Going

ROGER W. CLIFF, executive vice-president of WPL, Blue Network affiliate in Philadel- phia, a visitor yesterday at the headquarters of the web.

LEONARD ASCH, of WBCE, Scheenaday FM station which is affiliated with Mutual, leaves today for update, following a few days in Gotham.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is getting away from it all at Lake Tarleton. N. H. He'll return Aug. 1.

KEN CHUCH, station manager of WKRC, Columbus, Ohio, leaves today for a vacation in Indiana.

BERNARD DUDLEY, editor of the New York Times, has left for his Summer place at Croydon, N. H.

PVT. SID SCHWARTZ, formerly radio public- ity and newspaperman, is in town on furlough from the Army. He teaches newspaper publicity photography.

PETE SMYTHE, production manager of KLZ, Denver, Colo., is vacationing on his father's ranch in Wyoming.

Appoint Dr. E. R. Clinchy To Program's "Board"

(Continued from Page 1)

Mills. The program is a serialized dramatization of the Holy Bible. Dr. Clinchy is president of the National Conference of Churches and Jews, serving since it was organized in 1928. He fills the vacancy created by the death of Dr. James Moffatt. Other members of the Advisory Board are: President John L. Farge, editor of the Catholic magazine “America,” and Rabbi Abraham Burstein, editor of the Jewish Outlook and executive secretary of the Jewish Academy of Arts and Sciences.

Coast Electronics Assn. Adds Six New Members

Los Angeles—The addition of six more members into the West Coast Electronic Manufacturers Association has brought the total membership to more than 50 firms. The new members are: Britain Sound Equipment Co., Los Angeles, Calif.; Mele F. Faber Mfg., San Francisco, Calif.; Harvey Machine Co., Inc., Los Angeles, Calif.; Howard-Pacific Corp., Los Angeles, Calif.; The Lake Mfg. Co., Oakland, Calif.; and Specal Electric Laboratories, Los Angeles, Calif.

Hold “Intercity Quiz”

On July 15, there was an “Intercity Quiz” between two radio councils of Omaha and Des Moines. There were studio audiences in each city, and executives of each radio council served on the panel. Among those participating in Des Moines are: Edward Barrett, director of radio at Drake University; and Forrest A. Lunding, of the Des Moines Public Library. Woody Woods, of WHO, arranged the broadcast.

W. J. ROTHCHILD, commercial manager of WEVD, Columbia network affiliate in New York City, is spending several days in New York on station and network business.

MERT EMMERT, WAEF’s “Modern Farmer,” goes to Albany today to address the annual banquet of the New York State Veterinary Medical Society on the subject, “Beyond the Scenes in Radio.”

AL JOLSON is back in Hollywood from an extensive tour of Army camps. He’ll appear Sunday night as guest on the “All-Time Hit Parade” with Tommy Dorsey over NBC.

FRANK TAYLOR, jr., assistant manager of WPON, Jacksonville, Fla., is back at the station following three weeks absence resulting from illness.

CARLTON MORSE, writer-director on Col- ubnia’s “I Love a Mystery,” has left for San Francisco, Calif., where he’ll spend the major portion of his vacation.

PVT. LES DAMON, who formerly starred in NBC’s “Right to Happiness,” called yesterday at Compton Advertising, Inc. to greet his many friends.

UPTON CLOSE, news analyst and author, arrived in Chicago yesterday by plane.

McCann-Erickson Expands Offices And Departments

McCann-Erickson, Inc. has expanded its floor space from the three floors it now occupies at 50 Rockefeller Plaza to 11,906 square feet on the 10th floor. The other three floors occupied by this agency at the above address are 11th, 12th and 13th.

In addition to the foregoing, McCann-Erickson has leased 8,000 square feet at 750 Fifth Avenue which will house the accounting, billing, checking and publicity departments.

Welcome To Radio

Boston — Graduates of WEED’s Fourth Announcers’ School now working, according to Ray Girardin, production manager, are: Hugh Babb, Concord, Mass.; W. L. A. W., Lawrence, Mass.; Francis Baroudie, Manchester, N. H., for WWFA, Manchester; Ralph Johnson, Boulder, Colo., for WBQR, Providence, R. I.; Bob Fuller, Providence, R. I., at WTAG, Rochester. Fifth Class for embryonic announcers will be started by WEED during the fall at a date to be announced later.

English - Jewish - Italian

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

Send for WHO’S WHO on WEVD — 117 West 46th Street, New York, N. Y.

No Matter how you slice it...

If you don’t look cover- age, popularity, and cost right in the eye...it still baloney!

POWER alone is no basis for buying radio time. What good are a lot of people if they don’t listen?

POPULARITY alone is no basis. Suppose it cost you 5 times as much to get twice as many listeners.

COST alone is no yard- stick either. If nobody lis- tens it’s a waste of money.

Intelligent advertisers look at ALL THREE.

We’ve got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners—per-dollar spent!...
WBAI. San Antonio, Texas: Vick Chemical Company (Vick's) one 30-word announcement per week, Morse International; Standard Brands, (Arm & Hammer) one minute announcement per week, Ted Bates, Inc.; Denver Chemical Co. (Antipiligrine) three one-minute announcements per week, Redstone Block Drug Company (Allenru) three 45-minute announcements per week, Redstone Telephone, Metro-Goldwyn Mayer, two one-minute announcements per week; Ex Lax, two one-minute announcements per week, Joseph Katz Agency; Hulman & Co. (Clabber Girl Baking Powder), 30-word live announcement four times per week; Beech Nut Pack Co. (Beechies), one chain-break per week, Newell Emmett Company; Mrs. Tucker's Shortening (Medolake Margarine), four announcements per week, Crook Advertising Agency, Greyhound Bus Lines, one 30-word live announcement per week, Beau- mont & Hohman; Household Furniture Company, announcements, dis- rect; Dupont Semesan Co., 26 50-word transcribed anns. for one month, Davis Hat Co., 15 min. transcribed program "Early Birds" once weekly for one year; Block Drug Co. (Gold Medal Capsules), one 60-word announcement per month, 150 announcements; Marlin Firearms Co. (Marlin Blades), one- min. transcribed ann. once per week; United Cigar Stores Co., one 30-second anns., two per week, 26 times; Consolidated Royal Chemical Co., KGO, San Francisco, Calif., news commentary, 7:30-7:45 a.m. SAT- urdays, sponsored by Mellenthofamum; "Collins Calling," 5:15-6:00 p.m., Saturdays, sponsored by Washington Cooperative Poultry Association of Seattle, packers of Lynden Chicken; "Stenohy of the Swingers," 10:55-11 a.m., Sundays, commentary, sponsored by Grove Laboratories, "Glamour Mano," 9-9:30 a.m., Monday through Friday, sponsored by Owl Drug Company; Earl Godwin, 7-7:15 p.m., Fridays, commentary, sponsored by Hastings Manufacturing Company.

(Drugs), 15-min. transcribed program, "Best Family, Country Gentle- men," six times per week, 54 times, National Toilet Co. (Nadina), five chain-break anns. per week, 200 times. (Fellows Service), one 100-word ann. per week.

KING Furniture Co., 15-min. news- cast twice weekly; San Antonio Coca Cola Co., 15-min. transcribed "Treas- ury Star Parade" program three per week; Mellenthofamum Co. five live chain break anns. per week; Johnson & Johnson (Tet Toothbrushes) five transcribed chain break anns. per week, Vick Chemical Co., two 30- second announcements per week; Mrs. Tubbs' Shortening (Medolake Margarine) announcements.

CBS Sets More Talent For Television Series

(Continued from Page 1) River," and Ray Sneed, Harlem danc- ing star. They will do a series of three programs on WCBW, N. Y., according to Worthington Miner, CBS tele manager. Series starts July 27.

Canadian Report

Montreal—Standard Radio Ltd, re- ports earnings for the year ended March 31, 1945 slightly lower than in the previous year. With net profit $88,099 or 41 cents a share against $80,594. Current assets are shown in the balance sheet at $85,961 and cur- rent liabilities at $25,239, leaving net working capital at $60,705, against $58,513 a year ago. Only that propor- tion of profits of subsidiary com- panies which has actually been re- ceived as dividends has been taken into the accounts of Standard Radio. The auditors state.

Roosevelt NieceDeane Guest

Martha Deane, on her 2:15 p.m. pro- gram yesterday, which was broadcast from Chicago, had as one of her guests Amy Roosevelt, young niece of Eleanor Roosevelt, daughter of Hall Roosevelt, brother of the First Lady. Miss Deane today will have as guests Sen. Claude Pepper of Florida and Mrs. Pepper.
**Los Angeles**

By RALPH WILK

Doc Ralph L. Power, editor of Micro-Tops (house organ of Universal Microphone Company), since its inception, has retired to that specialized field known as Advertising. At the present time a new paper be composed of columns edited by employees... the idea sounds good... and is being tried out.

Freddy Martin’s batch of old timers, recorded for Standard Radio last month, went over so well with subscribing stations that the band waxed a similar group last week. Included are “Budin’ My Time,” “Together,” “Sweet and Lovely,” “I’ll Always be in Love With You,” and others, topped off by “Lillie Marlene,” the German song which the Allies took over.

Dick Haymes, maestro of song on NBC’s “Everything for the Boys,” is a collector of pipes. The singing star has an assortment of some 600, ranging from a first-edition Missouri corn cob to a treasured meerschaum left him by his father.

That new Columbia Pacific Network Quizzer, “Money on the Line,” which made its debut a week ago, is making a career for some postman! Sid Singer, writer and originator of the show, and Emory Jack Bailey are the duo behind the quiz. Daily mail coming through 120 pieces of mail received to date. Listeners submit limericks which form the basis of the unusual quiz program.

Bing Crosby, following his “Kraft Music Hall” show July 27, will vacation for 3 weeks. But like all the vacationing NBC stars this year, it’ll be devoted in main to entertaining servicemen. The boys who’ll be bolstered by Bing’s brand of humor and skill will be those along the Purple Heart circuit on the West Coast.

Arkansas are dusting off their welcome mats to welcome back to the home state Favorite Son Bob Burns, radio’s “Arkansas Traveler,” who will revisit his home town of Van Buren during his summer entertainment tour of midwest military hospitals.

C. P. MacGregor has signed Barry Sullivan for his new radio play, “The Other Robin Marshall” an original by Roger Quayle Denny. Playlet will be heard on “Skippy Hollywood Theatre.”

**Man Street**

**Donkey-Day-Doins!**

- Chicago: The weather man’s forecast for the Democratic convention was good news to the walkie-talkie boys, who sweated through three days of 100-degree heat with the Republicans. The Democratic convention, according to the forecast, can relax in the comparative coolness of maximum 90-degree temperatures during the day and a high of 65 or 70 at night...
- Mrs. Olive Clapper, who is also reporting the Democratic convention for her late husband’s network—Mutual—has just completed a film titled “Women and Peace” in which she interviews Ruth Bryan Rhodes, former minister to Denmark and daughter of William Jennings Bryan, former aspirant to the Presidency. She interviewed the former Senator’s ability as a singer and then proposed a duet with Chandler and Dewey harmonizing on the tune banned by the networks.

**P.D.Q.** Is Emerson’s P1... An entertainment director of the Emerson Radio & Phonograph Corporation, announced by Jack Gernert, advertising director of the Emerson Radio & Phonograph Corporation, recent..

**Radio Daily**

**GHQ**

HEADQUARTERS FOR QUALITY PERSONNEL AND SUPERIOR JOBS FOR EX-Armed Men and Women in All Branches of Radio Broadcasting.

FRANK MCGRANN
Radio Specialist
POSITION SECURING BUREAU, INC. (Agency)
331 Madison Ave., New York, NY. 2-6944

--- Remember Pearl Harbor ---
Radio Artists Exempt
From Job-Shift Rule

Radio Daily

Radio Daily; Exempt from Job Shift Rule

Radio artists exempt from job-shift rule have been given approval by representaives of management and labor in the industry. The special character of the entertainment industry, the skills and the occupations of personnel in that industry was given as the reason for permitting employees free movement from job to job in their field. Personnel wishing to enter or leave the entertainment industry may be hired only on referral by the USOE of the WMC or a union to which authority has been delegated by the WMC Director.

Kelsey Joins Belmont

P. S. Billings, president of the Belmont Radio Corporation of Chicago, has announced the appointment of Lester L. Kelsey to the firm's executive staff. In this new connection, Kelsey will handle war contract negotiations and assist in post-war planning activities for Belmont.

A veteran of 11 years in the radio manufacturing field, Mr. Kelsey was formerly manager of the radio department of the Stewart Warner Corporation in charge of engineering, manufacturing and sales. Prior to that, he was with the Grigsby Grunow Majestic organization.

WAC Recruiting Anns. Cut
By OWI Dom Radio Bureau

Washington, Radio Daily

Washington—Reacting sharply to the announcement by Young & Rubicam that it plans to use all of its advertising appropriation for WAC recruiting in quarter-page newspaper ads, the OWI domestic radio division today budgeted $5,000 for WAC announcements out of its various packages for the nation's broadcasters.

Although OWI will continue to clear WAC announcements for policy, it will not clear them for time. It will not object, of course, if local stations wish to carry such announcements, but if such announcements are carried it will be at the instigation of local authorities rather than OWI.

In a letter sent out last week-end to all stations, OWI announced that "since the War Department has decided to use the entire appropriation for WAC recruiting in quarter-page newspaper ads, the OWI domestic radio division has budgeted only $5,000 for WAC announcements out of its various packages for the nation's broadcasters."

Last month, Lewis H. Avery, head of broadcast advertising for NAB, wrote Young & Rubicam asking that radio be given all of what was then expected to be a $1,500,000 appropriation.

Avery said yesterday that radio would not want five million dollars, but does feel that it is entitled to a sizeable share of that amount.

Avery said he is sending all station managers a letter asking them to detail their attitude regarding WAC copy—will they take it, and if so, how much money will they give for it? He intends to tabulate these replies to present to Young & Rubicam.

Avery said, too, that he is writing all station representatives assuring them that NAB is not going into the radio game but is anxious to prepare a complete picture on this matter because it is one that NAB has been taking a lead in for some time.

Claude Wickard, Secretary of the Department of Agriculture, heads the speaker's line-up for a special program titled "Saving Farm Manpower for War Power" to be presented Wednesday, July 26, 7:45-8 p.m., EWT, by Mutual Special Feature, for Farm Safety Week.

The National Safety Council in commemoration of National Farm Safety Week, will present the program under the auspices of The Telephone Federation of the National Safety Council, who will speak from New York.

Edward A. O'Neal, president of the American Farm Bureau Federation, at the microphone to over Mutual under the auspices of the National Safety Council in commemoration of National Farm Safety Week.

McNamee To Littlefuse Research

Appointment of Bernard F. McNamee to head research work on electronic products and applications is announced by Littlefuse Incorporated, 1948 Network Quarter-hours, 70 Network Programs, 24 National Spot Accounts, 66 Local Accounts, made up of advertising contracts...show what advertisers think of the forceful job done by.

Executive Director

Serving Western North Carolina

from ASHEVILLE

DOROTHY S. ELIAS, Executive Director

Represented by The KATZ AGENCY.
Democratic Confab Doings

Chicago—As a grand climax Walter Kiefer topped off the Tuesday afternoon rehearsal with a surprise stunt that the assembled newshounds will long remember. Grabbing a microphone, Kiefer announced in a booming voice: “Now, ladies and gentlemen of the radio audience, the roof of the Stadium is rolling back slowly, it unfolds out of sight and the clear blue sky sends the sun’s rays filtering into the Hall. Something is hovering into sight through the top of the Stadium. It is... it is ladies and gentlemen... Eleanor Roosevelt in an autoogyro...”

Paul White, CBS Director of News Broadcasts, has attended every political convention since 1932 and several others before that time when he was a press association and newspaper reporter. White said, “it seems like millions of them.” And that’s the way it really seems to every veteran of more than one convention.

Iron Man” Bob Trout, master of ad lib descriptive broadcasting that delineated his job at the political convention in a CBS interview. “I just sit and look and talk about what I see. One gets active eyes capable of snaring any detail.”

If in radio you would go it would be well to be a good carpenter. Monday Tom Slater and Christopher Cross of Mutual made an early pilgrimage to the stadium to see if all was in order for the opening day. Everything was except that the sign was not on the Mutual booth. Quick as a bunny Slater and Cross found a step ladder, nails and to the amusements of photographers, and newspapermen nailed the large sign into position.

Bill Henry, analyst, securely referred to his post on speakers platform, as an assignment to “help absorb the 25,000,000 watts of light” which pours down from the uppermost balconies across the stadium floor.

Naval War Veteran Sixed On WNEW Show Mon.

Samuel Ollar, resident of New York, and in the U. S. Merchant Marine, will appear as the guest on WNEW’s broadcast of “Action on Seven Seas” Monday evening at 9. The seaman has participated in naval battles on almost all of the seven seas. Music for the program will be played by the Shepley Bay Maritime Orchestra, directed by Warn Officer Phil Lang.

Democratic Convention May Run Only 2 Days

(Continued from Page 1)

night’s session. There were indications that the tonight’s session might be extended to an all-night affair if necessary to dispose of the Vice-Presidential nomination and make the conventions opening meeting.

WLS is credited with an innovation in covering press conferences when it recorded on the magnetic wire recorder the conference held by Mrs. Charles W. Tillet of North Carolina Tuesday morning and broadcast the recording in place of its regular 6 o’clock news broadcast Tuesday night.

Femme Commentators Busy

WLS’ Martha Crane and Helen Joyce have interviews scheduled with Lillian Gahagan Douglas, sister of Helen Gahagan, on their 11 o’clock session. There were indications that the tonight’s session might be extended to an all-night affair if necessary to dispose of the Vice-Presidential nomination and make the conventions opening meeting.

Permanent Record

The entire Democratic Convention from the opening song to the closing prayer is being recorded on the magnetic wire recorder the conference held by Vice-President. Robert Clampett handled the pickup from the Sherman Hotel early in the week when it became evident that the rounds of the Vice-Presidential nominee would take top place among convention developments.

With St. John summarized Wallace’s answers to the questions put to him by the battery of newspapermen, there was no rush at the gates.

Wallace Car In Collision

An NBC car detailed to meet incoming Vice-President Wallace at the 63rd Street station, had a sharp but harmless run-in with a taxi cab on the return trip and lost the official party. But NBC announcer Don Fischer made up the time and was at the Sherman Hotel when Wallace arrived there.

NBC’s coverage of second-day proceedings at the convention will begin at noon today with the opening of the third session. Actual length of this broadcast will depend upon the business placed before the microphone. There is some possibility that the delegates will be held in session until late afternoon. At 9:00 p.m., CWT, presentation of the evening meeting will be aired.

In addition to the broadcasts of the Naval War Veteran Sixed On WNEW Show Mon.

President is Expected On All Webs Today

(Continued from Page 1)
News Analysts Give Opinions On Post-War Tele

(Continued from Page 1)

John Daly: "Already there are signs of very necessary technical improvements which will stabilize television broadcasting techniques. When these improvements are ready, television in the post-war years will assume a very important place in entertaining and educating the American public."

Clete Roberts: "I am a great believer in the possibilities of post-war television. It will present somewhat of a problem for the radio newscaster, however. In television broadcasts, he will have to remember that his audience can see just as much as he can. Thus he must become an analyst of the event rather than a mere reporter of what he sees."

Bill Henry: "I am a great believer in the possibilities of post-war television. It will present somewhat of a problem for the radio newscaster, however. In television broadcasts, he will have to remember that his audience can see just as much as he can. Thus he must become an analyst of the event rather than a mere reporter of what he sees."

Leon Henderson: "Radio must make sure that its use of sight, as well as sound, achieves the same high artistic standards toward which the industry has been striving since the age of the crystal set."

Walter Kiernan: "When you can tune in your radio and get a beautiful girl right in your parlor, maybe the little wife will be just as satisfied to go to the movies as you always did."

Walter Compton: "News commentators are generally just as lacking in knowledge of the future of television as are various broadcasting systems which are experimenting with it. For a long time many of the news commentators will continue with similar formats. I believe that the shift will be evolutionary not revolutionary."

Theodore Granik: "Forum programs such as mine should be able to give listeners at home a good deal of the drama that studio audiences get. So much of the emotion, the facial grimaces, the sneers and grins are lost as the debaters become emotional. What drama for the listener if he could have seen Hugh Johnson pick up the microphone and threaten one of the participants with whom he was in particularly violent disagreement."

Ray Dady: "Soon after television gets a toe hold news commentary shows will become modified Burton Holmes affairs. All kinds of props, such as maps, globes, charts will be used. Stock movie stills of personalities in the news will have to be available. News show will become a production. I hope the news quality of the show will not be overlooked in the commentators eagerness to outdo each other in super productions."

John Brickhouse: "Television most certainly will enable commentators at future political conventions to use many fewer words and will require them to study their descriptive matter with much greater care. The listener for the first time will be able to check the accuracy and appropriateness of their words. Commentators will need a high visual IQ."

Cecil Brown: "I look forward to the coming of the television era most hopefully with respect to the ability of a news commentator to get his message across, with the adaptation of a newscast like flashbacks, moving maps and other visual devices to television, the commentators job not only will be easier but vastly more interesting and educational. The combination of news commentary and television will constitute one of the most important education advances of our era."
NEW YORK — WNEW's "Songs of the Nations" saluted Mexico in Tuesday's program. Aired will be also heard Tuesdays and Thursdays from 12:15 to 12:30 p.m. WNEW will inaugurate tomorrow at 9:45 p.m. first broadcast of "Letter from England," written by its continuity department, and presented in cooperation with the Women's Division of the British Information Services, to emphasize their role in this war. "Other People's Business," conducted by Alma Dettiger over WQXR each weekday morning, will delve into life of film starlet Joyce Reynolds, when latter guests on the show tomorrow morning at 11.

CALIFORNIA

SAN FRANCISCO—Odd hobbies of men. Although W. C. (Bill) Manrell, story commentator on KFRC Mutual Don Lea's "Faces and Places" series, is a red-blooded guy, his favorite pastime now is crocheting. OAKLAND-RTM aired two recent gigantic bond drive auctions. First one sponsored by Beverage Associations of Alameda and Contra Costa counties drew three million dollars from auctioning off beverages. The other story by Albany Lions Club took another two million.

BAKERSFIELD—Dick Brothers, advertising manager and sales manager of KERN, describes Strelich Bros. Stadium in this community. Programs sponsored locally.

GREENSBORO—Additions to WBG are John B. Strebel and Hub Warner, ex-exec and production manager of KFAM, St. Cloud, Minn.; assistant in women's programs, Amber Wight, former reporter from Illinois; and receptionist, Isabel Silk.

ILLINOIS

ROCKFORD—Implements Blue Network Democratic National Convention air coverage, WROK has assigned its new editor, William R. Traum, at Chicago, to write special dispatches for station newscasts and transcribed interviews and commentaries. Set up is similar to that of Republican session held last month in the Windy City.

NEW YORK

BUFFALO—WBEN's first broadcast of "They Call Me Joe," series slated for Saturday night at 7, features report of cooperation between Americans and Chinese in construction of airports for B-29 Superfortress.

SYRACUSE—As the Fourth of July is 17 years away, Roy Trotter, out for the local university's football team this fall will need all the attention possible. Bill Boelker, assistant sports editor of the Anfenger Advertising, Inc., will give up his part-time sports-writing job at WBFL to Bob Collings preside over WBFL's news department when autumn nears.

A C T I V I T I E S

CLAIMS

NEW ORLEANS—In addition to regular activities as member of staff, the following have been assigned to make possible the following: Miss Mary Morre, local Red Cross chapter and the Anfenger Advertising, Inc., production department of the Centaur Company, to assist in the production department; B. C. Yarborough, Jr., secretary to manager W. W. Savannah, and Nathalie Winter, Jr., as assistant.

OKLAHOMA

OKLAHOMA CITY—A group of people in the communications of the Oklahoma Air Force Station at Tinker Field were given a recent tour during which they saw the studios and the trans Canal. Staff Sergeant Bob of the Information Department at the station was former news editor of The...
Battle Brewing

Broadcasters are girding for battle! The whole industry has been jolted by the announcement that the $5,000,000 WAC advertising budget will be used as a standard page newspaper ad by the announcement that the Young & Rubicam agency would spend the War Department's money in the future, and the press alone, Of War Information joined the protest by pulling all WAC announcements out of packet allocations for the broadcasters. AB officials, counseling network executives, station owners and OWI officials, are urging all broadcasters to join this crusade for justice in recognition of their appeal to keep fruit in the welding of solid, heartfelt sentiment that the unfairness of the advertising appropriation is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of NAB, it was announced yesterday.

This week a radio news room manpower questionnaire, prepared by AASDJ, was mailed by NAB with replies to go to Professor Richard W. Beckman, journalism department.

Jack Lavin To Disney Handling Live Talent

Hollywood-Jack Lavin, formerly manager of Paul Whitman and more recently handling talent on his own, has been signed by the Walt Disney Studios to handle live talent and music publisher negotiations. Lavin is expected to leave for the West shortly and make his headquarters in New York.

Prophetic?

This week's "News Feature Sheet" of NBC carries an article in the first column captioned: "Jack Lavin Sees Hitler Assassinated This Year." Last fall Eddie Griel of NBC was carrying an anguish of newspaper headlines as partial confirmation of Dr. ery's prophetic writings.

Questionnaire Seeks
News Room Opinions

Study of broadcasters need for students trained in radio journalism is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of NAB, it was announced yesterday.

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War Department's Spokesman Explains Preference For Newspaper Media; NAB Taking Lead In Protesting

Washington—Disposition of the five million dollar WAC advertising budget is set now for only the next four months, Col. J. Noel Macy, in charge of WAC recruitment for the War Department's bureau of public relations, said yesterday. The five million dollar fund is a 12-month budget, he pointed out, and only one third of it is believed mapped out thus far.

Col. Macy said Young & Rubicam had drawn up the initial campaign plans for the first four months through October—and that he had approved them with little delay in order to get the program started. Col. Macy is himself in civilian life publisher of a string of newspapers in New York state, and president of WFSAS, White Plains, N. Y.

In the meantime, OWI, with its purpose apparently accomplished,

Clarity WMCA Plaint,
Fly Tells Catholic Vets

Washington-Replying to National Catholic War Veteran's Commander Edward McCaffrey and Frank J. Maley, New York State Commander, FCC Chairman James Lawrence Fly yesterday advised them that if they think WMCA, New York, is not oper-

Lyons, Inc., Announce Coast Tele Department

Expansion of their radio and television department was announced yesterday by Arthur Lyons of A. and S. Lyons, Inc., with the appointment

Hidden Mikes’ Seen Needed
To Draw Out Big Politicians

“Don’t Change Horses—" Web Ban Is Modified

According to rules and regulations if the Democratic National Committee wants to buy time on any one of the "big four" networks, and use that time for presenting the controversial

Chicago—Radio has done a capable if not a fancy job of covering this convention but all the broadcasters here admit that they have lacked one great essential-hidden microphones in the hotel rooms where the McVickers and the maneuvering politicians have done most of their work. Never in the memory of commentaries has

Freak Reception

Radio engineers attached to the transmitter station of WSB, the Atlanta Journal broadcasting stations located in Atlanta, Georgia, listened to the voice channel of the regular Sunday night television program originating from General Electric's station WRGB in Schenec-

The National Daily Newspaper of Commercial Radio and Television

NEW YORK, N. Y., FRIDAY, JULY 21, 1944

TEN CENTS

VAC Budget Fight Looms

Fictional Facts

lice Reinheoot, who plays Chi

in “Life Can Be Beautiful,”

ally "married" Stephen and had

taken herself press

ises. In real life, Alice is mar-

but never had a photograph

is depicting herself on that

least occasion. However, she's

ed to color the publicity shot

her own family album. Serial

read on CBS for P. & G.
Coming and Going

TED HUSING and JIMMY DOLAN, CBS sports writers, are expected in Philadelphia, where tomorrow they will broadcast exclusively over the network the Garden-St. Louis game.

DON GODDARD, WFAE news commentator, is taking a wartime-type of vacation this year and will spend most of it working on his small farm, 20 miles off his Washington, D.C., home; and has taken himself an aggregate of three weeks.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, is spending several days in Gotham.

JEAN BAER, press news editor of the Mutual network, off today on a vacation of two weeks, during which she will cover amid the syzygian glades of East Hampton, Conn.

DAVID H. HARRIS, program-production manager of WTAG, Worcester, Mass., will spend most of it working on his small farm, 20 miles off his Washington, D.C., home.

RUSH HUGHES, disk-jockey at KWR, St. Louis, is enjoying two weeks of fishing and hunting in Canada.

ELINOR INMAN, of the CBS education division, leaves today for Sawyer, Mich., where she will participate in a radio workshop "Religious Radio" at the Midwest Leadership Training Conference, July 24-31.

DELMCCARTHY, producer on WNPC, Boston, and the Yankee Network, was spending his vacation in the South.

SAMMY KAYE and the members of his band are in Boston for an engagement at the RKO Theater.

NAB Seeks Information
On Frequency Assignments

(Continued from Page 1)

broadcasters by Howard S. Frazier, NAB director of engineering and chairman of the RTTPB Panel 4, on standard broadcasting because of the anticipated heavy demand for the frequencies reserved for non-government use, Frazier has written all licensees, FM, tele and AM the following letter:

Text of Letter

The radio technical planning board is now working on recommendations for permanent frequency allocations. It appears that the requests of the various services, such as police, railroad, public utility, aviation, broadcast, etc., will far exceed the spectrum space available for non-government communications. Broadcasters, (standard, FM, and television) are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate the present and future needs for these supplementary frequencies, information is urgently needed.

"Please list on the enclosed form your present and proposed use of the supplementary frequencies and return immediately to NAB. No disclosure will be made of individual information submitted.

"We cannot urge too strongly that this matter be given your prompt and careful attention in order that overdue Army wounded embarkation and important funerals to WJZ.

In Baltimore:

Take any day ... any time... and you’ll find that W-I-T-H is the station that produces more Baltimore people for less cost.

For the skeptics we have the facts. Glad to show them any time.

They’ll make you know something unusual has happened in Baltimore radio!
WOI Not At Odds With Army, Ludlam Statement Emphasizes

(Continued from Page 1)

 desires another letter to broad- casting which is expected to stress the fact that WOI is not insisting on radio eliminate WAC announcements but has merely decided to drop from its regular packets.

NAB Stays Survey

in an effort to prove to Young & Rubicam that radio is ready and able to participate in the campaign. Lewis Berry, NAB director of broadcasting, yesterday wrote all station presidents to determine whether or not stations will accept paid WAC recruitment advertising and to establish whether or not desirable advertising exists for such advertising if space is to be placed.

also wrote all station representatives assuring them that "NAB does not seek to replace or supersede the facilities of other media for advertising agencies in obtaining information from radio stations for business of this type.

Approximately $500,000 was spent in VAC recruitment advertising in the 1943-1944 fiscal year and approximately $1,500,000 in the 1944 fiscal year—all of it is news-

NAB board of directors, at its meeting on June 3, approved a position to the use of government funds for advertising but took action that, if Congress continues such legislation, every effort could be made to see that there is discrimination between the radio and any other medium "in communication" negotiations reached a point where NAB some definite answers from the existing industry. Would you or wouldn't you acc- 

radio bureau's Domestic Radio Bureau does not anticipate carrying WAC announcements on the Station Announcements Plan does not necessarily mean that the WAC campaign will not be carried on through other facilities of the radio bureau.

The WAC campaign, as is the case with all other government information programs, has always been allocated to available facilities on the basis of comparative needs and urgencies. This is the single consideration which has invariably governed the assignment of facilities in the past and will continue to do so in the future.

Radio Bureau in regard to the use of donated facilities administered by the OWI takes cognizance of this questionable decision and airs the whole tactless business.

RADIO DAILY is behind NAB and the broadcasters 100 per cent in this battle for righteous recognition. We think the WACS and the armed forces recruiting staffs are with us too.

BREKE

Debt Store Takes Year Over WDRG, Hartford

Hartford—Brown Thomson's Dep- 

partment Store of Hartford on August 15 will start a 52-week sponsorship of the 8-8.15 Associated Press news broadcast six mornings a week over WDRG Hartford. WDRG began broadcasting AP reports July 1. The Julian Gross Advertising Agency of Hartford handled the department store account.

FCC Committee To Study Education In Radio

Washington Bureau, RADIO DAILY

Washington—A new committee to study the use of radio in education was named yesterday by the FCC with Commissioner Clifford J. Durr, chief engineer George P. A. Adam and Attorney Edwin Brecher as members. It is contemplated that this group will seek formal recognition from the Federal Radio Education Committee of which Adair is already a member.

Jim Jordan's Brother Dies

Hollywood—Mr. and Mrs. Jim Jordan ("Fibber McGee and Molly") were on their way back home to Peoria, Ill., yesterday. The Jordans trained out of Hollywood to attend the funeral of Jim's older brother, who died suddenly Tuesday night of a heart attack. He was 55. The funeral will be Saturday, at the Sacred Heart Church, Peoria.

MUSICAL SHOW ON WNEW

America's youthful composers will have their compositions featured on WNEW's "Living American Composers" program which is expected to stress "America and Music" at 2 o'clock, with Leonard Liebling, editor-in-chief of the Musical Courier and noted pianist, serving as special commentator. Artists include Herbert Haufrecht, graduate of Juilliard School of Music, and Alex North, now with special services of entertainment division of U.S. Army.

Sales Manager Appointed

Charles Flagler, formerly of WHAS, Louisville, Kentucky, has joined WFAA, Dallas, Texas; KTLU, Tulsa, Oklahoma; KSEO-KKHT, Des Moines, Iowa.

You will be expected to quote your national rate, grant the advertising the usual 15 per cent com- 

Aller, WFBF Engineer, Rests At Friendly Resort

SYRACUSE — Howard E. Aller, WFBF's control room engineer, has returned to the scene of an im- 

important triumph. Together with "Red" Aller's Musical Clock Show soloist, he is spending a two-weeks vacation at the N.Y.S. Guard Encampment at Camp Smith where the officers had invited him for developing one of the best communication outfits that has ever been taken to this camp.
Radio Vitamins for Friday !!

- Kick-off program from the Democratic Convention at the Chicago Stadium was well handled by all the webs and stations, their commentators and newsmen. No one feared or curiosity as to how the commentators would sound, biased or otherwise was dispelled... for all of them did pretty much of a straightforward job and if any individual preferences were held, which is the right of the commentator as well as the next man, it was not divulged in course of any broadcasts... there was plenty of enterprising moves and interviews... all made possible with the walkie-talkie... certainly a better pickup and flexible gadget compared to dragging a mike and wires around the auditorium... there's really an advantage in being able to listen leisurely at night and not have to spend half of the next day reading the paper to find out what happened.

- Tomorrow is the day, where another great event will take place at a Stadium, better known as the Yankee Stadium... where sacred ground will be trod by resurrected ball players good, bad or indifferent... the trade press will seek to bat the ears off whatever motley crew is sent in to be slaughtered by NBC Press... the park will be good, the equipment fairly good, the umpire will be of the second to none and all that is needed will be male typewriter pounders able to run as fast as first base without a relapse or an ambulance to bring him around to the home plate... at third base a first-aid station or infirmary will probably be established (most likely a beer keg in disguise)... read your Sunday sports section for the casualty list... WMCN celebrated the first anniversary of Jerry Lawrence at the station as its conductor of "Air Theater," a disk-jockey job de luxe, said year ending Wednesday evening with a cocktail party at the studio... and Jerry now starting on the second 52-week lap... nice little party, but wanderers around the penthouse roof note a gum tree which will take a big fish even in Canada, to relax Rush into a walk.

- Bill Paley. CBS may pay a visit to the U. S. soon, taking a little time out from his post at Allied Headquarters overseas where he has been doing an excellent job of psychological warfare... looks like the NAB has a poser on its hands in mending the thinking, that gave the newspapers all of the WAG advertising budget... it calls for tact and decisive moves, not a long-winded exchange of letters... personal contact and selling... one program we would have loved to miss... Frits Kreiser on the Telephone Hour... Cliff Arquette, emcee of the Blue network's "Glamour Manor," has been playing very old grandaddy parts since he was 16... Quentin Reynolds has been added to the Walter Winchell Summer replacement program... "Great Moments in Music." on CBS will give compositions by "G. I. Joe" a break next Wednesday... when the show will consist of the works of unknown writers in the armed forces.

Remember Pearl Harbor...
RADIO DAILY

Convention Coverage Called Success Despite Political Big-Wigs’ Reticence

Clapper Tribute

Vice-President Henry A. Wallace walked into the Mutual booth at the Chicago Stadium just two minutes before the network concluded its coverage of the opening day session and read, "Where's Mrs. Clapper—where's Ray's wife. I want to talk to her and her listeners." That Mutual network listeners heard Vice-President Wallace, the most dramatic figure of the day. He talked with the network’s commentator Mrs. Raymond Clapper.

"I know that Ray would have liked to cover this convention," the Vice-President said of Raymond Clapper who was killed recently in an airplane crash in the Pacific. "It seems that some one in an adjoining studio had nothing to do with the result—five blondes and a brunette for the Blue news room, everyone a beauty.

George McHale, the Blue Network’s chief engineer in charge of technical arrangements at the Democratic convention, has a bone to pick with somebody. He had 20 years’ experience in radio. When McHale’s sleep was disturbed by the way out from New York, he had nothing to do with the broadcast. McHale’s work listeners heard Vice-President Wallace succumbed to their per-

Fourth Term Issue

With Franklin Delano Roosevelt re-nominated for a third term, the Democratic National convention, the discussion of the fourth term issue makes added significance over WMCA in the Blue’s formation opened a knock on the door when the Democratic Convention was “at ease” awaiting the report of the platform committee, NBC reverted to its normal program-

Surprised

Lucy Monroe in New York yesterday read that she was scheduled to sing "The Star Spangled Banner" at the opening session of Thursday’s Democratic Convention in Chicago. Miss Monroe, to say the least, was pleasantly surprised. The Democratic National Committee, it seems, had selected Miss Monroe and forgot to notify her of the "Command Performance." The opening session was the result—five blondes and a brunette for the Blue news room, everyone a beauty.

Albright Promoted

Hollywood—Eddie Albright, recently accepted director at Don Lear, recently in trouble, was appointed assistant program director, working under the supervision of Tony La Frano. He has had 20 years’ experience in radio. Albright was promoted as assistant program director. Albright was appointed assistant program director, working under the supervision of Tony La Frano. He has had 20 years’ experience in radio.
Tele Studio Plans Disclosed by Experts

(Continued from Page 17) Speakers being James D. McLean, sales manager of broadcast equipment at General Electric; Robert E. Shelby, development engineer of NBC, and Harry C. Jones, professor of drama at Yale University.

The television studio of the post-war period will not depart radically from the methods of live, motion picture studio techniques except for the addition of legitimate stage techniques, Shelby asserted.

Shelby pointed out that it is important that a television studio be constructed away from railroads, trackage, car tracks, etc., for the purpose of avoiding extraneous noises and interferences.

Sound-Proofing Needed

"Such a studio, of course, must be provided with reasonable sound proofing. It would be preferable to locate the television studio plant on acreage which would permit the adding of additional studios at ground floor level as the service requirements increased," Shelby pointed out.

"In this respect, it might follow the technique of the Hollywood motion picture plans where each sound stage is an isolated building thus reducing the chances of sound cross-over from one camera to another.

It would be desirable to avoid the structural steel type of office building when contemplating any long range plan for television, for technical reasons, to say nothing of the economic reasons," he added.

Motion Picture Film Important

No television studio plan is complete without provision for the transmission of motion picture film, since one-third of the program material originates with film, and in many cases used with live talent production, he pointed out.

The television station combines the requirements of a theatrical stage, a radio broadcasting studio and a motion picture studio, McLean told the Conference attendees. "To these it adds a much more difficult engineering problem, that of maintaining three clear lines of sight: one, for the control personnel; two, for the studio audience; three, for the television cameras which operate between the first two and the scene of action," McLean pointed out.

"Lessons Learned in Schenectady" McLean pointed out that the following lessons were learned at KRGB in Schenectady. While the main studio is large enough for the production of a wide variety of live talent programs, it was impossible to use the same studio for both rehearsals and broadcasts simultaneously, he said.

Furthermore, there was not space adjoining the present building for the addition of a second studio. A larger site should be acquired to make this possible, McLean stated.

"Radio Television Studio Plans" Wheeler pointed out.

But we can still do it. Therefore I make the recommendation that the NBC, the Federal Radio Commission and NAB form a committee for the purpose of gathering from the advertising appropriations of the industries concerned advice on the hour's program, on all the networks and independent stations once each week, plus promotion spots from all local stations, he said. The program can rotate the creation of this program among the producers of the networks and various producing agencies of the country and carry on a continual contest among the general public with ample prizes to search out the best ideas for both increasing the use of radio receiving sets and more sets in the home, and to discover new program ideas and new talent among the general membership. For the remainder of the emergency the contest money can be used to bring forth new ideas on how radio can render a better service in this war emergency.

FCC Would Participate

"Possibly a member from the Federal Communications Commission should sit on the committee of manufacturers and broadcasters. The FCC member to lend the aid of the Commission and the government in making governmental material and programs more interesting." McLean pointed out.

"Here is a challenge to the Board of Directors of the Radio Manufacturers Association to show once and for all that they are interested in the extent their sets are used and the enjoyment the public gets from them, and to further show that they are interested in cooperating with the creators and broadcasters of radio programs to make those sets of greater value to the purchaser of them. It is also a challenge to the broadcasting industry and the set manufacturers to work together for the interest of the public as a whole, to render a real service to the American people in place of their going separate ways as has been the case in the past."

WQXR 6-Months Sales Highest In 11 Years

WQXR, with a sales increase of 55 per cent for the first half of 1944 over the same period of 1943, recorded the highest dollar volume in its 11-year existence, it was announced by Vice-President Hugh Kendall Boice, in charge of sales. Sales were assisted by interesting by film and theatrical companies, with WQXR handling 14 accounts this year in comparison with four in 1943. A total of 80 new accounts, some of which were in radio for the first time, have been acquired at WQXR.

Significant in the WQXR campaign is the commission of "singing commercial," with the sponsors of such program finishing out their contracts soon after the station's debuts newed with replacement of "live" announcements without music.

Questionnaire Seeks News Room Opinion

Radio Council Meets

On July 13, there was an organizational meeting of the New York City Council at the Town Hall at which time broadcasters representatives of organizations educational institutions, and others in the field met to discuss the situation under the new executive board. There was no motion to elect Harold V. Milligan, of the National Council of Women, and temporary chairman was President.

Columbus Campaign

Columbus, O.—With the aid of the three-hour all-employee war show show broadcasting on WCBN and two other programs called "Eagles Nest" and "The Honor 8 Assemblies," WCOL sold $2,176.75 in the Fifth War Loan Drive of Franklin county's entire slate during 14 days.
"I'm sorry I invented the pocket!"

If I had known that some Americans would be using pockets to hold all the extra money they’re making these days I never would have invented them.

Pockets are good places to keep hands warm.

Pockets are good places to hold keys... and loose change for carfare and newspapers.

But pockets are no place for any kind of money except actual expense money these days.

The place—the only place—for money above living expenses is in War Bonds.

Bonds buy bullets for soldiers.

Bonds buy security for your old age.

Bonds buy education for your kids.

Bonds buy things you'll need later—that you can't buy now.

Bonds buy peace of mind—knowing that your money is in the fight.

Reach into the pocket I invented. Take out all that extra cash. Invest it in interest-bearing War Bonds.

You'll make me very happy if you do.

You'll be happy too.

WAR BONDS to Have and to Hold

RADIO DAILY

This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council
NEW YORK — Importance of news during wartime has prompted WQXR to keep its ace woman commentator, Lise Sergio, heard nightly at 7 from Monday through Friday, on the airplanes for the entire summer.

On WMCA’s “Good Health to You,” young participants in discussion of the nation’s food supply tomorrow afternoon at 1:15, will be Market Gardens Farm Shows Director R. Hogg, business agent of the union, and Joan Washa representing Camp Fire Girls.

OHIO

CINCINNATI — Samuel R. White has replaced M. F. Allison, now a Lieutenant (I.G.) in the U. S. Navy, as director of sales promotion at WLW. Sales campaign for SteKil, rodent poison, was started this week on WLW, according to release from manager of specialty sales, Lou Sargent.

PICTURE OF THE WEEK

Beaming Harold Oliver, who boasts of a production record or his own at WOR, New York, received a check of $100 from J. R. Poppele, chief engineer, on the fiftieth anniversary of his employment in the station’s mail room. Oliver claims he has turned out 31,000,000 pieces of mimeographed copy during the past 15 years and handled “millions of letters.”

WASHINGTON

WASHINGTON — Leonard Beardsley has left the announcing staff of KIRO to start in on the new adventure of a free lance for a number of local stations. He is featured three of KSFO’s best in an old favorite program.

WEST VIRGINIA

CHARLESTON — Double celebration — the new title over WCHS occurred this week right after his appointment to the post of production manager of WCHS. He welcomed the arrival of a lively baby girl; giving great importance to the oftentimes quoted question “What’s in a name?”

TER — New secretary at WTAG is to show her newly-acquired knowledge. “78 revolution a minute” for the short form of “78” in a recent letter.

MISSOURI

KANSAS CITY — Latest issue of Midwest News, published by Mutual Radio and Television Schools of this city, was edited by the editor-in-chief Ray L. Moss, from the news staff of WMC, phs, Tenn., and graduate of the University of Missouri’s School of Journalism, class of ’38. New president of this radio institute is Phil Murray, of Baltimore, Md.

TENNESSEE

MEMPHIS — Plagued by seeing announce depart for the services country at the early stages of Bob Albury, manager of WHBC, solved the situation by naming Kyle Thomas, Ike Clinton and Allen Jr., recent medical discharges among periods of service in the armed services.

SOUTH DAKOTA

FORT WORTH — B. N. Pinder, director of services, has become owner of two million dollars, for the Fifth War Bond Drive.

SAN ANTONIO — Latest member to join KMAC announcing staff is Bunker. He will aid also in casting Kay Crews, war in the Signal Branch at Kelly is heard weekly as “Mrs. Kay of the broadcast.”

SAN FRANCISCO — Participating in the short form of “78 revolution a minute” for the short form of “78” in a recent letter.

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UTAH

SALT LAKE CITY — Newly-acquired positions by personnel at KDLX: George Provek, director of sales, has become father of a new baby boy; while Nephi Sorenson and June McGraw, KDLX technicians, are operating their own radio and television repair business.

WISCONSIN

MILWAUKEE — Stopped for once. Four sports authorities on WTMJ’s weekly sports answer and question show, “Quizzin’ the Experts,” failed to complete the answer to the question of “name four different types of shoes used in sports.” Even after prompting from emcee Bob Heiss with the information that the fourth type was constructed of all metal, they didn’t realize that it referred to the “horseshoe.”

BOSTON — The Shell Oil Co. of New England, renewed this week its 16-minute news and sports program, the “Shell Digest,” on WNAC and Yankee stations: it highlights Nelson Churchill, news analyst … WEE will air speech Sunday morning at 9:15 of Dr. Russell Waitt, director of the Veterans’ Administration … WORCESTER — New secretary at WTAG is to show her newly-acquired knowledge. “78 revolution a minute” for the short form of “78” in a recent letter.

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TIMES OK’S WQXR Det! Policy And Personnel

Expressing satisfaction over the quiddity of New York city’s WQXR, with the approval of FCC, a Hays Sulzbach, president of ABC, and WQXR, is new title over WQXR’s OK’s WQXR D.

TEXAS

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Join WAC Budget Battle

Convention Finished; Radio First With News

Chicago—With the reporting of Sen. Harry Truman’s nomination for the presidency, radio on Friday brought to a close its handling of the Democratic National Convention. Network executives and commentators prepared their stations for the presidential contest part of the windup, and commentators prepared their stations for the presidential election part of the month. The Gotham disc jockey released records, bearing the "Dix" label, using Xavier Cugat’s Orchestra.

Mail Order Company Buys Television Time

Sponsorship of a series of television fashion shows on WABD, New York, August 2, 9 and 16 was announced Friday by Aldens Chicago Mail Order House.

First program will introduce "The Story Behind the Catalogue" depicting how the catalogue comes to life. It will be in five scenes. The second program will feature a parade of fur trimmed coats and the third will (Continued on Page 5)

Overseas Listeners

Georgetown, B. G.—ZFY, American armed forces shortwave transmitter here, has notified Dick Gilbert of WNY, the troubadour of platters, that it has inaugurated a series of weekly quarter-hour disc programs accenting his new recordings this month. The Gotham disc jockey released records bearing the "Dix" label, using Xavier Cugat’s Orchestra.

WAC Budget Officers Try To placate Radio

Washington—Alarmed at the stirring in radio circles caused by revelation that no part of the $5,000,000 WAC recruitment advertising fund has been allocated to radio, the War Department (Continued on Page 6)

Broadcasters Coast-To-Coast Rallying To Support NAB On Media Issue; Industry Executives In Protest

Aroused by the War Department’s action in picking newspapers as the exclusive media for the $5,000,000 WAC recruitment budget, broadcasters from coast-to-coast joined forces with NAB during the past weekend in protest. Telegrams were sent to Washington by many broadcasters and NAB took steps to ascertain the reasons which motivated the War Department to limit the first quarter budget allotment to the press media. A survey of radio opinion conducted by RADIO DAILY revealed that the broadcasters were not taking a "dollars and cents" stand but were annoyed by the implications that the press was the preferred media in the WAC campaign. Some broadcasters blamed account executives at Young & Rubicam for the situation and others were of the opinion that the agency would (Continued on Page 6)

Chi. NBC-Blue Staffs To Hear Tele Lectures

Chicago—Series of television lectures have been set for the benefit of the local staff of NBC and Blue Network, the series scheduled to start today. Clarence Hendus, formerly RCA chief instructor here will head (Continued on Page 2)

WAGE Official Arrives in British Capital As Guest

Syracuse—William T. Lane, vice-president and general manager of WAGE, cabled his office Friday that he had arrived safely in London. (Continued on Page 4)

THE WEEK IN RADIO

Repercussions Over WAC Advertising

By CHARLES MAH

INDIGNATION reverberated throughout the radio industry when it was learned that Young & Rubicam, with the approval of Col. J. Noel Macy, in charge of WAC recruitment for the War Department’s bureau of public relations, wasn’t going to alter its plans for the five million dollar WAC advertising budget as it stands now, four of the 12-month budget have been outlined with provision that the money be spent in national advertising alone. The editorial in last Friday’s publication pointed out that the "industry’s unsold, support of all war agency activities, especially recruiting, is (Continued on Page 5)
Coming and Going

The San Francisco Radio Picture Has Changed!

Blue’s KGO is On The Bay Area Buy!

20 Years Ago Today

(July 24, 1924)

Tommy Covon of WJZ, New York's veteran announcer, began his radio career in 1920... Winner of the first radio popularity poll has been announced. He is George Hey of station WSM, Nashville, known to his fans as the "Solemn Old Judge"... The only man in a studio during the broadcast who is paid for his services is the announcer.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue’s KGO is On The Bay Area Buy!

WGN Announces Contest For Studio Theater Plan

Chicago—Announcement has been made by WGN, Mutual’s Chicago station, of its $10,000 cash contest for the design of a studio theater for post-war construction. The contest is open to everyone except WGN employees, the Chicago "Tribune" and their family members. All entrants must register their intention to compete, but don't have to submit plans, by Wednesday afternoon, November 1. WGN has prepared booklet of rules and explanations of the contest and particularly has cautioned all contestants that every type of radio broadcasting presentation, which includes present AM and FM programs as well as tele shows, will be staged in the new studio theater. Judges will include Colonel Robert E. McCormick, editor and publisher of the Chicago "Tribune"; Frank P. Schreiber, manager of WGN; and Henry Weber, director of music for WGN. John W. Park, the newspaper's production manager, and a licensed architect, will act as professional adviser.

Chicago NBC-Blue Staffs To Hear Tele Lectures

(Continued from Page 1)

the "Housewives Protective League". The intervening 15-minute period in the afternoon is filled by news commentator Walter Kleneman broadcasting for the Sweets Company of America. Launched 10 years ago by the veteran WJZ program expanded from Chicago to the Pacific Coast, where Drake has been handling it from Los Angeles. On his arrival in New York, Drake will organize the "Housewives Protective League."
RADIO DAILY

NOMINATING OF VICE-PRESIDENT CLOSES CONVENTION BROADCAST

(Continued from Page 1)

publie, figuratively glued to its radio, depended on this medium for its first news of the vital proceedings.

Picking Up FDR

How President Roosevelt was picked up at a U. S. Naval base so that his acceptance speech could be heard both by the audience and by the attenders at the Democratic National Convention, was revealed Friday as having been a closely kept secret. Clyde Hunt, chief engineer of CBS, Washington staff and Carlson Smith, NBC executive in the Capital were called to the White House and were told of the proposed trip by FDR. They were requested to communicate details to their news chiefs, Paul White of CBS and William Brooks of NBC.

These four joined with Leon Reimach, radio correspondent, and the Democratic National Committee in working out details. Dick Whiteman, CBS Washington technician, was assigned news and special events facilities and pick-up from the origin point. Special wire facilities were provided from the point to WBMB master control in Chicago and in turn to sub-master at the Chicago Stadium. All emergencies were provided for and the cue-line methods referred to the origin point as Shangi-La.

Quincy Howe Scores

Quincy Howe was credited with a "beat" Thursday afternoon when he revealed the Democratic Party platform plank on foreign policy three hours before its release in Chicago. Howe was heard on Bob Trout's 2:30 p.m. news show and gave the plank word for word. Source was carefully guarded by Howe.

Other CBS fast ones included Roosevelt's letter on Wallace, and an on-the-scene report of Wallace's press confab.

Farley on Mutual

James A. Farley at the Mutual booth was supposed to be interviewed by Upton Close, but the demonstration for Wallace began and Farley proceeded for the affiliate's counter-proposal at 4:15 p.m. News and special events facilities and pick-up from the origin point were provided for the Mutual crew.

Web's Cover Reviewed

With explicit orders to take over the network, any time and as long as necessary to bring to its listeners the best possible coverage of the Democratic National Convention, the network's engineering staff of the NBC under the supervision of William F. Brooks, NBC director of news and technical, assigned the assignment Friday after providing numerous exclusive pickups and unusual features broadcasts, in addition to the routine handling of convention activities.

A day by day recapitulation of the NBC's coverage of the convention up to 9:00 p.m. Friday night follows (all times, Eastern)

Saturday, July 15, 10:30 p.m.

Richard Harkness, Washington commentator, in a special program to radio listeners at the crucial moment, interviewed nine different city, convention and Democratic Party officials, including Mayor Edward J. Kelly of Chicago.

Monday, July 17, 10:30 p.m.

Senator Claude Pepper of Florida, Democrat to walk out if both groups of delegates were seated with each man entitled to half a vote. Bea ty was in the Stadium basement room where the delegates met and was on the air seconds after the agreement was made.

Extensive WBMB's Coverage

WBMB, the CBS outlet here augmented the coast-to-coast average of the Democratic National Convention by the network with an extensive series of local broadcasts starting three days before the convention.

In all the station presented 15-quarter-hour programs locally from Sunday July 16 through Wednesday July 19. The length of the staking sessions on Thursday and Friday eliminated all local broadcasts except Robert Hurleigh's summaries. Otherwise the station's coverage was consistent and included the preliminary program with a briefing of the outlet's plans of coverage. Participating in this was William Ednor, director of special events; Jack Burnett, his assistant; James Cruisen berry, news editor; Robert Hurleigh, news analyst; Ed Horrigan, news writer; William Fligel, assistant to chief engineer and George Case, assistant program director.

The station on the air had a wide series of pickups from the Stevens Hotel and convention floor as the meet got under way. Numerous comments and conversations were heard, as well as various political people.

WEED AND COMPANY

For Advertisements:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

WEBY

MINUTE STATION
DESPITE the upheaval of war, there's a prevailing musical balance in this country that bodes well for the future of American music. That is the conclusion of Edgar "Cookie" Fairfield, noted musical director on the Ginny Simms program. After visiting scores of army camps with Ginny, "Cookie" reports that the men and women in uniform everywhere showed equal enthusiasm for Beethoven and boogie-woogie, Rachmaninoff and hot rhythm.

Three additions to the Don Lee Broadcasting System staff were announced this week by Tony LaFranco, program director. Ama Sioux Scarberry, radio writer and author of several syndicated serials, was appointed as staff writer. With other assignments, she will handle "Radio Tour," Don Lee's program which features news about the day's broadcasts Monday through Friday. Ed Chandler, formerly with KG in San Francisco, and Burley Smith, formerly with a Los Angeles radio station, were named as Don Lee staff announcers.

Dinah Shore will present an entirely new program format when her Tuesday night broadcast switches to NBC in October. Dinah will not only sing and emcee the show but will be cast in a continuing acting role, which will be based on a famous book and which was also a top-notch Motion Picture Picture. Dinah's character, "Oogie Pringle," is a former newspaper man, a writer and author, a former newspaper man, a writer and author, a former newspaper man, a writer and author.

Memos of an Innocent Bystander...!

- Look for a change in the radio scene to take place September 15, said change being the removal of Eddie Gardner's "Duffy's Tavern" program from the Blue Network to the Friday at 8:00 p.m. slot on NBC.
- When Joan Davis returns to the Seastelle NBC commercial August 31, she'll be heard as a glamour gal...
- Frank Morgan will be "head man" when "Maxwell House Coffee Time" resumes August 31 via NBC...Baby (Fanny Brice) Snooks will not be included in the cast but she'll be heard on a program of her own that is now being prepared.
- "The Aldrich Family," will take its trials, tribulations and general round-trip shenanigans to CBS starting September 1...
- Now that "Blondie" is "selling" Colgate-Palmolive-Perf products, Camel Cigglies are in the market for another comedy-variety show...incidentally after completing a 13-week series on the Blue Network, "Blondie" will return to CBS...With Groucho Marx off the CBS show, "Blue Ribbon Town," Kenny Baker takes over the program until January first when radio's newest comic, Danny Kaye will succeed him...
- B B D & O have set "This Is My Best," starring Raymond Massey as the Morton Gould - Alec Templeton "Crests Blancapades" show...first program is CBS slated to bow in September 3.

- A new half-hour package, titled, "Melody, U. S. A." scripted by Arthur Henley and Irving Landau, is being peddled by Columbia. The idea is novel and presents in a musical setting, the history of American cities and communities...Ken Lyons rates a nod for a fine scripting job he's turning in on the "Boston Blackie" series which stars Chester Morris, sponsored by Lever Bros.
- Columnist Richard Kenny, whose pillar titled, "What's New Behind the Headlines" is featured in the New York Mirror, will present a series of television programs via WMBT...
- The new editor of Orchestra World, Nora Weaver, learned the newspaper business out of St. Louis way...she's easy on the eyes which accounts for so many praise agents delivering their copy "in person."
- Terry La Franci, Mexican Tenor, will be MBScreen-tested tomorrow night on the M-G-M-sponsored show...incidentally, Bob Monroe, one of the writer-producers of the series, is a former auto racer.
- Dick Brown, Jimmy Rich's newest protege, whose MBSunday songfests for Formfit is but two weeks old, is already a strong contender in the "Bobby Socks Sweepstakes."
- Isn't Cyril Armbuster slated to direct that new five-day a week commercial, which will be based on a famous book and which was also a top-notch Motion Picture Picture?...
- The Milton Berle-Blue Network program, "Let Yourself Go," sponsored by Eversharp, has taken a decided spurt since it eliminated the audience-participation.

Tubes For Civilian Use Show Production Increase

(Continued from Page 1) between 35 and 40 per cent of the increased production is expected to be shipped in July, August and September.

JOHN TILLMAN
CBS Announcer
Now serving in the Army of the United States
Mail Order Company Buys Television Time

(Continued from Page 1) show for Bromo Seltzer, are heard Monday 8-8:30 p.m., EWT and cover service bases and defense plants. Ruthrauff & Ryan is the agency.

Lattimer Honored

Chester W. Lattimer, vice-president and chief engineer of RCA Communications, Inc., on Friday was awarded the United States Army Signal Corps Certificate of Appreciation for "excellent cooperation and patriotic service."

IT ALL ADDS UP...TO 3!

Here's a simple—and completely dependable formula for placing your spot announcements in Hartford. Get WDRC's winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!
Limiting of WAC Budget to Papers Brings Widespread Industry Protest

(Continued from Page 1)

WAC Budget Office Try to Platice Ra

(Continued from Page 1)

Monday, July 24.

RADIO DAILY

take steps to increase radio in the campaign in subsequent media allotments.

Agency Comments

Officials of the National Public Broadcast were reported closeted in conference in New York last Friday as a sequel to the developments. John F. Reidy, vice-president and manager of contact of the agency, issued the following statement:

"At the present time we are open to suggestions from broadcasters as to how this WAC campaign should be conducted. We are not in favor of the so-called allotment to the press as an affront to newspapers exclusively. However, in fairness to the War Department's bureau of public relations, we believe radio eventually, however, should continue to broadcast all important Government announcements because we feel it is the honest, intelligent and patriotic thing to do."

Alfent to Radio

RALPH N. WEIL, general manager of WOV, New York, declared:

"Present status of the War Department's WAC advertising budget allotment is fascinating, as the War Department has given so freely of its time and money for all Government efforts that it is often mistakenly looked upon as a free agency."

Broadcasters Opinion

Opinions of the broadcasters gathered by Radio Daily follow:

DON E. GILMAN, vice-president, Blue Network in charge of the Western division, said:

"Any appropriated fund, which overlooks radio, is definite discrimination, because radio has already been acknowledged to have done the outstanding job in recruiting. Radio has given so freely of its time and money for all Government efforts that it is often mistakenly looked upon as a free agency."

PAUL W. MORENCY, NAB leader and general manager of WTCI, Hartford, Conn., declared:

"The radio industry has made a magnificent record in support of the war effort and in the promotion of all war government and public service organizations. This service has been done gratis and at this late date I would hate to see the industry reverse the position taken by the National Association of Broadcasters Board immediately after Pearl Harbor and since affirmed. The only question here is one of discrimination to which I do not attach too much importance. The successful record of radio broadcast advertising is too well documented to have this campaign used successfully as a base argument. I would prefer to have the radio industry reserve its sales effort for private industry and support the necessary government war projects without payment."

H. C. WILDER, president of WYSR, Syracuse, N. Y., said:

"Our stations support fully position of NAB on WAC recruiting drive. We regret issue thus drawn. Naturally our stations will not broadcast for anybody who does not like our facilities. Believe far-reaching consequences may result from not dividing this budget. Radio would meet this increase its support of the war effort."

L. B. WILSON, president of WCKY, Cincinnati, declared:

"War Department allocation $5,000,000 WAC recruitment budget to newspapers exclusively is in my opinion a mistake, unfair and unjust.

Craig's Viewpoint

EDWIN W. CRAIG, general manager of WSM, Nashville, said:

"Considered only from the Army allotment point of view there has been a serious discrimination against the medium which has given and performed magnificently for the Army. From radio's point of view and future interests, however, I believe it would be unwise for radio to accept payments for such services."

HERMAN M. STEIN, treasurer of WMCA, New York, asserts:

"We wholeheartedly agree with your views on the radio situation. We honestly feel that the radio industry as a whole reflects WMCA's all-out effort in promoting Army and Navy recruitment. Certainly there can be no disagreement that the service record of our stations has been at the very least comparable with that of other commercial media. The government has found radio an effective means of reaching the public for the purpose of interesting women in the WAC campaign. Now that it is proposed to create an advertising budget in order to promote these enlistments, surely radio cannot be left out if what is sought is the widest possible coverage, and continues to be the largest number of people."

Press Owned Station View

LES RYDER, station and commercial manager of WCED, Du Bois, Pa., said:

"We are a newspaper owned station and of course do not begrudge the press getting any amount of publicity. However, in fairness to the service rendered and the effectiveness of the radio media we feel that radio is entitled to a share of the WAC budget."

"Medieval Thinking"

WALTER DUNCAN, vice-president of WENY, New York, charged:

"It is medieval thinking on the part of those who ruled the $5,000,000 WAC recruitment budget should be used for quarter-page newspaper ads and that radio, a powerful educational medium reaching into every socio-cultural stratum, should be denied similar treatment.

But since this is a total war for freedom, we do not expect our efforts in behalf of the war agencies of the government. Regardless of the WAC budget for newspaper advertising, we shall continue to broadcast all important Government announcements because we feel it is the honest, intelligent and patriotic thing to do."

Comparison Sought

JOHN J. GILLIN, president and general manager of WOW, Omaha, said:

"It will be interesting to see the results of the exclusive $5,000,000 WAC recruitment newspaper campaign and compare them with the results of former WAC recruiting campaigns by radio on a 'for free' basis."

THELMA KIRCHNER, manager of KGJ, Los Angeles, said:

"I am strongly of opinion that if radio stations are required to donate free time to drives, that newspapers should be expected to give free space. We do not expect to dimmit our efforts in behalf of the war."

New "Chick Carter" Series Starts on Wednesday

A new sequence serial begins on "Chick Carter, a popular five-day-a-week this Wednesday night at 5, July 30, over the Mutual Network. Based on authentic case histories of real American youth, the series will star Leon Janney, present Chick Carter, and Jean McCoy, "Winged Victory" fame, supported by Florence Halop, Elsa May Gordon, Art Kohl and Mary Michels. Produced under supervision of Charles Michelson, it will be directed by Fritz Blocki.

Dramatic Series Set For Mutual, July 31

"Real Stories from Real Life" is Mutual's new dramatic series offered with the cooperation of Real Story magazine, a member of the Hillman Women's group, getting under way from WOR, July 31, Monday through Friday. The series will add to those already presented by Mary Rollins, executive editor of the magazine, show will have narrator as central figure with story-tells for the series for the airlines and Joe F.
RADIO DAILY'S

SHOWS OF TOMORROW

EDITION WILL BE READY

WEDNESDAY, JULY 26th
NEW YORK—WNYN’s listeners can hear the controversial disc “Don't Change Horses” nightly at 11:45, played by the Great Scott on his platter show. Young, attractive Marie de Wolfe, great niece of Elie de Wolfe (the Lady Mondi), is following in her noted aunt’s theatrical footsteps—having debuted recently over NBC network in the dramatic serial, “When a Girl Marries.”

James V. Bennett, national penal authority and director of the U. S. Bureau of Prisons, will discuss “Prisons in Wartime” tomorrow evening at 1:15 with Richard Eaton, WMCA’s Washington commentator. Beginning tonight, WNEW will broadcast the music of Gordon Andrews and his orchestra from the Club 18 every Monday, Wednesday, Friday and Saturday.

CALIFORNIA—HOLLYWOOD—Hoagy Carmichael, composer of classics turned into Tin Pan Alleys and Bob Will have his new program, tentatively titled “Stardust Review” begin a 13-week run on Don Lee network, Sunday, July 30, at 9 p.m. PWT. As co-host and pace setter for the chatter will be Harry Evans, local columnist and magazine editor. Fosse, Cone and Belding is the agency handling the series, with Table Products Co. sponsor, advertising Nu Mode among.

TORONTO—New feature on CJBC will be announced later.

SAN ANTONIO—Corwin Biddell, for the last 14 years chief news editor of WOAI, resigned his post to become affiliated with ABC as newscaster. He is still at his usual spot of 10 p.m. for local Brewing Association. Newest of the local ASC’s radio groups is over KTSA, the “Air Theater of Opera.” A Saturday night 15-minute show that replaces “Flying Times of the Air.”

SALT LAKE CITY—Complete turnover of KUTA’s program department has brought following changes: Frank McIntyre, production manager; Dick Hanson, program producer-director; Bill Agee, former Los Angeles announcer, news producer-director; Vern Louden, ex-San Francisco radio news, assistant production manager; Jim Lawrence, former program director of KOVO, Provo, U., sports-special events director; Herman Wilson, formerly of KTLK, Denver, Colo., afternoon news editor; Dick Eskelson, of KTLF, Twin Falls, Idaho, announcer; Kenneth Clarke full-time announcer.

OMAHA—Alley hits, heard every Monday at 9 p.m. EDT.

CINCINNATI—Ten nine-months-old, 17-year-old girl, stationed at Lovell General Hospital, Fort Deven. He brought the servicemen up-to-date on sports and popular songs and made them smile.

FOOTE, CONE AND BELDING IS THE AGENCY

NEW YORK—New York Yankee pitcher, recently greeted a contingent of wounded soldiers resting at the Lovell General Hospital, Fort Deven. He brought the servicemen up-to-date on sports and popular songs and made them smile.

TENNESSEE—MEMPHIS—Eugene Pournelle, general sales manager of WHBQ for 12 years, learned at an unfortunate time about the real shortage of gasoline and doctors recently when he could obtain neither for his boy stricken with appendicitis at their farm 25 miles from here. Finally, his son was taken to local St. Joseph’s Hospital, and is recovering from an appendectomy performed by Dr. Schuler daily between farm and WHBQ...A local sales manager, Bob Stearns, just returned to WHBQ following a similar operation.

NEW YORK—Buffalo—Nineteen members of the cast of Something to Sing About, a five-act show heard over WOR radio, Friday, July 21 for the mid-Western city of Cleveland. To commemorate the 10th anniversary of the founding of the Brewing Corp. of America and the birthday of its president, James Bohannan. Indulging in the joyous affairs were Jan Martel, David Chekhter, Foster Brooks, the Four Chord and the orchestra.

SOUTH CAROLINA—ASHVILLE—Charlie Newcomb, staff announcer and known as “Farmer Charlie” on the Western N. C. Farm Hour for the last four years at WWNC, will leave tomorrow to assume management of a farm near this city. Also Robert El and Spence, his son.

UTAH—WELCOMED TO KGVO recently were John Lindsay in the commercial department and Arthur Scott formerly of WATA, Baton, La. He will assume most of KGVO’s “Famous Hoosier Hop,” and welcome newcomers to KGVO’s engineering staff are Stanley Olson and Dick Hanson.

BOSTON—WGBR plans exclusive coverage of the Johnny Cake contest at the annual State Fair, to be broadcast over WZAN.

MISSOURI—ST. LOUIS—KMOX will broadcast complete results of first, second, and third regular events on Monday, July 24.

NEW YORK—BUDDO—Nine nineteen members of the cast of Something to Sing About, a five-act show heard over WOR radio, Friday, July 21 for the mid-Western city of Cleveland. To commemorate the 10th anniversary of the founding of the Brewing Corp. of America and the birthday of its president, James Bohannan. Indulging in the joyous affairs were Jan Martel, David Chekhter, Foster Brooks, the Four Chord and the orchestra.

BOSTON—WBZ sportscaster Irving (Bump) Hadley, former New York Yankee pitcher, recently greeted a contingent of wounded soldiers resting at the Lovell General Hospital, Fort Deven. He brought the servicemen up-to-date on sports and popular songs and made them smile.

MASSACHUSETTS—FORT WAYNE—New instrumental group, the Four Chords, will return on WNAC and rest at the Lovell General Hospital, Fort Deven. He brought the servicemen up-to-date on sports and popular songs and made them smile.

BOSTON—WBZ sportscaster Irving (Bump) Hadley, former New York Yankee pitcher, recently greeted a contingent of wounded soldiers resting at the Lovell General Hospital, Fort Deven. He brought the servicemen up-to-date on sports and popular songs and made them smile.
May Revise WAC Budget

Prexy Returns From Overseas Post

Sam S. Paley, president of the NBC Broadcasting System, now in Chief of Radio, Psychological Warfare Division, SHAPE, arrived on a military plane from England on Monday night. "What happened to the NBC Press Wire contact and baseball games," he said. "I had thought that NBC was willing to give NBC as many runs as possible."

Earl Sanderford, Manager of Coast Disk Studios, said, "It is possible that NBC was willing to give NBC as many runs as possible."

Radio Names Featured In New RKO Movie Crop

Radio names are to be starred in the new RKO movie crop, including Katherine Clark, WCAU newscaster, who has been wondering for the past several weeks where her father, Major General Sanderford Jarman, was stationed. To her amazement, while scanning the newspaper ticker recently, she read: "Major General Sanderford Jarman, who headed army forces on the Solomons, has been named governor-general."

New Education Series By NBC Air-University

Washington Bureau, RADIO DAILY
Washington—Eight half-hour broadcasts on critical issues in American education will be presented under the title "Pursuit of Learning" on the NBC university of the air beginning August 13. John W. Studebaker, U. S. Commissioner of Education, has announced. The series, Sunday afternoons, is sponsored jointly by the Office of Education, Federal Security (Continued on Page 6)

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Music Trades Groups Meeting In Chicago

Chicago—The annual meeting of the Music Trades Association which began its three-day conclave yesterday, is being attended by hundreds of delegates and members. One of the purposes of this aggregation is to discuss post-war prospects in music and radio (Continued on Page 3)

McNeill And Sullivan To Appear On "Vox Pop"

Don McNeill, emcee of the Blue Network "Breakfast Club" show, and Ed Sullivan, Broadway columnist, have been signed as co-interviewers (Continued on Page 2)

"We The People' To Fete Coast Guard On Birthday

The 154th birthday of the U. S. Coast Guard, the oldest armed service in the nation, will be observed by "We, the People" in its broadcast (Continued on Page 3)

5th "Shows Of Tomorrow" Issue Off Press Wednesday

Artist Biddle To Sketch On Television Show

George Biddle, brother of the U. S. Attorney General, and veteran of both World Wars, will appear on CBS Television program, "We Were There," Friday, July 28, when he will (Continued on Page 2)

Over 600 new shows are listed in RADIO DAILY's fifth annual "Shows of Tomorrow" issue which comes off the press tomorrow as a supplement to the regular edition of this paper. The listing of new shows embraces many categories including "Dramatic Programs," "Comedy," "Feminine Angle," "Hollywood," and "Musical Quiz." (Continued on Page 5)

"Wilson" Spots

Twentieth Century Fox, for its August 1 release of the picture "Wilson," has set one of the greatest spot campaigns in its history, both for the premiere at the Roxy Theater, New York and other key cities. For New York area, 12 Metro station announcements will have put forth an average of 133 spots daily for 30 days. Spot announcements will reach total of 3,990.

Wired 594,292 ears are within the primary range of your WLAW daytime sales message! Advt.

WLAW's full-time dominant signal at 680 kc is powered by 5000 watts! Advt.

BULLETIN

Katherine Clark, WCAU newscaster in Philadelphia, had been wondering for the past several weeks where her father, Major Gen. Sanderford Jarman, was stationed. To her amazement, while scanning the newspaper ticker recently, she read: "Major Gen. Sanderford Jarman, who headed army forces on the Solomons, has been named governor-general."

WASHINGTON, D. C.—Tele Program Recorded High Rating

Washington Bureau, RADIO DAILY
Washington—Recent WAC television broadcast over WRGB, Schenectady, receives second highest "Paley Approval" rating in the history of the station, Robert Scherer, television program manager, has announced, according to the department.

The program, televised April 30, received an approval rating of 2.87 out of possible 3.00, that mark was (Continued on Page 5)

Sanderford, of RCA Communications, Inc., succeeded the late William A. Winterbottom who served as vice-president and general manager of RCA since formation of the company, which was announced yesterday by Lieut. Gen. J. G. Harbord, chairman of the (Continued on Page 5)


Lieut. Col. Thompson H. Mitchell has been appointed general manager of RCA Communications, Inc. succeeding the late William A. Winterbottom who served as vice-president and general manager of RCA since formation of the company, which was announced yesterday by Lieut. Gen. J. G. Harbord, chairman of the (Continued on Page 5)

Television To Improve Jobs And Living Standards

Camden, N. J.—Television and its post-war effect upon occupations and the standard of living was taken into account in a recent talk by Walter L. Lawrence, a field engineer of the RCA Service Company, at the Camden Lions Club.

Apart from its technical novelty, its entertainment value, and its function as "We The People' To Fete Coast Guard On Birthday

The 154th birthday of the U. S. Coast Guard, the oldest armed service in the nation, will be observed by "We, the People" in its broadcast (Continued on Page 3)

Where Is It?

Lixelwood Broidon, NBC trade man and statistician for golf tournaments and baseball games, flown back special from Chicago to handle the NBC Press Trade Department, has been wondering for the past several weeks where his father, Major Gen. Sanderford Jarman, was stationed. To her amazement, while scanning the newspaper ticker recently, she read: "Major Gen. Sanderford Jarman, who headed army forces on the Solomons, has been named governor-general."

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Starting with the new act of March 3, 1879.

Terms (Post free)

Published daily

MARVIN KIRSCH

JOHN W. ALICOATE

Terms (Post free)

Published daily

MARVIN KIRSCH

JOHN W. ALICOATE

WANTED

A 20-year-old, 5-foot 8-inch, blond boy, by the name of Ben Ludy, last seen on 65th Street Monday night.

The Voice of Kansas

WIBW

TOPEKA

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Station WDAS, the low-cost, big-result station in our town.

W. I. T. H.

IN BALTIMORE

REPRESENTED BY HEADLEY-RUSSELL

RADIO DAILY

June 25, 1924

FINANCIAL

(Monday, July 24)

NEW YORK STOCK EXCHANGE

Net

High Low Close Change

Am. Tel. & Tel. 160 1/2 160 1/4 160 1/4 1/8 up

CBS 150 1/4 150 1/4 150 3/4 3/4 up

Crosley Corp. 40 1/2 40 1/4 40 1/2 5/8 up

Farernorth T & R 12 1/2 12 1/2 12 1/4 1/8 down

en. Electric 38 3/4 38 3/4 38 1/4 1/4 down

Philco 36 34 34

RCA Common 10 1/4 10 1/4 10 1/8 1/8 down

RCA First Plt. 15 1/2 15 1/2 15 3/4 1/8 up

Sterling-Westinghouse 15 1/8 14 3/4 15 3/4 1/8 up

Westinghouse 100 1/2 100 1/2 100 1/4 1/8 down

Zenith Radio

-6%

OVER THE COUNTER

OAKLAND 4545.

TO ASSURE INTENSIVE COVERAGE, ASK PHILADELPHIA'S OUTSTANDING STATION WDAS, THE LOW-COST, BIG-RESULT STATION IN OUR TOWN.

W. I. T. H.

IN BALTIMORE

REPRESENTED BY HEADLEY-RUSSELL

Tuesday, July 25, 1924

COMING AND GOING

EDGAR KOBAY, executive vice-president of the Blue Network, has returned from a vacation spent at Pine Orchard, Conn.

SHEL CHARTOG, director of press information, public events and education for WBBM, CBS-owned station in Chicago, is visiting briefly in New York.

ELEANOR CONNELLEY, George P. Hellington Company's telephone voice-with-a-smile, who has just spent two ethereal weeks communing with the murmuring pine and the hemlock deep in the Maine Woods, has resumed her more mundane activities at the Lexington Avenue switchboard.

A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C., and ROYAL PENNY, sales manager, have returned to the station following a business trip to Atlanta, Ga.

ROBERT J. SMITH, chief of the radio section, War Finance Division of the Treasury Department, in Washington over the week-end, is expected in New York tomorrow. He's moving on Aug. 1 to his new quarters at 509 Madison.

TED HUSING and JIMMY DOLAN, CBS sports reporters, are back at network headquarters after having broadcast the Garden State Races at Monmouth Park.

Artist Biddle To Sketch On Television Show

(Continued from Page 1)

Redraw some of the sketches he made under fire at the front and exhibit others as head of the War Department Art Unit in North Africa. His appearance, from 9:15 to 9:30 p.m., EWT, is part of the regular Friday night two-hour live talent show, F to 10 p.m., at WCBW, New York, television station of the Columbia Broadcasting System.

Radio Names Featured In New RKO Movie Crop

(Continued from Page 1)

With Parkes Johnson during August.

McNeill And Sullivan To Appear On "Vox Pop"

(Continued from Page 1)

Parke Johnson during August when Warren Hull expires for a month's vacation. McNeill will work the August 7 show and Sullivan will be heard on two programs, August 14th and 21st.

Mark N. Smith

Kansas City—Mark N. Smith, director of national selling for KMBC and one of radio's early pioneers in the field of research, died July 16 in his home in this city at the age of 64. Mr. Smith had been associated with Arthur B. Church, owner and president of KMBC, for 13 years. He is survived by his wife, Mrs. Helen Smith, and a 20-year-old son, Rex, who is an apprentice seaman USNR in V-12 training.

Reach

92.3%
AGENCY NEWSCAST

LESTER HARRIS ASSOCIATES have named Gladys Steiner director of publicity. Miss Steiner formerly was connected with Ivan Black Associates.

TRIANGLE PUBLICATIONS, which is issuing the new magazine, "Seventeen," will use spot radio, among other media, in the forthcoming promotion campaign directed to the youthful prospective readers of the new organ.

CINCINNATI OFFICES of Roy S. Durstine, Inc., will be moved from the Enquirer Building to the Carew Tower the end of this month.

JACKSON TAYLOR, vice-president of McCann-Erickson, Inc., has been appointed manager of the agency's Minneapolis office. Taylor, a director of the company, has been with the agency for 18 years.

Gunzendorfer Manager Of Coast Disk Studios

(Directed from Page 1)

Gunzendorfer comes to his new position with considerable experience in radio, both in production and management. For the past six years he has been general manager of KSBO at Santa Rosa. Prior to that time he was for seven years in production and artist management with the Don Lee Broadcasting System in this city. Gunzendorfer's background includes theater experience and two years as chairman of the Sales Managers Division of the NAB's 15th District.

Music Trades Groups Meeting In Chicago

(Directed from Page 1)

Stromberg-Carlson, for operation in Columbus, O., and the third from WSBM, Indianapolis.

MAINE CHANCE for SPONSOR!

BECAUSE Richard Hallet is an authority on Maine folklore and an accomplished storyteller. . .

BECAUSE he has had some of the most amazing adventures ever heard on land or sea. . .

BECAUSE he is a well-known author, columnist, speaker, and raconteur and handles every subject—whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia—a trip in a Jap fishing boat—writing such books as THE LADY AFT and THE ROLLING WORLD) in a manner unique, virile, and absorbing! There are thousands of people in WGAN's listening area who can hardly wait till Wednesday nights at 7:45 to hear MAINE TIDE RIPS (which is to say that Richard Hallet's program is really something and has been so for a year and a half!).

LISTENERS in 14 Maine Counties, and 1 in New Hampshire are ardent followers of MAINE TIDE RIPS, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If you're interested, write today!

STATION WGRN

PORTLAND

MAINE

5000 Watts

560 Kilocycles

CBS Member Station National Representative: PAUL H. RAYMER CO.
Chronicle Of A Tight Ball-Game! !!

- - At the moment it behoves us to paraphrase a bit.
- - There is No Joy At NBC Press, In Room 400, No Sun Doth Shine; For Saturday They Humbly Bowed To A Doughty Trade-Press Nine.

Waging an uphill battle in the final innings at the Yankee Stadium, members of radio trade press scored a decisive 15-14 victory over third-rate imitation of the Dodgers trying to get out of its basement standing put up by NBC Press plus a few rangers from other departments... at one time the flock artillery was five runs ahead, but this was due to errors on the part of the trade-press infield, and not the slugging or strategy of the NBC Turtoises. It appears that the typewriter-pounders were surrounded and demoralized at times by a few ringers parachuted into the Stadium by one Herman Pincus, professionally known as Pinky Herman, these "paratroopers" who play every Sunday as the Yonkers Yokes, are captured by Pinky and he feared, since he was to pitch, that no catcher among the newspapermen would want to risk his delicate fingers in seeking to stop and hold his Nepperhan spitballs... the catcher soon developed into five more tellers and these had the peculiar habit of running in front of the third baseman every time he fielded a ball and wanted to throw to first.

- - - Apart from that Pinky coached from all angles walked all over the diamond when the other team was at bat, talked his own batters out of hits and otherwise made himself useful; both sides had indescribable decisions, but the trade press easily got the worst of this... even the renowned Louis Katz, who once heard of the Baltimore Orioles, called brutal strikes on balls that rolled up to the plate... this double-crosser was wearing a coat indicating he was a CBS page (but not actually employed there), and the trade press was entitled to expect a break from him at least... but no, he became over-awed at trodding the field of Babe Ruth and Lou Gehrig, and forgot to notice anybody, much less the audience. The game proceeded at a fast pace and the trade press pulled itself out of a desperate hole, even to the extent of a double-play (outfield), and not even the over-zalous infiltrations of NBC batteries could halt the surging tide of defeat... both sides agreed however that there were plays that outdid even the professional. Milt Livingstone of M. P. Daily threw his hands up in self-defense and it dropped "right in back of him. At any rate, NBC dropped the game.

To A Doughty Trade-Press Nine.
In Room 400, No Sun Doth Shine; There Is No Joy At NBC Press,

FM... MEANS FREQUENCY MODULATION TO MANY OF US, BUT, TO THOSE WHO SEEK QUALITY PERSONNEL TO THAT MUST MEET BLUE PRINT SPECIFICATIONS, IT MEANS--
FRANK MCGRANN Radio Specialist
POSITION SECURING BUREAU, INC.
331 Madison Ave., New York, N.Y., 2-6594

Remember Pearl Harbor
National War Fund (NWF) Appeal Seeks Radio Support In New Drive

National War Fund's 1944 appeal, which will raise money during the Oct. 1 to Nov. 1 period, will result in considerable allocation of copy to radio according to plans of the War Advertising Council which has prepared a campaign guide in cooperation with the OWI. Guide was prepared by public relations committee headed by D'Arcy Brophy of Kenyon & Eckhardt, Inc. Advertising support is suggested for the early Autumn.

Guide, which gives full information about the National War Fund and the 19 war-related agencies it serves, explains that this year's drive for funds is more urgent than ever before because of more men overseas, the pressing need of our Allies, and the war-time problems existing on the home front. Guide also stresses the need for radio, outdoor, direct mail, newspapers and other forms of advertising. A portfolio of local advertising material is also being distributed to 10,000 community chest organizations throughout the country.

Wide Support Included

National War Fund provides financial support for all of the war related programs under USO, YMCA, National Catholic Community Service, Salvation Army, YWCA, Jewish Welfare Board and National Travelers Aid Associations. Also United Service Organizations, Salvation Army, War Prisoners' Aid, United Nations Relief (15 countries via organization), Red Cross, United Nations Relief such as U.S. Committee for the Care of European Children.
New Education Series By NBC Air-University

(Continued from Page 1)

Agency; the National Education Association, the American Vocational Association, and NBC.

Noted education leaders and prominent educators will share their experience to exchange opinions on problems of education most important in the immediate post-war period.

The following subjects have been scheduled: "What Can We Learn from GI Education," August 12; "Education for American Citizenship," August 27; "Education for World Understanding," September 3; "How Shall We Assure Equal Opportunity to Education?" September 10; "How Can We Reduce Illiteracy?" September 17.

Gen. Weigel Listed

Maj. Gen. Walter L. Weible, director of the Multifirm Training Service, and Vice-Admiral Randall Jacobs, chief of the Bureau of Personnel, Navy Department, will, in their respective capacities, describe military training innovations that may be used for improvement of civilian education.

Don E. Gilman Approves

William D. Boutwell, said.

The annual report of the Farnsworth Television and Radio Corporation for the fiscal year ending April 30, 1944 revealed a gross income from sales, royalties and license fees of $39,608,797 which represented the firm's largest gross. For the preceding 12 months, the amount was $25,383,301. After deduction of $125,000 for a reserve for post-war rehabilitation and war production contingencies, profits left for surplus were $1,012,112, compared with that of $844,004 in the preceding fiscal year.

Don E. Gilman Approves

Blue Theater Remodeling

Los Angeles—Don E. Gilman, vice-president of the Blue, in charge of the Western division, announced that WPB has given approval for immediate remodelling of the Hollywood Playhouse, which will be the new home of the Blue, which was purchased by the Blue. Cost of remodeling will be $50,000. Gilman also announced appointment of Roy McGee as manager of KFI-KECA, as KECA's new program manager.

said, "It an emergency phase of the campaign. When the funds were set aside, the agency immediately came down and said they had several proposals, one of which is in process of being accepted to meet deadline requirements.

Recently published magazine and newspaper commitments and purchase of billboard space.

"Thus far there has been no recommendation for purchase of radio time, but remember that the entire plan for the first four months has not yet been presented."

Here radio asked whether the program phase now approved entails use of one-third of the $5,000,000 appropriated. The official replied, "No, the amount involved, although he doubted that it went as high as one-third.

See Radio Inclusion Possible

He was asked next whether, if Young & Rubicam does not recommend buying radio time, the War Department would itself propose the plan. The reply was that the War Department will not. "The War Department will not go beyond the recommendation on any professional matter," he said. He added that Young & Rubicam is an agency which buys much radio time, and he personally sees no reason to believe it will not include radio in its plans.

Reminded that $2,000,000 has already been spent on the program, with nothing going to radio, he replied, "Well, yes, they did do that," and had no further reply. He added that officials of the OWI Radio Bureau were in on the original conversation with Young & Rubicam, and understood perfectly well that the initial presentation was not intended to be final. (OWI station relations chief John Hynnes confirmed the fact that he was in on the meeting, adding that the Bureau had made its position clear at that time—we would prefer no paid WAC advertising—but if you are buying advertising you must definitely give radio a fair portion of the program.

Final OK Up To War Dept.

The War Department spokesman, who is a part of the Bureau of Public Relations, said also that it is not his responsibility to tell the press what the plans are. Sole BPR function, he said is to pass on advertising copy once it is written. Additional comment by broadcasters, however, is not foreclosed. The plan itself is the responsibility of the War Department, she was told.

"The War Department appears to be tossing the ball back to Young & Rubicam, after agency spokesmen have declared that they will include radio time in the plan, according to a statement issued last Friday, but said, "We don't know where we stand at this time. We haven't even made any plans for the second quarterly allotment. At the present time we're operating on a week-to-week basis in such a cut and dried manner that the medium was overlooked entirely in the WAC appropriation. It is not the money involved, because I don't think most of the broadcasters are concerned about the monetary angle of the situation. What concerns them most is the principle involved. It looks like a most salutary effect on that line of our post-war problems—employment," he said.

Comment From Chicago

Additional comment by broadcasters relative to the WAC budget being allotted a new quota of $2,000,000, has been forthcoming from Chicago radio men. Their comment follows:

"When the statement was issued last Friday, it was advised by the War Department to the Blue network central division, Chicago area. As a result, we have wasted a lot of time and money if what it has contributed thus far, isn't worth anything, and apparently it isn't because the medium was overlooked entirely in the WAC appropriation. It is not the money involved, because I don't think the majority of the broadcasters are concerned about the monetary angle of the situation. What concerns them is the principle involved. It looks like a most salutary effect on that line of our post-war problems—employment," he said.

"Strictly For Laughs"

Los Angeles—Al Pearce today announced he will go on the air August 6. He was asked by RADIO DAILY for clarification concerning the agency's stand in the WAC budget controversy, deferring to pass on the proposed statement. When asked for a copy of the WAC proposals as they were originally made to the War Department's bureau of public relations, the spokesmen declined copies were not available to the press.

The spokesman declined to elaborate on a statement issued last Friday, but said, "We don't know where we stand at this time. We haven't even made any plans for the second quarterly allotment. At the present time we're operating on a week-to-week basis in such a cut and dried manner that the medium was overlooked entirely in the WAC appropriation. It is not the money involved, because I don't think the majority of the broadcasters are concerned about the monetary angle of the situation. What concerns them is the principle involved. It looks like a most salutary effect on that line of our post-war problems—employment," he said.

Tele To Improve Job And Living Standard

(Continued from Page 1)

tion as a means of keeping the public informed. Lawrence went on to explain that "television has post-war possibilities as an educational and entertainment medium, and increasing the discussion of national economic problems. Lawrence went on to explain that "television has post-war possibilities as an educational and entertainment medium, and increasing the discussion of national economic problems.

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Jean Harston, one of the most popular directors of network programs for NBC, has joined the publicity staff of Arthur Kudner. Last season she organized and directed the national campaign of "Parade of Stars," and before to the network, she was for years an account executive for Cann-Erickson agency.

Jean Harston was also one promotional executive for Saks Avenue.

Kaner In Army

Corporal Walter Kaner, former director of network programs for NBC, is now stationed at WL1B, Brooklyn, and WOOC, Woodside, N. Y., is now stationed at Camp San Luis Obispo, Calif., where he has been given the Special Services section of the 387th 11 Regiment handling public rela-
Missouri

LOUIS—Paul O. Godt, noted artist, musical and program di-
has been named public rela-
tive of KXOK-Blue Net-
hand, as a news-
and reporting the

of 3 p.m. on Mondays
in New York where,
in time, she says she found her “mental home” in The New Yorker

Magazine. Followed a period of living abroad during which time
her “Paris Letter” appeared in The New Yorker under the name
Genet. Very few were aware that the author was a Hoosier turned
Conservative. Janet Flanner, author, the other. Three altatnate
guests is the show’s number one production
to their popular magazines—Scribner, Collier’s, The Century—
for all the world like a mischievous elf.

But with very few exceptions, every letter contains an expression
of great appreciation for this unusual and entertaining feature
participating. Each week one guest of outstanding import-
ance in her field is invited to

Sophie Kerr, well-known novelist, Thyra

along with these stations approximately

Bill Brown is Dunninger Guest

Hubbell Resigns

Dick Hubbell, editor of Television,
quarterly publication, has resigned to

Brown is Dunninger Guest

Dick Brown, new singing star on
Mutual, will be guest on Dunninger
program tomorrow over the Blue Net-
work from 9-9:30 p.m., EWT.

G. E. Earnings Announced
For Six Month Period

Despite an increase in production
for the first half of 1944, General
Electric Co. earnings decreased dur-
ing this similar period in comparison
to the first six months of 1943. It was
announced last week by President
Gerard Swope.

Although net sales, representing
shipments, amounted to $693,070,838
compared with $626,871,716 of last
year’s first half period, an 11 per cent
increase, the rise came after provi-
dation for voluntary price adjustments.

In addition, 11 per cent increase, the rise came after provi-
dation for voluntary price adjustments.

Dick Hubbell, editor of Television,
quarterly publication, has resigned to
devote all his time to television
production and writing.
Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero—a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio phones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
Spot Biz Shows Strength

Music Publishers Hard Hit By Disc Ban

C-line music publishers are taking the chin again, with an estimated $2,000,000 or more being written off annually since the dispute between the AFM and major recording companies, despite the pressing of disks by the AFM and the re-issues by RCA, Columbia and others. In one spot limitation of raw materials down the number of phonographs produced, but it is pointed out here is enough to go round as to current but not enough are being

Mutual Will Ban 'Hitch-Hikers,' Jan. 1

Effective Jan. 1, 1945, Mutual will join the ranks of the networks banning hitch-hiker and cow-catcher announcements, according to a statement issued yesterday by Miller McClintock, president of web. McClintock stated that the action was taken after careful consideration of the improvement in listening impressions which would result from keeping the commercial message "within the radio frequencies themselves."

Volume For June And Portion Of July Leads Sales Figures Of Last Year; Outlook For Future Seen Bright

Although there has been no appreciable increase of spot business over the peak month of May, 1944, month of June and part of July still reveals itself far ahead of the business volume for the same period a year ago. Study by RADIO DAILY indicates that there is no dearth of seasonal accounts, moreover there was a falling off in standbys, more than enough new clients have been on hand to fill breach.

Several gas, oil accounts have

Approve WJR Plan For Middle Com. Ban

Detroit—Basing action on approval of WJR's ban on middle newsmain commercials effective Sept. 1, Leo J. Fitzpatrick, WJR vice-president, yesterday set up a standard format for

Paul Mowry Gets Tele Post As Assistant To W. Miner

Paul Mowry, formerly of the WABC production staff has been named assistant to Worthington Miner, manager of CBS television, it was an

Quiz Show Created In Texas Gets Al Pearce Spot On Blue

San Antonio, Texas—Conclusive proof that opportunities lie ahead for "Shows of Tomorrow" and that all network shows are not conceived in New York, Chicago or Hollywood, is the sale of "Darts For Dough," a quiz and stump show originated by members of the staff of WFAA and KGKO as Al Pearce's Blue Network summer (Continued on Page 4)

Eaves Buy of WHOM Approved By The FCC

Washington Bureau, RADIO DAILY Washington—The FCC yesterday proved the sale of WHOM, Jersey to the Iowa Broadcasting Company (Cowles Brothers), for $450, with Commissioner Clifford J. dissenting because he felt that price was out of line with the value of the station. Iowa Broad-

"Pop's" S.O.S.

Paul Whiteman is seeking one of his old recordings, "Do You Ever Think Of Me," and is offering a $5 War Bond to the record collector who loans him the disc. The Blue Network music director needs the recording to complete a musical arrangement of the number as he first played it 20 years ago. He plans to introduce it on the Philco Summer program.

Teddy in To-Morrow... In this issue
Coming and Going

KINGSLEY HORTON, assistant manager-director of programs and sales, for WETI, CBS-owned station in Boston, is spending several days in New York.

HERMAN PINGCUS, on vacation trip, effective last Saturday, is back in Washington with NBC press when he disappeared with belly-full of roast beef and vovies to pitch a no-hit game next time out.

ROBERT E. DUVINELLE, Crosby vice-president and manager of WVL, Cincinnati, and MARSHALL TERRY, newly appointed director of promotional activities for the station, off to New York on a short business trip.

WILLIAM M. DAWSON, Jr., commercial manager of WARM, Scranton, is in town for conferences with the national representatives of the station.

GLENN MARSHALL, Jr., commercial manager and sales promotion director of WMAR, Columbia network affiliate in Jacksonville, Fla., is spending several days in New York.

HARRY CLARK, CBS announces features on his own CBS World News broadcasts has returned from the University of Michigan, Ann Arbor, where he delivered a series of lectures on announcing and newscasting.

KING HARMON, traffic-continuity chief of KUTA, Salt Lake City, has just completed a trip to Wisconsin and has resumed his duties at the station.

WILLIAM F. BROOKS, NBC's director of news and special events, is on route to the West Coast for a number of NBC newsrooms there. He'll visit San Francisco and Los Angeles and is expected back in town next week.

NBC Assigns Harkness To Political Campaigns

(Continued from Page 1)

Liam F. Brooks, the network's director of news and special events, has just completed a trip to Wisconsin and has resumed his duties at the station.

Harkness will start by covering the conference in St. Louis August 2 and 3, at which Gov. Thomas E. Dewey, GOP candidate, will be present.

A veteran political reporter, Harkness on his Monday night broadcast gave a pledge to his listeners to provide impartial reporting of the news and events of major campaigns.

LEE WILLIAMS, radio director of Fuller & Smith & Ross Inc., left early this week for Pittsburgh, where she has scheduled a number of business conferences.

ADOLPH GOODMAN, assistant manager of RCA Service Company, is back in Camden from Chicago, where he conferred with Windy City officials.

G. PEARSON WARD, station manager of KTTU, CBS affiliate in Springfield, Mo., is visiting briefly in New York.

MAY JOHNSON, booking agent for Music Corporation of America, has returned from her vacation trip, which took her to the allied terrain of Canada.

JOHN F. PATT, vice-president and general manager of WCAR, Columbia affiliate in Cleveland, is visiting 21 network headquarters in New York.

FRANCES SEIDEN, assistant to Dick Hoffman, radio director of Willam J Periodicals, is spending her two-weeks vacation at The Cedars, Lakeville, Conn.

HARRY SAVOY arrived Monday in Omaha, where he will cover the convention of the Knights of Nebraska.

DICK SMITH, director of war activities for WAB, Kansas City, Mo., spent the past two-week end on a trip to Helena and Butte.

PETER ZANPHIR, assistant director of sales promotion and research for Mutual, is back from a vacation of two weeks spent in Westport.
One Time-Buyer Tells Another: "DOLLAR FOR DOLLAR YOUR BEST BUY IN AMERICA'S 4TH LARGEST MARKET!"

National Representatives: Spot Sales, Inc.
Texas Quiz Show Set
As Pearce Substitute

(Continued from Page 1)

replacement. “Darts for Dough” moves into the “Fun Valley” spot on the Blue, Sunday, August 6. The program originated in Dallas for the “Dr. Pepper Co.” by Orville Anderson and Bert Mitchell and on next Sunday will round out a year of continuous broadcasting of the show over WFAA at 5:30 p.m.

Anderson leaves for Hollywood to make advanced arrangements for the premiere of the program on the Blue Network August 6. Broadcast will be staged in the Hollywood NBC studios and will be carried by more than 150 Blue Network stations. Program will be aired locally through KGKO.

Going to Hollywood with “Darts For Dough” will be Orville Anderson co-writer and “Dart Dealer” and Jill Mitchell, wife of co-creator Bert Mitchell, who has been running the show with Anderson since Mitchell joined the Army in May. “Darts For Dough” has played for many thousands of persons in the last year in the studios of WFAA and at personal appearance at civic clubs and Army installations. It was voted their favorite entertainment feature by the wounded servicemen at Ashburn General Hospital in Mickenney.

Cowles Buy of WHOM Approved By The FCC

(Continued from Page 1)

casting Company also has applications in for purchase of WCP, Boston, and WOL, Washington. Dur did not dissent, however, when the Commission approved the sale by Iowa Broadcasting of KSD, Des Moines, to Kingsley H. Murphy for $75,000.

Gimbel’s Renews On WCAE

Pittsburgh—Gimbel Brothers have renewed for a full year their morning newscasts on WCAE which are heard Mondays through Saturdays.

West Coast Jottings!

Los Angeles

A dramatic moment occurred on a recent “Everything For The Boys” program when the young wife of a marine wounded on Saipan broke into tears as she spoke to him on a two-way short-wave hookup to his room in a Honolulu hospital. Her tears had their effect on Dick Haymes, the star, his guest star, Judy Garland, and practically everyone in the audience. . . . Ll. Marian Spencer, a Los Angeles girl, who was the first Army nurse to return unscathed from Burma, where she served for 17 months, was the principal guest on the Ginny Simms show July 18.

By the way, the format on Ginny’s show has been changed and it now includes a comedy skit, in which servicemen called from the audience, participate. . . . Jim Haworth, formerly production manager at KMFR, Denver, where he also worked on the “Meet The Boys In The Band” program, is now a member of Monogram’s exploitation department. In his spare time, he is producing a series of 16 mm. song shorts designed for sale and for use in homes.

Norn Martin, singer on the Eddie Cantor show, established some kind of a record while performing on the “Purple Heart” circuit of service hospitals. She sang from 70 to 80 songs daily during the tour. “Other day, Frank R. Barton, NBC Western Division’s chief announcer, who is conducting the NBC-UCLA radio institute classes, suddenly pressed Art Baker into service to address a class interested in emceeing and announcing. Incidentally, Art made a big hit with the students. . . . Because KFI, Los Angeles, will not accept a beer-sponsored program before 10:30 p.m., the 15-minute news program, which is now carried on NBC Western division for the Seattle Malting and Brewing Co., and heard 10:00-10:15 p.m., over the division’s other outlets, starts 30 minutes later at the local station. Jim Doyle and Doug Gourley are heard on the program.

Lewis Arnold Pike, who has a medical discharge from the Coast Guard and who was a champion weight lifter before entering the service, has written “Keeping Fit With The Stars,” a 15-minute program. “Let’s Live,” the health magazine, will be one of the sponsors of the show.

Wayne Stiefner, manager of the CBS San Francisco offices, has returned north after conferences with D. W. Thornton, vice-president in charge of CBS’s Western Division, and Charles E. Moran, sales manager for the Columbia Pacific web. . . . Alan Smith, one of Edgar Bergen’s gag writers, who is now working on the Gracie Fields show, has written a book, “Gags To Riches,” which will be published by David McKay of Philadelphia. Smith’s brother, Frank, who has done considerable freelance radio writing, has become publicity director for Samuel Bronson Prods. Eunice Art Baker has completed a vacation of two weeks—his first vacation in six years. The title, “Time To Smile,” will be dropped from the Eddie Cantor offering, which, starting next season, will be known as the “Eddie Cantor Show.” . . . Roland MacLane, now one of the writers on the Gracie Fields show, is also a reporter on the Citizen-News, covering special assignments for the popular Hollywood daily.

Carrol Davis, formerly with NBC here and more recently with Tom Finkle in New York, has returned to Hollywood to handle publicity for the Benton and Bowles agency in “Glumor Manor” and “Maxwell House Iced-Coffee Time.”

Remember Pearl Harbor

Lana Turner

Kenneth G. Martin

Executive Manager
Oregon War Finance Committee

Says... “As I have observed it, KGW puts plenty of entertainment in the station’s public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently fine job along these lines.”

Few Stations in the Nation Can Equal
KOA’s Dominance in:

Dealer Preference (68.6%)
Listener Loyalty (68%)
Programs (9 out of top 10)
Power (50,000 Watts)
Coverage (parts of 7 states)

First In Denver
50,000 Watts
850 kc

Represented Nationally by: Sprt Sales
SHOWS OF TOMORROW

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In Kansas City

the Swing is to WHB

SKYROCKET to SALES SUCCESS on WHB's program pop-
ularity! ‘Phone us for availabilities if you're considering
spot programs or announcements in this booming market.
"Your Mutual Friend" is Kansas City's Dominant Daytime
Station ... delivering the "most listeners per dollar" through-
out the western half of Missouri and the eastern third
of Kansas. For availabilities, call

DON DAVIS
KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd.—CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Wichita Salina Great Bend Emporia Missouri Kansas Kansas Kansas

HOOPER STATION LISTENING INDEX

MARCH-APRIL, 1944 — KANSAS CITY

MONTHLY TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,288

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<th>MORNING INDEX</th>
<th>MONDAY</th>
<th>THRU FRI.</th>
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Congress View Sought Re FCC Station-Sales

(Continued from Page 1)

point was brought before the Commis-
sion last week by Commissioner
Clifford S. Dunn.

In a letter to Senate Inter-
state Commerce Committee Chair-
man Burton K. Wheeler and to the chair-
men of the House Interstate and
Foreign Commerce Committee Clar-
ence Lea, FCC Chairman James
Lawrence Fly suggested the "tre-
mendously high prices" which radio
stations command in the present mar-
ket indicates the sellers may be prof-
iting from their lien on a radio fre-
quency.

Fly's letter which cites several such
recent transfers of radio facilities,
follows in part:

"Congress has had before it pro-
posals to limit the amount of con-
sideration to the value of the physical
properties (of radio stations), trans-
ferred, but no provision of this char-
acter has been adopted. The statute
does make it clear that the frequencies are not
in any way the property of the
licensees. The Commission has
rejected and is prepared to reject
any such position, on its face, in-
volves a consideration for the fre-
quency."

"The Commission, apparently con-
sistent with Congressional policy, has
approved transfers that involve going-
concern values, good will, etc. There
remains, however, a serious question of
policy and one on which the law is
not clear, as to whether the Com-
mssion should approve a transfer
wherein the amount of the considera-
tion is over and beyond any amount
which can be reasonably allocated
to physical values plus going-con-
cern values and good will, even though the
written record does not itself show
an allocation of a sum for the fre-
quency."

"Our concern in this regard is
heightened by the tremendously high
prices which radio stations are com-
mending in the present state of the
market. This is illustrated by the
fact that one local station was sold for
$500,000 and some regional stations
are selling for a million or more.
"It is the Commission's policy to
approve or disapprove of transfers which ob-
viously represent the activities of a
promoter or broker, who is simply
acquiring licenses and trafficking in
them. Under the present state of the
law, however, it is not clear that the
Commission has either the duty or
power to disapprove of a transfer
merely because the price is inor-
ditarily high—even though it may
well be deduced that a substantial
value is placed on the frequency.

"In the absence of a clear Con-
gressional policy on this subject, we
thought best to draw the matter to
the attention of your own committee
and the House Committee on Inter-
state and Foreign Commerce."

In Buffalo .......
WEBR Will Do the Job...
at Lower Cost!

65% of the population and 70% of the retail sales of the eight counties of Western New York are
CONCENTRATED IN METROPOLITAN
BUFFALO ... well within WEBR's
primary service area.

GEOGE TRIMBLE, formerly space
buyer and media director with
Marshall & Pratt, has joined the
Fuller & Smith & Ross agency ad
media director. Trimble leaves M & P
after a period of 20 years.

HARRISON ATWOOD, vice-presi-
dent of McCann-Erickson, Inc., in
charge of Foreign operations, and
WALLACE H. GOLDSMITH, JR., of
the agency's foreign department,
have left for Cuba, where Goldsmith
will assume his newly designated post as head of the Havana office.

Predicts Huge Market
For Post-War FM Sets

(Continued from Page 1)

ger of sales in the receiver division
of General Electric Company, as he
spoke before the National Association
of Music Merchants in convention
at the Palmer House.

"Our plans call for FM receivers
in all but the lower priced brackets.
We believe that our first post-war
line will be called standard condi-
tions will consist of FM models to
the extent of approximately 20 per
cent by units and 60 per cent by
-dollar volume. While this may ap-
ppear to be low, it must be remembered
that in normal times, judged by pre-
-war standards, the small five-and-
six tube sets comprised between 60
and 70 per cent of all sets produced.

Omitting these small inexpensive
sets from the picture, we expect our
post-war lines to consist of FM sets
to the extent of 80 to 90 per cent
of all remaining types," Crossland
said.

Approve WJR Plan
For Middle Com. Ban

(Continued from Page 1)

tall of the station's day or night 15-
minute newscasts.

New WJR order designates two
minutes of advertising as the maxi-
mum with an opening of 45 seconds
and a close of one minute and 15
seconds.

Two local sponsors of newscasts
which are to carry the ban, as middle
commercial ban even before they have
received notification of it. In fact, the Blakeslee
ad agency of Detroit informed WJR
sales manager, Charles Burke that its
client, Auto Owners Insurance Com-
pany of Lansing, has taken steps to
eliminate middle commercials imme-
diately. Margaret Rose of Blakesbee
said that both she and the advertiser
"are much in favor of the move."

Cunningham Drugs, through the
Simons-Michelson Agency, also told
Burke of its willingness to go with-
out the middle commercial. Said Larry
Michelson, "we are glad to go along with you."

Nathan Strauss, president of WMCA
of New York wrote: "I want to ex-
press sincere admiration for your
courageous action."

A similar senti-
ment was expressed by Ray
President of KOIN of Portland, Ore-
gon.

V. Kalinborn, founder of the
Association of Radio News Analysts
said: "Our organization has expressed
itself against the middle commercial.
But you are the first to make it a
definite matter of policy. Radio owes
a special debt of gratitude for this
piece of pioneering."

Radie Harris' Guest

Geraldine Fitzgerald, 20th Century
star, will guest on Radie Harris' por-
tion of the "63 Club" over WMCA,
Sunday, July 30, 6:03-6:30 p.m., EWT.
The program will also feature Del.
John, blues-singer, and Jerry
Sears and his orchestra.

New Conductor

Johnny Johnston, orchestra leader,
replaces Paul Lavalle on Milton
Cross' Chamber Music Society of
Longue Island St., over the Blue, ef-
factive July 30th, Sundays, 9:15-
9:45 p.m., EWT, sponsored by Wood-
bury. Lennen & Mitchell is the agen-
cy.

Music Publishers
Hard Hit By Disc

(Continued from Page 1)

put out to make it pay for the
lisher.

Meanwhile the AFM is stat-
putting the NLRB to
the next move in the face of
union's attitude, and the hand-
its to be tied insofar as Victor, CBS,
NBC Recording Division are
anchored. Both sides are still
for the NLRB to hand down its
tion, pertaining to its
ly issued straddle decision.

Song-Starting Difficult

Adding to the pop
plaint is the fact that it is hard
to get a song started now then
before, because the plug is es-
crated in the hands of a strong
of singers and band leaders.
lishers point to such leaders be-
the music business themselves
Duke Ellington, Freddy
Tommy Dorsey, Sam 
Waring, Guy Lombardo, and
have a hand in subsidiaries in-
ging Gene Krupa, Benny
Jimmy Lunceford, Horace
Many leading radio singers are
engaged on the side in public
others have papers filed to
start.

Recording companies open
under AFM license agreement
as tough to reach and
engaged at times in putting out
complete albums from his music
before looking over an individu
backing individual hits with
the benefit of the recording
fit is pretty much in practice
in the opinion of many big

Talent Bureaus Might Help

Only solution some music me-
to is to take a tip from some
prosperous publishers in London
open talent bureaus as part of
business, thus insuring when
they are needed.

Many publishers point out
they had just about got on th
following the Ascap-network
the AFM disk ban came
and they feel now that BMI is
okay with Ascap members
out. Currently most of them
themselves getting by on the
of "by-products" such as A
money and motion picture com-
tie-ups, etc.

JIM WALDROP
NBC

Announcing Your
Shows of Tomorrow
Presents
THE FIFTH
ANNUAL EDITION
OF SHOWS
OF TOMORROW
Listening to WCAU is a Philadelphia Habit
Never has an industry had the opportunity to prove itself as did Radio on D day. Never did an industry meet a challenge so successfully, so thoroughly and so comprehensively. Although the going is still plenty tough, we march forward, shoulder to shoulder, to final and complete victory, to universal understanding, and to a lasting peace. The fight for freedom is being won. With victory will come the everlasting right to free speech, a free press and a free radio.

And so, we welcome this fleeting opportunity for a well earned nod of thanks to the far flung Industry of Radio for a big job that is being magnificently done. To its writers, its producers, its artists, and its engineers. To its sponsors, big and small. To its constantly alert executive personnel as well as to its rank and file, we offer grateful recognition for the thousands of shows that have so brilliantly dovetailed into the war effort.

As a suggestion of things to come, Radio Daily in the pages that follow, presents one of its annual service features, the 1944 edition of "Shows of Tomorrow." Cut and tailored with the enthusiastic co-operation of the entire industry, it is a timely and convenient show window where one may leisurely appraise hundreds of production thoughts, ideas and complete shows available for the coming season. Again our deep appreciation to the many who have helped in its preparation.

Publisher
This time MacFarlane covered the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returned to Chicago last week. Once again, he gave Baltimore the story behind the story of Maryland's own delegates.

It's another example of W-I-T-H's regard for what the station's audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called "The People's Voice In Baltimore"? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this...the 6th largest market?

What Billboard Says:

"One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station's Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.

"MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore."
A NEW ERA—challenging days ahead

By Frank Burke
Editor, RADIO DAILY

...is on the threshold of a new era and the problems which beset producers, writers, and broadcasters are predicated largely on the unpredictable situations which will arise as a result of World War II.

...with the prospect of a changing economic picture in the next few years, the network program planners, public service producers and writers are making extensive surveys with a view to making shows of tomorrow. They are seeking the advice of the military, economic leaders, and governmental agencies on what topics may relate to the radio preferences of the nation after the post-war period.

...source of information valuable to the broadcasters has been the War Information and its overseas service. They have used the radio preferences of "G.I. Joes" and find the G.I.'s tastes remain about the same. The boys in the armed forces enjoy American radio programs, shows that remind them of home, and when they return when the Victory has been won, they long for Bing Crosby, Dinah Shore, and such programs as Harry James, Guy Lombardo and Tommy Dorsey gladden their hearts and are reminiscent of home. They also like comedy programs such as Jack Benny, Fred Allen, Fibber McGee and Molly Malone, and other comedy programs are also on the program lists of the servicemen. Significant too is the growing interest of the overseas men in religious programs and their enjoyment of listening to symphonic music.

...the OWI points out, the present day program tastes of men and women in the service may change somewhat with the return home to civilian life. Many will feel the mantle of reality in providing homes for their families and getting position. Then, too, the peacetime migration of people from one to another, the plight of thousands of women relieved of war work, and other economic factors will be problems for consideration on the memo pads of the program directors and producers.

...conspicuous among the programs enjoying the greatest popularity are the news and commentary programs—the listeners are remembering the OWI points out, the present day program tastes of men and women in the service may change somewhat with the return home to civilian life. Many will feel the mantle of reality in providing homes for their families and getting position. Then, too, the peacetime migration of people from one to another, the plight of thousands of women relieved of war work, and other economic factors will be problems for consideration on the memo pads of the program directors and producers.

...turning to the programs of tomorrow, the Summers report states: To predict the rise or the decline in popularity of radio program types six months or a year in the future, existing program trends provide a helpful guide. To predict conditions that may exist two years or five years or ten years in the future, major attention must be given to the probable changes in the habits and attitudes of the public and to the changes in broadcasting itself, as far as these changes may be foreseen. But always, allowances must be made for that third factor which affects the popularity of radio programs—those sudden fancies of the public, which we have never foreseen in the past and which cannot be predicted in the future.

Television will play an important role in the shaping of the post-war "Shows of Tomorrow." The prospect of sight and sound as a medium of entertainment and enlightenment has already captured the public's fancy and right now plans for the launching of this new electronic development on a large scale are well under way. This is a challenge to the creative thinking of the broadcasting industry and may in time become formidable opposition to the present AM standards of broadcasting. Another development in the field of electronics which has a post-war future is FM. While frequency modulation has its fine qualities in offering high fidelity reception in music it is not regarded as holding as much commercial prospects as television.

Despite the uncertain prospects of post-war programming at this time the broadcasting industry is approaching the new responsibility with a firm resolve to keep the standards of programming in step with the events of the times. Right now skilled researchers, producers, economists, and others are burning the midnight oil as they anticipate America's radio programming for the reconstruction period following the war.

In the meantime radio's best creative minds have contributed their ideas for programming in this "Shows of Tomorrow" issue. Glancing through these pages readers will find variety, originality and commercialism blended together in an eye and ear compelling pattern—an impressive contribution to the progressive planning and thinking of America's most enterprising industry.
WFIL

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

★

A BLUE NETWORK AFFILIATE

560 KC
By Phillips Carlin

Vice President in Charge of Programs
Blue Network

Scanning the Blue Horizon

a reflective commentary

By Phillips Carlin

Vice President in Charge of Programs
Blue Network

To the Editor:
This is in reply to your note of June 20th. You broadly hint that you did not send me your last year’s article. Do you really think I would notice the duplication? However, I won’t quibble.

Yes, mentioned “current war-time programming and insight into a war outlook.” Current is one thing but post-war, that rings a crystal ball. Looking over current daytime programs I suddenly realized that practically every show on the Blue’s 9:00 a.m. to 1:00 p.m. schedule is to a greater or lesser degree tied to the war. We didn’t plan that way in any one braintrust session.

My share they grew, because the Blue put the war first. Commentators and newscasters deal with the war. Doctorless this, expectant or otherwise, tune to the Baby Institute via the their daily instruction. Soldiers and sailors visit the Breakfast Club and are interviewed by Don McNeil. Ditto Breneman at d." The war bride tells her True Story. A national magazine gets a returned hero. Men of religion pray for the armed forces and their loved ones. The farmers are asked to grow more their daily instruction.

In reply to your note of June 20th. You broadly hint that you want a new article. Don’t send me your last year’s article.

In the field of performance I know we’ll turn out a firmer product with post-war outlook. There will be a swing towards science, an enlarged interest in the peace-time products of war science. This interest will be expressed in the purchase of things for the home. Competition in merchandising consumer goods will invite the best thinking of radio program builders. Shows will be expected once more to sell goods in a highly competitive market.

There will be a desire for change on the part of us all. In their zeal to forget, listeners will seek novelty. Swing bands and entertainers will for a number of months, perhaps years, have a good inning as they did after 1919. However, mothers will still be baking cookies for their offspring probably with vitamins and shortcuts. Mrs. Pennyfeather will still want to know what Mrs. Jones is wearing—even though it does her no good. Mrs. Doe will still laugh at impromptu interviews and gags about Brooklyn. Families will attend church via radio as always.

They’ll dance, sing, laugh, and have babies with radio abetting and profiting. But there’ll be more elbow grease tossed into the latter by us all.

Meanwhile the Blue is preparing for the transition period and the peace to come. We all know we cannot make too many plans because life isn’t like that. Radio is life and must be lived from day to day to a great degree. The Blue can and does plan for better writing, production, and promotion, but we must be able to adjust programming to public needs and interest. The Blue is very flexible and prides itself on an ability to meet changing situations and conditions with a minimum of red tape and debate.

Before closing I’d like to pay tribute to all the artists who have appeared on the Blue since Pearl Harbor. They are troopers who have given more than was required. We thank the production agencies who have shared their show ideas with us and have helped us establish a record breaking number of shows sold by the Blue.

So dear Editor, I have tried to answer your note. Nothing profoundly prophetic about this note to you, but if you can find the man (or woman) who can predict accurately send him over to the Blue. We have a swell position (with an outside office) waiting for that person. On behalf of the Blue, which people persist in saying is “up and coming,” I thank you. Next year if you write me, don’t hint that you want a new article. I’d like to use last year’s again.

Cordially yours,

PHILLIPS CARLIN.

P.S.: If you meet up with any good comedy writers who will work for less than a quarter interest in the Blue, send them over with the fortune teller.
This man is listening to WHN. To “Music To Read By”. It’s late . . . after midnight . . . and, relaxed and at ease, he reads with the strains of soft, soothing music as a background.

For a full hour every night, recorded soft music without words is the program WHN has specially designed for its listeners...“Music To Read By.”

Because “Music To Read By” is so popular . . . and has been for over 7 years . . . the Pulse of New York recently made a special survey from midnight to 1 A.M. And found: 29% of all the radio sets turned on during that hour are tuned to 1050 one or more times each week . . . more than to any other station (except two, to whom we humbly bow).

Yes, “Music To Read By” will soothe the brow and dissipate the cares of the right sponsor!

50,000 WATTS IN THE NATION’S No. 1 MARKET!
Radio Today and Tomorrow

— an appraisal

By Douglas Coulter
Vice-President in Charge of Programs
Columbia Broadcasting System

The keynote of tomorrow’s radio programming was sounded thirty-two months ago—not by decree of any planning boards, but by the guns of Pearl Harbor. Then began a con-revolution in the whole pattern of broadcasting. In his Report, less than month after America entered the war, Mr. Paley stated the principles which remain the guide-POSTS of CBS program policy.

The duration, Columbia’s first task since December 7th and will continue to be, to make radio serve the cause of democracy. Today more than ever before it is the people who will win the war, and it is the people throughout America who, so simply and swiftly and flexibly, we shall strive to keep alive to the ever-changing needs and opportunities of a democracy at war.”

Throughout the tragic year of 1942, radio strove to meet the demands of the Armed Forces, the home front, the American Government, and the American people. Hundreds of thousands of letters carrying messages, hundreds of special war replacing regular features, changes in the plots of daytime programs to reflect personal experiences undergone by families all over the country, innumerable presentations by and for men in service gave evidence of fundamental changes in program techniques as the tide of war began to turn in 1943, heavier and more urgent demands were made on radio. As our armies passed through the defensive to the offensive, more manpower and materiel needed, more bonds had to be sold, more food conserved, rubber and fats and paper saved, more money raised for war, the U.S.O. and other great agencies. Those who considered radio merely an entertainment medium began to realize its unparalleled power in every phase of wartime demand.

The increased tempo of Columbia’s war programming in 1943 was happily illustrated by a few figures. During our first war CBS broadcasts dealt with war projects; in 1943 the number exceeded 17,000. In 1942 actual network operating time to war subjects aggregated 2,304 hours; the following year rose to 33,800. In 1943, 59 per cent of all CBS programs included all or part of their time to war themes; an increase of nearly half over the preceding year. Figures for the current year, of course, incomplete, but the trend is clear, and it is evident that 1944 will eclipse even the amazing record of 1943.

The purposely omitted reference to the brilliant job radio is doing and will continue to do in wartime news coverage, for the remains fresh in everyone’s mind. That the American Minstrels first to radio for transcendent news was demonstrated in question by the Hooper survey of listening on D-Day, and to 12 that morning radio sets—in-use jumped 118 per cent over the pre-invasion level.

Radio can perform public service of this magnitude is due to the unswerving cooperation of its advertisers. Each type of program, commercial or sustaining, has its place. Through this spontaneous response on the part of sponsor and broadcaster alike, we have been able to maintain the careful balance of program structure which alone can give the varying needs of a people at war. Spiritual values are upheld by great religious programs; the world’s fine music must be broadcast for the solace it can bring to millions suffering from the tensions of war; light and gay music, comedy and sports must lighten the burdens of a fighting people; public discussion, education and art must hold their accustomed places in the broadcast schedule.

While meeting all these responsibilities, radio today enjoys a period of unequalled prosperity. What will this golden era mean in terms of future public service? One national news magazine observes rather pessimistically:

“Radio listeners will hear fewer symphonies and unsponsored forums on the air, if the present trend continues. As radio advertising hits an all-time high, the big networks, as well as local stations, are slashing sustaining public-service programs to make time for profitable commercial shows.”

Let’s examine that for a moment. “Radio listeners will hear fewer symphonies—.” Thanks to its sponsorship by United States Rubber Company, the New York Philharmonic Symphony is now heard every Sunday afternoon 52 weeks a year over a guaranteed network of 121 CBS stations. For the first time in history, radio listeners hear throughout the year not only the Philharmonic, but the Boston Symphony, the CBS and the NBC Symphonies. This Fall, CBS will again bring the Philadelphia Orchestra back to the air for a 30-week season. Add to these world-renowned orchestras, the numerous other fine concert broadcasts on all networks, and you have the best roster yet offered.

There is a third—and perhaps the most interesting—point in the pessimistic allegation, that, “As radio advertising hits an all-time high, the big networks—are slashing sustaining public-service programs to make time for profitable commercial shows.” This statement carries the curious implication that “profitable commercial shows” are somehow beyond the pale of public service; that prosperity in radio is an evil in itself. Are the New York Philharmonic—Symphony broadcasts less of a service to the public now that they are heard 52 weeks a year instead of 28? Now that their distribution to every village in the country is guaranteed commercially rather than subject to sustaining pick-up? Now that financial burden to the Philharmonic Society of operating so great an orchestra is materially, or even vitally decreased through radio sponsorship?

With the radio industry geared fully to the war effort, the public service rendered by “profitable commercial shows” would be difficult to overestimate. Almost one-half of all network time purchased by CBS Advertisers in 1943 was devoted to war projects.

Radio and its clients are keeping pace in the same unswerving spirit with the accelerated developments of 1944. Two years after Mr. Paley’s pledge that Columbia’s first task would be to serve the cause of victory, Paul W. Kesten reported to CBS stockholders:

“That your company prospered during 1943 is a source of less pride to its management, and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the Armed Forces, the United States Government, American industry and the American people at war. In doing this—in earning and winning praise, from high officials to humble homes, for its service to the nation through what may have been America’s most critical war year, your company has helped to prove, as never before, how great an asset a free radio can be to a free people.”

That is the record radio must match in 1944 and 1945.
WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

WNEW, Through The Vast Facilities Of The New York Daily News, Is Prepared To Continue First In War News Coverage

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—closing in for the kill.

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile News Around The Clock, heard every hour on the half-hour, will continue to cover, twenty-four hours a day, all phases of world events—bringing to the American listening audience ALL THE NEWS, without comment, without prejudice, without a commercial message.

It cannot be bought.

Such public service programs are one of many reasons why more people listen to WNEW than to any other non-network station in the country.

WNEW
New York 22, New York

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
Since the amazing success of radio broadcasting, the industry has been content to permit its reputation to rest upon evening programming. It may have been true before that the majority of radio listeners were at home in the early evening hours, but the exigencies of wartime has altered that. Never before has the industry been presented with invaluable opportunities to render greater service to the United States by exploring and improving the possibilities of daytime programming.

It is a undisputed fact that large portions of the U.S. listening audience are unable to do their listening at night. There are 30,000,000 homes in the United States. In over 20,900,000 of these homes, people are within arm's reach of a radio set between 3 a.m. and 7 a.m. Not only are these families ready to tune to programs different from those now offered during these hours, they are within arm's reach of a radio set between 3 a.m. and 7 a.m. But only about one-eighth of these available radio sets tuned to daytime script shows and another eighth is all that need to be filled by the rest of the programs, network or local, which are presented during these hours. This leaves fully, 15,500,000 homes ready to tune to programs different from those now offered in the daytime.

It has been repeatedly demonstrated that when good programs are on the air in the daytime, they draw their audience from their silent sets, and even as a secondary effect, increase audience for competing shows. Network radio prior to World War II had, I believe, a vast potential as an advertising medium. Markable efficiency of daytime script shows is well known. Excellent results can be obtained with programs which scarcely attract an eighth of the available audience, think what can be accomplished with "nighttime-calibre" radio entertainment during the daytime.

The nation's war effort has drastically changed the country's habits and living habits. Swing shift schedules in war plants placed unprecedented numbers of people at home during the early morning, awake and eager for intelligent and diversified entertainment. (A recent Hooper analysis of families actually tuned in during the day reveals nearly half as many men tuned in during the day and tries the radio from time to time, but only a small percentage is satisfied with the program structure at any given daytime period. Hence the constant turnover in daytime radio listeners and the low tune-in at any given daytime period.

But programs which are interesting and important immediately lift the tune-in figure and win high ratings. For example, the Declaration of War, which opened 60 per cent rating, Message to Congress, 40 per cent and so forth. These events both came over the air at an early afternoon hour, and although it is true that all four networks carried these projected news events, it is important to remember that these ratings represent only home listening—and they prove that it is possible to get a huge number of radio families to listen during the daytime—at the same time.

It is the obligation of the radio industry to provide a complete and diversified service to the radio public. The Mutual network is aware and conscious of the competitive spirit among the networks. It is that spirit that builds a great industry. We are in competition, true, but not in conflict with each other. There is ample room for a varied and realistic program structure among the four major networks to permit a constant change of pace.

The Mutual network during the past few months has begun to adjust its daytime schedule to encompass a diversified type of entertainment, one that fulfills radio's present tremendous task, to inform the public of the conduct of the war at the battlefronts and at home, and to entertain the millions of Americans who look to their radio for solace and escape from a war-ravaged world.

A new Mutual daytime program that has captured the fancy of American women is a show that has been built around their own problems. "American Woman's Jury" features dramatizations of actual problems submitted by women listeners. A jury composed of 12 representative women render to the national radio audience their verdict to the solution of the problem dramatized.

It is incumbent upon the entire broadcasting industry to strengthen and modify its daytime program structure so that radio will be ready to meet the challenge of post-war advertising and expansion. But today and now—the most important function of radio is to provide the most efficient and comprehensive war effort coverage humanly possible. The year 1943 found Mutual and all other networks and radio stations, dedicated to the task of keeping this nation alert and apprised of war news. During a 10 month survey in 1943, the Mutual network brought its listeners 1,438 programs, totaling 641 hours and 45 minutes of broadcast time covering the war effort. These compilations are exclusive of regular spot news commentaries, planned news commentaries, and regularly scheduled program features. In cooperation with the War Department Mutual broadcast 305 Army programs totaling 121 hours and 20 minutes. In cooperation with the U.S. Navy Mutual broadcast 298 Navy programs, totaling 158 hours and five minutes. To help the Treasury Department, Mutual aired 75 war bond programs utilizing 38 hours. Mutual special features were broadcast in cooperation with other war agencies and government departments. Maintaining its reputation as the "network for news," Mutual each week airs 76 individual news commentaries originating from the United States, supplemented by its correspondents in the capitals of the world and the 650 newsmen of the Christian Science Monitor.

The past year has indeed justified radio's place as an integral vital weapon in this war, with the needs of the public taking precedence over interests of profit and exploitation.
SANJEK WRITES AGAIN!

The BMI Script Department, under the direction of Russell Sanjek, has an uncanny faculty for turning out script that SELLS!

Stations write enthusiastic letters of how sponsors snap up these carefully-planned shows—and keep on with them renewal after renewal.

And now Sanjek comes forth with a new, dynamic show as timely as today's news... and brilliantly written.

**AMERICAN SKY FIGHTERS**

These are the stories—in the terms of personalities of this, the newest, most glamorous of our fighting forces—the daring heroes of the air.

Kids and grownups alike will love it! They'll be eager to follow each episode... the story of intrepid Capt. Don Gentile... of Wing Commander Lance C. Wade... of the Black Falcon Squadron.

This is a five-minute show with a provision made for two minutes of commercial time. Transcribed music is from the BMI Bonus Library. There are 52 episodes completed.

It is a natural for two, three, or five-time a week showing. Advertisers with a small budget can have a big-time show with AMERICAN SKY FIGHTERS.

Like all BMI Script, this program is available at NO COST to BMI-licensed stations.

The following successful scripts are presently available to all BMI-licensed stations at NO COST.

- **ACCORDING TO THE RECORD**        Bonus Library
- **ROCKIN' CHAIR TIME**                Standard
- **RHYTHM MUSICALE**                  Langworth
- **RHAPSODY IN RHYTHM**               Thesaurus
- **INVITATIONS TO ROMANCE**           World
- **MELODIC INTERLUDE**                Associated
- **SENTIMENTAL SONGS**                McGregor
- **NIGHT SERENADE**                   McGregor
- **SAVOY OPERA HOUSE**                Bonus Library
- **WHAT DO YOU KNOW ABOUT MUSIC**     Bonus Library
- **AMERICAN HEROES ON PARADE**        Bonus Library
- **MUSIC FOR DREAMING**               Bonus Library
- **SERENADE IN SWINGTIME**            Phono. Records
- **BATTLE OF SWING**                  Phono. Records
- **INVITATION TO ROMANCE**            Phono. Records

C. H. SHADWELL, WELI, writes, "AMERICAN HEROES ON PARADE is a grand, audience-building show!"

R. G. McIBROOM, KFIO, writes, "We especially like your script, WHAT DO YOU KNOW ABOUT MUSIC."

For further information regarding any BMI Script, write to RUSSELL SANJEK, Script Editor, Broadcast Music, Inc., 580 Fifth Avenue, New York, 19, N.Y.
POSTWAR PROGRAM PATTERN—
predictions seem hazardous

By Clarence L. Menser
Vice-President in Charge of Programs
National Broadcasting Co.

If prediction as to programming for the year ahead is doubly hazardous at this particular time, because so much is dependent upon what will happen in the war situation and in the general economy, it is the generally optimistic about the war, I believe the war will bring a great mass of programming motivated by fear of a long, long time. Many of these fears which have characterized as war effort the programming of the past year will continue. The great mass of government action may change in detail, but in all probability it will not change in quantity. Repeated announcements concerning plans that still exist and new announcements for problems still unsolved will make imperative that radio schedules be well saturated with this type of all-out war effort. There is no reason to believe that radio, which has done the most superb job on record of branches of the service, and indeed for all branches of the government, should not continue until the final gun has been fired. When the war is over, the people will face the future with the same high purpose that has characterized its war effort, and make its contribution to the peace. Therefore, I think we should not expect any considerable number of government messages.

During the past year, there was a continued rise in the amount of intensity of programming devoted to news. This reached a climax on D-Day. It will reach other climaxes with the news of the Armistice in Europe and then with the defeat of Japan. After this has been done by these two events, there will undoubtedly be a settling down to a stabilized program of news. Personally, I do not believe that news broadcasts will be greatly diminished however. News habits have been formed. Thousands upon thousands of people have listened with eager interest to news spectrograms and followed the progress of events through newspaper reading. Day-to-day happenings have become important to the average person. Even the old-fashioned, the same news over and over again has been added importance for the average person. The old-fashioned, all-uniform listening to the news has been greatly accelerated with the realization of the fact that the time we have all been talking about is actually here. The era of social and mechanical reconstruction, which has been so widely discussed and written about, will become specific instead of general. And undoubtedly a great maze of specific recommendations will result.

Certainly in the next year, programming will make it imperative that radio schedules be well saturated with this type of all-out war effort. There is no reason to believe that radio, which has done the most superb job on record of branches of the service, and indeed for all branches of the government, should not continue until the final gun has been fired. When the war is over, the people will face the future with the same high purpose that has characterized its war effort, and make its contribution to the peace. Therefore, I think we should not expect any considerable number of government messages.

With the wars in their present stage, new themes will appear in increasing numbers. The programs which concerned themselves during the last year or two with the problems of boys going away from home will presently begin to concern themselves with the problems of those same boys coming back. "Rehabilitation" is a word which will be heard frequently and be of great influence in radio programming. We may expect daytime serials, in their attempt to reflect accurately the lives of various members of ordinary families, to plunge into the problems of rehabilitation as a new source of material. What to do with the soldier who comes back a cripple, or the thousands who went away as boys and will come back as men, or the hundreds who must face the return to jobs where they must take orders after months in strategic places where they gave orders—these and many other problems we must expect to hear discussed.

There will be other new themes. Post-war thinking will be accelerated with the realization of the fact that the time we have all been talking about is actually here. The era of social and mechanical reconstruction, which has been so widely discussed and written about, will become specific instead of general. And undoubtedly a great maze of specific recommendations will result.

In the general return of things—people to their homes, situations back to normal, peace to the earth—I think there may be two other significant items. One concerns talent. Few people realize the tremendous extent to which the entertainment industry, and specifically personal appearances of entertainers, has been a part of the war. Hundreds of entertainers whose names have never made the headlines have not only contributed great personal values to the boys in camps and at the front, but have found new stature as performers. Some of them have been sent as civilian entertainers. Many of them have been sent as performers. Almost all of them have undoubtedly gotten something of great value from their experiences. When they return—and for many of them, when they take off the uniform—they will be available as new talent. Given the proper opportunities, they may be of great value in providing a worthwhile stimulus to the talent situation throughout the radio industry.

Returning also will be a great many writers. Radio was hit hardest by the withdrawal of so many top writers for military service. It would not be surprising if it benefitted most by the return of men in this field. Some of them will be new; some of the old ones will be almost completely made over. All of them should have something to say and in such quantities as to prevent the good old custom of scraping the bottom of the barrel for enough substance to fill fifteen minutes.

Nothing has been said so far about music. Musical programs continue during the next year much as they have in the past year. There should be a continuance of the trend toward fine music, both because the institutional program which rose rapidly during the last year lends itself to fine music, and because fine music has a way of attaching itself to people who once became exposed to it. While there may be shooting stars of individual artists with distinctive styles, there will still be a great background of fundamentally solid and substantial music.
WHO WANT THEIR OWN SHOW
ON THEIR OWN LOCAL STATION

- Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far... have good reason for cheers! An NBC syndicated show was born just for you.

It's your baby to have and to own exclusive in your locality. Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)

Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you—

\textit{Betty and Bob}—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

\textit{Stand by for Adventure}—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

\textit{Modern Romances}—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. 156 quarter-hours, each a complete story.

\textit{The Name You Will Remember}—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

\textit{Through the Sports Glass}—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world... Memorable sports events dramatized. 52 quarter-hours.

These and many other famous NBC Recorded Programs are now available. They cover the tops...the absolute tops...in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.
ABORTORY men assure us that there is nothing to worry about insofar as the technical end of television is concerned. Namatter what the problem, engineers will solve it, just as they solved such problems in the past. When the time comes, here it to them, is the burden of their optimistic song. The actor, producer, talent agent or the artist himself, feels relieved that technically at least, everything is in the bag—if not now, then eventually—just a matter of time.

Search and constant experimentation with the goal of good television transmission and reception in acceptable sized homes in the lap of the technicians, an even greater responsibility in the lap of the production man. Unless he comes up with what avail is all the effort of the technician? No gun stopped a German or Jap unless someone shot it, and with a noble degree of skill. The excellence of the gun in question contribute toward it being a weapon until someone pulled the trigger. Obvously it also holds true of the new art form—

no matter how perfect, will stand or fall upon the strength of its programming. Not that anyone is arguing to not worry, but taking the over-all group of radio folk interested in the industry, the greater apprehension is with those who plan to produce or act in this medium. It is to their credit that they apprehensive and do not take the sure-things attitude. Probably most of the men and women attending the Television Seminar at radio Executives Club of New York, expect to make their career ways in tele through the production angle.

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Theoretically at least, everything is in the bag,—if not now, then eventually—just a matter of time. What is bound to be a tremendous package—show industry. Obviously it also holds true of the new art form—

already the stimulant has had a reaction; tele workers prospective and otherwise have sensed programming is to be different and their curiosity and strong desire to know more, knows no bounds. Of these, a goodly number will do doubt make the magic history and an even larger number probably fail unless they set in on the ground floor and actually take part in video production now. The latter seems to be the consensus among those now seeking out the why and wherefore of television shows.

As a challenge, it may prove healthy in preventing producers from waking up at television's door with nothing in hand but a theoretically good show. Already the stimulant has had a reaction; tele workers prospective and otherwise have sensed programming is to be different and their curiosity and strong desire to know more, knows no bounds. Of these, a goodly number will do doubt make tele history and an even larger number probably fail unless they set in on the ground floor and actually take part in video production now. The latter seems to be the consensus among those now seeking out the why and wherefore of television shows.

From the agency or buyer's point of view, there need be no fear of tele bursting out strong with sufficient audience on tap and a dearth of programs to supply the needs of possible clients. Any day's radio sked will reveal not a few programs readily adaptable to video art. Any day's radio sked will reveal not a few programs readily adaptable to television.

Be afraid of losing out on a radio sale while waiting for tele, has deterred several producers with shows listed in the succeeding pages from putting them under a straight tele heading or classification. Close reading of the details will reveal them as easily transformed to video art. Coupled with the experimental shows now televised by such organizations as CBS, NBC, General Electric, DuMont, Don Lee, plus the activity of Paramount Pictures and RKO and their shows for future use long before tele is ready to accept them; in a sustaining or commercial show.

It is to be remembered also, that the public in the good old American way, has a habit of playing ball with industry, especially a new one which it is bound to like and encourage. All the public ever asks is not to be kicked around for an undue length of time. However neither the public nor those in the industry can reasonably expect that tele production will hit its stride and settle down into a semblance of happy medium in entertainment until some years after the kick-off.

To strive for a fast touchdown would undoubtedly be fatal for the new industry. All showmen dread being in the spot of not being able to follow themselves after an exceptionally good performance at the start. All of which simmer down to the fact that there will be plenty of room in television always, for good writers, artists, producers et al., just as it obtains in radio, legit, movies or any other form of showbusiness.
When the Advisory Board of the George Foster Peabody Radio Awards completed its judging of 1943 radio programs—eligible to award in seven classifications—the Columbia Network and its affiliates were the gratified recipients of six citations in five classes:

1. **For Outstanding Reporting of the News:**
   EDWARD R. MURROW, CBS News Chief in London.

2. **For Outstanding Entertainment in Drama:**
   "LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.
   —and
   "AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943 — with a summary by Wendell Willkie.

3. **For the Outstanding Children’s Program:**
   "LET’S PRETEND", a notable children’s fantasy originated, produced and directed by Nib Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

4. **For Outstanding Entertainment in Music:**
   MUSIC AND THE SPOKEN WORD, the gloriously organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on July 23rd presented its 615th consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.
For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. These Are Americans was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "...designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry"; and significant because they illustrate the common ideal of this network and those who are components of it. The ideal is not only public service, but excellence of public service.

This is CBS....the Columbia Broadcasting System
...for Meritorious Public Service...

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This is CBS... the Columbia Broadcasting System
RE-UNITE US, PLEASE - Through broadcast appeals, this program actually locates missing friends, relatives, loved ones of service-men. "Brings unold happiness"... "tremendous service"... "a godsend", say officials. Considered New York's most outstanding radio service. 2:03 to 3:00 p.m. Sundays.

VERY TRULY YOURS—Norman Jay, popular commentator, whose pertinent broadcast letters to world personalities bring critical events into sharp focus. A highly significant news show! 9:30 to 9:45 p.m., Monday, Wednesday, Friday.

GRANGE HALL—Old-fashioned square dances, starring Ed Dur-lacher, noted "caller", and the "Top Hats". Western songs by Elton Britt. Listeners invited to dance at home! An hour's fun and music for entire family. 9:30 to 10:30 p.m. Saturdays.

LABOR ARBITRATION—Real-life labor and business disputes settled by Samuel R. Zack and group of prominent business men. Alive with human interest since jobs and careers are affected by the board's decisions. 9:03 to 10:00 p.m. Sundays.

THE CALLAHANS—New comedy riot! Zany radio boarding house with daffiest gang of ex-vaudevillians ever gathered under a mortgaged roof. Clever story plot, professional cast, good incidental music. 9:30 to 10:00 p.m. Tuesdays.

LET'S LISTEN TO A STORY—Welcome children's program based on ageless story-telling technique. Jane Evans pinch-hits for busy parents by narrating famous juvenile tales. No blood-and-thunder! Recommended by the United Parents Associations. 9:03 to 9:30 a.m. Sunday mornings.

SHOOT THE WORKS—Roll dem bones! Jumbo dice star in the year's most unusual quiz show. Funny to watch, funnier to hear. Plenty of smart patter, questions and music. Complete package. 9:03 to 9:30 p.m. Saturdays.

Seven top-notch, live productions on the WMCA carnival of hit shows... all big-time vehicles for getting into metropolitan New York at modest cost. Sample transcriptions of recent broadcasts are yours for the listening. Just write, wire or phone WMCA Sales Office, 1657 Broadway, New York City or Circle 6-2200.
Fifth Annual RADIO DAILY "Shows of Tomorrow," which follows, presents an alphabetical list of shows available for sponsorship. Compilation of this data has been made through the cooperation of the producers, stations and other branches of the industry. Each show has been classified into one of fifteen categories. All information herein was obtained by questionnaire and in each case was signed by an accredited agent or official of the producer or station submitting the show. RADIO DAILY does not assume responsibility for possible conflict in title, idea or other contingencies that may arise in connection with the listings on succeeding pages. A list of independent program producing organizations, who are represented in this edition, may be found on page 115.

**SHOWS OF TOMORROW**

**1945**

*DRAMATIC STRIP SERIAL*

---

**About the Life of Mary Sothern**

*Audience Appeal:* Female

*Suggested for:* Morning, afternoon or evening

*Client Suitability:* Local food accounts

*Number of Artists:* 2 or 4

*Audition Facilities:* By: Harry Jacob Production, New York 22, N. Y.

---

**Betty and Bob**

"Betty and Bob" is a dramatic serial with top-flight cast: Arlene Francis, Cari Frank, Milton Cross, etc. Story deals with experiences of young married couple and their newspaper, working against corruption in small city, and contains all the elements of human interest, excitement, romance and comedy. Musical theme is by Allen Roth's orchestra. 350 programs successfully used by department stores, grocers, household commodities and other products in major markets, are available. Maximum time allowance is provided for commercials. Publicity aids are furnished, including recorded advance announcements, photos, mats, releases, weekly synopses, newspaper "spotlight" ads.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female; entire family

*Suggested for:* Morning or afternooon

*Client Suitability:* Local food accounts

*Number of Artists:* Varies - 5 to 8 daily

---

**Ethel and Albert**

This is the story of a young married couple, warmly written, humorous, and carefully true to life. Each incident is complete in itself. Written by Peg Lynch who plays "Ethel" and with Dick Widmer as "Albert," and directed by Bob Cotton. It is one of radio's most promising new comedy series.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning or afternoon

*Client Suitability:* General

*Number of Artists:* 2

---

**Hickadee's Judge**

In Hickadee, a typical American town, lives the old Judge. On the bench and off it, people came to him for help and advice and comfort because the old Judge is a character everyone loves. This story is told in a continuous dramatic 15-minute chapter.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Entire family

*Suggested for:* Morning, afternoon or early evening

*Client Suitability:* Any product

*Number of Artists:* Varies - 5 to 8 daily

*Audition Facilities:* Transcriptions or will pipe live talent

*Submitted by:* Wolf Associates, New York 17, N. Y.

*See Page 101*

---

**The Knowing Heart**

The story of Susan Hall . . . the possessor of the "Knowing Heart" . . . and of her family and friends. Her influence upon the people with whom she comes in contact . . . and their influence upon her . . . is told in a continuous dramatic story of 15-minute chapters. This show has had a continuous run of 26 weeks, during which time a special audience study was conducted. This study gave evidence that 30.8 per cent of the audience was in contact with the show.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning or afternoon

*Client Suitability:* Any product

*Number of Artists:* Varies - 5 to 8 daily

*Audition Facilities:* Transcriptions

*Submitted by:* WCOS, Atlanta 1, Georgia

---

**Just Home Folks**

5-day a week dramatic serial with more than 12 years performance record in the South. Proven merchandising vehicle. Locally produced, written and directed by Amanda Barnes. The story of "Annie Scott and her two children, Diane, who is 16, and Junior who is about 6. Life in the small town of Littlewood—a warmly human story of people like you and me."

*Availability:* Live talent or E. T.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning or afternoon

*Client Suitability:* General

*Number of Artists:* Varies - 5 to 8 daily

*Audition Facilities:* Transcriptions

*Submitted by:* WGST, Atlanta, 1, Georgia

---

**Hilltop House**

"Hilltop House" has the record of being the top daytime show on Columbia. Unique in its format. The orphanage backdrop affords it full scope for an unusual story line. The original cast and writers still available.

*Availabilty:* Live talent or E. T.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning or afternoon

*Client Suitability:* Household product

*Audition Facilities:* Transcriptions or will pipe live talent

*Submitted by:* Wolf Associates, New York 17, N. Y.

*See Page 101*

---

**The Career of Alice Blair**

Starring Martha Scott in the title role. A "white collar" girl story of Alice Blair of Middleton who goes to big city to find her career. Remarkable rating.

*Audition Facilities:* By: Webster Radio Program, Moines, Iowa

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning or afternoon

*Client Suitability:* Any product

*Number of Artists:* 5

---

**Huckleberry's Secret**

In Hickadee, a typical American town, lives the old Judge. On the bench and off it, people came to him for help and advice and comfort because the old Judge is a character everyone loves. This story is told in a continuous dramatic 15-minute chapter.

*Time Unit:* Fifteen minutes, 5 times weekly

*Audience Appeal:* Female

*Suggested for:* Morning, afternoon or early evening

*Client Suitability:* Food, Drugs and Cosmetics, Retail Stores

*Number of Artists:* 5

*Audition Facilities:* Script

*Submitted by:* Brandt Productions Service, Brooklyn 25, N. Y.

---

## DEAREST MOTHER

*Audience Appeal:* Female

*Suggested for:* Morning, afternoon or evening

*Client Suitability:* Local food accounts

*Number of Artists:* Varies - 5 to 8 daily

*Audition Facilities:* Transcriptions

*Submitted by:* WLW, Cincinnati 2, Ohio

*See Page 110*
"American Woman's Jury", afternoon strip. To quote Variety, "Its purpose is so well achieved, male listeners will go for it too... an oasis in afternoon programming." (Sorry, sold!*)

"Sky Riders", spectacular quiz with dramatic air flight theme. (Not reviewed up to press time.)
Pogram strides. A pretty non-specific term. And so is “unprecedented expansion in Mutual programming” which the Mutual Board of Directors unanimously voted last May.

...this phrase set the spark to immediate action, and some very specific results...

Within 13 weeks, Mutual had five new and important shows on the air—station-originated and covering five types of programming: comedy, big-name commentary, women’s afternoon strip, music, and quiz.

...With more, equally name-studded and audience-slanted, on the way!

The Mutual Broadcasting System

...“Just Between You and Jane Cowl”
with America’s first lady of the theatre.
Says Radio Daily: “...promises to be a delightful series.”

...“What’s the Name of that Song”, musical quiz emceed by Dud Williamson whom Variety calls “...a gracious quizmaster with good taste and an easy-going personality.”

...“The Adventures of Leonidas Witherall”
starring Walter Hampden. Variety says: “Hampden does an excellent acting chore. No reason why program cannot garner a large audience.”
SEATS NOW ON SALE

THEY HUNG THE S.O.S. SIGN OUT ON THE COAST AND IN CHICAGO!

FOR NEW YORK PREMIERE ON WJZ

Galen Drake

and his double-barrel package!

“Sunrise Salute” 6 to 7 A.M.

AND

“Housewives’ Protective League”

HALF-HOUR STARTING 1:45 P.M.

THE PACKAGE with a waiting list of sponsors in two of America’s greatest markets, has its premiere July 31 in the World’s Richest Market.

GALEN DRAKE brings to WJZ one of the nation’s most winning personalities and voices...a voice that breezes through an ad lib routine with the intimacy of an across-the-table companion.

SUNRISE SALUTE is an hour of music and chatter with Galen Drake talking about anything from De Gaulle to troubles of tiny tots.

HOUSEWIVES’ PROTECTIVE LEAGUE isn’t a typical service program.

It’s provocative and has the added salability of having products approved by a picked panel of housewives.

THIS COMBINATION PACKAGE has a record of over 72% renewals in markets where Galen Drake has been on the air.

FOR COMPLETE DETAILS OF THIS TRIED AND TESTED PROGRAM, CALL WJZ OR BLUE SPOT SALES.
**DRAMATIC SERIES 1945**

**The Adventures of Sidog Drummond**
- Series of weird dramas combining mystery and adventure, based on eerily and unconny mental manifestations. Each story reveals strange behavior, unaccountable facts, forebodings resulting from common and extraordinary mental complexes. The fictitious Dr. Worthington solves these mysteries of the mind in language of the inhuman.
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 5 times weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.

**Adventures of Dr. Worthington, Complex-Hunter**
- Series of weird dramas combining mystery and adventure, based on eerily and unconny mental manifestations. Each story reveals strange behavior, unaccountable facts, forebodings resulting from common and extraordinary mental complexes. The fictitious Dr. Worthington solves these mysteries of the mind in language of the inhuman.
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 5 times weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.

**The Adventures of Leonidas Witherrall**
- Walter Hampden, the famous American actor, stars in this comedy-mystery series. Leonidas Witherrall, in his fictional life, the headmaster of a boy's school, writes mystery stories as a hobby. On many occasions he finds himself involved with criminal cases which so intrigue him that he solves them.
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 5 times weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.

**Adventures of Sir Kinmore Kinik**
- Adventures of Sir Kinmore Kinik, is a two-reel comedy show that gives the public many a laugh at the ridiculous things one individual can get himself into and still live to tell the tale. It is aimed at the stage setting for himself as well as those he works for. (28 episodes)
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 2 weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.

**The Randalls of Washington**
- This series is built around a family which has just moved to Washington. Their experiences—such as finding a place to live, eat, etc.—are told to themselves in hilarious comedy. Bonnie, the young daughter, is an impressionable young girl of sixteen steady years, and Ethelbert, the love-sick swain who lives down the block, is continually in hot water. A superb cast all round.
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 5 times weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.

**Two Swell Gals**
- This series features two spinsters who daily live in the town of C. This is a very humorous series, dealing with the daily problems of these two spinsters. The series has been a big success on the air. A large-scale merchandising campaign in Street and Smith's has advertised the series program. With rating history.
- **Availability:** Live talent & E. T.
- **Time Units:** 15 minutes, 5 times weekly
- **Audience Appeal:** Entire family
- **Submitted by:** Mutual Broadcasting System, New York, N. Y.
FORGETTING FIGURES... for the moment
tactics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has
definitely come to stay. But let's put the sliderule gently aside for the moment and measure
something which mathematics cannot.

In our stuffier moments, we here at WOR call this something “A-Credo.” (Pompous term!
It's not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a
monument, intimate awareness of WOR listeners' likes and dislikes that has made — is still making
WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

**ALERT:** WE DEEM IT OUR BUSINESS TO SENSE WHAT IS
OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND
TO PRESENT IT PROMPTLY.

**FRIENDLY:** WE THINK OF MILLIONS, BUT WE SPEAK
TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS.
INFORMALITY IS THE KEYNOTE.

**INTELLIGENT:** WE EXPRESS OUR OWN INTELLIGENCE
BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY
MUST BE ACCURATE, AUTHORITATIVE.

**IMAGINATIVE:** WE STRIVE TO LEND THE DISTINCTION
OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO
EVERY PROGRAM.

If we were an advertiser or an agent looking for a show to sell a product, or create a

in state of mind, we'd give more than casual consideration to these qualities which have

ac WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than

decades of experience — what simple but sometimes peculiar ingredients WOR shows

contain to become irresistible and highly welcome visitors in a majority of the 4,683,590

ons with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news

participating programs which are skillfully tailored to entertain, inform and sell hundreds

thousands of people in the most densely-populated territory on the Eastern Seaboard.

Our address is—

**WOR**

that power-full station, at 1440 Broadway, in New York
Appointment With Life

Follows the successful pattern of the "My True Story" series that the Blue originated a year ago and sold since the last edition of "Shows for Researchers". Each 30-minute show is complete in itself and spotted at 5:30 p.m. EWT over coast Blue, following two successful commercials, it is in an ideal spot for a sponsor who wishes to attract a large women's audience. Stories are based on the files of Dr. Valerie Parker, who has spent her years in consultation with the problems people face. Naturally, these stories have not been placed in places but are based on true incidents. An unusual series, ably written and produced.

Availability: Live talent

Time Unit: 30 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: General

Number of Artists: 5 to 10

Audition Facilities: Will pipe live talent

Submitted by: Blue Network Co., New York 20, N. Y.

(See Pages 32-36, 60, 62)

Arthur Hopkins Presents

The program that has been acclaimed an outstanding success by listeners, playwrights and professionals in the new NBC series, "Arthur Hopkins," is receiving untold enjoyment from theater riches.


The program, which is adapted for radio by Gerald Magner, is a vital force in the American theater and has spent on Broadway he has been a separate unit in itself, and for variation each weekly drama is presented as a "Road to Danger" and "Hot Copy," finding audience. Naturally, with the great world... brilliantly narrated sound and musical effects.

Availability: E. T.

Time Unit: Fifteen minutes; 1, 2 or 3 weekly

Audience Appeal: Entire family

Suggested for: Evenings

Client Suitability: Department Stores, Jewelry Companies, Banks, Opticians, insurance Companies, etc.

Number of Artists: 50

Audition Facilities: Transcriptions

Submitted by: Transcribed Radio Shows New York 19, N. Y.

Cavalcade of History

This historical series consists of dogged "Dates That Made History" with introduction and closing of the program a 32-piece band and two very fine voices singing semi-classical songs, accompanied in interest, telling "Discovery of Radium," "Invention of Electric Light," "Betsy Ross" and "T ence Nightingale," 62 fifteen-minute programs available. In total copy in connection with this program, there are success stories available.

Availability: E. T.

Time Unit: Fifteen minutes; 1, 2 or 3 weekly

Audience Appeal: Entire family

Suggested for: Evenings

Client Suitability: Department Stores, Jewelry Companies, Banks, Opticians, insurance Companies, etc.

Number of Artists: 50

Audition Facilities: Transcriptions

Submitted by: Transcribed Radio Shows New York 19, N. Y.

Cavalcade of Drama

Twelve dramatized stories of the greatest names in history. "Cavalcade of Drama" deals dramatically and factually with the lives of such personalities as Napoleon Bonaparte, Marie Antoinette, Edgar Allan Poe, Brigham Young, Mary Stuart, Johnn Strooss, etc. These many other famous names may now brought to the very living room of America's families to the stock of the same reality that is radio. Each story is complete in thirteen episodes. (156 words altogether).

Availability: E. T.

Time Unit: 15 minutes, 1 to 3 weekly

Audience Appeal: Entire family

Suggested for: Evenings

Client Suitability: Department stores, class accounts

Audition Facilities: Transcriptions

Submitted by: C. P. MacGregor, Hollywood, California, California

The Cisco Kid

That famous hero of the Southwest, "The Cisco Kid," has many a holed up adventure in behalf of lovely ladies, amusingly high appeal for people of ages dates back to O. Henry, his creator, and has been continuously strengthened by movies, radio and film. Today the airwaves have a full hold of vivid, authentic action every week.

Availability: Live talent

Time Unit: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evenings and Sunday

Client Suitability: General

Number of Artists: 10 and more

Audition Facilities: Transcriptions

Submitted by: Blue Network Co., New York 20, N. Y.

(See Pages 26, 27)
The WHY of BLUE Program Progress

"WE HAVEN'T A CLOSED MIND TO ANYTHING OR A CLOSED DOOR TO ANYONE"

Witness...
Yes, we dared—and we built
—and WE SUCCEEDED
(more than any other network!)

America has told us she likes the BLUE principle of programming—by ever-increasing BLUE audiences—

American advertisers and advertising agencies have told us so—by buying more and more BLUE-originated programs. For the BLUE has sold far more of these programs than any other network.

A conservative was once described as "a man who never does anything for the first time".

If this is so, then the BLUE Network is decidedly on the non-conservative side, even slightly radical at times—in its approach to programming.

We haven’t a closed mind to anything or a closed door to anyone.

Good programs can—and do—come from almost any place. "Breakfast at Sardi’s" came out of the new West with all the informal zaniness that more hidebound outfits would never tolerate. It’s the Number 1 morning show on the networks. "The Boston Symphony", on the other hand, has its roots deep in America’s most stolid and cultured East. It’s America’s most respected and oldest (in continuous performance) of all symphony orchestras.

These are extremes—with all manner of programs in between, from such tried-and-proven troupers as Paul Whiteman and Cliff (Ukulele Ike) Edwards to "Creeps By Night" which presents horror in its finest form, and "Hop Harrigan" and "Land of the Lost" which mingle story and fantasy for America’s youngest generation.

All have a common denominator, a constant search for talent among writers, performers and producers—and a touch of vision that permits us to be different—so long as the basic ingredients of good showmanship are always present.

There are still some mighty good shows open for sponsorship.
You'll find them listed on the next two pages.
## THE BLUE BOOK of SHOWS

### BLUE-PACKAGED* PROGRAMS SOLD — AND FOR SALE

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DESCRIPTION</th>
<th>SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventures of the Sea Hound</td>
<td>Juvenile adventure serial with setting on high seas and in South American ports.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Appointment with Life</td>
<td>Dramatization of real-life problems, taken from files of Dr. Valeria Parker.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Art Armen</td>
<td>The &quot;silk-and-satin voice&quot;—singing old and new favorites.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Baby Institute</td>
<td>A &quot;Baby Clinic&quot; of the air presented by recognized child doctors and psychologists.</td>
<td>For Sale</td>
</tr>
<tr>
<td>The Boston Symphony</td>
<td>America’s oldest and most respected symphonic orchestra conducted by the distinguished Serge Koussevitzky.</td>
<td>Allis-Chalmers</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>A daytime leader for 12 years starring Don McNeill in music and wit.</td>
<td>Kellogg Co.</td>
</tr>
<tr>
<td>Breakfast at Sardi’s</td>
<td>Radio’s Number One morning show, starring Tom Breneman in audience participation antics.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Childrens Music Society of Lower Basin Street</td>
<td>Life in Army as seen through eyes of a two-fisted chaplain.</td>
<td>Andrew Jergens Co.</td>
</tr>
<tr>
<td>Coast to Coast on a Bus</td>
<td>The one-and-only Cliff Edwards (Ukelele Ike) with haunting old and new songs.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Correspondents at Home and Abroad</td>
<td>Children’s variety show—on air 20 years—featuring Milton Cross and Madge Tucker.</td>
<td>Sweets Company of America</td>
</tr>
<tr>
<td>Counterspy</td>
<td>Pick-ups of latest news and comment of Blue correspondents here and overseas.</td>
<td>Kem-Tone</td>
</tr>
<tr>
<td>Dick Tracy</td>
<td>Horror at its finest—and most fascinating. With top names from the “chill” industry.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Innunginer</td>
<td>Juvenile—the adventures of the Ace Detective—one of America’s favorite comic-strip characters.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Earl Godwin</td>
<td>The Master Mentalist—whose feats astound all America.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Edie Condon’s Jazz Concert</td>
<td>The “down-to-earth—up-to-the-minute” news commentator.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Ted &amp; Albert</td>
<td>“Jam Sessions” from Town Hall, with celebrated guest stars on every instrument.</td>
<td>Dr. Pepper Co.</td>
</tr>
<tr>
<td>Fish Pond</td>
<td>The trials and tribulations of a young married couple. Human, compelling.</td>
<td>Kellogg Co.</td>
</tr>
<tr>
<td>Inn Valley</td>
<td>A quiz program with a really different twist—and chock full of laughs.</td>
<td>Gum Laboratories</td>
</tr>
<tr>
<td>Ill Martyn</td>
<td>Al Pearce combines comedy, music and drama—built around one of radio’s favorite personalities.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Hello Sweetheart</td>
<td>Popular news summary late each morning—timed for a big audience.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Top Harrigan</td>
<td>Nancy Martin, a G.I. favorite, sings lilting request numbers for service men.</td>
<td>For Sale</td>
</tr>
<tr>
<td>George Hicks</td>
<td>Dramatic, timely “kid’s show,” geared to the growing interest in aviation.</td>
<td>For Sale</td>
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<tr>
<td></td>
<td>The commentator who made radio history by his dramatic broadcasts from the deck of an invasion warship.</td>
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</tbody>
</table>

*We acknowledge with gratitude the able assistance of America’s leading production agencies in helping us build many of these shows. Among them are:

<table>
<thead>
<tr>
<th>Agency</th>
<th>Name</th>
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<tbody>
<tr>
<td>Ikes Appel</td>
<td>Marjorie Fisher</td>
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<td>Other Batchelor</td>
<td>General Amusement Corp.</td>
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<tr>
<td>Brown</td>
<td>Mark Goodwin</td>
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<td>K. Brown</td>
<td>Mabel Green—&quot;Variety&quot;</td>
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<td>Green</td>
<td>Bill Hardy</td>
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<td>Greenbaum</td>
<td>Anne and Frank Hummert</td>
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<td>Glendy</td>
<td>King-Friddle</td>
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<td>Glendy</td>
<td>Phillips Lord</td>
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<tr>
<td>Glendy</td>
<td>Robert Maxwell Associates</td>
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<tr>
<td>Green</td>
<td>Virginia McMillin</td>
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<tr>
<td>Gross</td>
<td>Raymond R. Morgan &amp; Co.</td>
</tr>
<tr>
<td>Harris</td>
<td>William Morris</td>
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<tr>
<td>Kingsley</td>
<td>Music Corporation</td>
</tr>
<tr>
<td>Knefel</td>
<td>National Concert Artists Corp.</td>
</tr>
<tr>
<td>King-Treadle</td>
<td>Frank Norris</td>
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<tr>
<td>King-Treadle</td>
<td>Johnnie O’Connor</td>
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<tr>
<td>King-Treadle</td>
<td>James Parks</td>
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<tr>
<td>King-Treadle</td>
<td>Al Pearce</td>
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<td>King-Treadle</td>
<td>Jim Sauter</td>
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<td>King-Treadle</td>
<td>Scheck-Dahlin</td>
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<td>King-Treadle</td>
<td>Bernard Schubert</td>
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<tr>
<td>King-Treadle</td>
<td>Lee Segall</td>
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<td>King-Treadle</td>
<td>Henry Souvaine</td>
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<td>King-Treadle</td>
<td>Aaron Steiner</td>
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<td>King-Treadle</td>
<td>Tom Stix</td>
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<td>King-Treadle</td>
<td>Transamerican</td>
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<tr>
<td>King-Treadle</td>
<td>Tom Wallace</td>
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<tr>
<td>King-Treadle</td>
<td>Bob White</td>
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<tr>
<td>King-Treadle</td>
<td>Wolf Associates</td>
</tr>
</tbody>
</table>

—and our apologies and thanks to anyone we’ve forgotten!
## More Blue-Packaged Programs Sold—and For Sale

<table>
<thead>
<tr>
<th>PROGRAM</th>
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<th>SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humbard Family</td>
<td>Gospel songs and music presented in rhythmic manner by the six Humbards.</td>
<td>For Sale</td>
</tr>
<tr>
<td>It's Murder</td>
<td>Weekly dramatizations of mystery and murder produced in cooperation with National Safety Council.</td>
<td>For Sale</td>
</tr>
<tr>
<td>John B. Kennedy</td>
<td>One of country's earliest and foremost analysts in a news-and-views series.</td>
<td>Harvel Watch Co.</td>
</tr>
<tr>
<td>Kiernan's News Corner</td>
<td>Daily news commentary featuring humorous analyst Walter Kiernan.</td>
<td>Sweets Co. of America</td>
</tr>
<tr>
<td>Ladies Be Seated</td>
<td>Ed East &amp; Polly in high-rated audience participation show.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Land of the Lost</td>
<td>Highly imaginative children's story about kingdom under sea, by Isabel Manning Hewson.</td>
<td>Grove Laboratories</td>
</tr>
<tr>
<td>Leland Stowe</td>
<td>Matter-of-fact, precise news analyses by the famed world-travelled commentator.</td>
<td>American Meat Institute</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>William Bendix of stage and screen in hilarious dramatization of typical American family.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Listen The Women</td>
<td>New and different combination quiz and discussion program about, by, for women. Janet Flanner as M.C.</td>
<td>Hall Brothers</td>
</tr>
<tr>
<td>Living Should Be Fun</td>
<td>Games and fun.</td>
<td>Texas Co.</td>
</tr>
<tr>
<td>Meet Your Navy</td>
<td>Ed East &amp; Polly in high-rated audience participation show.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Metropolitan Opera</td>
<td>Variety musical produced at Great Lakes Naval Training Station featuring ex-radio regulars.</td>
<td>Libby, McNeill &amp; Libby</td>
</tr>
<tr>
<td>Musical Mysteries</td>
<td>Weekly broadcasts direct from the stage of the world-famous Metropolitan Opera Company.</td>
<td>Philco Corp.</td>
</tr>
<tr>
<td>My True Story</td>
<td>Audience participation show with dramatized mystery skits based on musical cues.</td>
<td>George W. Luft Co.</td>
</tr>
<tr>
<td>Don Norman Show</td>
<td>Dramatized true stories from publication of same name; complete in each broadcast.</td>
<td>For Sale</td>
</tr>
<tr>
<td>On Stage Everybody</td>
<td>Audience-participation show filled with stunts and gags. Don Norman emcees.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Piano Playhouse</td>
<td>New kind of variety show giving undiscovered professional talent a chance to fame.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Philco Radio Hall of Fame</td>
<td>Miniature musical featuring three pianos telling a story in music.</td>
<td>Philco Corp.</td>
</tr>
<tr>
<td>Philco Summer Hour</td>
<td>Brilliant, full-hour variety program featuring Paul Whiteman and galaxy of stars.</td>
<td>Philco Corp.</td>
</tr>
<tr>
<td>Sez You</td>
<td>The king of &quot;swing and sway&quot; in a lively, entertaining musical program.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Swing Shift Frolics</td>
<td>&quot;Slang Quiz&quot; show featuring three celebrated Chicago newspaper wits.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Ted Malone</td>
<td>Variety show featuring talented war workers; Lucy Monroe, emcees; Joe Rimes' Orchestra.</td>
<td>Westinghouse</td>
</tr>
<tr>
<td>Terry &amp; the Pirates</td>
<td>Intimate, authentic interviews and stories from overseas, featuring radioman Ted Malone.</td>
<td>Quaker Oats</td>
</tr>
<tr>
<td>Those Good Old Days</td>
<td>Juvenile adventure series centering around favorite characters of popular comic strip.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Time Views the News</td>
<td>Nostalgic variety show with &quot;Gay Nineties&quot; songs and stars who made them famous.</td>
<td>Welch Grape Juice Co.</td>
</tr>
<tr>
<td>Town Meeting of the Air</td>
<td>Westbrook Van Voorhis with news gathered by 200 Time and Life Correspondents.</td>
<td>Reader's Digest</td>
</tr>
<tr>
<td>Variations by Van Cleve</td>
<td>Radio's acclaimed forum program with George V. Denny, moderator and distinguished guests.</td>
<td>Ford Motor Co.</td>
</tr>
<tr>
<td>Watch the World Go By</td>
<td>Favorite melodies as conceived by one of the nation's outstanding arrangers and conductors, with Kay Armen, singer.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Weekly War Journal</td>
<td>Up-to-the-minute news comment by leading newscasters.</td>
<td>For Sale</td>
</tr>
<tr>
<td>Harry Wisner</td>
<td>Sunday round-up of all the war news—featuring Blue corresponds at home and abroad.</td>
<td>For Sale</td>
</tr>
</tbody>
</table>

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The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
in a form of play, "Creeps by Night" is well-produced, "Creeps have become one of the major horror series on the air, Keyed for audience which always put this type of show, "Creeps" come guest stars in a weekly story which searches into the mysterious and supernatural!

- Live talent
- U.S. 30 minutes, once weekly
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: General
- Artists: 5 to 10
- Activities: Will pipe live talent
- Facilities: Blue Network Co., New York, N.Y.

Curtain Call

our bill-of-fare which embodies frequent format for smooth presentation, guest stars for which producers and sponsors have been looking at 3 outstanding audience appeal ingredients: fine literature brilliantly narrated, true life character of guest star which grips the listener's interest from start to finish. It deals with a large under-sea boat owned by the mysterious London surgeon who unknown to but a few, has re-discovered the lost continent of "Atlantis" and has built his headquarters there for research work. This show is not a juvenile type mystery but built for the adult fan.

- Availability: Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Evening
- Client Suitability: General
- Number of Artists: 5 to 10
- Facilities: Transcriptions
- Submitted by: WMSB, Memphis 3, Tenn.

Death from Below

"Death from Below" is a weekly dramatic show that keeps listeners interested from start to finish. It deals with a large under-sea boat owned by the mysterious London surgeon who unknown to but a few, has re-discovered the lost continent of "Atlantis" and has built its headquarters there for research work. This show is not a juvenile type mystery but built for the adult fan.

- Availability: Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Daily
- Client Suitability: Almost any retail store
- Number of Artists: 4 or 5
- Facilities: Transcriptions

The Eagle of the Sea

"The Eagle of the Sea" is a stirring dramatic series based on the life of Lord Horatio Nelson. Commencing from the day Nelson is born, and ending with his death, "The Eagle of the Sea" vividly portrays the life of the man, his fabulous romance with Lady Hamilton, and a less spectacular side of his career, his genius in making changes to the condition of the Navy at that time. It is produced with an all-star American network cast with the exploits of the British and American forces as they occupied the Continent these days, this is a series meriting more than casual consideration.

- Presentation: E. T.
- Available Time Units: 15 minutes, 1, 2 and 3 times weekly
- Audience Appeal: Entire family
- Suggested for: Evening
- Number of Artists: 5 to 10
- Facilities: Transcriptions
- Submitted by: Radio House, Inc.

Hidden Wealth

"Hidden Clues" is a new type of mystery serial, specifically written for a sponsor's product and featuring the fictional detective with a family name. Presentation: Live talent

- Available Time Units: 30 minutes, once weekly
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: General or inst. or New
- Number of Artists: 10
- Facilities: Transcriptions
- Submitted by: The National Broadcasting Company, New York, N.Y.
"MUST" COVERAGE

Coverage of ... one out of every two radio homes in the U.S.

Coverage in ... markets where families have a buying power more than one-third higher than the nation's average.

Coverage that ... any advertiser can secure by using these 11 essential stations in these 11 essential markets ...

- WEAF New York
- WRC Washington
- WMAQ Chicago
- KDKA Pittsburgh
- WTAM Cleveland
- WBZ-A Boston-Springfield
- WGY Schenectady
- KYW Philadelphia
- WOWO-WGI Fort Wayne

Advertisers who want a bigger share of the people with active purses ... receptive ears ... in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "must" coverage ... data on audiences, successes, time available, costs ... call your nearest NBC Spot Sales Office listed below.

NBC SPOT SALES
New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Graystone 8700
Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Hollywood 6161
Denver, Maine 6211 ... Boston, Hancock 4261
**Hollywood Academy Theater**

Dramatic and comedy shows using Hollywood motion picture top stars and finest supporting players. Each episode complete.  

**Audience Appeal:** Entire family  
**Suitability:** Food—department store accounts

**Motion Picture Top Stars**

E. T.  
- 30 minutes: 1 weekly

**Dramatic and Comedy Shows**

- Suggested for: Sunday morning, afternoon or evening
- Client Suitability: General
- Number of Artists: 17
- Available for: Afternoon or evening
- Submit by: Richard Stork & Company, New York 20, N. Y.

**The Human Adventure**

Dramatic network series dealing with the adventures of a group of thirty-nine completed quarters based on the adventures of the United States Navy's most successful and well-produced. Will build audience following among men and women.

**Audience Appeal:** Entire family  
**Suitability:** Class accounts  
**Facilities:** Transcriptions


**Hollywood Radio Theater**

In this program, offering the chance to hear half-hour dramatized stories told by top radio writers.

**Audience Appeal:** Entire family  
**Suitability:** Class accounts  
**Facilities:** Transcriptions


**Honor the Law**

The story of a crooked old gentleman who refuses to believe that the electric chair and everything else invented since that is here to stay. Pure comedy with a middle western setting and a Vic and Sade flavor. Written by Charles Gussman.

**Audience Appeal:** Entire family  
**Suitability:** Institutional  
**Audition Facilities:** Transcriptions

- by: Norman Winter, 509 Madison Ave., New York 22, N. Y.

**I Can't Forget**

This 15-minute half-hour program devoted to strange experiences told by actual participants. Stories take in the entire cycle of life, men and all the sundry, by "Irmo MacGregor, Holly-

**Audience Appeal:** Entire family  
**Suitability:** Institutional  
**Audition Facilities:** Script

- by: Brandt Production Service, Brooklyn 29, New York

**Imperial Leader**

Dramatized life story of Winston Spencer Churchill, England's fighting Prime Minister. Produced in Australia with an all-Australian network cast, this show tells of Churchill's early boyhood, follows his experiences in the Army, his first political speech, throughout his colorful career, and up to the present day in war torn England. One of the greatest programs of all time, is tied up with headlines Churchill constantly monitors. Sold for broadcast throughout Canada to Kluondike.

**Audience Appeal:** Entire family  
**Suitability:** General  
**Number of Artists:** 5

- Submitted by: Gordoni Radio Productions, Chicago 5, Ill.

**Journeys Into Fear**

Half-hour suspense-horror type of broad-

- by: Harry Jacobs Productions, New York 20, N. Y.

**Killers of the Sea**

Stories of the dives, deals in espionage, deep sea encounters with sharks, swordfish, foreign ships, sunken treasures, with a young secret service girl and the hero who is a strong believer in clean living, 39 episodes.

**Audience Appeal:** Entire family  
**Suitability:** Institutional  
**Audition Facilities:** Transcriptions

- by: WMAL, The Evening Star Broadcasting Co.

**How It Started**

The program is based on Miss Bell's Syndicated column of the same name. Miss Bell, toaster to introduce several high- 

- by: WMAIE, The Evening Star Broadcasting Co.

**Dramatic Series**

Number of Artists: About 40
- Unit Cost: Based on population of market, power and rates of station used

**In His Steps**

A dramatization of the famous novel of the same title that has sold more than 22 million copies. Full orchestral theme and background music composed by a 34-voice choir. Has sold department stores, furniture, banks, investments, lumber, mortuaries, and many other high prestige department stores. Apparel, jewelry, personal goods, hardware, dentists, furs, and will sell any commodity that requires dignity and rapid building of enthusiastic listening audiences. 20 Episodes

**Audience Appeal:** Entire family  
**Suitability:** Institutional  
**Number of Artists:** 10


**Innocence Threadleaf**

"Innocence Threadleaf" is a spinster whose vocation is crime detection. If clients don't come to the small detective agency, she and her young attractive secretary go out and find them. Each adventure is a complete installment and contains action, suspense and mystery, plus lots of laughs, occasional love interest, observations and opinions on life, men, and all the sundry, by "Innocence Threadleaf."

**Audience Appeal:** Live talent  
**Suitability:** Institutional  
**Audition Facilities:** Transcriptions

- Submitted by: Brandt Production Service, Brooklyn 29, New York

**Irvin Streus's Invisible Theater**

Half-hour dramatic show of the macabre: eerie, fantastic, unusual, and world of make-believe: written and produced by Irvin Streus.

**Audience Appeal:** Live talent  
**Suitability:** Institutional  
**Audition Facilities:** Transcriptions

- Submitted by: Irving Streus, New York 20, N. Y.

**It's a Small World**

Audience participation dramatizing best stories sent in by correspondence, lives of those who experience them. Themes can be dramatized by a small cast, or let- 

**Audience Appeal:** Entire family  
**Suitability:** Institutional  
**Audition Facilities:** Transcriptions

- Submitted by: R. L. Power

**JUDGES**


- See Page 86
Live wires...

To be a live station takes live talent.

KMOX (a live station, indeed) has some exceptionally live talent. So lively that it steals the show—and audience—from six other St. Louis stations every weekday morning.

We point to such KMOX personalities as news analyst W. R. Wills... Jane Porter (whose Magic Kitchen now has its highest rating)... and hillbilly singer Sally Foster and the Ranchers. They're all heard before noon. They all capture the biggest share of listeners—and two of them are opposite a nationally heard network show.

Their high Hoopers are typical of KMOX popularity during the whole morning, 8 A.M. to 12 noon, Monday-through-Friday. The latest Hooper tally (Winter-Spring, 1943-44) gives KMOX an almost clean sweep of 14 listener “firsts” out of the 16 quarter-hour periods rated.

This same dominance prevails throughout the day, with KMOX holding an average day-and-night audience 19% greater than that reached by the second-best station in St. Louis.

Not only are KMOX-originated live shows the frequent first choice of listeners, but 87% of all KMOX-Columbia Network programs—day and night—win higher Hooper ratings in St. Louis than they do nationally.

Advertisers, naturally, make KMOX their first choice, give it more commercially-sponsored quarter-hours than any other of the six stations serving this area. And, besides audience, KMOX also offers them St. Louis' most extensive array of radio talent, production skill and facilities.

All this (and ratings, too) are yours to command. For live-wire, sure-fire results in St. Louis—and the rich market surrounding it—call us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
The Meal of Your Life

"The Meal of Your Life" is a dramatic variety show featuring such big name personalities as Elsie Maxwell, Getting Chased, Burgess Meredith, George Jessel, Rosemary Lane, Ned Sparks, Paul Lukas, and many other of equal name value. On each show a different quest star (in some cases more than one) appears with an outstanding supporting cast of Broadway and Hollywood actors. Each scene represents an important meal in the life of the guest, a meal they remember most vividly for something that happened on that occasion. Complete merchandising and publicity campaign goes with the show. Cookbooks are given away each week, at no cost to sponsor.

Availability: Live talent & E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: Food products, beverages, and home appliances

Number of Artists: 6 to 10

Cost: $4,000 weekly for live network show, one-quarter of "A," one time rental of station used, as syndicated transcribed show.

Audition Facilities: Transcriptions

Submitted by: Kermit-Raymond Radio Productions, New York 22, N. Y.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: Romantic

Number of Artists: 8 to 16

Available: Live talent & E. T.

Mystery House

Starring Bela Lugosi, John Carradine, Karloff, Lorre, Lon Chaney, Jr., in a series of horror mysteries based upon many of the truly fine horror plays and stories of the famous Grand Guignol as well as current star writers of the "horror" field.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types

Number of Artists: Approximately 10 and up

Audition Facilities: Will pipe live talent

Submitted by: Fredric W. Ziv Co., Cincinnati 2, Ohio

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: General

Cost: First $5,000, second $3,000, third $2,000

Number of Artists: 6 to 8

Availability: Live talent

Time Units: 30, 45 minutes, once weekly

Audience Appeal: Whole family

Suggested for: Evening

Client Suitability: Food products, beverages, department stores, etc.

Number of Artists: 4-6

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Company, New York, N. Y.

Time Units: 30 minutes, once weekly

Audience Appeal: Whole family

Suggested for: Evening

Client Suitability: Fashions, women's magazines, clothing stores

Number of Artists: 3-4

Audition Facilities: Transcriptions

Submitted by: National Concert and Artists Corporation, New York 22, N. Y.

Love Story

With the screen's great lover, Lederer in the leading role. A series of love tales told in the broad manner, with a cast composed of screen's best names in support of Lederer.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female

Suggested for: Afternoon or evening

Client Suitability: Fashions, women's magazines, clothing stores

Number of Artists: 3-4

Audition Facilities: Transcriptions

Availability: Transcriptions

Submitted by: Brandt Production Service, Brooklyn, N. Y.

My Prayer Was Answered

Thirty-nine complete episodes quarterly programs built around true experiences. Taken from actual newspaper accounts of cases, the stories are vividly told by leading newspapermen, poignantly with realism. This distinctive program is a sincere effort to present the listener with a new dramatic setting. A program by-and-for the people. One of the best produced transcribed shows ever built. This program stars Hanley Stafford, better known as "daddy" in the Maxwell House Coffee program.

Availability: E. T.

Time Units: 30 quarter-hour programs, once or more weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Banks, funeral parlor, medical stores and general products

Number of Artists: 3 to 6

Submitted by: CJCA, Edmonton, Alberta, Canada

Our Miss Stevens

This is the story of an attractive woman of about 30 who is personnel counselor in a large brokerage office and the numerous human interest dramas that make their way into her files—many of which have a bearing on her own life.

Availability: Live talent

Time Units: 15 to 30 minutes, once or more weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: General

Submitted by: Richard Stark & Company, New York 20, N. Y.

The Pacific Story

This program series dramatically presents a revealing story of the links that bind America's destiny to the Pacific and presents an outstanding authority on the Pacific and its people. Written by Arnold Mangin, former political advisor to Generalissimo Chiang Kai-shek and now director of Pacific Operations, Overseas Branch of the OWI. Week by week in spirit to each of the lands concerned in the program. Each program of the series is concluded with a 5-minute talk by Owen Lattimore from San Francisco. (Hollywood origination.)

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Whole family

Suggested for: Evening

Client Suitability: Inst.

Number of Artists: 2-4

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Company, New York, N. Y.

Parents Magazine of the Air

A case of the Famous Parents Magazine currently sponsored by most of the nation's leading department stores featuring the magazine's editorial board in an authentic series designed for the mother of young children, completely merchandised for department stores.

Availability: E. T.

Time Units: 15 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Department stores

Number of Artists: Approximately 10

Cost: 25 cents—Based on radio

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Company, Cincinnati 2, Ohio

Pathways to Peril

The story of a woman who finds in intrigue and threat of sudden death the challenge to a more exciting way of life, by unmasking the secrets of a murderer...the story of a crime reporter whose daily newspaper column reflects his brash curiosity, his unquenchable hunger and his taste for adventures into the inexplicable.
Mr. Durante, when coaxed, testified:

"a-mung my many reasins, Joonyeh, for conferrin my ovah-whelmin accolade upon the technicians of Station KNX (in Los Angeleeze, Joonyeh) is on ac-count of their consommee' skill. Witout it, what would become of the famous Durante timin'—the notorious Moore swahv-tay? Down cellar! But wit this exum-perry triumph of the elec-tronic art, where do we stand? I pause to inquire, and I reply, witout ado and in a trice, we are hail well met! What is more, I prefer Camels."

As usual, Durante hits the issue squarely on the button. For the Moore-Durante show depends not only on the smoothest possible timing—but the sharpest studio-technique in any Pacific station. It's a unique brand of radio stagecraft—this KNX skill that "binds" some 27 transcontinental shows as hand-somely as 27 rare books. What's more, precisely the same skill works at KNX for the local advertiser.

Take Midnight Merry-Go-Round, for example. It's sponsored by a local used-car dealer. It's broadcast (with big-time polish) to a local audience. Does it "work"? One night 2,450 persons telephoned (one per second) to shout "Great show!" Not bad for a program broadcast from midnight to 1 A.M. In short, friends, local advertisers on KNX buy big-time radio quality. You could, too. The sooner you ask us—or Radio Sales—about them, the sooner the KNXperts start work for you.
**Dramatic Series**

**The Shadow**

The nation's best known radio character. Available on transcription or co-operative live sponsorship on the Mutual Network. Latest Hooper rating, 17.8 Has included a large number of re-runs on Sundays 5:30-6:00 E.W.T. on all networks for nine consecutive years. Several choice cities now open for sponsor use. Shadow makes each show a sensation. Pictures, and many other promotional aids, including recorded advance announcements and cast presentation.

**Entertainment by:** WMCA, New York 19, N. Y. (See Page 21)

**Stories of Escape**

This is a weekly series of psychological dramas. These are stories of men and women who seek escape, not from behind barred windows, but from escape from character, environment and the numerous tests that human society meet and solve in lifetimes. This dramatic series is written by Alan Fishburn and Hugh Douglas. The handling of this material is unusual and interestingly interesting to the radio listener.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 or 2 times weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Any product

**Number of Artists:** 2

**Audition Facilities:** Transcriptions

**Submitted by:** National Recording Corp., Chicago 8, Ill. (See Page 96)

Ten Years from Today

A peek into the post-war world. The result when your war bonds reach maturity. The anticipated mode of living, with all the little gadgets that present war bonds will buy authentically compiled through competent research. Drama, humor, informative, the world of tomorrow, ten years from today—brilliantly analyzed by the well known radio personality, Paul Harvey.

**Availability:** E. T.

**Time Units:** 15 minutes, 2 or 3 times weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** General appeal

**Number of Artists:** 2

**Audition Facilities:** Transcriptions

**Submitted by:** National Recording Corp., Chicago 8, Ill. (See Page 96)

**The Voice of Vision**

This is a half-hour dramatic, live-talent show, dramatizing the lives of famous men and women of history— inventors, explorers, scientists, doctors, nurses, saints, artists, etc., plus women through whose eyes we have seen a better world—history's men and women of vision. Each program devotes as much time to the personal life of the individual as it can, to his professional life, thus making for better listening, as well as being an educational presentation. Show is written and produced by the Shadow writers.

**Availability:** Live talent and E. T.

**Time Units:** 30 minutes, once weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Any product

**Number of Artists:** Varies— from 8 to 11

**Cost:** $100.00—plus station costs

**Audition Facilities:** Transcriptions

**Submitted by:** WGST, Atlanta 1, Georgia (See Page 64)

**This I Believe**

Stories of the unsung heroes in all ages and from all walks of life who have been the inspiration to men to make the hard, steep ascent to the peaks of glorious achievement. Fundamental appeal is feminine and offers a delightful and most welcome change for daytime serial-listeners, but also an asset to his professional life, thus making for better listening, as well as an educational presentation. Show is written and produced by the Shadow writers.

**Availability:** Live talent and E. T.

**Time Units:** 30 minutes, once weekly

**Audience Appeal:** Entire family

**Suggested for:** Afternoon or evening

**Client Suitability:** Any product

**Number of Artists:** Varies—from 8 to 11

**Cost:** $100.00—plus station costs

**Audition Facilities:** Transcriptions

**Submitted by:** WMCA, New York 19, N. Y. (See Page 64)

**Tales of Treasure**

Fabulous stories of fabulous gems and the part they have played in changing personal destinies, altering the course of civilization, and shaping the politics and economies of nations and continents. A series of true stories, each a flawless, poetic presentation carefully cut through the superabundance of materials, and of direction and direction. Johnnie Noblett, and brilliantly set against the background of Franklyn MacCormack's venerated researches. The far-reaching influence of sparkling jewels and precious metals is a subject of universal fascination. Each program is packed with ear-catching and interest-holding series.

**Availability:** Live network or E. T.

**Time Units:** 5, 10, or 15 minutes, 3 to 7 times weekly

**Audience Appeal:** All-family

**Suggested for:** Evening

**Client Suitability:** Any, with emphasis on jewelry businesses

**Number of Artists:** Narrator and cast

**Audition Facilities:** Transcriptions

**Submitted by:** Nebbti Radio Productions, Chicago 1, Ill. (See Page 96)
Oh, what a beautiful morning!

Fact 1: Between 5:30 and 9 A.M., more advertisers use WABC than any other New York network station.

Fact 2: WABC has the highest rating in more of these 14 quarter-hours than all other New York stations combined (CBS Listener Diary study, December 1943).

Pretty conclusive, don’t you think?

Unchallengeable evidence that WABC’s skillful blending of early-morning entertainment, news and information is sensitively pitched to the discriminating tastes of New York’s tremendous listening audiences.

Here’s the schedule which produces these results: 5:30-6:30, Reveille Sweetheart; 6:30-7:45, Arthur Godfrey; 7:45-8:00, Early-Morning News; 8:00-8:15, European Round-Up; 8:15-8:30, Three Five-Minute Programs; 8:30-8:45, The Missus Goes A-Shopping; 8:45-9:00, Margaret Arlen.

There’s still room within that schedule for a few additional sponsors. Call us, or Radio Sales, and we’ll show you how your selling message can be included.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
The Dramatic World

"Dramatic World" is a dramatization of the most popular stories of the week. It features a popular cast of characters and is based on a classic novel. The series is broadcast every Sunday evening.

Audition disc

Its despread

/111 Dramatic

38

The Callahans

Holt hour comedy musical program


We, the Jury

"We, The Jury" is an adult dramatic series with a "who did it" quiz feature built into the story to provide an outstanding merchandising hook. True to life courtroom murder stories are told with the solution hinted at but not completely disclosed until the following broadcast. This series will "sell" having an obvious success record over 40 odd stations.

Rate: E. T.

Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening or afternoon

Client Suitability: General

Number of Artists: 8

Audition Facilities: Transcriptions


(See Page 102)

Toby's Cornstressed Nooz

"Toby and Susy" is an up-to-date series of ten-minute programs. . . 260 now transcribed. The program has been carried for five years in live talent form on six midwest radio stations and has been placed in approximately sixty markets in transcribed form. It has an outstanding record of success based upon ability to build an outstanding audience and achieve significant sales results.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Bakers, flour, feed, beer, dairies, farm audience

Number of Artists: Five

Audition Facilities: Transcriptions

Submitted by: Webber Radio Programs, Des Moines, Iowa

True Detective Mysteries

Santos Ortega and other radio veterans alternate in the leading role of Detective Inspector Sam Slade in this new series based on stories from the magazine. Sponsored entitled to free monthly ads in "True Detective" and "Master Detective" magazines (combined circulation, 600,000) and newspaper and truck posters in sponsored cities.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Unit Cost: $500 per broadcast for first 26 weeks

Submitted by: Mutual Broadcasting System, New York, N. Y.

(See Page 27)

Tugboat Annie

Based on the great series of short stories that appeared in The Saturday Evening Post.

Two acts: Two commercial stories, familiar to any property, household product usage product.

Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Unit Cost: $3,50.00 per broadcast for the first year not including orchestra

Submitted by: Mutual Broadcasting System, New York 18, N. Y.

(See Pages 26, 27)

Any Body here Seen Kelly

The chapter story of a typical Irish American, the owner of the resort town of "Kelly Springs" and Miss Josie his good right managerial hand, his faithful and naive handy man Tito Gonzales Joquin Maximillion O'Grady, and Jake Tucker his only Competitor on the opposite side of Lake Kelly. Typically humorous family style situation comedy. With Mr. Chas. Irwin (nationally known comedian) as Kelly; Mr. Richard Martin (one of RKO's newest best bets) as O'Grady; Miss Anne O'Neal as Josie and Mr. Dink Stout as Jake Tucker. Average $100.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5 to 7

Unit Cost: $204.00 (An NBC package) for first 2 weeks


(See Page 102)

WDBJ Dramatic Guild

This program has been one of the most popular features of WDBJ for several years. It gives an opportunity to amateurs, semi-professional and professional actors of Roanoke to participate in a professional basis in a dramatic program designed to promote the art. A variety of scripts are used changing week to week, with a complete story each time. Can do a serial if desired.

Availability: Live talent

Time Units: 15 or 20 minutes, once or twice weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: Average of 9

Audition Facilities: Transcriptions

Submitted by: WDBJ, Roanoke, Va.

(See Pages 44, 100, 105)

The Weird Circle

"The Weird Circle" is a distinctive series of chillers which will be good news for legions of mystery story addicts. 52 half-hour radio adaptations of the classic bests in mystery and fantasy—the works of such masters as Poe, de Maupassant, Balzac, Hugo, etc., with cost of finest talent in radio. Unique theme creates proper atmosphere and ties programs into unified series. Publicity aids furnished; recorded announcements, photos, mats, re-releases, window cards and streamers, etc.

Availability: E. T.

Time Units: 52—15 minute programs

Audience Appeal: Entire family

Suggested for: Early evening

Client Suitability: Banks, department stores, bakeries, dairies, morticians, etc.

Number of Artists: 6 to 8

Unit Cost: According to population of market

Audition Facilities: Transcriptions


(See Page 102)

Dramatic Series

We, the Jury

"We, The Jury" is an adult series that features a "who did it" quiz feature built into the story to provide an outstanding merchandising hook. True to life courtroom murder stories are told with the solution hinted at but not completely disclosed until the following broadcast. This series will "sell" having an obvious success record over 40 odd stations.

Rate: E. T.

Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 8

Audition Facilities: Transcriptions

Submitted by: NBC Radio Recording Division, New York 20, N. Y.

(See Page 20)

Voices of Yesterday

"Voices of Yesterday" features actual recorded voices of the world's foremost personalities, from William Gladstone to Will Rogers. The show dramatizes the highlights in their lives, with the "voices" presented as a stirring climax, with the unique feature of having history spoken by those who made it. Mute press releases and posters are furnished gratis, and excellent low-cost merchandising tickets are available. Audition discs are furnished on deposit of $3.00, refunded upon return of disc.

Availability: E. T.

Time Units: 52—15 minute programs

Audience Appeal: Entire family

Suggested for: Early evening

Client Suitability: Golf clubs, department stores, bakeries, dairies, morticians, etc.

Number of Artists: 8

Unit Cost: According to population of market

Audition Facilities: Transcriptions


(See Page 102)
...and we rang the bell for them—even at 6 o'clock in the morning.

One advertising agency vice president* tested our 6 A.M. showmanship. Then voluntarily he wrote a vice president* in another agency:

"After about five weeks (on WBBM's Sunrise Salute) my client's business started on an upward trend and has been breaking 30-year sales records ever since."

So the other agency tried Sunrise Salute, too. Today, 14 different agencies have contracts—13 of them renewals—on this WBBM participating program starring Paul Gibson and good sense.

Gibson is everyman's everything: biographer, historian, news analyst, gossip columnist, philosopher, movie and book reviewer, lovelorn expert. Listeners get lyric in their letters of praise, listen intently to what he says (and to the straight-from-the-shoulder commercials that go with it).

Advertisers get results—continuous results—as their letters and renewals testify. Vice-president No. 1, for example, wrote us after his client's first year on the show. "Sales," said he, happily, "have multiplied approximately four times."

Test some WBBM showmanship yourself. For 19 straight years WBBM showmanship results have kept this the most sponsored station in Chicago, right around the clock—and the calendar.

* We'll give you their names on request.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
COMEDY

Judge Knuckbuster

A comedy laid in a mythical court room with various characters taking part as the variety type, written by Virgil Burns.

Availability: Live talent
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Cigarette, beverage, etc.

Number of Artists: Five

The Magic Lamp

Musical Operetta, fine music and singing and low comedy, 17-piece orchestra, Soprano, tenor, baritone, pooh-bah, Arthur Q. Bryan as the Sultan, Alvia Alman as the 13th wife plus Palace plumber, Gentle of the lamp, Dr. Alos Reiser, Musical Director.

Availability: Live talent
Time Units: Unlisted
Audience Appeal: Unlisted
Suggested for: Evening
Client Suitability: Tobacco, oil, food products
Number of Artists: Seven
Cost: (optional) $4250.00
Audio Facilities: Transcriptions; will pipe live talent

The Martins

"The Martins" are a middle-aged, married couple with a sixteen-year-old daughter, June, who is as interesting and unpredictable as her parents. They're an average family, but the tempestuous adventures they encounter are anything but that. A domestic drama with charm, sparkle and wit, Excellent selling medium for household products, cosmetics—almost anything. Each program is a separate and complete story of "The Martins."

Availability: Live talent
Time Units: Unlisted
Audience Appeal: Unlisted
Suggested for: Evening
Client Suitability: See synopsis
Number of Artists: 3-4
Audio Facilities: Will pipe live talent
Submitted by: WCCL, Toronto, Ont., Canada

Now You Tell One

"Now You Tell One" is a radio program in which a tournament is conducted to determine the champion funny-story teller of the world. In this tournament we would compete the public, celebrities of Broadcast, Variety, Broadway, Sports, Government, etc. We would then determine the champion funny-story teller in each division. Finally, we would have the winners of each division group meet for the "world championship."

Availability: Live talent
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General

Submitted by: WTKC and Jimmy Scribner, Cincinnati 5, Ohio
Audition Facilities: Transcriptions
Submitted by George K. Kramer, Brooklyn, N. Y.

Pick and Pat Show

Just completed a successful run on the Mutual Network for the Hearst-Whack Co. Cast includes—Pick and Pat, They Havens, Mary Smith, Vincent Lopez, His Orchestra, Bruce Hayes, and Stooges.

Pick and Pat—known to millions for over sixteen years of network broadcasting, after one of the buys in radio, a ready made audience for a prospective client.

Availability: Live talent & E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Tobacco, soft drink, shaving soap, or any household commodity

Audition Facilities: Will pipe live talent
Submitted by: Corbin Sales, 10 N. Y.

Simonized Syncope

A completely individual one-man comedy show, including a little music and lots of nonsense with Emile Simon, former vaudeville artist.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIX, Wash. 1, D. C.

The Smile Side

The odd, the humorous, the very human lobbies in the news—stories with a twist of humor...these are gathered together, carefully edited and pointed up to provide a contrast to the grimness of the war news and presented in a 5-minute summary.

Availability: Live talent & E. T.
Time Units: 5 minutes, 3, 5, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Any product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WHEC, Rochester 4, N. Y.

Uncle Jonathan

"Uncle Jonathan" is a social character around which the Upper Ticker Township folks revolve. All voices portrayed by Orth Bell, "Man with Thirty Nine Threats Behind Single Collar Button."

Odd twist is that Jonathan is a hill-billy with "his tongue in his cheek." Jonathan is the one man who takes the radio clock with "his tongue in his cheek." Jonathan Odd twist is that Jonathan is a hill-billy from Orth Bell, "Man with Thirty Nine Threats Behind Single Collar Button."

Availability: Live talent
Time Units: Fifteen minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: Four
Cost: $20
Audio Facilities: Transcriptions
Submitted by: KBFH, Wichita, Kans.
When the members of Ma Johnson's Family get all spruced up and start off for town, the neighbors know it's time again for another of their WBT broadcasts. Folks listen to them as if it were their very own kin singing and entertaining "over the radio".

In the Carolinas, neighbors don't cotton up to newcomers any too quickly, nor accept opinions and advertising claims from just anybody. But the Johnsons are homefolks. Ma and Pa, Betty, Red and the twins are part and parcel of Carolina life—as much so as the Saturday night sing at the crossroads church. When they go on the air, the things they advertise get just as much acceptance as the Johnsons themselves.

That's why Ma Johnson's Family pulled an average of 100 inquiries a day for an insurance company that didn't believe it could be done...why they have a net weekly WBT audience of more than 273,000 Carolinians. Three years of broadcasting over WBT and scores of successful personal appearances throughout the South have made the Johnsons and their close-harmonizing brand of ballad as familiar to WBT listeners as our call letters themselves.

For advertisers aiming at the Carolina market—specifically, the 446,472 radio homes within WBT's 107-county daytime primary area—Ma Johnson's Family offers a very tangible extra value that doesn't show up on the rate cards. Their programs are a surefire way of getting your sales message "on the inside". A word to us or Radio Sales can put these Carolina homefolks to work for you.
**FAMINE ANGLE** 1945

**Fams of the Headlines**

What's smart to do in books? What's smart to do in radio or for mother? Its appeal will last far beyond the war period because it brings for the first time, an intelligent, warm and human story of real human beings, and a discussion of an expectant mother's problems as a mother will meet them as full discussion of the care and protection of children up to six years of age. KHAM Institute has proved, in the prove of a very large and loyal audience, an ideal program for a sponsors' audience. Prepared and broadcast by Miss Virginia McMullin.

**Doctor Fix-Um**

Fifteen minutes of timely helps for the housewife without mechanical aptitude. Dr. Mix-Um, because he's done himself first! In 8 broadcasts—completely unbroken—"Doctor Fix-Um" drew over 300 points of interest from every listener. Availability: Live talent. Time Units: 5 minutes, 2 or more weeks. Audience Appeal: Female. Client Suitability: Department stores or specialty shops.

**Easy Does It**


**Five O’Clock Follies**


**Five Star Theater**

Short, short human interest romantic playlets that lead listener preference. "Five Star Theater," based on an analysis of programs of this kind, has taken a complete script and radio shows and moulded them into one format. We sincerely believe this feature release will give every client anything for the most fantastic entertainment. Too, it is truly a "self-propelled" advertising vehicle. Availability: E. T. Time Units: 15 minutes, 1 or 2 or 3 or 4 times weekly. Audience Appeal: Female and entire family. Suggested for: Morning or evening.

**Food Fair**

Participating program directed by Mother Arker (Heloise Arker Broeg). Features three women experts on buying, cooking, and. Advertising news direct from prominent stations and follow up the results. Program designed to save time, money and ration points for homemakers. Audience Suitability: Female. Client Suitability: General. No. of Artists: 1. Audition Facilities: Transcriptions. Submitted by: KXOK, St. Louis 1, Mo.

**Furs on Parade**

The famous "Know Your Fur" series was produced successfully by more than 200 stores. "Furs on Parade" is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems in the fur field. Each episode is divided into two sections, dramatized, as use for the highlights of a quarter-year program. Total for "Furs on Parade" is about 7 months. Remaider of 15-
It's a wonder the walls don't burst...

Our WCCO News Room is just about the busiest, most crowded place within four walls that you can find up here in the Northwest. It's packed to the ceiling with excitement, dramatic wallop, and experience. Experience we've accumulated over the past 20 years by following and understanding and telling our listeners about the news.

Northwest people — nearly 4,000,000 of them in 139 counties scattered across five states — depend on WCCO for public service, information, entertainment ...and news. That's why, as invasion approached with greater and deadlier events, WCCO's expanded news facilities met the test. Today we operate the largest, most complete News Room in Northwest radio.

Manning it is a staff of 17 experts — all authorities in their respective fields of world and local reporting. Names like John Raleigh (former Far East correspondent for CBS)...WCCO Farm Editor Larry Haeg (a member of the Minnesota State Legislature)...veteran Cedric Adams (11 years on WCCO, with a current Hooper rating of 18.0 for his popular 12:30 P.M. daily newscast.) These 17 men know the news. And they know the Northwest people to whom they tell it.

News is only one phase of WCCO's service to its vast listening audience. But our thoroughness in this single field is typical of our success in all — the essential clue to why every survey of Northwest listening continues to show WCCO as the dominant station in this rich, vastly growing region.

Good Neighbor to the Northwest

Minneapolis-St. Paul
50,000 Watts - 830 kc
Columbia Owned

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
FEMININE ANGLE

Just Looking
This is not a fashion show, but a pro-
gram designed to give the inside of fash-
ion and allure. There is an arm to the shop-
er in selecting all types of wearing apparel for
women and children. Featuring Doris Beech-
man, fashion expert and actress, an interest-
ingly dramatic fashion show that
looks for when considering quality and
price.
Availability: Live talent and E. T.
Time Units: 15 minutes, 3 to 5 times
weekly
Audience Appeal: Female
Suggested for: Morning, afternoon
or evening
Client Suitability: Any client
Number of Artists: Three
Audition Facilities: Transcriptions
Submitted by: Ad-Plan Company

Keyboard & Console
Presented by Edith Glen Saxon... un-
usual arrangement of hit tunes and fam-
filiar classics on organ and piano com-
bined. Envisioned by B. W. McNeely, in-
erpretations are geared to the char-
ter of particular interest to women.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Women's apparel shops, hair
A number of of beauty parlors, specialty shops, de-
partment stores, laundries for storage
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Friday afternoons
Client Suitability: Departments, women's apparel
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WSUN, St. Petersburg, Fla.

The Land of Make Believe
Different from other poetry programs.
A woman narrator recites poetry with appro-
riate background music (organ preferred, live or
transcribed). Poems, used are those requested or
sent in by the listeners. Various poems are also
dedicated to particular list-
er. Poetry included on the show runs
the gamut of emotions, from gay
and light, to sad and sorrowful. The show
has general appeal to women audiences...
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Specialty stores for women
Number of Artists: 1
Audition Facilities: Transcriptions

Let's Take a Look in Your Mirror
Stella Unger in "Let's Take a Look in Your
Mirror" tells women how to im-
prove their style, their personalities, and
accomplish their best features. Series is a
logical show for any retailers or man-
fufacturer of apparel, cosmetics, home fur-
nishing; any product sold to or through
women. A special theme has been pre-
pared which makes possible excellent
production on all levels... Maximum
commercial time is allowed; publicity
olds are furnished.
Availability: E. T.
Time Units: 15 minutes, 3 to 6 times
weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or eve-
ning
Client Suitability: Department stores, wo-
en's wear, retail shops, drug stores, beauty
parlors, etc.
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording
Division, New York, N. Y.
(See Page 20)

Te Happiness Clinic
Happiness Clinic with Helen
Gosman is a radio "Dorothy Dix" act,...

Just Between You and Jane Cowl
The first lady of the theater sets this
show apart from any other of its type on
the air. Jane Cowl has been a guest on all
radio programs, but this is her first regular
radio series. First reviews highly favor-
able. Here is an alert mind, enriched

Here's Looking at You
Interviews on how minds can im-
prove their appearance through the
aid of proper: make-up, dress and hair-
do. Richard Willis is chief make-up artist
for three major motion picture studios.
He has been publicized in Life and
Magazines and many other important
periodicals. For two years he had his own
network program. Mr. Willis selects sub-
jects from his vast audience and dis-
cusses with them their personal beauty
problems. The listener can obtain through
the mails, or at the store, an
especially devised beauty chart. The
applicant fills in the coloring of her hair,
eyes and complexion and along with a
photograph of herself, returns the chart to
Mr. Willis who makes a personal
analysis and returns it to the
listener.
Availability: Live talent
Time Units: 65 transcribed 5 minutes,
3 to 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Food products, Furni-
ture stores or any commodity appeal-
ing to women.
Number of Artists: Richard Willis and
audience participation
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman Radio
Production, New York, N. Y.
(See Page 102)

Hospitality House
Consists of information compiled by
Miss Rutan, "hostess," including Associ-
ated Press teletypewriter women in News,
}

Our subject is comprised of commer-
cial music from station musical
Library. 74 sponsors signed
for series.

Availability: 15 minutes, 1 or 2 weekly
Suitability: Furtier, department
store, specialty shop
Audition Prizes: 2

Storage and Fur Sale
Twenty-four half-minute spots—more
spot program ever produced. Several
songs, entertainers, clock, special
number
Audition Prizes: 2

Just Looking
This is not a fashion show, but a pro-
gram designed to give the inside of fash-
ion and allure. There is an arm to the shop-
er in selecting all types of wearing apparel for
women and children. Featuring Doris Beech-
man, fashion expert and actress, an interest-
ingly dramatic fashion show that
looks for when considering quality and
price.
Availability: Live talent and E. T.
Time Units: 15 minutes, 3 to 5 times
weekly
Audience Appeal: Female
Suggested for: Morning, afternoon
or evening
Client Suitability: Any client
Number of Artists: Three
Audition Facilities: Transcriptions
Submitted by: Ad-Plan Company

Keyboard & Console
Presented by Edith Glen Saxon... un-
usual arrangement of hit tunes and fam-
filiar classics on organ and piano com-
bined. Envisioned by B. W. McNeely, in-
erpretations are geared to the char-
ter of particular interest to women.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Women's apparel shops, hair
A number of of beauty parlors, specialty shops, de-
partment stores, laundries for storage
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Friday afternoons
Client Suitability: Departments, women's apparel
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WSUN, St. Petersburg, Fla.

The Land of Make Believe
Different from other poetry programs.
A woman narrator recites poetry with appro-
riate background music (organ preferred, live or
transcribed). Poems, used are those requested or
sent in by the listeners. Various poems are also
dedicated to particular list-
er. Poetry included on the show runs
the gamut of emotions, from gay
and light, to sad and sorrowful. The show
has general appeal to women audiences...
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Specialty stores for women
Number of Artists: 1
Audition Facilities: Transcriptions

Let's Take a Look in Your Mirror
Stella Unger in "Let's Take a Look in Your
Mirror" tells women how to im-
prove their style, their personalities, and
accomplish their best features. Series is a
logical show for any retailers or man-
fufacturer of apparel, cosmetics, home fur-
nishing; any product sold to or through
women. A special theme has been pre-
pared which makes possible excellent
production on all levels... Maximum
commercial time is allowed; publicity
olds are furnished.
Availability: E. T.
Time Units: 15 minutes, 3 to 6 times
weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or eve-
ning
Client Suitability: Department stores, wo-
en's wear, retail shops, drug stores, beauty
parlors, etc.
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording
Division, New York, N. Y.
(See Page 20)
It's a wonder the walls don't burst...

Our WCCO News Room is just about the busiest, most crowded place within four walls that you can find up here in the Northwest. It's packed to the ceiling with excitement, dramatic wallop, and experience. Experience we've accumulated over the past 20 years by following and understanding and telling our listeners about the news.

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News is only one phase of WCCO's service to its vast listening audience. But our thoroughness in this single field is typical of our success in all — the essential clue to why every survey of Northwest listening continues to show WCCO as the dominant station in this rich, vastly growing region.

Good Neighbor to the Northwest
FEMININE ANGLE

FASHION NOTES

Use the new "Your Mirror." Design for a shop bag to be worn over the shoulders. We are just looking for your own designs. We have a wide variety of styles available. (See Page 20)

Just Looking

This is not a fashion show, but a program designed to give the inside of fashion as an aid to the shopper in selecting the most appropriate of the styles of today. This program is being conducted by Doris Beecheam, fashion expert. It tells the buyer in an interestingly dramatic fashion what to look for when considering quality and durability. (See Page 20)

Audition Facilities: Transcriptions Submitted: By: Ad-Plan Company

Keyboard & Console

Presented by Edith Glen Sexton...unusual arrangement of hit tunes and familiar classics, interspersed with poetry combined. (See Pages 26, 27)

The Land of Make Believe

A different from other poetry programs. A woman narrator recites poetry with appropriate background music (organ preferred, live or transcribed). Poems, used are those which have been requested or sent in by the listeners. Various poems are also dedicated to some particular listener. Poetry included on the show runs the whole gamut of emotions, from gay and light, to sad and sorrowful. The show has general appeal to women audiences. (See Page 1)

Available: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Submitted by: E. T.
Client Suitability: Women's apparel shows, household articles, drugs

Let's Take A Look In your Mirror

Stella Unger in "Let's Take a Look In your Mirror" tells women how to improve their style, their personalities, accentuate their best features. Series is a logical show for any retailers or manufacturer of apparel, cosmetics, home furnishing; any product sold to or through women. A special theme has been prepared which makes possible excellent production on all 156 shows. Maximum commercial time is allowed; publicity aids are furnished. (See Page 13)

Available: E. T.
Time Units: 5 minutes, 3 to 6 times weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Client Suitability: Department stores, women's wear, retail shops, drug stores, beauty parlors, etc.

Number of Artists: 2
Audition Facilities: Transcriptions Submitted: By: Numb Radio Recording Division, New York 20, N. Y. (See Page 20)
Three...five...ten years from now America's listening millions will tune eagerly to a great and new array of radio programs, sparked by new personalities, freshened by new talent.

Today we're incubating these shows of tomorrow. For more than 100 weeks now we've been developing youthful emcees, singers, actors, comedians—talent that we firmly believe will be among the big names of tomorrow's radio— in a half-hour variety series called Youth on Parade, originated by WEEI and sent coast-to-coast over CBS every Saturday morning.

These youngsters—nearly half a hundred of them—represent the most promising junior talent that can be found among the children of Greater Boston schools. We think they're among the most ambitious, most gifted, "most likely to succeed" kids in America.

Under the tutelage of WEEI's Dolphe Martin, they get careful coaching and wide opportunity to expand their talent, to gain air experience and poise by broadcasting from WEEI, networkwide across the country.

Tomorrow—from their ranks—will come the headliners of new and nationally popular radio programs. WEEI is proud of the polished Youth on Parade broadcasts these youngsters are today presenting...has faith in their promise of being among the future's brightest radio personalities...and finds pleasure in its own farsighted role as "star-maker for tomorrow".

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Listen Ladies

Ladies’ presents news for from sixteen to sixty. A lively, living show, it offers news of clothes, homes, and the home. It gives news of women prominent in the news. It tells the latest hairdos... new fashion in petticoats, dishes... and many other things of interest to women. (See Pages 28-29)

Maxine Keith—From Me To You

Formerly a radio actress, Maxine Keith staged her own show in 1940 based on her nationally-syndicated column, “From Me To You.” Wide radio experience in past four years. Current program is a smart woman’s feature devoted to the theater, fashions, beauty, war effort, and other topics with high female appeal. Guest stars and plenty of human interest.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Feminine
Suggested for: Morning or afternoon
Client Suitability: Food, soap, women’s products. The ideal of the smart girl good looks.
Number of Artists: 1 plus announcer
Unit Cost: One 15-minute broadcast, $200.
Unit Size: $151.5, $357. Five-minute units $35.75.
Submitted by: Mutual Broadcasting System, New York, N. Y. (See Page 28)

Don Norman Show

Don Norman has become one of radio’s most likeable emcees. He has a friendly way about him, along with people—particularly “the gals.” His show originates in Chicago and is heard five times weekly over the Blue. Has more laughs per quarter hour than a good many of the top comedy shows. He has the knack of making people like him. Audience mail on this show is unusually high and interested.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Food, soap, women’s products. The ideal of the smart girl good looks.
Number of Artists: 1 plus announcer
Unit Cost: One 15-minute broadcast, $200.
Unit Size: $151.5, $357. Five-minute units $35.75.
Submitted by: Mutual Broadcasting System, New York, N. Y. (See Pages 26-27)

Notebook for Women

"Notebook for Women" is built for women. Its narrator is a cultured and informed young woman from one of the region’s oldest families. She tells stories about women of South Carolina people and places; interviews people around the region who are making news; reviews books and plays. "Notebook for Women" combines the best features of a bulletin board, a feature page, a human interest column, and a women’s section, presented in the informal manner for easy listening.

Availability: Live talent
Time Units: 15 minutes: 3 or 5 weekly

Polly Entertains

A daily twenty-minute program featuring "Polly Malone"—women’s commercial program with a vivacious director of women’s programs. A participation show, unheard of. Ad lib commercials—women’s thought on fashion, discussion of world events.

Available-letters, surveys, promotion, courtesy announcements, publicity, etc. Available-letters.
Time Units: One, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Advertising, women’s products, books, etc.
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WCAE, Pittsburgh, 19, Pa.

Social Secretary

Not just a potpourri of table chatter but a show representative of important people and their distinguished guests are talking and doing in the world of society, culture and social service. A first-class "Society Page" with a broadened outlook, looking the mirror to a greater Cleveland, in step with the war, building for peace. An intimate program featuring Eugenia Thornton, a brilliant writer, keen reviewer and genial spectator of the Cleveland scene.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Advertising, women’s products, books, etc.
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WTAM, Cleveland, Ohio

This Thing Called Love

A presentation of the world’s greatest lovescenes of history and literature. In a day when being done in only one way, each of the 65 programs has the earmarks of a fine, full-length production. A perfect “natural” for women.

Availability: E. T.
Time Units: 1 hour, 1 to 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon or evening
Client Suitability: Advertising, products in which women are interested
Number of Artists: 3
Audition Facilities: Transcriptions

Tip Time

"Tip Time" is now on the air three times a week over a coast-to-coast network program. Each of the five programs has three voices—male announcer and two female voices. It presents a round-up of the latest news, household hints, men’s planning, Hollywood gossip, a poem of the day, etc. "Tip Time’s" popularity has warranted a schedule of merchandising, by newspaper and the air. The various features of the show are blended into one by music by the novachord.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Advertising, women’s products, books, etc.
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WWL, New Orleans 12, La.

Uncle Jimmy

Starring William Farnum

"Uncle Jimmy" represents the best act of William Farnum’s long stage career, screen and radio career. It is a human-interest story of the lives and careers of important characters of the day, with a philosophy and every-day situations that will do much to boost morale of all who hear it. Sponsored successfully by such

homemaking activities, household hints, women’s products, cookie, etc. Merchandising services available—letters, surveys, promotion, courtesy announcements, publicity, etc. Available—letters.
Time Units: One, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Advertising, women’s products, books, etc.
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WCAE, Pittsburgh, 19, Pa.
MEMO TO MORPHEUS:

Morpheus, old man, as the God of Sleep you wouldn’t like it in Washington. People here don’t sleep late. Washingtonians are the kind of folks who get up ahead of the bugler. On a still morning you can hear their alarm clocks ringing for miles.

And you hear something else: thousands of radios tuned to WTOP as thousands of wide-awake Washington families listen to Robert Lewis and his 6:45-7:00 A.M. newscast. (The latest CBS Listener Diary Study gives this Monday-through-Saturday quarter-hour a net weekly rating of 8.1.)

The Capital comes honestly by early rising. Washington business hours start earlier than those of most big cities. Department of Interior workers are at their desks by 7:45 A.M. War and Navy Department employees begin their day at 8 o’clock. In these three major branches of the government (and many smaller agencies and bureaus with comparable hours) you’ll find a Washington payroll of 104,322 civilian workers.

To them, and thousands more of the Capital’s news-conscious early-risers, Robert Lewis is a most familiar voice. Also heard by CBS network listeners on the daily 8 A.M. World News, he’s a top newsmen, implemented by the prestige and global news-gathering facilities of CBS.

The advertiser who sponsors Robert Lewis and his 6:45 A.M. newscasts (currently available) gets a network personality at local WTOP rates. So, Morpheus, if you come across any radio advertiser asleep to this fact, shake him gently by the shoulder, tell him to wake up and get in touch with us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.
What's Cooking

Thoroughly American cooking authoresses engage, presents a typical representative of the various members of the United Nations whose women are residents of this land. This is a different method of submitting the recipes to the public and offers opportunities of featuring a particular product without too commercial an appeal.

Audition Appeal: Female

Number of Artists: 7 to 12

Suggested for: Morning or afternoon

Client Suitability: Any product with feminine appeal

Facilities: Transcriptions

Number of Artists: 7 to 12

The Woman

30-minute program series incorporates all program features with the usual variety of romance, humor, drama, and information. Features top-notch guest stars such as John Boles, Milton Berle, Hildegarde, Ted Collins, John Robert Powers, and others of equal prominence. Guest stars tell stories about themselves from a woman's angle. For example, how Helen Bopy, The Woman, has helped their career, their personal life, etc. Subject stage presentation for feminine interest by previous appearance in printed form in the magazine. "The Woman," Announced for the first time ever, is the kind of show which is typically promoted for feminine interest—by outstanding cast. Publicity and promotion material supplied without cost to sponsor.

Availability: Live talent & E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning, afternoon or evening

Client Suitability: All types wishing to appeal directly to the feminine pocketbook.

Number of Artists: 10 members

Audition Facilities: Transcriptions

Submitted by: Kermit Raymond Corporation, New York 22, N. Y.

(See Page 82)

The Woman's World With Helen Hope

The Woman's World is written and narrated by Helen Hope, established in the community as an authority on kitchen economy and style smartness. Series vary, bearing in mind the central theme encompassed by the title. Fashions, cultural scales, with time living—anything presenting a problem to midday in this war time world are the motifs generally. Shows may be bought as a package daily or for participating purposes. The Woman's World is sponsored heavily locally with a following equally impressive.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Women's apparel, household appliances, dept. stores

Number of Artists: One

Audition Facilities: Transcriptions


(See Page 104)

Women in the News

"Women in the News" reports on the activities of the war-worker, the politician, the glamorous girl and the housewife, the law workers and the crusader. Personality sketches, interviews, colorful anecdotes—all find a place in this script. Maximum commercial time allowed.

Time Units: 5 minutes 6 times weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Department stores, drug stores, retail stores, etc.

Number of Artists: 1

Cost: Included in wire service of United Press

Audition Facilities: Teletype

Submitted by: United Press Radio, N. Y. C.

(See Page 157)

Women's Scripts and Contest Service

Weekly scripts which can be used in their entirety or items so arranged to be used separately, including weekly contests and promotions. Scripts in which all give aways, prizes, etc., are promoted for women's programs.

Time Units: 15 minutes

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Any women's products

Audition Facilities: Transcriptions

Submitted by: Feature Bureau, New York 18, N. Y.

(See Page 140)

WWNC Women's Page

Prepared and presented by Priscilla Parker, former student in home economics at Rilling College, the WWNC Women's Page includes notices of local club meetings, fashion trends, homemaking hints, anecdotes, a daily rationing calendar and a well-known local woman leader as guest each Friday morning. Miss Parker also offers recipes and exchanges ideas submitted by listeners.

Availability: Live talent

Time Units: 1 minute part or entire 15 minutes, Mon. thru Fri. weekly

Audience Appeal: Female

Suggested for: Morning

Zella Drake Harper

Billed as Philadelphia's first lady of radio—Zella Drake Harper has been on the air in Philadelphia for the past ten years, doing women's shows. She chats about practically anything that would interest the average woman. Client Suitability: General. This exciting feature of the program includes the exciting feature of the program includes daily radio daily program which is different—including screen tests of prospective talent magic carpet visits to Hollywood studios, guest star interviews, and audience quizzes on the famous names of the show world. In the first six months of this year, over 5,000 listeners have received more than $10,000 in awards for their contest entries.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Any product—cosmetics or some house product.

Number of Artists: 1

Audition Facilities: Transcriptions

During this year of invasion, the American Red Cross is charged with the task of obtaining from volunteer donors even more blood than the 4,000,000 pints it sought in 1943. Out here on the West Coast we're helping—Columbia Pacific and the Sea Island Sugar people who sponsor a weekly program called I Was There.

The past half year Sea Island has focussed this broadcast on helping the Red Cross. Its direct appeals have sent thousands of West Coast listeners to nearby blood donor centers.

The success of our combined efforts has been creditable. After five months, the Red Cross reported a 30% increase in San Francisco donations. The Los Angeles donor center calls I Was There one of its "best sources."

Listeners are not the only ones who give blood. The studio audience volunteers donations right after the show; so, periodically, does the cast of I Was There. And every ten weeks the entire Hollywood staff of Columbia Pacific holds a "Blood Bank Night."

In recognition of Sea Island's efforts, Norman H. Davis, chairman of the American Red Cross, issued a citation: "Certificate of appreciation for outstanding cooperation with the blood donor service."

I Was There provides a powerful background for these blood donation appeals. Its personal accounts by people who "were there" at gripping world events—when the Helena went down in Kula Gulf, when Petain gave up, when Doolittle visited Tokyo—bring the war grimly close. It is hardly surprising that, of 52 shows now produced for Coast networks, I Was There consistently ranks among the top ten in Hooper ratings.

Like all Columbia Pacific programs, there's an idea behind it. This one is the determination to save lives, to help bring more fighting men home safely when the war is over. It's a worthy war job implemented by a patriotic sponsor. We're frankly proud it's on Columbia Pacific, the idea network.
Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn

Thanks to the following firms for whom we are currently producing the following shows:

- Ruthrauff & Ryan
- Kenyon & Eckhardt
- Morse International
- McCann Erickson
- Wm. Esty Co.
- Parents' Institute
- Parents' Institute
- Press Association
- Press Association
- BBD&O
- Ruthrauff & Ryan
- Hershey's Creamery
- Lang, Fisher & Stashower
- Mitchell-Faust
- Musical Showcase
- The Jack Berch Show
- Songs of Good Cheer
- Mary Ellen Baker
- The Korn Kobblers
- Calling All Girls
- Parents Magazine of the Air
- Eye Witness News
- War Correspondent
- Old Corral
- Boston Blackie
- Manhunt
- Say It With Music
- They Give Their Lives
- Beau Brummell Ties
- Kellogg's All Bran
- Vick's
- NBC Bread
- Piel's Beer
- Calling All Girls Magazine
- Parents Magazine
- Associated Press
- Associated Press
- Ft. Pitt Beer
- Lever Brothers
- Hershey's Ice Cream
- Carling's Beer & Ale
- Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

- THE DAMON RUNYON SHOW
- THE KAY LORRAINE SHOW
- HOLLYWOOD QUIZ
- MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI  NEW YORK  HOLLYWOOD
America on the March

The stories of the outstanding events, places and people that have made the history of the world are presented in a series of radio broadcasts. Each episode in a compelling dramatization based on "one" outstanding historical event, or on an outstanding character, in the form of an unusual musical feature, using authentic music as a background. Even if there already have been similar programs, the special value of this program lies in its uniqueness, its unusual and attractive feature, in the form of a new book that is offered during the radio plays as a premium, and an added impetus to younger, youthful audiences. Availability: Live talent Time Units: 15 minutes, 3 times weekly Audience Appear: Entire family Suggested for: Afternoon or evening Client Suitability: All kinds Number of Artists: One narrator and small cast. Audition Facilities: Transcriptions or will pipe live talent. Submitted by: Broadcasting Program Service, New York 19, N. Y. (See Page 86)

Big City Parade

True stories from the Juvenile Courts dealing with problems in juvenile delinquency. Dramatizations include a judge and the audience is asked to write a letter in answer to "What would you do, if you were the Judge?" The Judge's decision rests with the audience. 52 programs. Availability: Live talent or E. T. Time Units: 15 minutes, once weekly Audience Appear: Entire family Suggested for: Afternoon or evening Client Suitability: General.

Cost: $15.00 per show on E. T. Audition Facilities: Transcriptions Submitted by: Gordon Radio Productions, Chicago 5, Ill. (See Page 58)

The Blue Beetle

"The Blue Beetle," America's crusade for law and liberty (who in reality is Dan Garrett, rookie policeman) with his chum, Spunky, tells of exciting adventures which keep the listeners in thrilling suspense. They are based on the monthly comic magazine, the 2nd largest feared name comic in the world, with circulation of 600,000 copies a month. It is constantly being displayed, day after day, all over the country at 55,000 sales and newspapers in nearly every city of the United States. "The Blue Beetle" is now in preparation by one of the larger motion picture companies to make a serial and this character will therefore enjoy a tremendous amount of promotion from this source. Availability: E. T. Time Units: Five minutes Client Suitability: Theater Exhibitor Number of Artists: Narrator and various. Audition Facilities: Transcriptions Submitted by: Thomas J. Vannino, Inc. (See Page 86)

Women Today

The "Women Today" program carries advertising by women's clubs in Western Michigan together with recipes and Hollywood gossip with June Ellis. Availability: Live talent.
Serge Koussevitzky is conducting this year's Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since December, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.
Dippy Duck

an early morning 15 minute pro-
thia a special appeal to the ju-
the listeners and those who are
in the announcer who ad libs
program. Dippy Duck
the sales. It is fast and entertain-
at is a good following.

Iltodern whimsy

Millions show for children

eightability:

Iteijts: 25 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Morning, afternoon or early

Availability: E. T.

Time Units: 15 minutes, 6 weeks weekly

Suitability: Breakfast foods, dairies, etc.

Artist: 1

Facilities: Transcriptions

Submitted by: WFTN, Findlay, Ohio

Fair Exchange

The program offers an opportunity to
in ages to exchange personal
	in may of any and every
	in for things they want

tly exciting but entertaining,

rophes lies in the story behind

lolothers are in the story

All Exchanges are in studio.

Its entertainment value

by the natural spontaneity

Artists: 1

Facilities: Transcriptions

Submitted by: WTIN, Rochester, N. Y.

Tale Time

"Tale Time" is a Land-of-Making
program for youngsters of all ages.

the tale of "Princess Eileen" is Eileen

who saves her magic wand over


Background music is sup-

a "Prince of Melody" who plays

episodes on his magic organ as the

story continues to roll and promi-

many decades.

Time Units: 15 minutes, once weekly

Appeal: Entries: Entire family

Audition Facilities: Transcriptions

Cost: $60.00 weekly net

Suitability: Food, drugs, candy, etc.

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Mary D. Chase, New York, N. Y.

"Lullaby Time"

This is the story of a boy aviator, a

all-around American kid, whose adven-
ture in the air on and around a

airplane is guaranteed a good qual-

dangerous in point of view, as he

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: General

Time Units: 30 minutes, once weekly

Availability: Live talent

Audition Facilities: Will pipe live talent

Submitted by: Blue Network Co., New York 20, N. Y.

It's Lullaby Time! or

Hello Sleepy Head!

Three to five year younger appeal.

Streamlined version of old theme em-
yoring story teller of simple, down

to earth stories. Comments of am

assurance to get the little one asleep.

Audience, Love talent

Time Units: 15 or 10 minutes, 5 times weekly

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Dairy, bakery, kiddy

shops, insurance, etc.

Number of Artists: 1

Cost: $60.00 weekly net

Audition Facilities: Transcriptions

Submitted by: WBSS, Burlington, N. C.

Jury of the Circus

Real life drama of the action, thrill

and adventures of a typical American boy

who is thrown into the back-of-the-scenes

life of a circus. One hundred thirty

episodes of fifteen minutes each for the

sponsor who desires to reach the utmost

purchase of his product or service

through the medium of the Juvenile

listens to the home. Audience time at

opening and close of each program for

sponsor commercial credits.

Availability: E. T.

Time Units: 15 minutes, once or more weekly

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Food, clothes, etc.

Audition Facilities: Transcriptions

Submitted by: Spot Sales, Inc., New York, N. Y.

Juvenile Bicycle Traffic Court

This program is a regular Racie

Feature from the famous court

Traffic Set. Al Costabile assisted by two

members of the Juvenile Safety Patrol.

Violators of bicycle traffic rules are appre-

hended by each, who are brought before

these judges. Officer Costabile hears

each case, renders judgment (and-or pun-

ishment) as the case warrants. The

program offers valuable information to

pedestrians, car drivers, bicycle riders,

and sheds light on juvenile problems.

A high profile drama and emotion is

achieved each week during the program.

Availability: Live talent

Time Units: Thirty minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Diaries, breakfast foods,
clothing

Number of Artists: Three . . . plus vis-

itors

Audition Facilities: Transcriptions

Submitted by: WRJN, Racine, Wis.

Kid Next Door

Children's stories told by a girl (Anna

Stroscio), with a very childish voice.

Although only 24 years old, when she

asked the audience to guess her age, none

guessed over 15 years. . . . Extremely

total with very tiny tales. . . . Has back-

light on juvenile products, and Parents.

Audience, Live talent, E. T.

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Juvenile

Suggested for: Late afternoon

Client Suitability: Ice cream, foods, toys or

clothing

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WALL, Middletown, N. Y.

Land of the Lost

Written by Isabel Manning Hewson, it

is one of the most delightful fantasies ever

presented in radio. It tells the story of

two youngsters who are transported each

week to the "Land of the Lost" under the

leadership of the famous tales

"Land of the Lost" is an ex-

panding world of imagination. Each week,

for children. All the situations, the

admirers of School Teachers and Parents.

Audience, Live talent

Time Units: 30 minutes, once weekly

Availability: E. T.

Time Units: 9:30 a.m., Sundays (or network by arrange-

ment)

Sales, WMCA New York 19, N. Y.

Let's Listen to a Story

This children's program is based on an

glassed story-telling technique. Former

school teacher and actress, Jane Evans

pinch-hits for busy parents by narrating

famous tales for youngsters. No blood,

and-hunter, but stories of adventure, dar-

ing and courage. Recommended by United

Parents Associations. Thoroughly pro-

moted throughout public, private and

Audition Facilities: Transcriptions

Submitted by: WMCA, New York 19, N. Y.

"Miss Sandman"

Children's Hour

"Miss Sandman" is a story-teller of

verisimilitude. She has a 15-minute program

for the children, during which an appro-

date story is told. The names, addresses

and ages are given of all the children

having birthdays and the story is dedi-

cated to them. Type of stories vary—fairy

stories—nature stories—stories from the

Bible—and educational scripts are used.

Audience, E. T.

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Juvenile

Suggested for: Evening

Client Suitability: Children's clothing

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WRJN, Findlay, Ohio

Newsbusters

A half-hour dramatic news program

children along the lines of The March

of Time which will give fresh differen-

tiation between the various ages of the

Under Milton Morris and Betty Kil-

Audience, Live talent or E. T.

Time Units: 30 minutes, once or more weekly
A half-hour of streamlined adventure, packed into America's favorite crusade against crime.

Produced each week by a staff of 26 expert writers, actors and actresses, directors.

A great Midwestern City calls its fast squad cars "Green Hornets"—a deadly Navy torpedo boat has adopted the name... it's known by Americans from coast to coast.

One of radio's greatest adventure stories:

The **GREEN HORNET**

It's a Blue Network Cooperative Program... which means that sponsors on many Blue stations pay their share of the substantial talent cost—leaving only a small fraction for you to pay.

For local sponsorship availabilities

*The Blue Network*

30 Rockefeller Plaza New York 20, N. Y.

Produced by King Trendle, WXYZ Detroit, Michigan
ROBIN HOOD
The thrilling adventures of Robin Hood, famous English hero and his band of merry men. Robin Hood, as in story and legend, is depicted as possessing great strength of character and purpose. His superior leadership and skill are used to defend the poor, and to destroy the tyranny existing in the absence of the English Monarch. King Richard's attempts on his life, and the loss of his kingdom and happiness, and sportmanship are found in every program. Each story contains thrills which will fascinate juvenile listeners and arouse equal interest in adults. Forty-two 15-minute episodes with special theme music.
Availability: E. T.
Time Units: 5 minutes, 2 weeks
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department stores, candy, juvenile shops
Number of Artists: 8
Audition Facilities: Transcriptions

THE SCRAPES OF SCRAPPY
The Diary of a dummy whose scrapes take him into all kinds of mischief. Scrappy, his real live girl-friend, Susie, and the Toy Robber, suspend all doubts about the usual blood and thunder objectionable to parents in most kids serials. Availability: Live talent & E. T.
Time Units: 15 minutes, 2 to 5 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Live talent or early evening
Client Suitability: Department stores, candy, juvenile shops
Number of Artists: 8
Audition Facilities: Transcriptions

THE SAFETY LEGION
Earliest screen star Collene Moore reads modernized fairy tales and Captain Jack stories, with additional theme music which gives safety tips. Legion is made up of juvenile listeners. A popular WGN feature for more than a year, this popular Legion features department in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational department in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational deptartment in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational deptartment in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational deptartment in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational deptartment in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational department in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational department in the ways of providence. This program translates the idea where toys and Christmas gifts are given to the needy, defend the poor, and protects the little ones. Korales speaking in chorus and creating an educational departmen
WTOL pledges the WORLD OF TOMORROW that our SHOWS OF TOMORROW shall continue to give the listener what he wants, plus whatever additional values we can devise.

WTOL originated the NAVY SEND-OFF BREAKFAST as an answer to the recruiting needs of the United States Navy and made the last morning of the departing sailor memorable and heartwarming. Implicit in all that WTOL did was the sense of value that the community placed upon each serviceman.

WTOL is now planning a WELCOME HOME series that shall redeem the pledges made by the Northwestern Ohio community to its men in service. It will be a series to warm the cockles of the serviceman’s heart... and of listening humanity’s. Scenes of homecoming are too painful, too deeply emotional, to be probed crassly. WTOL shall be more practical and prove its sincerity by linking the serviceman with the job that needs him and the job he wants. Humbly... we offer this “show of tomorrow.” The real SHOW OF TOMORROW is being written in the blood and sacrifices of our servicemen.

WTOL’S WELCOME HOME shall be but an epilogue to their heroic actions.

A Basic Blue Network Station

WTOL ARCH SHAWD, Executive Vice-president

REPRESENTED NATIONALLY BY RADIO ADVERTISING CORPORATION
**MUSICAL**

**1945**

**Juvenile**

**Unit Cost:** Based on population of market, power and rates of station used.

**Client Suitability:** General

**Number of Artists:** 2

**Audition Facilities:** Transcriptions

Submitted by: WKBK, Jimmy Scribner, Cincinnati 6, Ohio

**Youth Courageous**

"Youth Courageous" programs are based on stories of courageous acts of youth taken from history, literature, and current events of the present day. Each program is complete in itself and is approximately eleven minutes in length. The stories are not morbid but maintain throughout "lift," achievement and success.

**Availability:** E. T.

**Time Units:** Fifteen minutes, one, two or three weekly.

**Audience Appeal:** Juvenile

**Suggested for:** Sunday afternoon or evening.

**Client Suitability:** Banks, dairies, public service corporations.

**Number of Artists:** Five to ten.

**Audition Facilities:** Transcriptions

Submitted by: Webber Radio Programs, Des Moines, Iowa

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**DAILY**

**44**

**MUSICAL**

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This little budget went to WORL, Boston
Concert Echoes

Here is a half-hour program of classics, light classics and more worth while up-to-the-minute instrumental novelties. Artists: KPFI Radio, Abilene, Texas, and the world famous pianist, Maurice Goldman, musical cornetist of the program. Mr. Goldman's natural intonation of the cornet and his ability to swing makes for an excellent program of music .

Availability: Live talent

Time Units: 30 minutes, one weekly

Audition Facilities: Transcriptions

Submitted by: KPFI, Abilene, Texas

Eddie Condon's Jazz Concert

The year's greatest novelty in musical circles. A real hot-basin ian session with the greatest of all artists on the air every Saturday afternoon at 3:00 p.m.

Availability: Live talent

Time Units: 30 minutes, one weekly

Audition Facilities: Transcriptions

Submitted by: WJZ, Newark, N. J.

Alice Cornell

Alice Cornell, NBC's petite, southern songstress, is presented in a quarter-hour of song favorites, new and old, and a bit of homespun verse and philosophy. This 14-year-old singer, who has sent a letter to her own accompanist, enjoys wide popularity and attracts listener loyalty with her delightful, homely style.

Availability: Live talent

Time Units: 15 minutes, five weekly

Audition Facilities: Female

Submitted by: WTMJ, Milwaukee, Wisconsin

Cosmopolitan Cafe

"Cosmopolitan Cafe" features music in the continental mood, with "Orch. Paul" conducting. The summer setting is the checked-tablecloth and cobblesstone atmosphere of a Paris bistro, with a touch of Bohemian tend便会. Winter presentations of the show are set in the quaint, firelit interior of the charming old Cafe, with great entertainment stories. In the spring, the entertaining stories are told to his delighted audience—about the dancing girls, the pretty songstress Hilda, and the interesting people that frequent this popular spot, all for away lands and strange adventures.

Availability: Live talent

Time Units: 30 minutes, one weekly

Audition Facilities: Transcriptions

Submitted by: WOR, New York, N. Y.

Deb Dyer's Gospel Splendor

A fine church property trained for hymn singing all the old church songs. A good reader and conductor.

Availability: Live talent

Time Units: 15 or 30 minutes, one weekly

Audition Facilities: Female

The finest operas presented in their entirety to a ready-made music hungry audience ... at an hour when they are completely relaxed... and in a listening, fully receptive mood. An ideal program opportunity for a wide-awake sponsor. For further information regarding "OPERA IN BED", contact . . .

**WBNX**

NEW YORK 51, N. Y.
MElrose 5-0333

"OPERA IN BED" IS CURRENTLY HEARD MONDAY THRU SATURDAY FROM 11 PM TO MIDNIGHT
Music

**Fun with Music**
Performed by: Sid Graffam and Paul Coleman MC. All! Shows are especially good for a contrast of classical terms with jazz,融 in with symphony and operatic eras. Boston 16, Mass.

**MUSICAL**

<table>
<thead>
<tr>
<th>Title</th>
<th>Suggested for: Morning and Sunday afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Songs</td>
<td>Morning and Sunday afternoon</td>
</tr>
<tr>
<td>Client Suitability: Households, goods, farm, rent, motion picture, funeral directors or other dignified client</td>
<td></td>
</tr>
<tr>
<td>Number of Artists: 3</td>
<td></td>
</tr>
<tr>
<td>Unit Costs: 100-500 watts, $5; 1000-5000 watts, $10; 10,000-15,000 watts, $25</td>
<td></td>
</tr>
</tbody>
</table>

**Hymntime**
"Hymntime" is a program designed to keep alive the love and joy on music of the old-time hymns—"the kind of hymn your Mother used to sing—the type you sang in Sunday School the type you like to hear again." Written by Harold Graham, hymn writer himself and singer of many years experience playing his own songs as well as hymns of other days.

**Audience Appeal:** Live talent & E. T.
**Time Units:** 15 minutes, 1 to 3 times weekly

**Client Suitability:** General

**Number of Artists:** 1

**Auditions:** Transcriptions

Submitted by: KJFG, Los Angeles 15, Calif.

**Hill Country Jamboree**

**Hill Country Hit Parade**

The WOB Broadway Barn Dance programs, actually a group of separate air stations, are united by one M.C., Layman Campbell. Programs consist of the best in live music of the hill country and the West. National Julie of the Hill City Story, Johnny Newbon, Eddie Smith and Paul Anthony. The "WOB Broadway Barn Dance" originates from Palm Garden, Hollywood, Calif. Audience of melody with plenty of personality.

**Audience Appeal:** Entire family

**Client Suitability:** Foods


**In the Blue of the Evening**

This program creates the impression of a supper club, with orchestra and featured guest stars. Complete with atmosphere and first rate, this one is one of the most popular on the station. Audience appeal: Live talent & E.T.
**Time Units:** 10 minutes, 1 to 15 minutes, 6 weekly.

**Client Suitability:** General

**Number of Artists:** 2 (Jerry & Sky)

Submitted by: CKWX, Vancouver, B. C., Can.

**The Iowa Barn Dance Frolic**

The Iowa Barn Dance Frolic is a program designed to keep alive the love and joy on music of the old-time hymns—"the kind of hymn your Mother used to sing—the type you sang in Sunday School the type you like to hear again." Written by Harold Graham, hymn writer himself and singer of many years experience playing his own songs as well as hymns of other days.

**Audience Appeal:** Live talent & E. T.

**Time Units:** 30 minutes, once weekly

**Client Suitability:** General appeal

**Auditions:** Transcriptions


**Hill Country Jamboree**

**Hill Country Hit Parade**

**WOB Broadway Barn Dance**

The WOB "Hill Country" programs, actually a group of separate air stations, are united by one M.C., Layman Campbell. Programs consist of the best in live music of the hill country and the West. National Julie of the Hill City Story, Johnny Newbon, Eddie Smith and Paul Anthony. The "WOB Broadway Barn Dance" originates from Palm Garden, Hollywood, Calif. Audience of melody with plenty of personality.

**Audience Appeal:** Entire family

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**Audience Appeal:** Live talent & E. T.
**Time Units:** 15 minutes, 1 to 3 times weekly

**Client Suitability:** General

**Number of Artists:** 1

**Auditions:** Transcriptions


**Boston Barn Dance**

**Boston Barn Dance**

**Hill Country Hit Parade**

**Hill Country Jamboree**

**WOB Broadway Barn Dance**

The WOB Broadway Barn Dance programs, actually a group of separate air stations, are united by one M.C., Layman Campbell. Programs consist of the best in live music of the hill country and the West. National Julie of the Hill City Story, Johnny Newbon, Eddie Smith and Paul Anthony. The "WOB Broadway Barn Dance" originates from Palm Garden, Hollywood, Calif. Audience of melody with plenty of personality.

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**Audience Appeal:** Live talent & E. T.

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**Audience Appeal:** Live talent & E. T.

**Time Units:** 30 minutes, once weekly

**Client Suitability:** General appeal

**Auditions:** Transcriptions


**Juke Box**

**Juke Box**

In the Blue of the Evening

This program creates the impression of a supper club, with orchestra and featured guest stars. Complete with atmosphere and first rate, this one is one of the most popular on the station. Audience appeal: Live talent & E.T.
**Time Units:** 10 minutes, 1 to 15 minutes, 6 weekly.

**Client Suitability:** General appeal

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**Audience Appeal:** Live talent & E. T.

**Time Units:** 30 minutes, once weekly

**Client Suitability:** General appeal

**Auditions:** Transcriptions

The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years' experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You'll find that putting WTIC's 50,000 WATTS to work for you is a most profitable habit to develop.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Lazy Listeners

A popular radio offering, music used in popularity with audience over years. Uniting between programs and other helps a mood that puts the listener in a responsive state of mind. Today and yesterday in show business; a genial host to weaves his magic for an entire piece, and as musical for an 11-piece orchestra. Wide background including director helps, song heads, air staff included. Submitted: Live talent.

Almost 30 minutes, 5 times weekly
Appeal: Entire family
Suggested for: Morning or afternoon
Stability: General
Time Units: 15 or 30-minute broadcast per week, $950. One-half hour broadcast weekly, $350.

Melody Lane

The voice of the troubadour with his tenor voice makes him an instant favorite wherever he is heard. The 117 programs of five minutes each is an ideal series for the radio sponsor with an advertising budget is limited. Each program gives him an audience builder as attractive and as appealing as the mamas, with whose appearances, their product arrangements are many times larger.

Availability: E. T.
Time Units: 5 minutes daily
Suggested for: Afternoon and evening
Client Suitability: Low budgeted, 1,2, Mass. (See Page 52)

Music to Read By

A most distinctive program, this nightly feature is presented during the fall months of midnight to 1:00 a.m. has built a tremendous regular audience... a class audience during the last seven years. It is a full hour of light classical and popular music with no announcements or interruptions of any kind except at beginning, middle and ending. Music is carefully selected for qualities of restfulness and melodic inspiration. Surveys show WHN ranks close to the top with this show during the midnight period. Product and copy must be in keeping with the spirit of the program. "Music to Read By" offers an exceptionally attentive, responsive audience.

Availability: E. T.
Time Units: 60 minutes, 7 nights weekly
Audience Appeal: Entire family
Suggested for: Late evening
Client Suitability: Books, institutional, high-class prestige product
Number of Artists: 1 announcer
Audition Facilities: Transcriptions
Submitted by: WHN, New York 19, N. Y. (See Page 14)

Melodious Melodies

"Melodious Melodies" contains no vocals, no announcements; features a full symphonic orchestra featuring popular and semi-classical selections, including the musical scores from famous musical comedies and successes. There are many Victor Herbert, Rudolph Friml, Oscar Hammerstein and Irving Berlin selections that are popular everywhere and that never grow old. Each number cuts into the next and in this manner the tunable audience is not lost. Submitted: Live talent for uninterrupted musical programs or for background music.

Availability: Live talent.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Entire family
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: WJID, Chicago 1, Ill.

Melody, U. S. A.

An original drama-musical half hour series written by Irving Landau and Arthur Haight, telling the story of America's big cities, or characteristics of American life—Chicago, Palm Beach. Hollywood, The Guy Nineties, etc. A musical score for this program is a tense dramatic story told in words and music.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 34 and orchestra
Audition Facilities: Transcriptions
Submitted by: National Concert and Artists Corporation, New York 22, N. Y. (See Page 84)
OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!
**Milady’s Melody**

This program is designed to reach women heart. With romantic music as background, it offers them on hour of relaxation and a pleasant distraction from their daily routine. In her practical suggestions for making arrangement of her daily activities, she points out the importance of a balanced rhythm in her life.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

**Morning Music Hour**

The design of this program readily un-derlines the purpose it was launched to. It is a daily hour of music presented by leading figures in the field of music. The programs are prepared by well-known broadcasting companies, and the directors are acknowledged artists in their art. The variety of music is wide and the music is presented in such a way as to cater to the taste of all listeners.

Number of Artists: Varied

Client Suitability: General, or inst.

Number of Artists: 8

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Co., New York, N. Y.

**Music to Remember**

This half-hour studio show features two singers, one male and one female, a string ensemble of 10 and organ. The concert consists of songs written by famous composers, and new, with emphasis on ballad types of music and semi-classic music. Singers are husband and wife both of whom are mem-

Client Suitability: Recorded

Number of Artists: 22

Audition Facilities: Transcriptions

Submitted by: WTOC, Savannah, Ga.

**Musical Milestones**

A program of memorable music tied in with memorable events make up this program entitled "Musical Milestones." A recent program used the format of this program effectively to introduce the milestones of its own organization's history, tying in these events with the music of the times.

Availability: E. T.

Time Units: 30 minutes, twice weekly

Audience Appeal: Entire family

Submitted for: Evening

Client Suitability: Product of quality

Audition Facilities: Transcriptions

Submitted by: WXYZ, New York 19, N. Y.

**Musical Horoscope**

This program features a unique presentation of astrological data. Through the medium of a whimsical character known as the Ancient Astrologer, and prominent attention to the signs of the zodiac, advice, warn-

Client Suitability: Retail, department, drug stores, cosmetics, ladies' wear, etc.

Audition Facilities: Transcriptions


**The Musical Scrap Book**

A pleasant interlude of memories, fea-

Client Suitability: Furs, beverages, tobacco, foods

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: National Recording Corp., Chicago 6, Ill.

**NBC String Quartet**

One of the finest of the more serious musical programs is the chamber music series of the "NBC String Quartet." This outstanding musical organization is made up of Mischa Mischakoff, first violin; Daniel Gilet, second violin; Carlton Cooley, viola; and Frank Miller, cello. All are members of the NBC Symphony Orchestra and are distinguished solo and ensemble artists. For the advertiser des-

Availability: Live talent and E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Submitted for: Evening

Client Suitability: See synopsis

Suggested for: Afternoon or evening

Number of Artists: Varied

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Co., New York, N. Y.

**Notes of Love**

Thirty-nine 15-minute transcribed programs featuring Joey Noah as vocalist. Actual love letters from and to boys in service are read in character and a love ballad is tied in with each letter. Pieces may be offered by sponsor for best love letters submitted.

Availability: E. T.

Time Units: 15 minutes, 1, 2 or 3 times weekly

Audience Appeal: Female, entire family

Submitted for: Evening

Client Suitability: See synopsis

Suggested for: Afternoon or evening

Number of Artists: 4

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Co., New York, N. Y.

**Off the Cuff**

This program aims at a nostalgic mood inducted by music of the past forty years, spiced with random notes "off the cuff." The notes are odd facts. American, his-

Client Suitability: Approximately 20

Cost: ET—based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio

**On Wings of Song**

This program offers a wide variety of music, with organ and piano accom-

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Submitted for: Sunday evening

Client Suitability: General, or inst.

Number of Artists: Varied

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Co., New York, N. Y.

**Old Coral**

Starring Poppy Cheshire, Sally Foster, Wode Ray. The Ranch Boys. The Buck-

Client Suitability: Institutional

Number of Artists: On the air

Submitted by: WBNX, New York 51, N. Y.

(See Page 68)

**Old-New-Borrowed-Blue**

A musical interpretation of the bridal tradition of wearing something old, some-

Client Suitability: General

Number of Artists: Approximately 20

Cost: ET—based on population

Audition Facilities: Transcriptions

Submitted by: WBNX, New York 51, N. Y.

(See Page 68)
WGN—proud of its past—
confident of the future—
celebrates its 20th anniversary

Dedicated to giving Chicago and the Mid-west the finest in radio entertainment and
devoted to the cause of genuine public service.

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS  720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
**One Man Band (Ray Miller)**

One unit with punch of hill-"billy appeal. Ray Miller features versatile home-sweet-ness in tenor and popular tunes and round dance, western and novelty reels. Big demand for any spot. Great appearance makes for hit. Has excellent angle for right sponsor. Harmonica, drums, guitar, and occasionally and adds other instruments for further specialization. This type of show very popular in smaller cities.

**Piano Playhouse**

Three pianists, a gypsy, versatile and amusing trio. Stylish in music, only vocalists the voice of Judy Talbot. The first new program treatment of the ever-popular piano to come along in years. Podium artists and price makes this show an inexpensive good bet for a loyal audience.

**Pinto Pete**

Melodies of the Western Range. Enterprising,standenly philosophy and stirring song. The deep, rich voice of "Pinto Pete," his hearty laughter and blended harmonies of talented vocalists and instrumental groups all combine to make this series instantly popular. Series typifies the care-free happiness of the old west. One hundred eighty-two episodes are scheduled at the rate of one per week with allowance for commercial credits.

**Promenade Concert**

This is a two-hour program of Quality Music, offered Monday through Saturday from 2:55 to 3:55 for News. Music is from the two high-likelihood vertical-cut library services to which WFAS subscribes. Selections are carefully chosen and balanced, from the fields of saloon and concert music, opera and operetta. Detailed listings of selections and composers appear in daily in 8 Westchester newspapers, in column "Music for Tomorrow" which contains all WFAS Quality Music programs.

**Radio's Singin' Cowboy**

Rusty Pike—Radio's Singing Cowboy is a western musical act, starring Rusty Pike as he sings solos with string band accompaniment and MClay variety musical show. The show consists of male and female voices, solos, duets, and trios. Songs range from oldest folk songs to latest modern swing, comedy, Sacred, and Spiritual numbers with music.

**Saludos Amigos**

Presented in cooperation with the Coordinator of Inter-American Affairs, "Saludos Amigos" is a timely presentation of music of all the Americas. It features the love's very own Rosita, a young American-born Latin singer; Arnold Moss as narrator and emcee. The Andin-Brothers and the orchestra of the Americas under the direction of Vladimir Lavalle. Tunes include American pops, Samba, Rhumbas and unusual Latin folk tunes especially arranged for modern band treatment.

**The Radio Troubadour**

Known as the Radio Troubadour, Dick Gilbert, the one and only vocalist to sing on 19 bands, has become one of the top daytime audiences in the Metropolitan area. His mastery of the art of singing with recorded orchestras has brought him more than three-quarters of a million dollars during 1943. His program also includes an occasional interview with personalities of music world. Because of his background in music...he was editor of Metrotome and formerly of Variety, his selection of music has also helped him climb to fame.

**The Roving Troubadours**

Accordian stylings by Oakey Yole and the songs of baritone Ed Tucholski. Program flows along in an easy informal manner as the Troubadours wander thru their musical pages. Singer announces program, smoothly tying one number into next as accordian improves in background.

**Rhythm and Rhyme Time**

Listeners send in 4-line verse including song title. That is, song title must be part of 4-line jingle. Then, if jingle is used on air, listener wins free ticket to local theatre. Best jingle each month is awarded $25.00 war bond. No proof of purchase required.

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**Serenade to America**

This program features music of a large concert orchestra under the baton of leading conducted. Outstanding character, sensitive arrangements and well-known vocalists and instrumentalists. "Serenade to America" has become known as "The America's music. The music America finds most enjoyable, music old and new, popular and classic, styled by the finest arrangers. Featured
When It's Round-Up Time
In "The Texas Rangers"

They came from near and far—from war plants, the armed services and the entertainment fields—KMBC's nationally famed "The Texas Rangers!" It's been round-up time for the boys with the white hats, for all America has demanded more of the tunes that keep 'em singing on the home front. Yes—"The Texas Rangers", better than ever, have added many new numbers to what already has been radio's finest transcribed library of favorite western tunes. Let us tell you how you can qualify for the exclusive right to air "The Texas Rangers" in your territory. Here's the answer to talent shortage problems!

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri
**Singing Keysboards**

A variety musical program of one-half hour—featuring Organ and Piano... with well-balanced selection of old and new songs from many instruments, as well as duet work on special arrangements. Organist also doubles at Hammond Organ as well as Pipe Organ. Directed by really good musical program to compete with serial stories in early afternoon.

*Availability:* Limited

*Time Units:* 30 minutes, 5 times weekly

*Audience Appeal:* Entire family

*Client Suitability:* Any kind of sponsor wanting successful, high class program

*Number of Artists:* 2

*Audition Facilities:* Transcriptions

*Submitted by:* WIOD, Miami 31, Fla.

**The Smoothies**

The Smoothies have been on the network since 1932 appearing with Fred Waring, Burns and Allen, Kate Smith and many others. They are the popular band of popular songs—bitch of their own style and they have presented everything from hillbilly to light opera. When you hear their familiar “You’re an Old Smoothie” or “Breezing Along the Wreese” you can be sure that you’re hearing the greatest harmonies on the radio.

*Availability:* Live talent

*Time Units:* 15 minutes, 5 times weekly

*Audience Appeal:* Entire family

*Client Suitability:* Any product except medicine

*Number of Artists:* 3

*Audition Facilities:* Transcriptions

*Submitted by:* WFAA, Dallas 2, Texas

**Songs of Good Cheer**

A superb chorus of outstanding voices featuring Willard Young, Kay Lorrain, Florence Calder and Phil Dusey, Henry Shoppe, Creme Calder and others in carefree, informal times. A famous orchestra, and vocalists, from the pens of Victor Herbert, Friel, Sigmund Romberg, Cole Porter, George Gershwin, are arranged, that bring your companionship, family, and friends around and conducted by Vladimir Silensky.

*Availability:* E. T.

*Time Units:* 30 minutes, 5 times weekly

*Audience Appeal:* Entire family

*Client Suitability:* All types

*Number of Artists:* 15

*Cost:* ET—based on population

*Audition Facilities:* E. T.

*Submitted by:* WFLA, Tampa 2, Fla.

**Songs of Yesterday**

Program of old time songs with Alaine Powell, playing her own audience.

*Availability:* E. T.

*Time Units:* 15 minutes, 1, 2, 3 or 5 times weekly

*Audience Appeal:* Entire family

*Suggested for:* Morning, afternoon or evening

*Client Suitability:* All types

*Number of Artists:* 7

*Audition Facilities:* Transcriptions

*Submitted by:* Mutual Broadcasting System, New York, N. Y.

(See Page 27)

**Roy Shield & Company**

For delightful, musical entertainment

Roy Shield and Company, in a complete, one-hour show, offers the finest in variety programs and musical activities of this kind. Under the direction of Dr. Roy Shield, the presenters of popular and familiar tunes of today and yesterday in delightful arrangements. Featured artists with the Roy Shield and Company are Gene Baker, "MC," Carolyn Gilbert, vocalist; Richard Paige, tenor; Jeanne MacKenzie, and the Living Savants, a novel, instrumental group. This popular program is appealing to young and old alike, and excellent for type program—particularly for the late night audience. (Chicago origination.)

*Audition Facilities:* Submit transcriptions

*Time Units:* 60 minutes, once weekly

*Audience Appeal:* Entire family

*Suggested for:* Evening

*Client Suitability:* General

*Number of Artists:* Varied

*Audition Facilities:* Transcriptions

*Submitted by:* The National Broadcasting Company, New York, N. Y.

**Ken Sparrow's String Orchestra**

Danceable—but differently so. That’s the combination of harp, 6 violins, 3 cellos, viola, guitar, xylophone, piano, clarinet, and vocalists. Repertoire highlights specially arranged classics, novelties, ballads, ending pops, current dance, musical comedy, Stephen Foster... all in style of a “New York” group. A program of the novel and the familiar provides entertainment in a different welcome manner. “Swing harptal” adds standout performance to every session. A program with a difference is what the audience for both listening and dancing.

*Availability:* Live talent

*Time Units:* 30 minutes, 1 weekly

*Audience Appeal:* Entire family

*Client Suitability:* Family appeal, dance

*Number of Artists:* 17

*Submitted by:* WHC, Rochester 4, N. Y.

**Stumpy Boys**

Plaintiffly vocalists and guitar announcers. Audience is in a groove in song titles and try to stump the boys. Girlish handle all mannerly and prize is offered if the boys cannot play or sing the selection.
Your advertising $$$ can capture Philadelphia through WPEN.

*The Station that Sells

WITH A 10 YEAR RECORD OF REAL RESULTS . . .

Let us give you the facts!

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
In the field of music, it is interesting to note that artists are continually being discovered and introduced to the public. Recent stars such as the late Jimi Hendrix have gained a reputation quickly. This is a testament to the power of music and its ability to connect with people.

Symphony Hall

A world-class symphony music on record, broadcast seven nights a week. The program has a high rating with listeners. The show features a variety of music, including symphonic works and popular songs.

The Tune Shop

This is a daily 41/4-hour program, 1:00-5:15 p.m. It features music, news, and the latest accurate race results. The show is broadcast on the hour in 5 and 15-minute periods. These are delivered by Top Mutual Communications and WFRB's newscasters.

The Texas Rangers

You've heard them on the networks; you've seen them in the movies! America's favorite cowboy singers, 'The Texas Rangers.' There is the music with mass appeal, running the full gamut of Western entertainment. Including ballads, classical favorites, topical and sweet arrangements, long-loved hymns. Over 500 selections, enough for 97,000 different programs, using four selections in each program. It's the music that never grows old.

The Three

Spelled piano team and female singers. Incorporates all types of double pianos and varied pop vocals. The program is broadcast five weeks annually.

This Is It

A huge cast of famous names including Frank Sinatra, Bing Crosby, and Bob Hope. The show features a host of famous stars in an up-to-the-minute musical that is strictly big time.

MUSICAL

Three Play-Girls

Mary McClanahan, the dynamic drummer, who left the famous Phil Spitalny orchestra two years ago to appear as 'guest' drummer in the orchestras of Bob Crosby and others, has formed a three-cornered combo, including a Hammond organ and a piano. The three girls play selections from Bach to Boogie Woogie, with novelty numbers and comedy songs added. Not only unique and sock musical, but exploitation possibilities unlimited.

The Tiny and the Boys

A twenty-five minute show featuring old popular songs and better quality Westerns. A four-man show, led by Tiny and his accordion, with a vocalist, "Mystery Tune" as a feature. Moll response is heavy. An ideal show for any account desiring male or reaching the maximum rural and semi-rural audience—particularly the feminine portion of it.

Tune Factory

An all-afternoon—12:30 p.m. to 5:30 p.m.—program of music transcription and news interspersed with spot announcements, 1-minute electrical transcriptions, war service announcements. The program today is receiving the bulk of WCAE audience promotion via newspaper ads, car cards, air promotion. A good antidote to heavy afternoon serial drama.

Tune Tabloid

This is the morning edition of a mythical, musical tabloid which presents a special feature each day. It carries concert reviews, Pan-American, advices to the lovers, hints to housewives and a musical review with tune snapshots from all over the country. The paper is gay and witty.

Live talent

Ensemble

Suggested for: Morning, afternoon or evening.

Client Suitability: Any type

Number of Artists: 3

Audition Facilities: Transcriptions or will

Submitted by: F. K. Nadel, 1600 Broadway, New York 19, N. Y.
A Quality Station
With Mass Appeal
In A Rich Market

WCBM
BALTIMORE

The BLUE NETWORK Station

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, INC.
Exclusive Nat'l Representatives
Fingers and Two Voices

Program features a two-piano team as Twenty-Eight Events, and a baritone thre.
The music heard on Fingers embraces all types. The names make their own arranged.
This is a musical that's not too fancy, not too "smart," but just right for all the family in the 1944 idiom.
Availability: Live talent
Time Units: 25 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Approximately 30
Audition Facilities: Will pipe live talent
Submitted by: Blue Network Co., New York, 20. N. Y.

Via V-Mail

This is a musical series with continuity. A soldier overseas has a date . . . via V-Mail . . . with his own girl. His moods vary-sometimes gay, sometimes patri-
otic, & Latin, or hillibilly, etc., & are all conveyed by music.
Unlimited exploitation possibilities.
Availability: Live talent
Time Units: 15 or 30 minutes, 1, 2, 3, or 5 weekly.
Audience Appeal: Entire family
Suggested for: Morning, afternoon or even-
ing
Client Suitability: All types
Number of Artists: 2 and arch.
Audition Facilities: Script
Submitted by: Brandt Production Service, Brooklyn 29, N. Y.

Victory Nursery Rhymes Starring Irene Wicker, the Singing Lady

Miss Irene Wicker needs no introduc-
tion to radio. As the "Singing Lady,"
sponsored by Kellogg's & Heinz for so
many years, she built up an audience of
25,000,000 listeners.
"Victory Nursery Rhymes" brings all the favorite nursery rhymes up to date, to help our war effort;
to promote the sale of war bonds and stamps; conservation: rationing; defense;
morale; among juveniles and adults.
"Humpty Dumpty," "Jack Horner," "Little Bo-Peep," "Old King Cole," "Sing a Song of Sixpence" and others get their first
change in a century or more. Each rhyme runs about 30 seconds and may be used
as station fill-ins, or as part of sponsored announcements. Spots may be repeated
over station as many times as desired.
Exclusive to one station in a city. Stations
signing daily for this series. 30 spots completed, 30 more in production.
Availability: 30 seconds; any number weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
ing
Client Suitability: Any sponsor, even war
plants with nothing to sell to general public.
Number of Artists: 2
Unit Cost: Based on population of city
Audition Facilities: Transcriptions
Submitted by: Kasper Gordon, Incorpo-
rated, Boston 16, Mass.

Wally and Martha

A 15 minute program across the board program of songs and organ improvisations, feat-
uring Wally McMannus at the console and vocalist Martha DuPlante. Program fea-
tures bright, cheerful music designed to help the housewife start the day right.
Availability: Live talent and E.T.
Time Units: 15 minutes, 1 to 6 weekly.
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
ing
Client Suitability: Household articles
Number of Artists: 2 and announcer
Audition Facilities: Transcriptions
Submitted by: WEBS, Buffalo 2, N. Y.

Words and Music

For the daily noontime listener "Words and Music" offers a delightful half hour of
organ melodies by Mary Sinclair, voc-
als by that well-known basso, Reinhold
Schmidt, and readings by Harvey Hays.
This program presents the finest music
and excerpts from the works of great
writers, beautifully woven into a highly
listenable half hour of words and music.
(Chicago origin.)
Availability: Live talent
Time Units: 30 minutes, 5 weekly

Morgan Beatty

An afternoon news commentator with
wide listener acceptance is Morgan Beatty
—NBC's well-known <I>Newspaper corre-
spondent</I>—former military expert whose
especially prepared maps at the beginning
of the war reached a circulation
of 50,000,000. Beatty joined NBC in 1941 as
a military analyst and two years later was
sent to London to report the war. This
popular commentator returned to the United States in 1943 and is currently reporting
to radio listeners from the Capital. In addi-
tion to Beatty's expert reporting of the war, he is also a compe-
tent observer of theChanging Happenings and presents a well-rounded commentary
that is highly popular with listeners.
(Washington origin.)
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female

The WNEW Signbilities

Here is a program that is sandwiched in
between News Around the Clock and the
Make-Believe Ballroom. While it is not the
humorous program that we usually find in a
radio show, you will find it's a little con-
rey. But New Yorkers love it. Denver Darlings,
voice of the day is heard on thousands of
Deca records brings his "gag" to the
WNEW studio. Each morning Darlings are
given time on a sophisticated hill-billy show built
around a studio orchestra, group singers, soloists,
and good old spontaneous fun.
Availability: Live everyday.
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
ing
Client Suitability: Various
Number of Artists: 10
Unit Cost: $50 per participation
Audition Facilities: Transcriptions
Submitted by: WNEW, New York 22, New
York.

Yours in Yesteryears

Music on record with top tunes of each
year from 1925 combined with highlight
news events of the year. Each broadcast
covers one year. Interesting flashbacks to
yesterday's music and news that will bring back happy days and memories.
Listeners may submit own interesting in-
cidents associated with old songs, and at
prizes of a recording of the tune. A
perfect blend of good music and interest-
ning chatter for young and old.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late evening
Client Suitability: Any product
Number of Artists: 1 announcer
Audition Facilities: Will pipe live talent
Submitted by: Gay Ward Radio Features,
New York 19, N. Y.

1944

America Looks Abroad

Program features "Your Foreign
Correspondent," Robert Arden, Mr. Arden
abandoned air service after 4 years sponsorship plus 5 nights weekly
NBC. Vienna born, Mr. Arden received many awards from his files, his war effort. The
Academy of Public Affairs gave Mr. Arden
1940 award for "outstanding service as news analyst." The
Arden Legion cited him for "potentially
bravest enlistment in combat enemy
swar.
Availability: Live talent & E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KMYR. Hollywood 38, Calif.

1945

Between the Lines

Between the Lines climbs on the merry-
ground of world events and grabs each
brass ring of fact to weld into a chain of
clarity and greater understanding. It
presents the import on the meaning be-
hind the news of the world. It analyzes,
interprets and looks new trends, new
developments that affect the over-all, day-
to-day picture of the most significant
period in world history. (Complete series
pieces, plus backups, plus highlights available, for use with sponsor prospects.)
Availability: Script
Time Units: 12 min., 30 sec., 6 times weekly

1944

Battle Fronts

Presented by Hugo Speck. News Editor of
WFAA, who was a foreign correspond-
ent and interned in Germany, this pro-
gram goes into detail on warm fronts
most prominent in the news. Mr. Speck
was with the German Army when it
took Russia and has traveled exten-
sively in that region.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WFAA, Dallas, Tex.

Morgan Beatty

An afternoon news commentator with
wide listener acceptance is Morgan Beatty
—NBC's well-known <I>Newspaper corre-
spondent</I>—former military expert whose
especially prepared maps at the beginning
of the war reached a circulation
of 50,000,000. Beatty joined NBC in 1941 as
a military analyst and two years later was
sent to London to report the war. This
popular commentator returned to the United States in 1943 and is currently reporting
to radio listeners from the Capital. In addi-
tion to Beatty's expert reporting of the war, he is also a compe-
tent observer of theChanging Happenings and presents a well-rounded commentary
that is highly popular with listeners.
(Washington origin.)
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female

Suggested for: Afternoon
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: The National Broadcasting
Company, New York, N. Y.
"THIS— IS HOLLYWOOD!"

A SMASHING HALF HOUR MUSICAL—DRAMATIC—VARIETY SHOW

taken from the pages of

MOTION PICTURE MAGAZINE

STARRING

HOLLYWOOD'S GREATEST NAMES AS GUEST STARS!

AND

THE MUSICAL AMBASSADOR TO THE AMERICAS

ENRIC MADRIGUERA and His Orchestra

RADIO'S NEWEST SINGING STARS

PATRICIA GILMORE AND HARRY COOL

AN ALL STAR RADIO-HOLLYWOOD CAST—AND JOHN REED KING

"THIS—IS HOLLYWOOD" SETS UP SERIES OF "FIRSTS" IN TRANSCRIBED-SYNDICATED FIELD!

FIRST TRANSCRIBED PROGRAM WITH BUDGET EQUAL TO LIVE NIGHT TIME VARIETY NETWORK SHOW! FIRST TRANSCRIBED SHOW TO MAKE FULL USE OF BIG-NAME HOLLYWOOD GLAMOUR! FIRST TRANSCRIBED-SYNDICATED SHOW TO MAKE USE OF BIG-NAME ORCHESTRA AND VOCALISTS AS REGULAR FEATURE OF PROGRAM! FIRST TRANSCRIBED SHOW TO RECEIVE NATIONAL EXPLOITATION! FIRST PROGRAM USING COMPLETE OVERALL HOLLYWOOD ATMOSPHERE! Gossip—Anecdotes—Music—Hollywood Guest Stars —And—Radio Adaptations of Great Motion Picture Hits!

"THIS—IS HOLLYWOOD" ALREADY PURCHASED IN MANY MARKETS BY ONE NATIONAL ADVERTISER!

FOR AUDITION PROGRAM AND AVAILABLE MARKETS

Write . . . . Wire . . . . Telephone

Kermit-Raymond

C O R P O R A T I O N

745 FIFTH AVENUE, NEW YORK 22

ELdorado 5-5511

"THIS—IS HOLLYWOOD" HAS BACKING MOST EXTENSIVE AND COMPLETE PROMO AND PUBLICITY CAMPAIGNS EVER DEVISED FOR SYNDICATED TRANSCRIBED PROGRAM! 1. AD TISING AND PUBLICITY IN "MOTION PICTURE MAGAZINE" AND OTHER FAWCETT PUBLICATIONS WITH CIRCULATION OF OVER THREE MILLION. 2. DISTRIBUTION OF TRUCK BANNERS, DISC CARDS, WINDOW STREAMERS, COUNTER ETC. 3. COMPLETE PUBLICITY CAMPAIGN—PRESS BOOK—DISPLAY PHOTOGRAPHS! 4. GIVE-AWAY BOOKLETS, COLOR PHOTOGRAPHS AND OTHER EXCELLENT PROMOTION ITEMS FOR THE LISTENING AUDIENCE!
Cecil Peake: Entire family on Morning, afternoon or evening.

Spelmac: Manufacturers, retail and bank organizations as an advertising medium.

Lax: Wire to cost on the spe-

DAILY wire. 

Yale Press Association, Inc.

"Big "N. Y.

Yale Press Association, Inc.

Cecil Peake: Entire family on Morning, afternoon or evening.

Spelmac: Manufacturers, retail and bank organizations as an advertising medium.

Lax: Wire to cost on the spe-

DAILY wire. 

Yale Press Association, Inc.

Cecil Peake: Entire family on Morning, afternoon or evening.

Spelmac: Manufacturers, retail and bank organizations as an advertising medium.

Lax: Wire to cost on the spe-

DAILY wire. 

Yale Press Association, Inc.
ncac OFFERS FOR SPONSORSHIP—6 IDEAS THAT ARE ORIGINAL SHOWS THAT ARE DIFFERENT

“Left Is Right”

One of the most unusual half-hour variety programs ever offered, Earl Sparling’s “left-handed” radio show is a field day for lefties from “Stand by!” till the “Off the air” flash... director, announcer, emcee, soloists, comics, and even the leader of the orchestra, and the music, are southpaws. “Left Is Right” is made to order for the client in search of something really new and different.

“The Bonus Parade”

Utilizing the greatest talent on earth, NCAC has built a swift-moving variety show around the men and women being discharged from Uncle Sam’s services. Radio’s unique opportunity for the returning G.I. Toes and loans... the show which doubles the discharge bonus... and can provide employment! This program idea offers rare potentialities for publicity and exploitation.

“Do You Like Music?”

A half-hour musical extravaganza featuring Hollywood’s most talented musician, Felix Mills, his orchestra and his striking music arrangements. Here is music with new personality, surprising tone color... music as it has never been heard before. This program enhances the musical format with originality and refreshing presentation. It embodies your ideas in answer to the question, “Do you like music?”

“Three Sides of the World”

Three fifteen-minute programs... dynamic radio presentations based on material gleaned from the Fawcett Publications, “Movie Picture,” “Life Story,” and “True.” Each unit is presented in newsreel style... each a separate production linked with the others to form a single pattern. Never before has such a novel digest program been prepared for one sponsor!

“Melody U.S.A.”

An original drama-musical half-hour series covering various cities, eras, and characteristics of American life... Chicago, Palm Beach, the Gay Nineties, Hollywood, New York, the Roaring Forties, etc. With original music by Irving Landau and script by Arthur Henley, each half-hour is a complete episode, packed with drama and outstanding music.

“On Stage, Everybody!”

The “Open Door” for talented newcomers in radio... affording them the opportunity to be heard coast-to-coast over the Blue Network... giving the listening public a preview of the “stars of tomorrow.” The special merchandising set-up points to radio, theatre, and motion picture success for “On Stage, Everybody!” artists.

THE KEYNOTES OF EVERY NCAC PRODUCTION ARE ORIGINALITY, SHOWMANSHIP AND MARKETABILITY... SPECIFICALLY DIRECTED TO THE REQUIREMENTS AND PROBLEMS OF THE INDIVIDUAL CLIENT

TRANSCRIPTIONS OF EACH OF THESE AHEAD-OF-THE-MINUTE PROGRAMS HAVE BEEN PREPARED AND ARE AVAILABLE ON REQUEST.

NATIONAL CONCERT AND ARTISTS CORPORATION

ALFRED H. MORTON, President

Address inquiries to: DANIEL S. TUTHILL, Vice-President and Director of Popular Division

711 FIFTH AVENUE, NEW YORK CITY 22, N. Y. • Plaza 3-0820

HOLLYWOOD • CHICAGO • SAN FRANCISCO

RADIO DAILY
Number of Artists: 1
Client: WRKO, Inc.

Major Robinson and the News

News analysis and commentary by
Major George Robinson, veteran of World War II. An unforgettable hour of
news background, background and sports seg-
ments, and a feature called, "One I'll Never
Forget." A half-hour program, one each
section following the same one each
week.

Audience Appeal: Living talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WOR, New York 20, N. Y.

Newspaper Roundtable

Entire KRNT news staff meets in studio
each week to discuss all the
news items of the day. Discussion
includes local, national and
international news. The program
is broadcast in the leadership of listeners at this time.

Audience Appeal: Entire family
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: KRNT, Des Moines, Ia.

One O'Clock Edition

Vigorous, dramatic, low cost news
program with fast paced format and
newsworthy stories. Featuring sound effects
of telephones—shows rolls from two voices
with different backgrounds. Popularity of
individual newsmen, and all merchandise
daking for the group.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions

Philadelphia Parade of Events

Half-hour program designed as either
a current news dramatization of the events
in world history, today, and a
series of short sound effects of
telephones—roll shows from two voices
with different backgrounds. Popularity of
individual newsmen, and all merchandise
daking for the group.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WYSP, Syracuse, N. Y.

Sidelines on Headlines with Al Spokes

A feature program designed to give
the listener the "down-and-dirty"
stories that are not usually heard
on the air. Al Spokes is a
network regular who will provide
the listener with the "real story"
behind the news. A program designed
to give the listener a "behind the
scenes" look at the news. A program
designed to give the listener a
"behind the scenes" look at the news.

Availability: Live talent
Time Units: 5 minutes, 3 to 6 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions

News Digest of the Air

This is an early evening news roundup
program to be heard Monday through Saturday evenings.

Audience Appeal: Entire family
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WDRB, Inc.

Newsroom Roundtable

Entire KRNT news staff meets in studio
each week to discuss all the
news items of the day. Discussion
includes local, national and
international news. The program
is broadcast in the leadership of listeners at this time.

Audience Appeal: Entire family
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: KRNT, Des Moines, Ia.

The Pulse of the Nation

A half-hour radio program utilizing one
of the nation's leading agencies for
program planning. The program
will be designed to create the
right type of audience reaction.

Availability: Live talent
Audience Appeal: Entire family
Suggested for: Evening
Cost: $3,000
Audition Facilities: Script available
Submitted by: Press Associates, Inc.,
New York 20, N. Y.

Kipling Lewis, Jr.

A one hour report on National
newspapers in the Nation's
newspapers and available for
promotion in size and
suitability:
Number of Artists: 2
Client Suitability: General
Suggested for: Morning
Audition Facilities: Transcriptions
Submitted by: Radio Station KSL.

Traffic News

Traffic News covers news events in the
area in a straightforward manner and
is well suited for morning drive time.

Audience Appeal: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Entire family
Suggested for: Morning or after-
noon
Audition Facilities: Transcriptions
Submitted by: WRKO, Inc.

WJTN Program Director, Al Spokes.

This show has a special appeal to
rural audience.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Adult family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WDYK, Inc.

WJTN Program Director, Al Spokes.

This show has a special appeal to
rural audience.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Adult family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WDYK, Inc.

WJTN Program Director, Al Spokes.

This show has a special appeal to
rural audience.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Adult family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WDYK, Inc.

WJTN Program Director, Al Spokes.

This show has a special appeal to
rural audience.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Client Suitability: Adult family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: WDYK, Inc.
You are cordially invited to write, wire or phone

KASPER-GORDON, Incorporated
140 Boylston Street Boston

for suggestions and program ideas for your next radio campaign—whether it be for 1/2-hour, 1/4-hour, 5-minute, 1-minute, 100-word, or 30-word spots. As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other successful ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from coast to coast. Our programs are running on about 500 stations, and PRODUCE RESULTS!

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<tr>
<th>SYNDICATED SHOWS NOW AVAILABLE</th>
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<tr>
<td>&quot;SONGS OF CHEER AND COMFORT&quot;</td>
<td>52 1/4-hour shows</td>
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<tr>
<td>Starring Richard Maxwell (Gospel Songs and Philosophy)</td>
<td>See Page 77</td>
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<tr>
<td>&quot;STAND BY, AMERICA&quot;</td>
<td>225 5-min. shows</td>
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<tr>
<td>How America met similar problems today, in bygone years</td>
<td>See Page 101</td>
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<td>&quot;JERRY &amp; SKY,&quot; The Melody Men</td>
<td>208 5-min. shows</td>
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<td>Real Tennessee Hillbillies</td>
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<td>&quot;IMPERIAL LEADER&quot;</td>
<td>52 1/4-hour shows</td>
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<td>Dramatized Life Story of Winston Churchill</td>
<td>See Page 39</td>
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<td>&quot;HISTORY IN THE MAKING&quot;</td>
<td>26 1/4-hour shows</td>
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<td>Outstanding Events of World War II</td>
<td>See Page 104</td>
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<td>&quot;FUN WITH MUSIC&quot;</td>
<td>26 1/4-hour shows</td>
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<td>Starring Sigmund Spaeth, Tune Detective</td>
<td>See Page 69</td>
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<td>&quot;FAMOUS MOTHERS&quot;</td>
<td>78 5-min. shows</td>
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<td>Starring Jane Dillon. All parts enacted by Miss Dillon</td>
<td>See Page 49</td>
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<tr>
<td>&quot;ONE I'LL NEVER FORGET&quot;</td>
<td>156 5-min. shows</td>
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<td>Starring Jack Stevens, Unusual Sports Stories</td>
<td>See Page 96</td>
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<tr>
<td>&quot;TWILIGHT TALES&quot;</td>
<td>52 1/4-hour shows</td>
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<td>Starring Elinor Gene, Fairy Stories for Kiddies</td>
<td>See Page 65</td>
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<tr>
<td>&quot;UNCLE JIMMY&quot;</td>
<td>156 1/4-hour shows</td>
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<tr>
<td>Starring William Farnum, Daytime Serial</td>
<td>See Page 53</td>
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<tr>
<td>&quot;VICTORY NURSERY RHYMES&quot;</td>
<td>30 1/2-minute spots</td>
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<td>Starring Irene Wicker, &quot;The Singing Lady&quot;</td>
<td>See Page 81</td>
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<tr>
<td>&quot;FURS ON PARADE&quot;</td>
<td>26 15-minute shows</td>
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<td>The Most Comprehensive Fur Program Ever Produced</td>
<td>See Page 49</td>
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<tr>
<td>&quot;DAN DUNN, SECRET OPERATIVE No. 48&quot;</td>
<td>78 1/4-hour shows</td>
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<tr>
<td>Based on famous newspaper strip, Juvenile Series</td>
<td>See Page 59</td>
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<tr>
<td>&quot;SANTA'S MAGIC CHRISTMAS TREE&quot;</td>
<td>15 1/4-hour shows</td>
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<tr>
<td>Successfully sponsored by more than 100 firms</td>
<td>See Page 63</td>
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<tr>
<td>&quot;ADVENTURES IN CHRISTMASTREE GROVE&quot;</td>
<td>15 1/4-hour shows</td>
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<tr>
<td>Sponsored by more than 200 department stores</td>
<td>See Page 59</td>
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</tbody>
</table>

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated
140 Boylston Street, Boston 16, Massachusetts

One of The Country's Largest Program Producers
NEWS

The Story Behind the Headlines

Ces Saerchinger, noted foreign correspondent, editor and radio commentator, presented in a weekly series discussing important news events of the week in the United States and abroad and sketches the background and facts that lead to these events. This program series is among radio commentaries in which Saerchinger discusses only one event on each program. This noted public speaker under the auspices of the American Historical Association. His weekly commentaries provide an excellent fine news broadcast suitable for station advertising or for products for ad family.

validity: Live talent
running time: 15 minutes, once weekly
scene: Radio
appeal: Adult family
visualized for: Evening
suitability: See synopsis

The Three Sisters

Singing Stars of Universal Pictures
Featured with Abbott - Costello
Featured on CBS

validity: Any
suitability: All types

The Sides of the World

The 15-minute programs weekly covering material published in "Hollywood Life," "Life Story" and "True" magazine. A wide-ly diversified coverage of current material presented in newsreel. Competent personalities in each of three fields. Each program allows highly specialized along its own line and quickly identified with the others it is part of its highly unique format. Programs can be made extremely interesting, can be put together at a reasonable figure and are definitely commercial. The commentators are identical in assistant editors of the publications giving authority to their radio association with these magazines.

validity: Live talent
running time: 15 minutes, 3 times weekly
scene: Radio
appeal: Entire family
visualized for: Afternoon or evening
suitability: All types
number of Artists: 3 and guests

Todd Grant

"I'd Grant" is a dramatic news highlight business and industrial part in the war and its plans for the future. Todd Grant, roving correspondent, "I'd Grant" behind doors marked private." to
validity: Live talent
running time: 15 minutes, once weekly
scene: Radio
appeal: Entire family
visualized for: Afternoon or evening
suitability: All types
number of Artists: 1

INKSPOTS

"Still Breaking Records"

LULU BATES
For 26 Weeks the Vocal Star
"All-Time Hit Parade" NBC

BOB JOHNSTON
Featured Vocalist on the Philco "Hall of Fame" Hour—Sundays, 6:00 p.m., BLUE NETWORK
(with Paul Whiteman's Orchestra)

THE THREE SISTERS
Singing Stars of Universal Pictures
Featured with Abbott - Costello
Featured on CBS

ROBERT MERRILL
Baritone Star of "NBC Concert Hour" "Serenade to America"—NBC
"Frank Black Presents"—NBC

JOSEPHINE HOUSTON
The Blue Network's Lovely Singing Star—Sundays 12:30 p.m.

ILENE WOODS
Featured Vocalist on the Philco "Hall of Fame" Hour—Sundays, 6:00 p.m., BLUE NETWORK
(with Paul Whiteman's Orchestra)

ELLA FITZGERALD
"Still Making Records"

COL. JAMES STEVENSON
Outstanding Commentator and Military Analyst—U. S. Army, Retired

4 BLONDES AND A GUY
The new modern Quintette with Chuck Goldstein

Joe Rines—Vice-President in charge of Radio

GALE, Inc.
48 WEST 48th STREET NEW YORK CITY
Bob Kerr—RKO Bldg.—New York 20
presents the Stars of "Vocal Headquarters"

CBS Star and Musicraft Record Artist
"The Girl with The Voice You Won't Forget"

JOAN BROOKS
With a "Heart full of Souls"
RECENTLY VOTED BY THE NATION'S RADIO EDITORS
ONE OF THE TOP 4 FEMALE VOCALISTS OF AMERICA
On the air — Sundays 7:30 P. M. — Thursdays 11:30 P. M.
JERRY BITTICK — Conductor Arranger
AVAILABLE IN THE EAST

Radio's Outstanding All-Girl Quartette

THE 4 BELLES
Also Heard Titled "THE IRRESISTIBLES"
"4 GALS and a GUY" and
"4 BELLES AND THE BEAUX"
BERNIE WEISSMAN—Vocal Arranger—Pianist Conductor
AVAILABLE IN THE EAST

The Quartette from Hampton Institute

DEEP RIVER BOYS
SENSATIONAL SEPIAN SINGERS
Now on Coast to Coast—Vaudeville and Concert Tour
Personal Direction—ED. KIRKBY
AVAILABLE ON THE WEST COAST

SINGING STARS of the PAUL WHITEMAN
PHILCO SHOW and STAGE DOOR CANTEEN
Hi, Lo, Jack and the Dame
Featured on the Fred Allen Program 1942-43-44
PETE KING—Conductor Arranger
AVAILABLE IN NEW YORK

Radio's Youngest Veterans

VI AND VILMA
14th Year on The Air — 19th Year in This World
For 3 Years These "Soldiers in Grease Paint" have entertained our Armed Forces in America and also both Pacific and European Theaters
AVAILABLE FOR CIVILIAN ENGAGEMENTS SOON

Office Manager, CLARA FRIM, CO. 5-8051  e  Publicity, BEN PRATT, Cl. 6-3082  e  Long Distance, BOB KERR, CO. 5-8233

NEWS

interpret trends in terms of what mean to a community. Public in
Only one station in a city may be
vided with the program. Programs may
Office of Censorship and filed
NAB Music... public domain...
Availability: E. T.
Number of Artists: Variable
Cost: Free of charge. Station may or may not sponsor.
Audition Facilities: Transcriptions
Submitted by: Carl Byoir and Assoco.
New York 16, N. Y.

Tomorrow
Cross section of public opinion.
To put the entire North American continent in the perspective
unbiased fashion. This gives the listener an authoritative
understanding of "Tomorrow" through complete understanding of the
Today.
Availability: Live talent
Time Units: 15 minutes, 3 to 5 weeks
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Five
Cost: $1,000.00
Audition Facilities: Transcriptions
Submitted by: Ad-Plan Co.

This Week In Review
An expert commentary and a review of the week's news, prepared by KDYL's news editor. As its title indicates, it reviews the week's happenings throughout the world. Being a Sunday show, it offers not only an excellent audience, but also carries a useful institutional message.
Availability: E. T.
Time Units: 15 minutes, one day weekly
Audience Appeal: Female or male
Suggested for: Afternoon or evening
Client Suitability: Unlimited
Number of Artists: Commentator
Audition Facilities: Transcriptions
Submitted by: Radio Station KDYL

John W. Vandercook
NRC's veteran commentator. John W. Vandercook, the first American reporter to return to this country from the Normandy Invasion front, in a weekly series of intimate broadcasts. Regularly heard on NBC's nightly "News of the World," Vandercook in his new quarter-hour program will report on his tour of the Italian coast, Normandy battlefronts, giving his abre

88
RADIO DAILY
You, too, can learn to throw your voice...

We're not advertising a course in ventriloquism.

We mean that by having an announcer on your radio program step to WENR you can throw the voice of your company and your product from Upper Wisconsin to deep in Illinois—from the farms of Indiana to the manufacturing centers of rich Michigan.

More advertisers all the time are doing that very thing over WENR. They've learned that WENR is not merely a "Chicago Station" but a station reaching over 13,000,000 Americans—roughly, One-Tenth of the Nation—and reaching them at the lowest cost per 1000.

That's economical voice-throwing—don't you think?
News

World News Roundup

Presents NBC commentator, Elmer Peterson from New York, and "calls in" NBC correspondents around the globe and from Washington, D.C. This news feature presents up-to-the-minute news and commentary from world-wide news sources, the news from the NBC News Room in New York and presents the latest developments from Washington. Various outstanding personalities of NBC's globe circling staff of correspondents and reporters are heard on this program in a complete, concise coverage of the latest news.

Available: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

World of Tomorrow

The "World of Tomorrow" is the WWL dramatization of the U.P. feature of that name. Whereas the original script is purely narrative, "World of Tomorrow" as produced by WWL is complete with dramatized action, sound effects and music. The program tells of events to come, following the end of the war. It relates facts about scientific and industrial developments which have been perfected for peace-time use. Complete merchandising plans are assured.

Available: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

The World's Front Page

A distinguished news-roundup produced in conjunction with the Science Monitor. There are at least foreign pickups on each broadcast, originated by Volney Hurd, Science Monitor's entire editorial and research staffs behind the show.

Available: Live talent

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning

World Wide News Review

"World Wide News Review" is a distinguished news-roundup produced in conjunction with The National Broadcasting Company, New York, N. Y.

Available: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

World News Roundup

Presents NBC correspondent, Elmer Peterson from New York, and "calls in" NBC correspondents around the globe and from Washington, D.C. This news feature presents up-to-the-minute news and commentary from world-wide news sources, the news from the NBC News Room in New York and presents the latest developments from Washington. Various outstanding personalities of NBC's globe circling staff of correspondents and reporters are heard on this program in a complete, concise coverage of the latest news.

Available: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Quiz Programs 1944 – 1945

Back to School

School room atmosphere; four parents asked questions taken from school books, progressively by grade levels and asked in groups from first to eighth grades; test on whether parents know things which own kids learn every day in school; extra comedy from lowest scorer, ducce. Commercials worked into school format; each student receives prize, and ducce called back to appear on next week's show with three new class members and remains until defeating one of three new members.

Available: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 8

Audition Facilities: Transcriptions

Submitted by: Louis G. Cowan Company

(Quiz Kids), Chicago 3, Ill.

Calling All Zones

A fast moving 15 minute telephone quiz. Questions asked and record started at time. Listener given until end of record to call in correct answer. First two to answers win one dollar. Victory Store for each. Two questions per day. Lists audience constant since they call in correct answers every day. Questions are always informative of show educational value. Excellent housewife audience.

Available: Live talent

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Department stores, parcel shops, jewelry stores, candy, bide dealers, etc.

Number of Artists: 1

Submitted by: KGFI, Los Angeles 15, Cal.
**Quiz Programs**

**Eight Bits**
"Eight Bits" two teams of four contestants (one team service people, the other, public) are pitted against each other. The winner of each half-time question must answer his final question correctly for his team to score. Teams may allow two answers to each question, but only the correct one will count. The team with the highest total number of correct answers wins.

- **Location**: Live talent
- **Time**: 30 minutes, once weekly
- **Audience**: Entire family
- **Suitability**: Live talent

**The Fishpond**
by Wyn Elliott as the "skipper," a humorous, high-octane, whistle-stop quiz program dealing with two teams of four contestants. The emcee can allow two answers to each question, but only the correct one will count. The team with the highest total number of correct answers wins.

- **Location**: Live talent
- **Time**: 30 minutes, once weekly
- **Audience**: Entire family

**Fun with Stamps**
"Fun with Stamps" is a weekly live talent show that features a series of dramatized stamp quizzes. The principal characters are confronted with a brand new, novel and different, mythical Izzatso University.

- **Location**: Live talent
- **Time**: 30 minutes, once weekly
- **Audience**: Entire family

**The Hollywood Quiz**
A fast moving hour and a half of music with American Folk Songs.

- **Location**: Live talent
- **Time**: 2:05 to 3 P.M.
- **Audience**: Entire family

**If It Had Been You, (What Would You Have Done?)**
A listener participation show which presents a series of dramatized quiz playlets. The principal characters are confronted with a brand new, novel and different, mythical Izzatso University.

- **Location**: Live talent
- **Time**: 2:30-3:00 P.M.
- **Audience**: Entire family

**Izzatso**
Produced and presented by Lynn Gearhart. Little known facts about everyday things...enlivened with oddities such as: Eskimos do not live in igloos. Ostriches do not stick their heads in the sand because of fright. The program is presented from a mythical Izzatso University by Dr. Throttlebottom. Can be tied in for sponsorship with a quiz show.

- **Location**: Live talent
- **Time**: 30 minutes, twice weekly
- **Audience**: Entire family

**Keeping Up With the Joneses**
A special live participation show which presents a series of dramatized quiz playlets. The principal characters are confronted with a brand new, novel and different, mythical Izzatso University.

- **Location**: Live talent
- **Time**: 15 minutes, twice weekly
- **Audience**: Entire family

**Ladies Be Seated**
One of radio's biggest fun-tests featuring Ed East and Polly in a half-hour show which mixes up the quiz game and turns it into a hilarious 30-minute show, five times weekly. Questions, stunts, and more, together by one of radio's most famous personalities, with the help of an audience that lets its hair down at the least provocation. An unusual show that has had a substantial run in its present spot.

- **Location**: Live talent
- **Time**: 2:30-3:00 P.M.

**Lunchenon with Helen**
A delightful half-hour with Helen Leighton, presenting timely hints and handy helps for the women in the home.

- **Location**: Live talent
- **Time**: 12:05 to 1 P.M.

**Tunerville Inn**
Fred Young emcees a fast moving program of American Folk Songs.

- **Location**: Live talent
- **Time**: 2:05 to 3 P.M.

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**WPAT Features**

**Bob Bright**
the Jingle King
in a new program

**Bob Bright's Bandstand**
A fast moving hour and a half of music to thrill to and dance to.

- **Location**: Live talent
- **Time**: 3 to 4:30 P.M.

**Lunchenon with Helen**
... a delightful half-hour with Helen Leighton, presenting timely hints and handy helps for the women in the home.

- **Location**: Live talent
- **Time**: 12:05 to 1 P.M.

**Tunerville Inn**
Fred Young emcees a fast moving program of American Folk Songs.

- **Location**: Live talent
- **Time**: 2:05 to 3 P.M.

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**3 More Reasons for Selling Your Clients WPAT**

**The Fastest Growing Station in the Metropolitan Area.**

**Radio WPAT**

- **Location**: Paterson, Paramus, New Jersey, New York
The New
WDSU offers

- 5000 WATTS, DELIVERING 20,000 WATTS IN THE POPULATED AREAS OF SOUTH LOUISIANA
- HAS MORE SPORTS THAN ANY OTHER NEW ORLEANS STATION—24 HOURS
- OCCUPIES A CENTRAL DIALING POSITION
- IS AFFILIATED WITH THE BLUE NETWORK
- EMPHASIZES LOCAL PROGRAMMING

WDSU Blue Network
NEW ORLEANS 12, LA.

### Quiz Programs

#### RADIO DAI

### Availability
- Live talent
- Time Units: 30 minutes, 5 times weekly
- Audience Appeal: Entire family
- Suggested for: Morning, afternoon or evening
- Client Suitability: See synopsis
- Number of Artists: 5
- Audition Facilities: Will pipe live talent
- Submitted by: Blue Network Company, New York 20, N. Y. (See Pages 33-36, 60, 62)

### Lawyer Q

This different audience participation show previously sponsored by Friends Tobacco, G. Washington Coffee, and Gunthers Beer, has an enviable record of local successes, and is now available for network sponsorship. The participants are quizzed on the operation of odd points in the law. No knowledge is required; it's a matter of the participants opinion of justice. Nothing serious, very amusing. The show ends up with a trial, participants acting as jurors.

#### Availability
- Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Evening
- Client Suitability: General
- Number of Artists: M.C. and 4 or 5 actors
- Audition Facilities: Transcriptions
- Submitted by: Basch Radio Productions, New York, N. Y. (See Page 101)

### Let's Play Reporter

An audience participation show with a newspaper background. Frances Scott, "the city editor," gives participants "assignments" in the form of amusing incidents. Participants, or cub reporters, must report what they can remember of assignments for prizes. A "name" guest reporter on each program. Fast-moving and amusing. New playing Army hospitals.

#### Availability
- Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Evening
- Client Suitability: General
- Number of Artists: Frances Scott, guest 4 actors, orchestra or novovich
- Audition Facilities: Transcriptions
- Submitted by: Basch Radio Productions, New York, N. Y. (See Page 101)

### Meet Mr. Quizzer

Program originates from stage of Rivoli (leading theater) in Hastings. "MC" works mike from stage, and three assistants with portable mikes work from audience. "MC" asks questions to be answered by members of theater audience picked by men in audience. Prizes given for correct answers. Included in deal is newspaper tie-up, trailer on screen, display cards in theater, plugging sponsor, and before day of show, theater runs newspaper ad on show.

#### Availability
- Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Afternoon or evening
- Client Suitability: General
- Number of Artists: Four
- Audition Facilities: Transcriptions
- Submitted by: KHAS, Hastings

### Meet the Staff

This unique show is especially adapted for small stations. It helps the audience to Meet the Staff. Staff members heard on the air act as quiz experts, with one of their numbers as the quiz monitor, is unrehearsed and highly interactive. "Experts" answer questions as the listeners who are awarded their questions, when used by most stations. Three staff members on each, plus expert; an invited notable, as a press or program consultant. The program is suggested for thousands of institutions, especially schools.

#### Availability
- Live talent
- Time Units: 30 minutes, once weekly
- Audience Appeal: Entire family
- Suggested for: Evening
- Client Suitability: Institutional
- Number of Artists: 5 or less
- Audition Facilities: Transcriptions
**Quiz Programs**

**Professor Quiz**
- **Suggested for:** Evening
- **Client Suitability:** General
- **Audience Appeal:** General
- **Suggested for:** Afternoon or evening
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 2
- **Audition Facilities:** Transcriptions

**Bean Against Time**
- **Suggested for:** Afternoon or evening
- **Client Suitability:** General
- **Audience Appeal:** General
- **Suggested for:** Evening
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 2
- **Audition Facilities:** Transcriptions

**Suse and Nonsense**
- **Suggested for:** Evening
- **Client Suitability:** General
- **Audience Appeal:** General
- **Suggested for:** Afternoon or evening
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 1
- **Audition Facilities:** Transcriptions

**Sez You**
- Originating in Chicago, "Sez You" fea-
tures of newspaper experts who
their knowledge of American slang
ments of workers in various fields.
ens from taxi drivers to vaudeville
ers, airplane mechanics to street
ners. Informal, easy-going, "Sez
its fun out of the American
. Easy to understand, easy to
n making an entertaining half-hour
l ideal for the client who wants

**Top and Bottom**
- **Suggested for:** Afternoon or evening
- **Client Suitability:** General
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 1
- **Audition Facilities:** Script

**Noah Webster Says**
- **Suggested for:** Afternoon or evening
- **Client Suitability:** General
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 1, and organist or orchesta
- **Audition Facilities:** Script

**Shoot the Works**
- **Suggested for:** Afternoon or evening
- **Client Suitability:** General
- **Availability:** Live talent
- **Time Units:** 30 minutes, once weekly
- **Number of Artists:** 1
- **Audition Facilities:** Transcriptions

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**Brooklyn's Only Full Time Radio Station**

**WBYN 1430**

Thousands of Brooklynites listen to WBYN hourly. Why?—Because it's the nearest, most convenient station to Brooklyn, the place where the most Brooklyn people live.

**Radio's 1899, WHN's 1922, WBYN's 1940**

**In 1940, Brooklyn's only full time radio station was established**

**WBYN 1430**

**Brooklyn's Only Full Time Radio Station**

**Spreading the Story of Minute Programming**

**How BIG is Brooklyn's tree?**

Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

**A PRE SOLD AUDIENCE AWAITS YOU ON**

**WBYN 1430**

**Brooklyn's Only Full Time Radio Station**

For Availabilities: WILLIAM NORINS, Gen. Mgr
wine, soap, wax, tooth paste, medicines, etc.

Number of Artists: 2
Unit Cost: Package $2500
Audition Facilities: Transcriptions, will pipe live talent

**What Burns You Up?**

"What Burns You Up" was sponsored by Norwich Pharmacal Co. over the Yankee Network, attaining a 10-CAB rating. Participants air their "burnups" in hilarious fashion. Guest star and dramatization are a part of this show which has an excellent record of sales for previous sponsorships.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Number of Artists: 2
Client Suitability: General
Suggested for: Afternoon or evening
Audition Facilities: Transcriptions
Submitted by: NBC & Haven MacQuarrie, New York, N. Y.

**What Is It?**

This is a variation of the oldie: 'Animal, Vegetable, or Mineral?' Cast of four people plus an MC. Cast can be any people, need not be experienced. MC must be good ad lib man, and in our case is excellent. Show has been on the air 150 times, daily Monday through Friday.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: Four in cast (non-professional), one MC
Audition Facilities: Transcriptions
Submitted by: WDRC, Inc.

**What's the Name of That Song**

This KHI-Den Lee origination involves six studio guests, each of whom tries to identify one of a group of three songs submitted by radio listeners. If contestant can name the song, he pockets $5; if he can recite the first line, he wins another $5; and if he can sing the first two lines of the chorus, he goes home $15 richer. Dud Williamson is emcee. Rating and sponsorship history on Don Lee.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: $1,000 per broadcast for first 26 weeks plus prize money
Submitted by: Mutual Broadcasting System, New York 18, N. Y.
(See Pages 26, 27)

**Your Opinion Pledge**

The questions asked on this quiz for opinions rather than for factual answers, and might cover a wide range, from the serious to the ludicrous. The questions could be designed to suit the participants in mind, thus catch the interest of the answerers. A nosy boogie-woogie; a Bobby-sox on parade.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: M.C.
Audition Facilities: Transcriptions
Submitted by: William Mann, New York 18, N. Y.

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**What's the Answer, Kids?**

Community program introduced by KPRO Community Program Policy Committee designed to stimulate scholastic interest and combat juvenile delinquency. Contestants are from 3 Riverside Junior High Schools who compete in inter-school final at end of school term. Annual 9 month show with silver trophy award for winning school and war bond to individual student. Will gain community support for any sponsor.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: General
Suggested for: Evening
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: KPRO

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**What's the Name of That Song**

This KHI-Den Lee origination involves six studio guests, each of whom tries to identify one of a group of three songs submitted by radio listeners. If contestant can name the song, he pockets $5; if he can recite the first line, he wins another $5; and if he can sing the first two lines of the chorus, he goes home $15 richer. Dud Williamson is emcee. Rating and sponsorship history on Don Lee.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: $1,000 per broadcast for first 26 weeks plus prize money
Submitted by: Mutual Broadcasting System, New York 18, N. Y.
(See Pages 26, 27)

**Your Opinion Pledge**

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Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: M.C.
Audition Facilities: Transcriptions
Submitted by: William Mann, New York 18, N. Y.

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Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: General
Suggested for: Evening
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: KPRO

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Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: $1,000 per broadcast for first 26 weeks plus prize money
Submitted by: Mutual Broadcasting System, New York 18, N. Y.
(See Pages 26, 27)

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Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: M.C.
Audition Facilities: Transcriptions
Submitted by: William Mann, New York 18, N. Y.

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**What's the Answer, Kids?**

Community program introduced by KPRO Community Program Policy Committee designed to stimulate scholastic interest and combat juvenile delinquency. Contestants are from 3 Riverside Junior High Schools who compete in inter-school final at end of school term. Annual 9 month show with silver trophy award for winning school and war bond to individual student. Will gain community support for any sponsor.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: General
Suggested for: Evening
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: KPRO

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Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: $1,000 per broadcast for first 26 weeks plus prize money
Submitted by: Mutual Broadcasting System, New York 18, N. Y.
(See Pages 26, 27)

**Your Opinion Pledge**

The questions asked on this quiz for opinions rather than for factual answers, and might cover a wide range, from the serious to the ludicrous. The questions could be designed to suit the participants in mind, thus catch the interest of the answerers. A nosy boogie-woogie; a Bobby-sox on parade.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: M.C.
Audition Facilities: Transcriptions
Submitted by: William Mann, New York 18, N. Y.

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**What's the Answer, Kids?**

Community program introduced by KPRO Community Program Policy Committee designed to stimulate scholastic interest and combat juvenile delinquency. Contestants are from 3 Riverside Junior High Schools who compete in inter-school final at end of school term. Annual 9 month show with silver trophy award for winning school and war bond to individual student. Will gain community support for any sponsor.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: General
Suggested for: Evening
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: KPRO

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This KHI-Den Lee origination involves six studio guests, each of whom tries to identify one of a group of three songs submitted by radio listeners. If contestant can name the song, he pockets $5; if he can recite the first line, he wins another $5; and if he can sing the first two lines of the chorus, he goes home $15 richer. Dud Williamson is emcee. Rating and sponsorship history on Don Lee.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: $1,000 per broadcast for first 26 weeks plus prize money
Submitted by: Mutual Broadcasting System, New York 18, N. Y.
(See Pages 26, 27)

**Your Opinion Pledge**

The questions asked on this quiz for opinions rather than for factual answers, and might cover a wide range, from the serious to the ludicrous. The questions could be designed to suit the participants in mind, thus catch the interest of the answerers. A nosy boogie-woogie; a Bobby-sox on parade.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: M.C.
Audition Facilities: Transcriptions
Submitted by: William Mann, New York 18, N. Y.
Sports-O-Rama

Covering the entire field of sports in radio today, this program presents interesting and timely sports news and feature stories. Hosted by Mac Davis, Brooklyn, N. Y., the program is a good source of information for sports fans.

Audience Appeal: Male

Time Units: 15 or 30 minutes, once or twice weekly

Em: Live talent; E. T.

Number of Artists: 1

Address: United Press Radio, Y. C. 17, N. Y.

Heartbeats in Sports - Headlines

A latest, popular and most unusual feature sport feature in America. The program tells sports stories by five minutes of "entertainment in motion." Amazing stories of all ten in tune with the headline of the day. The incredible stories of athletes in five - told - before - sports tales are incredible stories of the heartbeat of the sporting world. Each story is a new feature, written by Mac Davis, one of the leading radio sports writers of the country. The program is heard by fifteen million people each weekend.

Audience Appeal: Male

Time Units: 15 or 30 minutes, 3, 5 or 6 weekly

E. T.: Live talent; E. T.

Number of Artists: 1

Address: United Press Radio, Y. C. 17, N. Y.

France Laux Sports Stories

France Laux knows sports as do few other men. He has been player, coach, play-by-play announcer and sports analyst. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field. He has been the greatest in his field.
AUDITION THESE 3 SHOWS NOW

They have Proven their Audience-Pulling Power!

All People of All Time have been Fascinated by Stories and the Great Human Appeal of these Three Programs is Based on that Universal Truth.

The Highest Audience Rating in Chicago!

**1. This I Believe**

**SO THE STORY GOES**

by JOHNNIE NEBLETT, telling, in his vital, alert style, the odd, little-known quirks of fate, culled from a background of science history, art, literature and sports, that have changed the destiny of mankind and shaped the events of the world. A pre-tested transcription series based on the current live show (WBBM) commands the highest audience rating of any locally produced quarterly program presented on all Chicago stations. Still available for a few markets.

**2. A New Show with Tremendous "Woman Appeal"**

**THIS I BELIEVE**

Behind every man who has scaled the heights of fame, glory and fortune stands a woman—ANGELINE ORR, whose appealing delivery personalizes and lends charm to the authentic facts, and assisted by an excellent cast, tells their stories. Each fifteen-minute program dramatically presents two complete episodes timed to allow for middle as well as opening and closing commercials. Still available for a few markets.

**3. At Last! A Brand-New "Guest-Star" Twist**

**CURTAIN CALL**

A unique half-hour program of proved audience appeal made up of: 1. Orchestra; 2. A true life story behind the story of the guest star dramatically and superefficiently told by JOHNNIE NEBLETT, with the ideal cast; 3. the star, in person, steps from the wings to take a Curtain Call. The music complements the story—the story complements the music—and both complement the guest star. With a Plus of audience participation. Now available for live network sponsorship.

LET US SEND YOU FULL PARTICULARS TODAY

WE HAVE PROGRAM IDEAS FOR YOU. For further details on these shows see Pages 37 and 43. And don’t overlook Tales of Treasure on Page 43. For complete information write.

NEBLETT RADIO PRODUCTIONS
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

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**Clem McCarthy Sports**

Clem McCarthy, that noted turf expert, whose winged words outpace the fleetest three-year-olds, is heard in a nightly 5-minute Sportscast. The rapid, staccato delivery of this popular sports reporter is equally expert in summarizing daily activities in baseball, wrestling, polo, boxing and other sports. Clem McCarthy covered most of Joe Louis' championship fights, both of his ability to keep up with the champion's punches. Now Clem McCarthy is available in a daily 5-minute, early evening, network sports summary. An ideal program for that large audience of sports followers.

**Availability:** Live talent

Time Units: 5 minutes, 5 weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: The National Broadcasting Company, New York, N. Y.

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**One for the Book—With Sam Balter**

Featured on Sam Balter's famous coast-to-coast 15-minute daily network program "The Inside of Sports" was his unique 5-minute column "It Happens Once in a Lifetime." Closely paralleling that appeal, "One for the Book," by Sam Balter, delivers a series of exciting, dramatic, human-interest stories behind the scenes in the realm of sports. A network voice, a network name, a network show—available via transcriptions for local sponsorship. A unique sports program with a proved rating and a remarkable record of sales success. 192 programs recorded...can be used as 5 minute program or a feature part of a variety program...or 3 stories can be grouped as a fifteen minute program.

Availability: E. T.

Time Units: 5 minutes—3, 5, or 6 times weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WPRO, Providence, R. I.

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**Outdoors With Carl Kup**

All year round program with current information on fishing and hunting, and phases of wild life variation stressed. Keller is County Warden of Dayton area. Tie-up could be made with sporting goods retailers. All sports seasons where hunting and fishing licenses are sold could be pushed. Put up a poster advertising booked. Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Catering to men

Number of Artists: Varies

Audition Facilities: Transcriptions

Submitted by: WHIO, Dayton, Ohio

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**Parade of Sports**

Announced by Frank Stevens, who personifies a wide background of experience, particularly in the sports angle. Program is well worth moving along at a fast pace, like avid sports fans. Specializes in sports in season, although attempts paid to personal发育 and develop in those which are not in season.

**Availability:** Live talent

Time Units: 10 minutes, 6 weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Sports goods

Cost: $3.00, 10-minute program

Number of Artists: Varies

Audition Facilities: Transcriptions

Submitted by: WHYN, Holyoke, M.

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**Frank Pericola**

Frank Pericola, Editor of the Pat City News Herald in a news production aggressive in its sports angle. Frank Pericola, in addition to having a splendid newspaper background, has considerable experience as a co-host for WOCN, Palatka, Florida. For the local news coverage the News Herald is at his disposal. An ardent sports lover, having spent most of Panama City's sports titles, such as baseball leagues, etc. M sporting Army personnel at Tyndall Field, special is his popular feature program. Program listing three in daily newspapers.

**Availability:** Live talent

Time Units: 15 minutes, Mon. thru Sat.

Audience Appeal: Male

Suggested for: Evening

Client Suitability: General

Number of Artists: Varies

Cost: $2.00, 15-minute program

Submitted by: WDPF, Florida

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**Roll Call of Sports**

"Roll Call of Sports" features one America's outstanding sports columnists and consists of eye-opening yarns plus interesting sports queries and answers on boxing, golf, tennis, hockey, tennis, football, racing, polo. Availability: E. T.

Time Units: 5 minutes, 3 times weekly

Audience Appeal: Male

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**Sports**

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**Unit Cost:** Based on population at power and rates of station use

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Boston, Mass.

(See Page 86)
**SPORTS**

**Sportsfax**

Thats Casts and Wing Shots

A program for the hunter and maker up of bulletins on hunting and shooting conditions of Oklahoma and interesting stories about hunting adventures. Program is extensively publicized to make the Isaac Walton League's promotional tie-up: "The Short Fly Spots" Chapter of the Isaac Walton League, already more than 300 listener members.

Available: Live talent

Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family

Submitted by: WWNY, Brooklyn, N. Y.

**Jack Case and His Sports Review**

Jack Case, Sports Editor of the Watertown Daily Times, and WWNY sportscaster since the station opened in April, 1941, broadcasts twice daily to a vast audience. A North Country native, he is well known in the area and his interviews with nationally-known sports figures are legion. In addition, Pine Camp, eight miles from Watertown, largest Army camp in New York State, is noted for the tremendous interest shown by soldiers in his "Sports Review." Available: Live talent and E. T.

Time Units: 5, 10 or 15 minutes, 2, 3, 5 or 6 weekly
Audience Appeal: Male

Suggested for: Morning or evening

Cost: $8.00 per program talent fee

Number of Artists: 1

Client Suitability: Tobacco, gasoline, bakery products, sporting equipment

Audition Facilities: Transcriptions

Submitted by: WWNY, Watertown, N. Y.

**Spotlighting Sports**

WIS spotlights national and local sports each day at 6:35 in the evening, immediately following a popular 5-minute newscast. "Spotlighting Sports" is departmentalized under national, regional, and local sports. But the three are blended into the single effect of a complete and vivid sports picture of the day and time. Moreover, it's a sport program with a purpose: to report and promote the activities of the amateur sports of the Carolina scene.

Available: Live talent

Time Units: 10 minutes, 6 times weekly
Audience Appeal: Male

Suggested for: Evening

Cost: $8.00 per program talent fee

Number of Artists: 1

Client Suitability: Beer, men's clothing, razor blades, cigars, cigarettes, etc.

Audition Facilities: Transcriptions

Submitted by: WIS, Columbia (H), S. C.

**That Old Feeling**

Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always felt KMO was doing a good job in the Fresno Five County Trading Area... felt we were giving the farmers what they wanted. In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us. We learn that in 12 cities scattered over 125 miles, from Merced to Porterville...

KMO HAS AT ALL TIMES 6 TO 20 TIMES

THE AUDIENCE

OF ITS NEAREST

FRESNO COMPETITOR

So, if you need to know more about California, if you want the first inside story on what stations are heard throughout Central California, send for our City Zone- Trading Zone Comparison on the Fresno market... we have a feeling you'll use it!
WJLB presents Victory Varieties

A Full Hour of Music, Sports, Comedy and News, Designed for Pleasant Listening — All Live Talent, and We Do Mean LIVE.

12:00 NOON TO 1:00 P.M.
MONDAY THRU FRIDAY

JOHN L. BOOTH BROADCASTING, Inc.
3100 EATON TOWER
DETROIT 26, MICHIGAN

WJLB WLOU
1400 KC. 44.9 M.C.

OUTSTANDING TRANSCRIPTION SERVICE to GOVERNMENT and INDUSTRY

ALLIED RECORD MFG. COMPANY
1041 N. Las Palmas Hollywood, California


WJLB

SPORTS

Yesterday, Today or Tomorrow in Sport

Show offers as much as an hour of daily fresh sports news feeds that cover the latest up-to-the-minute action. Perfect for the listener who wants to know about every sporting event happening throughout the world. No two shows are alike as the show explores the latest news from every sport.

Availability: Live talent
Time Units: 15 minutes, six times a week
Audience Appeal: Male
Suggested for: Afternoon
Client Suitability: Cigars, cigarettes, soap, clothing, etc.
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: Blue Network Company, New York 19, N. Y.
Clary's Gazette

"Clary's Gazette" is a hearty, robust and purely masculine program, presented over the benighted "Old Observer"—sports commentator Clary Settell. Features include a hearty banquet of every gag-party enthusiasm, interspersed with reminiscences of bygone days, and plenty of sport stories. Songs and music have barber-shop tendencies. Publicity tie-ins supplied. Availability: Live talent.

Time Units: 30 minutes, once weekly

Client Suitability: Shaving cream, shirts, ties, clothes, tobacco

Number of Artists: 19

Submitted by: CJBC, Toronto 4, Ont., Canada

Cleveland Clambake

A half-hour of musical madness, written and narrated by Todd Felson and produced by Arden Gifford. The show includes a game of darts with war stamp prizes for listeners. Format consists of script for skits and routines plus ad-libbing with studio audience. Cast: Don Kaylor's orchestra; vocalists, Louise and Hayden; character roles by Robert O'Leary. Dick Hatton and Jim Doney. Show also features guest appearances by stars stopping in Cleveland.

Availability: Live talent.

Time Units: 30 minutes, 5 times weekly

Suggested for: Entire family

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WTIC, Cleveland 15, Ohio

(See Page 72)

Esmereldy

"Esmereldy," the hillbilly comedienne, formerly guest-starred on "National Barn Dance," and with Tommy Rigs and the "Hook 'n Ladder Follies," conducts a recorded quarter-hour, early morning show in her own inimitable style. Delightfully different with Esmereldy's hillbilly humor, it brightens up the introductions, musical selections and her cheerful style making even the factual time and weather announcements entertaining.

Availability: Live talent.

Time Units: 15 minutes, 3 times weekly

Suggested for: Morning

Client Suitability: Retail food, drug candy

Number of Artists: 3

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WJNY, New York, N. Y.

(See Page 38)

Fair Exchange

This program affords an opportunity to children of all ages to exchange personal belongings and services of any and every kind. Comedy or pathos lies in the story behind the items offered. All Exchanges are made in studio. Its entertainment value is enhanced by the natural spontaneity of the participants and is particularly enjoyed by grown-ups as well as children.

Availability: Live talent.

Time Units: 15 minutes, 3 times weekly

Suggested for: Morning

Client Suitability: Products for home

Number of Artits: 4

Submitted by: WJNY, New York, N. Y.

(See Page 28)

The LONE RANGER

Winner for 1941

* RADIO DAILY's Annual Radio Writers and Editors Poll for Children's Programs.

A King-Trendle Production

Originating in the studios of WXYZ

Detroit, Michigan
THE KOCHENLOCHERS

Based on the characters in Paramount's great motion picture
"The Miracle of Morgan's Creek"

NOW AVAILABLE FOR RADIO

Either half hour or fifteen minutes across the board.

A great Radio-Comedy script program for your client.

NORMAN WINTER

509 Madison Ave.
New York 22, N. Y.

EL. 50734

100

VARIETY

Finders Keepers

This novel NBC show features Bob Sherry, a delightful new "MC" star, the "Finders Keepers" players, talented actors in cleverly written "find it" skits, the lovely NBC songstress, Julie Conway, and the music of Irving Miller's Orchestra. The audience participants are asked to find mistakes in the "find it" skit and in words of one of Julie Conway's songs. Each mistake "found" pays off in cash and the remaining prize money from each skit, plus a bonus, goes into a jackpot at the end of the program, in which each participant is again eligible as a winner. As a daily morning show "Finders Keepers" is suited to any sponsor selling household products or any products for the housewife, and as a nighttime program "Finders Keepers" would be ideal for selling any product with a general appeal.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: General
Number of Artists: 5 to 9 and orch.
Audition Facilities: Transcriptions
Submitted by: The National Broadcasting Company, New York, N. Y.

1440 Club

Hot patters—gay patter—prizes—and two zanies with a mike all add up to a hilarious half-hour of "1440 Club." Membership swells daily as quiz questions are directed to members only. Improptu presentation, rollicking fun with "the wheel of fortune" which spins daily. Perfect for wide listener appeal. Available for participation spots only.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: The National Broadcasting Company, New York, N. Y.

Jackie Gleason Program

Half-hour comedy variety show built around "Jackie Gleason," currently starring in Broadway's successful "Follow the Girls," and headlining his own radio show, "Keep Ahead." Every Friday night over WOR, 7:30 to 8 p.m. for 39 weeks. Jackie has a natural spontaneity which marks him for definite big time among the new crop of comics. In addition to his easy approach to comedy, his deft manner in handling people and working with other talent, all lend to a smooth flowing half-hour of sock entertainment.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 60
Audition Facilities: Transcriptions
Submitted by: General Amusement Corp., New York, N. Y.

Good Morning, Lad

A light, highly informal show, makes for pleasant mid-morning. Jim Hughes, WWNY Program Director, and Horriette Dunbar, Women's Tator, present commercials in a manner designed to make them received by a wide audience. Transcribed music is furnished Serenaders.

Availability: Live talent & E. T.
Time Units: 15 minutes, 2, 3, or weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Clothing, food, soap
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WWNY, Watertown.

Heart of America Barn Dance

A Deluxe Barn Dance Production listing of a large group of different Barn Dance performers using familiar and Western acts as Guest Performers including bands, dancers, Producers, MC's, and soap operas. 60,000 people in cast.

Availability: Live talent & E. T.
Time Units: 1 hour, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 60
Submitted by: Wm. Ellsworth, Chicago, Ill.

Hillbilly Hotel

Comedy-Variety Program of plenty of music (hillbilly novelty in nature) interwoven with humor of several characters in soap routines. A special attraction is the barlesque of the soap-opera of "Life Can Be . . . Glum"! First has something for everybody, year old, hillbilly or sophisticate. . . . W... and emceed by Bruce Rector, who is five to seven characters . . . For adaptable to individual sponsor participation.

Availability: E. T.
Time Units: One-half minute spots or 15 minutes, 6 weekly

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GOOD MORNING, LAD

A light, highly informal show, makes for pleasant mid-morning. Jim Hughes, WWNY Program Director, and Horriette Dunbar, Women's Tator, present commercials in a manner designed to make them received by a wide audience. Transcribed music is furnished Serenaders.

Availability: Live talent & E. T.
Time Units: 15 minutes, 2, 3, or weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Clothing, food, soap
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WWNY, Watertown.

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Availability: Live talent & E. T.
Time Units: 1 hour, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 60
Submitted by: Wm. Ellsworth, Chicago, Ill.

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Availability: E. T.
Time Units: One-half minute spots or 15 minutes, 6 weekly
VARIETY PROGRAMS

Hi Mom!
A breezy, informal program. "Hi Mom" offers 15 minutes of solid variety entertainment. Presiding as master of ceremonies is Bob Dixon, genial laugh-maker, who adds a mad and merry touch with humorous and human interest stories. Music is provided by a six-piece orchestra, the members of which participate in the chatty chatter on the program. Vocals are by Ann D'Elia, station's songstress. Public service messages are given by "Judy Worcester" and monologues depicting incidents in the average home by "Mrs. Homer Harrison."
Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Submitted by: WAGE, Syracuse 2, N. Y.
(See Page 104)

Melody Madhouse
Take a crew of sassy, talented musicians who can also put punch into their lines. Add a sweet singing feminine vocalist, same of Lucia Thorne, top hit off with singer-writer-MC Jack Kerrigan and you've got "Melody Madhouse." They poke fun at everybody and everything including the product, insult each other, take liberties with the music and the result is hilarious bedlam.
Availability: Live talent
Time Units: 15 minutes, 3, 5 or 6 times weekly
Audience Appeal: Entire family
Client Suitability: Any client, particularly those who want something unique
Number of Artists: 6 to 8 and orch.
Audition Facilities: Transcriptions
Submitted by: National Concert and Artists Corporation, New York 22, N. Y.
(See Page 84)

Mike Hunnicutt's Morning Clambake
Mike Hunnicutt fills three hours of live song and story, recorded music, spot and transcribed commercials. Comedy routine mixed with serious civic and charity guest speakers (Bond Drives, etc.). Reaches every type of audience. Popularity program with large Washington listening audience.
Availability: Live talent and E. T.
Time Units: 180 minutes, 6 days weekly
Audience Appeal: Entire family
Submitted by: WWDC, Washington 6, D. C.

International Cafe
Scene is in London, wartime. Cafe owner is the International (Sherman Billingsley type) host: all United Nations pass thru there—officers, diplomats, civilians, etc. There is music, intrigue, comedy, etc. It is a Duffy's Tavern on a good-will, international scale.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Submitted by: WIBF, Madison 1, Iowa

Left Is Right
A "left-handed" radio show, with all participants, writer, director, announcers, emcee, conductor, guest stars, and even the orchestra, boasting of being southpaw. The show that is diametrically opposed to all that is conventional in radio. A field day for those who avoid the beaten paths. The only truly different show in radio. Made to order for the "unusual" client.
Availability: Live talent

Of All Things
"Of All Things" is a fast moving half-hour built around Wendy's star female MC Sally Edwards. Formula includes snappy opening, ad lib exchange between Sally and two announcers, then to business with spot news, women's news, local society notes, and U.P. wire features. Four transcriptions divide the departments. Average timing gives 15 minutes to music and ad lib. 15 to feature departments.
**TOM HARGIS**
**RADIO PRODUCTION DIRECTOR**

Announces

Availability of His Original Radio Programs

---

**TIME TO THINK**

(Half hour Suspense)

**THE “C” NOTE**

(Epistolary Drama)

**STORY OF “POSTMISTRESS”**

(15 Minute day-time Serial)

**ANYBODY HERE SEEN KELLY?**

(NBC Package Show)

---

**1737 North Whitley Ave — Hollywood 28, Calif.**

Phone — Gladstone 2124

**IT’S SENSATIONAL!!**

**THE BLUE BEETLE**

54 fifteen minute transcribed programs of exciting adventures available for immediate delivery.

---

**VARIETY**

Availability: Live talent & E. T.

Time Units: 30 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: General merchandising

Number of Artists: Girl MC and two announcers

Audition Facilities: Transcriptions

Submitted by: WEND, Elmira, N. Y.

*On Stage Everybody*

This is a variety show designed to give opportunity to professional performers who have not had much coast to coast radio experience. Singers, actors, performers of all kinds, are invited to audition at the Blue for a chance to appear on this program. Plans are now under way to organize an elaborate contest with Hollywood contracts as a reward for the winners. A show with great merchandising possibilities is a natural for any client who wishes to appeal to the family. It is broadcast 11:00-11:30 a.m. on Saturdays.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: General

Number of Artists: 8-12, plus orchestra

Audition Facilities: Will pipe live talent

Submitted by: Blue Network Company

New York 20, N. Y.

(See Pages 33-35, 60, 62)

**Parlor Playhouse**

A quickie, cross section of a downtown stage and screen show right at home. Here, in miniature is a theater for the stay-at-home. Shows opens with legit. A.P. news (One Minute Spot Summary). Thenloffs in the news, dramatized from A.P. releases. Show also includes five minute Mark Hollinger type fictional play with “free” twister— and six minute KFI “Personali-ties” reel in which station stars are interviewed. House railroad rounds out its musical side of show.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 18

Cost: $30

Audition Facilities: Transcriptions

Submitted by: KFI, Wichita

**Recess at ‘Ruf**

Program comes on the air with the ringing of old time recess bell and concludes with same. Features piano melodies, studio participation in singing and interviews, and guest stars. Novelty stunts and publicity create wide audience appeal.

Availability: Live talent

Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Wearing apparel, drug stores, department stores, retail shops, etc.

Number of Artists: 1 to 5

Audition Facilities: Transcriptions

Submitted by: WRPY, Gainesville, Fla.

**Musical**

Program combines present news-events with past news-events. Production music is interspersed with “what happened today in (YEAR?).” Then, at conclusion of program, using a spot news and listeners are told “what happened in 1944, around the globe.” A bell to news broadcasts which culminates with current events.

Availability: Live talent & E. T.

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Entire types

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WGGT, Hartford, Conn.

**Showtime at Smur**

This is a different type of evening program. One hour and ten minutes of music and news, divided into half hour sections and one minute period. Five minutes of every half hour (total four). Great music, from opera to hillbilly. Booking now with any national counts. Mail response excellent.

Availability: Live talent

Time Units: 5, 10, 15 or longer weekly

Audience Appeal: General

Suggested for: Morning

Client Suitability: Drugs, clothing, retail products, etc.

Number of Artists: One Emcee

Submitted by: WMTA, Charleston

**Sparky and Duf**

“The scamps of the camps.” “Private and Strictly Private Duf” in fifteen minutes of songs and fun, and featuring splendid voices of stage and screen. Happy Jim Parsons and Fred Hall’s special guest “Lazey Dan” famous for under one sponsorship on coast Columbia network. A timely program with a remarkable success story. The show contains sections about Army life, songs, news. Special tie-ins include songs etc. 66 quarter-hours available.

Availability: Transcriptions (ET)

Time Units: 15 minutes—5, 10, 15 or longer weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon

Client Suitability: Popular priced

Number of Artists: 2

Cost: ET—based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv, Cincinnati, Ohio

(See Page 58)

**Sunday Evening in Shady Valley**

Shady Valley Folks have been on the air ever since September 1941. Shady Valley, millions of listeners all over the States, is a peaceful little town in Ozarks of Missouri and the show, “Night in Shady Valley” is a salutation to their weekly activities and air. Listeners will naturally accept contests, sweeps, etc. A show of music, news, and Novelty stunts.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday evening

Client Suitability: All products

Number of Artists: 15

Audition Facilities: Transcriptions

Submitted by: KFWF, St. Louis 6, Mo.

---
VARIETY

Sing Shift Frolics

Mr. America
This Is Hollywood
At NBC Radio - Recording Div., 10 East 43rd Street

The WOWO Famous Hoosier Hop

Victory Matinee

Victory Varieties
Victory Varieties combines music, sweet and swing, with clever varieties features. Music by Herb Metts and his orchestra, a lively script by Doug Wright. Announcer, news of the show world, interviews with celebrities. "Women at War," five minute feature by Rita Powers, women's commentator, all add up to greater listener appeal for varied audiences. Condensed news casts and sports cast provide more variety. Available participating or fifteen-minute periods.

Waste Up New York
An early morning hour-and-a-half show that has something for everyone. Peggy Lloyd, femme M.C., presents recorded wake-up tunes, news, tips on best food buys, weather and temperature reports, movie reviews and several amusing "Daily-verse" (purely imaginary) characters. A real "talking" alarm clock, and others. In recognition of program's steady growth and success, it was recently boosted from one hour to 90 minutes on the air.

American All
A dramatization of valorous deeds performed by service men from the Philadelphia area. Stated to demonstrate that no matter what race, creed or color we may be "what counts is service." Script based on material gleaned by researchers and put into fast-paced action-packed script. Can be used for 3-15-minute programs per week or 2 half-hour shows per week. Theme and bridge music is supplied by an organist.
Availability: Live talent
Time Units: See synopsis
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Grocery stores, department stores
Number of Artists: 1
Costs: Included in wire service of United Press Radio
Auditon Facilities: Teletype
Submitted by: United Press Radio, New York 17, N. Y.

The Enemy Within
"The Enemy Within" is a smashing expose of the Nazi Fifth Column, how it functioned, and how the Australian Secret Service broke up this ring in their country. Series based on fact, and was produced with the cooperation of the Aussie Secret Service, passed by Australian Board of Censors. 111 1/4-hour transcribed episodes available. Sponsored successfully by many outstanding firms. A program which will open up eyes of Americans as story unfolds, make them more alert, more conscious of the need for winning the war.
Time Units: Fifteen minutes, 3, 5 weekly
Audience Appeal: Entire family
Client Suitability: Any type of sponsor
Number of Artists: 7 to 20
Unit Cost: Based on population of city
Auditon Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorpor., Boston 16, Mass. (See Page 88)

Design for Wartime Living
"Design for Wartime Living" is timely and informative. It presents in simple language the changes which affect the American home front during this time of war. Every change is reviewed and explained. Since the day it started it has been a hit with home front commentators. Maximum commercial time is allowed.
Time Units: 5 minutes, 7 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Grocery stores, department stores
Number of Artists: 1
Costs: Included in wire service of United Press Radio
Auditon Facilities: Teletype
Submitted by: United Press Radio, New York 17, N. Y.

Eye Witness News
The Eye Witness Stories of our men in the front lines, based on exclusive dispatches of the Associated Press. Dramatized by cast of outstanding network actors. Recorded by cast of outstanding network actors. Presented as part of the war news event—rushed to sponsors and stations for prompt release. A great record of American success to station.
Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All products
Number of Artists: Approximately 10
Cost: E. T. based on population
Auditon Facilities: E. T.
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio (See Page 58)

Heroes on Parade
Presented as a salute to New Mexico men and women in service. Done in news cast, straight and dramatic style. "Heroes on Parade" gives news of heroes accomplishments, plaudits, deaths, women in uniform, dramatization of letters and events... plus as a finale each week to service men awards of outstanding medals and citations. Parents and friends are encouraged to send in news of their service people, insuring a steady and usable mail draw.
Availability: Live talent & E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 10
Auditon Facilities: Transcriptions
Submitted by: KOE, Albuquerque, N. M. (See Page 72)

Soldiers of the Press
"Soldiers of the Press" is a basic in radio—transcribed with a sure story-telling vividness, it dramatizes the thrilling episodes in the United Press war correspondents' life. Based on actual people involved. The sight of war scenes while they have witnessed these scenes, which they have witnessed, they have taken part. United Prep prepares the script, gets the cast, books the record, delivers them to the station. A made-to-order, proved hit with stations and sponsors. Maximum commercial time is allowed.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

WAGE and informative.
Submitted by: WJJD, Chicago 1, Illinois
Design for Wartime Living
"Design for Wartime Living" is timely and informative. It presents in simple language the changes which affect the American home front during this time of war. Every change is reviewed and explained. Since the day it started it has been a hit with home front commentators. Maximum commercial time is allowed.
Time Units: 5 minutes, 7 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Grocery stores, department stores
Number of Artists: 1
Costs: Included in wire service of United Press Radio
Auditon Facilities: Teletype
Submitted by: United Press Radio, New York 17, N. Y.

The Enemy Within
"The Enemy Within" is a smashing expose of the Nazi Fifth Column, how it functioned, and how the Australian Secret Service broke up this ring in their country. Series based on fact, and was produced with the cooperation of the Aussie Secret Service, passed by Australian Board of Censors. 111 1/4-hour transcribed episodes available. Sponsored successfully by many outstanding firms. A program which will open up eyes of Americans as story unfolds, make them more alert, more conscious of the need for winning the war.
Time Units: Fifteen minutes, 3, 5 weekly
Audience Appeal: Entire family
Client Suitability: Any type of sponsor
Number of Artists: 7 to 20
Unit Cost: Based on population of city
Auditon Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorpor., Boston 16, Mass. (See Page 88)

Design for Wartime Living
"Design for Wartime Living" is timely and informative. It presents in simple language the changes which affect the American home front during this time of war. Every change is reviewed and explained. Since the day it started it has been a hit with home front commentators. Maximum commercial time is allowed.
Time Units: 5 minutes, 7 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Grocery stores, department stores
Number of Artists: 1
Costs: Included in wire service of United Press Radio
Auditon Facilities: Teletype
Submitted by: United Press Radio, New York 17, N. Y.

Eye Witness News
The Eye Witness Stories of our men in the front lines, based on exclusive dispatches of the Associated Press. Dramatized by cast of outstanding network actors. Recorded by cast of outstanding network actors. Presented as part of the war news event—rushed to sponsors and stations for prompt release. A great record of American success to station.
Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All products
Number of Artists: Approximately 10
Cost: E. T. based on population
Auditon Facilities: E. T.
Submitted by: Frederic W. Ziv Co., Cincinnati 2, Ohio (See Page 58)

Heroes on Parade
Presented as a salute to New Mexico men and women in service. Done in news cast, straight and dramatic style. "Heroes on Parade" gives news of heroes accomplishments, plaudits, deaths, women in uniform, dramatization of letters and events... plus as a finale each week to service men awards of outstanding medals and citations. Parents and friends are encouraged to send in news of their service people, insuring a steady and usable mail draw.
Availability: Live talent & E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 10
Auditon Facilities: Transcriptions
Submitted by: KOE, Albuquerque, N. M. (See Page 72)

Soldiers of the Press
"Soldiers of the Press" is a basic in radio—transcribed with a sure story-telling vividness, it dramatizes the thrilling episodes in the United Press war correspondents' life. Based on actual people involved. The sight of war scenes while they have witnessed these scenes, which they have witnessed, they have taken part. United Prep prepares the script, gets the cast, books the record, delivers them to the station. A made-to-order, proved hit with stations and sponsors. Maximum commercial time is allowed.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

WHY
FISH
FOR
FACTS
WHEN ALL YOU NEED DO— IS WRITE OR WIRE WAGE, OR EDWARD PETRY & CO. OUR REPRESENTATIVE, FOR FULL FACTS ABOUT OUR GOOD AIR-LANE IN CENTRAL NEW YORK.
LOW RATES—COMPLETE COVERAGE—RECEPTIVE AUDIENCE WAGE
620 K.C. 1,000 W.
SYRACUSE, N. Y.

104

RADIO DAILY

1944 * * WAR SHOWS * * 1944

Proudly We Salute
"Proudly We Salute" the heroes at Cirel General Hospital by recordings and transcribed pieces by them. The show is by Earl Harper. Incorporated an interest stories about 10 different every week. Material about the received directly from a reader from the Hospital Public Relations Office. Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1
Submitted by: WTAV, Cleveland 1, Ohio (See Page 72)

Service Families' Information Man
Practically each family has seen in the service. Thus, parents and are perplexed about allowances, insurance, medical aid, or various benefits and rights. Ideas like these are answered by Service Families' Information Man, Gold, well-known attorney, formering newspaper correspondent now featured columnist and Veteran's Service editor. He personally answers questions on typical service men's problems.
Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 weekly
Audience Appeal: Adult family
Suggested for: Morning or afternoon
Client Suitability: Home products situations
Number of Artists: 2
Auditon Facilities: Transcriptions
Submitted by: Broadcasting Program Service, New York City 19, N. Y.

History in the Making
Thirteen 14-hour episodes (more to follow) dramatizing outstanding events of World War II. This series covers such events as the attack on Pearl Harbor, conversion of American factories to war, the invasion of North Africa, Rommel's defeat at El Alamein, the battle for Tunisia, the landings at Salerno, the defense of Bataan, Guadalcanal, the bombing of Tokyo, Wake Island, the Normandy invasion, etc. Twenty-six programs planned, with more to follow.
Availability: E. T.
Time Units: 13 14-hour episodes, 1 or 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, department stores, food products, etc.
Number of Artists: 7 to 12
Auditon Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorpor., Boston 16, Mass. (See Page 86)

Navy Send-Off Breakfast
The "Navy Send-Off Breakfast" is a fast moving variety program, using live talent auditioned by the local Navy Recruiting Office but subject to approval. All enlistees or draftees in the naval services are guests at a hotel breakfast. The master of ceremonies is our Program Director and he establishes the atmosphere of a pleasant farewell interviews of outstanding boys entering the Navy, developing human interest appeal, the president of selling firm may speak briefly. May sing or morning music, live talent is heard. Station's still a standby to insure adequate coverage.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: Various: 12 to 20
Auditon Facilities: Transcriptions
Submitted by: WTOL, Community casting Co., Toledo 2, Ohio

104
**FUGBOAT ANNE**

Get short stories—a great moon picture and now even greater as a Radio Production!

Fugboat Annie is available immediately as either a half-hour, once a week feature across the board!

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**NORMAN WINTER**

/o Chick Vincent Co.

509 Madison Avenue

New York 22, N. Y.

EL 5-0734

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**WAR SHOWS**

Client Suitability: High sponsor value for manufacturers and merchants

Number of Artists: 6

Cost Fee: Free, if unsponsored. Fifteen per cent of sales if sponsored

Audition Facilities: Transcriptions

Submitted by: United Press Radio, New York 17, N. Y.

**Stand By, America**

"Stand By, America" is a hit—"come to life!" It's Commodore Matt Perry slug-ging it out with the Japs on the after-deck of his ship... it's a breathtaking flood in the Johnston Valley... it's Eddie Rickenbacker pumping bullets into the bellies of six German Fokker planes. "Stand By, America" has smashed sales records and is now available for use in other cities.

This series shows how America met similar problems of today in other years... how people of all races, creeds and colors helped to build a mighty nation. It's the program every American wants to hear!

**Your Town—at War**

This program designed to do a war-time institutional selling job by en-tertaining—using the popularly accepted forms of entertainment, music, song and comedy—plus the thrilling, dramatic sto ries of war workers, war heroes, foreign correspondents and authors of war books.

A guest name band each week, the enter-tainment world's best girl and boy vocalists as weekly stars, and, for mas-ters of ceremonies—some of our top news casters and commentators.

**Swap for Victory**

Listeners write in listing articles they have that they would like to swap for something else. Mail response has been very good. This program will swap any-thing. It is handled by Diana Dale, well known in the Southwest as Director of Women's programs for KGKO.

**This Is Fort Dix**

This highly regarded series, in its third year on Mutual, alternates with three excellent orchestras and features solo numbers and interviews with service men. Popular Tom Slater is emcee.

**Victory Mailbag**

Letters to families and friends from local service men and women stationed at home or overseas are read by Pat Neighbors and Bill Fariss, co-postmasters, on the weekly "Victory Mailbag." The messages, from various corners of the globe, keep the folks back home acquainted with the activities of local members of the armed forces who appear as guests on the program when home on furlough.

Excerpts from service newspapers are also read to give first-hand information on what the overseas forces are reading.

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**War's Pattern**

Featuring a General and an Admiral... men who know War's Pattern from personal experience. General John J. Bradley, an exceptionally virile personal-ity, was Pershing's Aide de Camp in World War I and knows the German enemy well. Admiral Yates Stirling, Jr., as former Chief of Staff of the U. S. Fleet, understands the Jap thoroughly. Both men have a wealth of information and per-sonal anecdotes. This is an outstanding analysis program that will sell goodwill as well as real information.

Availability: Live talent

Time Units: 30 minutes, once weekly: or 15 minutes 3 or 5 times weekly.

**Victory Mailbag**

Submitted by: Alton Alexander Radio Productions, Radio City 20, N. Y.

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**Kfel**

Sheelah Carter

Sheelah Carter started her news commentator career as a stand-by for her brother Boake, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continent and elsewhere, qualifies her for making a keen and intelligent analysis of the news... now broadcast exclusively from Kfel.

For a complete presentation on the availability and sponsorship of Miss Carter's broadcasts, consult Kfel Manager, Gene O'Fallon, or Ask A John Blair Man...

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**Now exclusive on Kfel!**

My Views of the News

Sheelah Carter

Sheelah Carter started her news commentator career as a stand-by for her brother Boake, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continent and elsewhere, qualifies her for making a keen and intelligent analysis of the news... now broadcast exclusively from Kfel.
“Among Italian language homes in New York, when listening to all stations was surveyed for April, May, June 1944... of 38 measured quarter-hour periods, WOV captured 37 "firsts" and tied one!"

Source: The Pulse

**WOV dominates the New York Italian market**

There are more than 1,780,000 people in the New York Italian market where WOV is the undisputed leader. But more than that, as an English speaking station... in the evening hours from 8:00 - 10:00 P.M. when sets-in-use are highest... when network program competition is keenest... WOV has the largest independent station audience in New York!

Source: C. E. Hooper
Continuing the work which was instituted with the formation of the Foreign Language Radio Wartime Control at the NAB Cleveland Convention in May, 1942, this committee has achieved 100 per cent cooperation in the foreign language broadcasting industry in the matter of voluntary censorship. All of these stations are now operating within the recommendations contained in the Code of Wartime Practices American Broadcasters.

Simon, chairman of the Foreign Language Radio Wartime Control in cooperation with the Office of Censorship, volunteered the service’s services to see that all foreign language broadcasting stations had the aid of trained censors and monitors.

Hold Ryan, at the time assistant director of the Office of Censorship to Simon: “I am delighted to tell you now, through the efforts of these men, the virtue of the patriotic re-admonition to which those efforts were made. All of the foreign language broadcast stations in the country, all of these stations are now operating within the recommendations contained in the Code of Wartime Practices American Broadcasters.

The Office is indebted to you and all broadcasters who shared us in this undertaking. It noted, as well, to all foreign language broadcasters who have met this situation and solved it with weight of their own problems, but consideration only for the security of their nation at war.”

Industry Representatives

The 30 men in the foreign language broadcasting industry who were nominated by Simon to represent the Office of Censorship in meeting broadcasters in their respective areas were:

- T. F. Allen, WFCI, Pawtucket, Rhode Island
- Howard W. Davis, KMAC, San Antonio, Texas
- C. Lanphier, WEMP, Milwaukee, Wisconsin
- William Meister, WEIM, Fitchburg, Massachusetts
- William T.Welch, WSAR, Fall River, Massachusetts
- J. Fred Hopkins, WJBK, Detroit, Michigan
- N. Pagliara, WER, St. Louis, Missouri
- Walter C. Bridges, WEBC, Duluth, Minnesota
- Lumir Urban, KORN, Fremont, Nebraska.
- Harry Budean, KGGM, Albuquerque, New Mexico
- Joseph Lang, WHOM, Jersey City, New Jersey
- O. E. Richardson, WJOB, Hammond, Indiana
- Dr. O. J. H. Peus, KWLC, Decorah, Iowa
- John C. Libby, WCOU, Lewiston, Maine
- Lee Little, KTUC, Tucson, Arizona
- S. H. Patterson, KSAN, San Francisco, California
- W. L. Gleeson KPRO, Riverside, California
- C. Glover DeLand, WTHT, Hartford, Connecticut

Field Deputies

A committee of Control members, acting with limited authority from J. Harold Ryan, formerly Assistant Director of Censorship in charge of radio (now president of the NAB) have acted as field deputies of Censorship.

They have devoted their energies to clarifying certain problems of censorship with regard to foreign language broadcasting and have aided fellow-broadcasters in operating within the limitations of the Code of Wartime Practices for American Broadcasters.

The foreign language wartime code in addition to incorporating the provisions on news broadcasts, commentaries, and programs of the Code of Wartime Practices for American Broadcasters.

The foreign language wartime code also includes drastic security regulations in the handling of programs in nearly 30 different languages, including the tongues of the enemy, except Japanese.

Industry Representatives

According to OWI reports about 170 stations broadcasting foreign language programs have contributed several million dollars in free time for Government programs and special features. This does not include the sale of millions of dollars in War Bonds or to the vast audiences which listen to language broadcasts regularly.

The market for foreign language radio in the United States is conservatively estimated at 14,000,000 foreign-born and first-generation Americans, of whom 3,000,000 neither speak nor understand English.

Foreign language radio shows for the Government have been transcribed and released by a number of major outlets in the language industry. This work has been carried out in conjunction with OWI and the costs of production, with the exception of recording and pressing have been absorbed by the stations mainly. Managers of language stations have willingly given OWI the benefit of their experience and facilities. The OWI Foreign Language Division has noted that many of these stations have instituted public service programs, not for monetary compensation, but because station managers felt that the need was urgent.

Continuing with Arthur Simon, General Manager of WPEN, Philadelphia, at the helm, the Foreign Language Radio Wartime Control has kept in office James F. Hopkins, WJBK, Detroit, vice-chairman; Gene T. Dyer, WSBC and WGES, Chicago, secretary; and Joseph Lang, WHOM, New York, treasurer.

Located in all sections of the country, directors of the Control group include Howard W. Davis, KMAC, San Antonio, Texas; S. H. Patterson, KSAN, San Francisco, California; William Welch, WSAR, Fall River, Massachusetts; Marie Clifford, WHFC, Cicero, Illinois; and Lee Little, KTUC, Tucson, Arizona.

Red Cross Benefits

Their work completed, members of the FLRWC unanimously agreed to turn the balance of their funds over to the American Red Cross rather than divide the money among individual member stations. Arthur Simon, chairman of the Control, on July 7 presented a $500 check to the Philadelphia chairman of the Red Cross, Dr. George Rea, who accepted it on behalf of the national organization.

Although the committee’s work is temporarily finished, its members have been elected to hold office for the duration and six months. Its directors and Office of Censorship deputies are strategically located throughout the country, thus making it possible for the Foreign Language Radio Wartime Control to go into action for further regulatory work in cooperation with the Office of Censorship or other government agencies if the necessity arises.
The Cipuduzzas

Man an woman comedy team—comparable to "Breakfast Club" in Italy. Funny, lighthearted program; commercials are woven into script context. Music by records. Participating program.

Availability: Live talent
Time Units: 2 hrs. daily; 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WOY, New York 19, N. Y. (See Page 106)

Don Quijote Vive Otra Vez (Don Quijote Lives Again)

Don Quijote Vive Otra Vez (Don Quijote Lives Again) is a Spanish language fifteen minute recorded program of thirty-nine episodes that has everything to make it a most outstanding hit—humor, action and comical situations galore. It describes the adventures of Don Quijote and Sancho Panza in this modern world of ours.

Availability: E. T.
Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: Twelve
Unit Cost: $7.50 per station
Audition Facilities: Transcriptions
Submitted by: Pan American Broadcast ing Company, N. Y. C.

Echoes of Poland

Program of Polish records. Polish introduction, with commercials in English. Centers to large Polish audience in listening area known as "The Black Dirt," Program arranged to appeal to non-Polish as well as Polish audience.

Availability: Live talent.
Time Units: Fifteen minutes, 5 or 6 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All products
Number of Artists: Announcer
Submitted by: WALL

El Despertador The Alarm Clock

All Spanish language program. Live talent, orchestra, singers, drama, established 1933. Oldest on the coast. Two and one-half hour duration 7 days per week. Translation service included. Open to participating sponsors, announcements or special programs.

Availability: Live talent
Time Units: 2½ hrs. daily, 7 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: All; extensive market
440,000 Spanish-speaking population
Submitted by: Hispano Broadcasting Co.

International Music Hall

WHOM specializes in Foreign Language programs and conducts a program known as "International Music Hall" which features the recorded music of all Allied countries with interesting commentary on the various folk-tunes—the classics and the music from their operas, etc. Program has a "Continental" flavor.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Announcer
Audition Facilities: Transcriptions
Submitted by: WHOM, New York 19, N. Y. (See Page 106)

In the World of Women

Diona Baldi, commentator on women's affairs, conducts program. Subjects: Fashion, children, domestic problems, beauty, human interest. Miss Baldi is the outstanding Italian-American woman radio personality in the country.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: General—for women
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WOV, New York 19, N. Y. (See Page 106)

The Jewish Women's Hour

A WBKN feature for fourteen years, produced and directed by Abe Lymon. Author of brochure "The Jewish Radio Market," an explanatory booklet of Jewish holidays and festivities. Features a variety program, orchestra, guest stars of one-hour length designed for participation, three quarter hour designed for fifteen minutes of one half hour sponsorship.

Availability: Live talent and recorded
Time Units: 1, 5, 15, 30 minutes

Audience Appeal: Entire family
Suggested for: Afternoon, 4:30 to 5:30 p.m.
Client Suitability: General
Audition Facilities: On the air
Submitted by: WBNX, New York 51, N. Y. (See Page 68)

Las Aventuras Dexter Randolph

"Las Aventuras de Dexter Randolph" is a serial of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a shop, and, thus, suitable for presentation on the smallest of stations.

Availability: Live talent or ET
Time Units: 15 minutes, 1 to 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1
Audition Facilities: Sample scripts
Submitted by: Broadcasting Program Service, New York 19, N. Y.

Le Magazine de l'Air (Magazine of the Air) (French)

Just what its name implies. Comments on flash news of the week, outstanding personalities from different fields cover the educational side, whilst the dramatic angle, in the way of short plays, is confided to topnotch artists. Humor has its column too—generally under guise of a dialogue. Then naturally there is the day's thought. All this intermingled by a fine 12-piece orchestra, topped off by an invited musical or singing guest artist each week.

Availability: Live talent
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any oil, wood, coal or metal enterprise and also government spas.
Number of Artists: 12—producer band—4 artists—1 announcer—1 producer
Unit Cost: $720.00 per occasion
Audition Facilities: Transcriptions
Submitted by: CKAC, Montreal, Que. Canada

Menteipie Junction

(French-Canadian)

Happenings in a typical railway junction town. Strictly French-Canadian. Typical basic characters are: Station agent, mail carrier, with his old nag, called "Brin de Foin." (Sprarks)—the post-office mistress, the boarding house keeper, a widower, the church sexton, the general merchant, the barber, funeral director, the grocer, combined with his hotel, typical restaurant, general contractor and everyday life in an ordinary small French-Canadian town. Qualified by French Radio Reviews as the season's comedy-est show of French-Canada.

Availability: Live talent
Time Units: Proximity 30 minutes once weekly—if on 1 or 4-hour units, 3 or more per week

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any staple everyday product
Number of Artists: Average: 7
Unit Cost: $30. plus station time
Audition Facilities: Transcriptions
Submitted by: CHRC Quebec City, Can.

The Morning Parade

An Italian variety show designed to appeal to young and old alike; consisting of comedy, drama, light and classical music live and recorded, and Associated Press news. Program presented daily except Sunday from 9:15 a.m. to 12 noon. Now on the air 11 years.

Availability: Live talent: recorded
Time Units: 1, 5, 15, 30 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: 9:15 a.m.—12 noon
Client Suitability: General
Audition Facilities: Transcription
Submitted by: CHRC Quebec City, Can.

Pasquale C.O.D.

"Pasquale C.O.D." is a humorous grocery store sketch. The grocery store is the "naborhood women's club" and many human and humorous situations arise in the naborhood. Over 200 people and every different dialect has been used on the programs. 5 to 8 people are on each 15-minute unit, thus played to capacity audiences of over 1,000. Greater New York and Phila.

Availability: Live talent
Time Units: 15 minutes, 5 night

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food
Number of Artists: 5-8
Submitted by: WHOM, New York

Polish Early Bird

Chicago’s oldest and most popular participating Polish radio program, the air over WGES for fifteen years, to nearly a million Polish speaking people in Chicago. Program begins every Monday through Saturday, 7 A. M. 15-minute newscast, time of weather reports, public service an nouncements and imported recordings.

Availability: Live talent: E. T.
Time Units: 1, 5, or 15 minutes, 6 weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Virtually all products and services
Number of Artists: Six
Submitted by: Radio results. Chicago III.

Polish Varieties Program

Conducting a Polish Program from 7:30 to 3:30 P. M.; Programs of Comedy, Drama, Newscasts, Specials and Polish Dance and Classical (ET). Commercial.

Availability: Live talent. E. T.
Time Units: Sixty minutes, 5 times weekly

Audience Appeal: Juvenile; female
Suggested for: Afternoon
Audience Suitability: Bread, cereals, jam, milk, coffee, tea, pasta, meat, cheese, margarine
Number of Artists: Seven
Submitted by: Polish Broadcasting Co.

Radioteatro WPRP

The best stories and novels adapted under radio-drama. Dramatization of news great events in history, Language: Spanish

Availability: Live talent
Time Units: 30 minutes 2 times weekly

Audience Appeal: Entire family
Suggested for: Evenings
Client Suitability: General
Number of Artists: About 12
Submitted by: WPRP, Ponce, Puerto R.

Vauville Ponseno

Variety show with new talent, use sketches, etc., originating in a local theatre. Sponsor may distribute samples his product to the audience and to the listeners, too. Language—in Spanish

Availability: Live talent
Time Units: 60 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evenings
Client Suitability: Any product
Number of Artists: 15 to 20
Submitted by: WPRP, Ponce, Puerto R.
YOU CAN BE
"TOP KICK"
IN A MARKET
OF A MILLION!*

There is an easy way to get the kind of rating you
like with the kind of audience you want. Use WFBR
... with confidence!

Our solid standing with the Baltimore radio audi-
ence wasn't handed to us on a silver platter. 22 years
of sincere public service did it ... and the kind of
programming that makes Baltimoreans feel that
WFBR is their own station.

But that isn't all ... our audience has also come to
know the station personally. Over 75,000 visit our
big, comfortable, modern studios every year. No other
Baltimore station can make this statement!

Our public relations job is tops, too. So good that
Baltimore Radio Editors and "Billboard" magazine
recently rated us first in Baltimore! Yes, our audience
believes in us. That is why you can be "top kick" in
this market of a million ... when you use WFBR.

* ANOTHER GOOD REASON WHY

WFBR IS YOUR BEST BALTIMORE BUY!
Now WLW gives the GREATEST NEWS COVERAGE in RADIO HISTORY!

Every Major News Service Now Brought to You by WLW

The addition of TASS, the official Telegraph Agency of the Soviet Soyuz (Union), forges a new and important link in the finest chain of news gathering facilities serving any radio station in the nation. Now exclusive news dispatches are brought direct from Moscow to WLW as a result of special arrangements recently completed with the Soviet Embassy.

SEVEN MAJOR NEWS SERVICES

TASS brings to seven the number of news agencies serving the WLW News Room. These seven great agencies include every major news service. TASS is the official Russian news service; Reuters is the famous British news service. Associated Press, Wide World, United Press, International News Service and N.B.C. are the five major agencies in the United States.

TASS EXCLUSIVE WITH WLW

Until WLW secured the service of TASS, news from Russia, for the most part, filtered through other countries. Now, the daily dispatches of TASS correspondents in Russian and Chinese war zones, as well as in other world news capitals, are speeded direct from Moscow to New York for teletype transmission to WLW. No other radio station in the nation has this exclusive service.

ONE MORE MAJOR STEP FORWARD

With TASS added to its already outstanding news facilities, WLW takes one more step toward the keeping of a promise that its listeners will always be the best-informed radio audience in the world.

WLW
700 ON YOUR DIAL
DIVISION OF THE CROSLEY CORPORATION
Mr. Debunker

"Mr. Debunker" is a series of spots in which "Mr. Debunker" popular fallacies. This program is entertaining,
ADDITIONAL LISTINGS

Miracles of Faith
156-5 -minute transcribed episodes, each narrated by Robert Swan, recognized as one of Hollywood's leading bar-

torators. Each episode relates a true story of a miraculous event performed due to the guidance of God and the power of prayer. Soft organ music throughout each 5-minute program. commercial time
allowance, 17 seconds opening, 60 seconds between each program. Availability: E. T.

Time Units: 5 minutes, 3 weekly

Audience Appeal: Entire family

Client Suitability: General

Submitted by: KOB, Albuquerque, N. M.

In Memory's Garden
Program consists of philosophy, verse and melody combined into a pleasing open-air program of informal conversation, par-
ticularly fitting to a warm summer time. Patriotic motif is skillfully blended with domestic incidents, such as bond drives, etc., together with material of semi-devotional nature appropriately backed up by organ music to blend with subject ma-
terial.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Client Suitability: General

Submitted by: WGBR, Goldsboro, N. C.

Ge Acquaint a Neighbor
On three occasions interview of people in their homes or at public gatherings. Homey, down-to-earth, easy-going personality show with basic par-
ticipation of the family. People are interesting. Show captures human interest. There are prizes.

Availability: E. T.

Time Units: 15 or 30 minutes, 1 or more times weekly

Audience Appeal: Entire family

Client Suitability: Household appliances, foods, soap, clothing

Number of Artists: M. C.

Submitted by: WGN, Chicago, Ill.

Bill Hay Reads the Bible
"260" quarter-hours of Radio's most famous and friendly voice, "Bill Hay" of Amos 'n Andy fame. Features authentic biblical scriptures from the Bible, straight Bible reading with a closing thought for the day; a show that speaks for itself as the thousands of testimonial letters prove; a program that will welcome all stations of the religious program network.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family

Client Suitability: None

Number of Owners: M. C.

Submitted by: WWNC, Asheville, N. C.

Let's Learn Spanish
Produced by Radio Dept. of Time and Life, Inc. 39 15-minute programs teaching Spanish, with dramatization in every- day conversation. The programs were awarded first prize as best cultural pro-

gram at Columbus, O. 

Availability: E. T.

Time Units: 15 minutes, 3 times weekly, 13 weeks

Audience Appeal: Entire family

Client Suitability: Foreigners

Submitted by: WWNC, Asheville, N. C.

Social Calendar
Incorporates announcements of local meetings (social, farm, political) with time and type of meeting reports from Court House and City Building council meet-
ings. National and international news events are also used.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Client Suitability: Local business house, furniture store, bowling alley, clothing store

Number of Artists: One

Submitted by: WMAN, Mansfield, Ohio

Funeral Sermons
Three "Minute Sermons," are devoted to furnishing inspirational help in doses, delivered by an ordained or deacon. First, a 21-minute address, followed by a 1-minute song, a 1 and one-half minutes address, followed by a 1-week song for the boys and their families can be sung after the war.

Availability: Live talent and E. T.

Time Units: 15 minutes, 3 weekly

Audience Appeal: Entire family

Submitted by: WWNC, Asheville, N. C.

Rural Melody Hour
A mail listing secured by listener par-
ticipation, followed up by cards giving donor and time musical selections to be played, assures a nucleus for the audi-

dence for this program. Each program is built around a definite theme—all music, poetry or prose used develops the main idea, with commercials cleverly included in script.

Availability: Live talent

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Client Suitability: General

Number of Artists: 1

Submitted by: KSWO, Sherman, Wyo.

This IS the Truth
Two voice discussion of facts...exploding fallacies on our political and social scene. Robert Ripley...good opportu-

nity bringing in known or well known facts, of products, also gives and write-ins...people submit little I

facts...exploding fallacies. A bit of philosophy now and then—or a short program of a "look to the

world-events." A program for two people to write on and write-in.

Availability: Live talent

Time Units: 15 minutes, 5-6 weekly

Audience Appeal: Entire family

Submitted by: WMAN, Mansfield, Ohio

Notes and Nuggets
Show is built around amusing incidents in the show, gathered from the world-

wide services of news services. Some of the funnier news items are drama-

itized—with appropriate sound-effects and musical support. The program being one of the outstanding shows for the

week, is the producer-endee. A bit of philosophy now and then—or a short program for the audi-

dence. 

Availability: Live talent

Time Units: 15 minutes, 5-6 weekly

Audience Appeal: Entire family

Submitted by: WMBM, Chicago, II.

Rhyme and Reason
Conducted by Sam Gifford. "Rhyme and Reason" consists of favorite poems, thoughts and bright sayings submitted largely by listeners, presented over a musical background (organ and harp).

Availability: Live talent and E. T.

Time Units: Quarter-hour, twice weekly

Audience Appeal: Female

Submitted by: WWNC, Asheville, N. C.

Journey to United Nations
Outstanding patriotic of each nation is picked and his or her life covered with

running narration. With organ back-

ground. Mixed quartette sings folk songs national anthem of nation being covered and outstanding personality of said nation in the community offers short message preceding their national anthem. Some of the most popular of nation being covered with outstanding personality of said nation in the community offers short message preceding their national anthem. Some of the most popular

Comments by Robert L. Ripley.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Submitted by: WWNC, Asheville, N. C.

The Kochelochers
A radio series based upon the charac-
ters that swept the nation in Paramount's "The Miracle of Morgan's Creek." Com-
edy-scrip-the program is a natural for a listening audience.

Availability: Live talent

Time Units: Half-hour or across the board

Audience Appeal: Entire family

Submitted by: WHK, Cleveland, Ohio

Bills and Headlines
Newsworthy headlines are interspersed with transcribed "hit" tunes. The an-
nouncer reads first the "big" international announce headlines to serve as a teaser to the full story to follow in the newspaper the same day. This is followed by headlines of national, state and local interest, with appropriate commercials.

Number of Owners: 1


Hits and Headlines
Newsworthy headlines are interspersed with transcribed "hit" tunes. The an-
nouncer reads the first the "big" international announce headlines to serve as a teaser to the full story to follow in the newspaper the same day. This is followed by headlines of national, state and local interest, with appropriate commercials.

Number of Owners: 1

Submitted by: WCFL, Chicago 2

War Effort—and You
Musical—interspersed with announce-
ments concerning the War Effort, comprised of marches and old favorites. Post-war material of interest to the boys and their families can be sung after the war.

Availability: Live talent and E. T.

Time Units: 15 minutes, 3 weekly

Audience Appeal: Entire family

Submitted by: WOR, New York, N. Y.

Let's Learn Spanish
Produced by Radio Dept. of Time and Life, Inc. 39 15-minute programs teaching Spanish, with dramatization in every-
day conversation. The programs were awarded first prize as best cultural pro-

gram at Columbus, O. 

Availability: E. T.

Time Units: 15 minutes, 3 times weekly, 13 weeks

Audience Appeal: Entire family

Client Suitability: Foreigners

Submitted by: Henry S. Goodman, New York 22, N. Y.

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Time Units: 15 minutes, 3 times weekly, 13 weeks

Audience Appeal: Entire family

Client Suitability: Foreigners

Submitted by: Henry S. Goodman, New York 22, N. Y.
Agricultural Sales and Want Ads

Farmanc

The "Farmanc" (Farmer's Almanac) is a quarterly hour agricultural program containing stock market reports, pertinent information from the Alabama Extension Service, interviews with leading Alabama farmers, a daily program, plus reports of the success of Alabama farmers and appropriate live or transcribed recorded music. Excellent merchandising facilities for farmers publications, feed, fertilizer, machinery and the like. Cost includes one announcement, woman commentator, musicians, guests. Availability: Live talent, Europe. Time Units: Fifteen minutes, six weekly Audience Appeal: Entire family Suggested for: Morning Client Suitability: See synopsis Number of Artists: 2 plus musicians and guests. Audition Facilities: Transcriptions Submitted by: WSGN, Birmingham 1, Alabama.

Farmers Exchange

Program made up of farm bulletins, recorded Hillbilly music and local guests from the Farm Bureau. Program also offers to broadcast classified announcements from non-commercial agencies free of charge during the show. Program on Monday through Saturday, 12:30 to 1:00 P. M. Handled by Martin Karo. Jr. Availability: Live talent, Europe. Time Units: Fifteen minutes, six weekly Audience Appeal: Entire family Suggested for: Evenings Client Suitability: See synopsis Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: WALL, Middletown, N. Y.

Intermountain Roundup

Current market and crop reports, farm news, commentary on farm news aims specially at this region's livestock, truck crop, and fruit growers. Tries to see the farm story as part of national and world scene. Features music of wide variety, chatter. Presents local farm leaders live or specially transcribed often. Simulcast for availability, Europe. Time Units: Thirty minutes, six weekly Audience Appeal: Entire family Suggested for: Early morning Client Suitability: See synopsis Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: WITC, Elizabeth City, N. C.

Farmer's Digest

Submitted by WITC's farm specialist in Floris, the Farmer's Digest, is a comprehensive collection of spot news...weather...market reports...outstanding features and interests reflecting the regional farm picture. "Uncle Jim" with his clear, concise style gains loyal following in local, regional and national stations. Contains advice, students' weather and commodity markets, weather and transactions. Program is handled by KVOO Farm Editor. Submission: Live talent 6 & 7 T. For 5 minutes, 5 times weekly. Audience Appeal: Entire family. For Evening. Availability: Farm General. Facility: Transcriptions by KFKN, Shenoadoah, Iowa.

Youth Program

Program is directed toward rural children, in accordance with the 4-H and FFA programs. Includes are interviews young people and agricultural events. Contains wipe down program, "Walt Disney Cartoon Hour," and various other feature programs. Program is handled by KVOO Farm Editor. Submission: Live talent 6 & 7 T. For 65 minutes, once weekly. Audience Appeal: Juvenile. For Morning. Facility: Transcriptions by KVOO, Tulsa 3, Okla.

Farmers' Almanac of the Air

Weekly morning program of farm market-barrel philosophy, and answers the problems of the New Hampshire population and supplied to dealers in New England. Presented monthly in the first 15 minutes is presented Routing: Bought by: John McCaffrey for his program. Submission: Live talent, Europe. For 6 minutes, 6 days a week. Audience Appeal: Entire family. For Morning. Facility: Farm products, tobacco, supplies and implements, etc. Number of Artists: 1—Jesse Buffum. Facility: Transcriptions by WEZZ, Boston 12, Mass. (See Page 52)

The Modern Farmer

The 1,161,100 Farmers of WTAM's Total Area like The Modern Farmer because it gives them just what they want to hear: authoritative, stimulating talks on their every day and seasonal problems by Ed Faulkner, graduate agriculturalist and author of the sensational best seller, "Flowman's folly." Operating live stock reports direct from the Cleveland stockyards: informative, timely interviews with County, State and Government specialists. Tied together with good music, here is a program that farmers just won't think of missing. Availability: Live talent, Europe. Time Units: Thirty minutes, 6 times weekly Audience Appeal: Entire family. Suggested for: Morning. Client Suitability: Farm machinery, food, automotive, etc. Number of Artists: One. Audition Facilities: Transcriptions Submitted by: WTAM, Cleveland 14, Ohio (See Page 36).

On The Farm Front

Includes agricultural material from University of Illinois, Purdue University, various County Agents, plus early morning market trends in livestock and grain at Chicago, Indianapolis, Louisville, East St. Louis and Shenandoah. Program is geared primarily to meet the needs of farmers of the immediate area. Has been a public service feature at 6:15-6:30 A. M. since in operation in October, 1940. Availability: Live talent. Time Units: Fifteen minutes, 6 weekly. Audience Appeal: Entire family. Suggested for: Morning. Client Suitability: Livestock dealers, grain and feed distributors, etc. Number of Artists: One. Audition Facilities: Transcriptions Submitted by: WAOV, Vincennes, Indiana.

The American Forum of the Air


Author Meets the Critics

Each week the writer of a best seller and three or more others will be interviewed by John McCaffrey, host of "W. N. C. Farm Hour," to discuss books which are currently popular. Mr. McCaffrey will ask the author what he likes most about his work, how he wrote it, who his favorite characters are and similar questions. Normally, each program will contain interviews with two of our nation's most popular and successful novelists, who will be available for broadcast live from their homes. Availability: Live talent. Time Units: Thirty minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Books, Automotive, Institutional, etc. Number of Artists: 9. Audition Facilities: Transcriptions Submitted by: WWNC, Asheville, N. C. (See Page 14)

Western N. C. Farm Hour


Elizabeth Hawes, and Donald Ogden Stewart are some of the people who appeared on the program. John McCaffrey is moderator.

Education at Work

Education at work is a modified form of leading forum programs which is well known throughout the KFPY's coverage area as an authority on local farm problems. The mail response to "This Business of Farming" indicates a substantial subscription placed on Alabama and Southern problems. Four prominent speakers and moderator utilized. Program is led alive to 114 stations, a network of six stations; submissions mailed to live others for delayed broadcasts. If sponsored, only high instructional institutions acceptable with format of program subject management exclusively. Availability: Live talent. Time Units: Thirty minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Institutional. Number of Artists: Moderator, speakers, announcer. Audition Facilities: Transcriptions Submitted by: WITC, Hartford, Conn. (See Page 79)
Cultural

The High School Forum
This was the only prize-winning educational forum recognized in the awards of the Institute for Education by Radio, May, 1944, and this is the outstanding forum on secondary school level. Conducted on general pattern of America's "Town Meeting of the Air" with Ms. I. D. Lambert, superintendant of radio education in the Toledo public schools, as moderator, with students from all schools.

Availability: Live talent

Time Units: Thirty minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: One desiring institutional goodwill

Number of Artists: Eight

Audition Facilities: Transcriptions

Submitted by: WTOL, Toledo, Ohio (See Page 64)

Names in the News
"Names in the News" gives you the personality, the background, the anecdotes, the what-makes-them-like-that information where people make the news. More and this kind of background is creeping into the regular radio newscasts.

Time Units: Fifty minutes, six weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: One

Cost: Included in wire service of United Press Radio

Audition Facilities: Teletype

Submitted by: United Press Radio, N. Y. C., 17, N. Y.

Public Forum
Popular topics are chosen and all listeners are invited to attend and take part in discussions. A topic to be discussed such as "Can France Be a Second Rate Power" is not rehearsed. Personal attendance is invited.

Program starts ten minutes before going on air—going thirty minutes—then the discussion continues off the air for thirty minutes for studio audience only. It is proving popular with all desiring student audience. Availability: Live talent.

Time Units: 30 minutes

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: KSAI, Saltim, Kansas

Washington Meeting
This is a series of forum programs on which timely and controversial topics are discussed by two or three experts and a panel of three students chosen by Deans of local universities. The contrast between ideas of men and women in influential positions in Government, Education and Industry and the young thinkers of the country makes for lively and interesting discussions.

Availability: Live talent

Time Units: 25 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening


Number of Artists: 6 or 8

Audition Facilities: Transcriptions

Submitted by: WINX, Washington, D. C.

Radio Daily

Spot Volume Shows Strength In June And Portion Of July

(Continued from Page 1)

CJCA Chief's Suggestion Keeps Canada Youth Busy

(Continued from Page 1)

Herman Replaces Carle On CBS West. Night Spot

in replacing Frankie Carle and band as of tonight, Woodie Herman and orchestra will have the billing of "Alton Jones with Woody Herman's Orchestra," on the CBS commercial which also has Red Barer interviewing servicemen Carle, and his orchestra are opening a theater tour

Mike Melnick, formerly associated with WJJJD and WIND in Chicago, has been named administrator of "Allan Jones with Woody Herman's Orchestra," on the CBS commercial which also has Red Barer interviewing servicemen

Kobak To Address RKO

Edgar Kobak, executive vice-president of the Blue Network, will speak today on the lates announcings of RKO Radio Pictures, which is being held at the Waldorf-Astoria Hotel.

Wednesday, July 21

Mutual Will Ban "Hitch-Hikers, Jr.

The established commercial gram.

McClintock further points that the action on the part of Mutual does not contemplate any standard time limits for commercials on advertising which have therefore applied, he said, it does not mean that number of products advertised be limited to one, but all within the program proper.

Similar Move At CBS

Some months ago CBS's Board made move to eliminate the follow-up spot announcement dovetails network program and other news perhaps moves as in some cases clients were paid for a reasonable time, but a contract was to be without the hitch-hiker or covers plugs for other of the clients.

New NBC For The Re Corals Finest In M

(Continued from Page 1)

as a "command performance" for the public listeners to musical section of each band will be selected on the request of his overseas and will be transmitted on "V-Discs" during the broadcast.

Monday's initial program will be fronted by Benny Goodman and band with Roy Ehdrige, trumpet, Ben Webster, sax, the Benny Jan Quartet, including pianist Wilson, Mildred Bailey, cabaretesque vocalist, Perry Como, popular singer, and Carmen Miranda. The show, held at the Waldorf-Astoria Hotel.

Tele Construction To Be Seminar In

(Continued from Page 1)

are M. A. Trainer, RCA Engineer department, and Leonard F. Cox executive vice-president of Don. Last week speakers covered the sct of television studio design

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**SHOWS OF TOMORROW** PRODUCERS

**Chandler Radio Productions**
20, New York, N. Y.; Columbus 4-5955; Contact: Leo Corday

**Exclusive Radio Features Co., Ltd.**
14 McCabe St., Toronto, Ont., Canada; Adelaide 5112

**General Amusement Corp.**
1270 6th Ave., New York 20, N. Y.; Circle 7-7550; Contact: Douglas F. Storer

**Gordoni Radio Productions**
1258 S. Michigan Ave., Chicago 5, Ill.; Calumet 6-1315; Contact: Lilla Godard

**Harry Jacobs Productions**
745 Fifth Ave., New York 22, N. Y.; Plaza 3-0224; Contact: Harry Jacobs

**Kasper-Gordon, Inc.**
40 Boylston St., Boston 16, Mass.; Devonshire 7357; Contact: Aaron S. Bloom

**Kemml-Raymond Productions**
745 Fifth Ave., New York 22, N. Y.; Eldorado 4-6111

**Keystone Broadcasting System**
580 Fifth Ave., New York 19, N. Y.; Longacre 3-2221

**George Kramer**
463 Pennsylvania Ave., Brooklyn, N. Y.

**C. P. MacGregor**
720 So. Western Ave., Hollywood 5, Calif.; Fittroy 4191; Contact: Doug. K. Newell

**Mac Davis**
1 Montgomery Pl., Brooklyn, N. Y.; Nevins 8-4574

**Disco Recording Service**
334 Arcade Bldg., St. Louis 1, Mo.; Chestnut 5937; Contact: Bob Reichenback

**Wm. M. Ellisworth**
2016-75 E. Wacker Dr., Chicago, Ill.; Central 0942

**Bernard Estes**
15 Central Park W., New York, N. Y.; Columbus 5-0660

**Feature Bureau**
1270 6th Ave., New York 20, N. Y.; Circle 7-7550; Contact: Douglas F. Storer

**N. B. C. Radio Recording Div.**
1600 Broadway, New York 19, N. Y.; Circle 6-8861; Contact: Sam. Zucker (Jay Mill)

**National Concert & Artists Corp.**
711 Fifth Ave., New York 22, N. Y.; Plaza 3-0820; Contact: Daniel S. Tuthill

**National Radio Adv. Agency**
4305 Mary Ellen Ave., North Hollywood, Calif.; State 4418; Contact: D. D. Crawford

**National Recording Corp.**
20 N. Wacker Dr., Chicago 6, Ill.; Randolph 3550; Contact: Richard Bradley

**Neibett Radio Productions**
360 N. Michigan Ave., Chicago 1, Ill.

**Radio Features of America**
37 W. 46th St., New York 19, N. Y.; Bryant 9-9562; Contact: Helen Morison

**Radio Producers of Hollywood**
908 N. Western Ave., Hollywood 27, Calif.; Ho. 6506; Contact: Lou Winston

**Radio Results**
8641 Escambia Ave., Chicago 17, Ill.; South Chicago 5-5774; Contact: Ge. Jaworski

**Rem Productions**
6362 Hollywood Blvd., Hollywood, Calif.; Contact: R. E. Messer

**Richard Stark & Co.**
30 Rockefeller Plaza, New York 20, N. Y.; Circle 6-7337

**Spot Sales, Inc.**
400 Madison Ave., New York N. Y.; Eldorado 5-5040, Contact Peggy Stone

**United Press Radio**
220 E. 42nd St., New York 17, N. Y.; Murray Hill 2-0400

**Thomas Valentino, Inc.**
1600 Broadway, New York 19, N. Y.; Circle 6-6975

**Videor Productions**
P. O. Box 517, Omaha 2, Nebraska; Contact. F. O. Pease

**Guy Ward Radio Features**
1600 Broadway (5th 1008), New York 19, N. Y.; Circle 6-6475

**Webber Radio Programs**
40 Shops Blvd., Des Moines, lowa; Phone 2-1455; Contact: Geo. W. Webber

**Norman Winter**
509 Madison Ave., New York 22, N. Y.; Eldorado 5-0734; Contact: Chck Vienc

**Witte Radio Productions**
1064 S. Genesee St., Los Angeles 35, Calif.; Webster 8716; Contact: I. Oscar Witte

**Wolf Associates**
420 Madison Ave., New York 17, N. Y.; Plaza 5-7820; Contact: Jack Rubin

**Frederick W. Ziv Co.**
2426 Reading Rd., Cincinnati 2, Ohio; University 6124-Plaza 3-6162
Both halves are important on the Pacific Coast, too!

The Pacific Coast is divided into two halves...saleswise. 50% of the retail sales in this $16,000,000,000 market are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located.

Time buyers naturally want to cover the whole of this lush tri-state market. There's only one way—do it with Don Lee. For the Don Lee Network—and only Don Lee—gives complete coverage to both the inside and outside halves.

Here is an inside story: Jack Benny got a higher rating (April, Hooper) on his Don Lee release than on network A, and you've probably already noticed that Union Oil's Point Sublime has a much higher Hooper since switching to Don Lee from network B.

Now look at the outside half. The largest coincidental telephone survey made on the Pacific Coast (C.E. Hooper, 276,019 calls) showed that in many of these outside markets the listeners are 60 to 100% tuned to Don Lee.

In other words, Hooper proves...inside and out...what we've been saying all along: Any show on Don Lee will reach more listeners on the Pacific Coast than the same show on any other network.

The Nation's Greatest Regional Network

Mutual
DON LEE

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Prs. & Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Cal.
Represented Nationally by John Blair & Co.
New York, N. Y., Thursday, July 27, 1944

TEN CENTS

Seek Share WAC Budget

Rudy Vallee Back
Rudy Vallee will return to NBC with a new variety program. Starting Sept. 9, his new series will be aired weekly thereafter from 8:00-8:30 p.m., EWT, on full network as replacement for "Abie's Irish Rose." The present sponsor of this time period, Procter & Gamble, will remain the same, with H. W. Kauter and Sons Advertising Company as the agency. The product is Drene Shampoo.

Durr Sees "Inflation" In Station-Sale Prices

Washington, D. C., Thursday, July 27, 1944

Washington - Pointing out that sale prices for WJJD, WINX and WQXR were 21, 24 and 33 times the 1943 net incomes of these stations and seven, 10, and four-and-one-half times their net worth, Commissioner Clifford J. Durr of the FCC, yesterday released a statement explaining his dissent in the Commission vote of last week to approve sale of the three outlets. Durr (Continued on Page 6)

N. Y. Outlets Taboo Dewey Ballot Disk

Washington, D. C., Thursday, July 27, 1944

Washington - Over 90 per cent of the nation's broadcasters would welcome paid WAC recruitment announcements, an initial survey of replies to the NAB questionnaire sent out last week reveals. Of 150 replies received by yesterday noon — only five days after receipt of the questionnaire by stations close to Washington — 137 made no bones about their willingness to participate in the Five Million dollar campaign from which radio has thus far been barred by either the army or the Philharmonic or both.

Eleven broadcasters reported that they would not participate, with two undecided. Thus 91.4 per cent have made it plain that radio is anxious to take part in the campaign and can find desirable time to schedule spots or short programs.

(Continued on Page 6)

Over Ninety Per Cent Of Broadcasters Indicate To NAB Their Willingness To Take Part In Recruiting Drive

Washington Bureau, Radio Daily

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(Continued on Page 6)

Coast Film Committee To Co-Op With Radio

West Coast Bureau, Radio Daily

Hollywood — Closer cooperation between radio and the film industry was promised at a meeting attended by studio publicity directors and radio contact men who are members of the Coast Film Committee.

(Continued on Page 5)

Ryan Will Address Safety Meeting Tonite

New York, N. Y., Thursday, July 27, 1944

J. Harold Ryan, president of NAB, will be the principal speaker at the dinner tonight of the New York State Conference on Radio in Safety.

(Continued on Page 5)

Heralds Events

Although he claims he's no Dunninger, Ed Ludlum, a program director of WEVD, produced "Dear Adolph," by Stephen V. Benet, two days before D-Day. He produced Gerald Holland's play "The People vs. Hitler" three days before Tojo's resignation. Four days before the bomb went off in Hitler's presence, Ludlum produced Moss Hoft's "The People vs. Hitler."

(Continued on Page 7)
**Coming and Going**

EOWIN SUCKALEW, field manager of station relations for the Columbia Pacific Network, left yesterday on an extended tour of West Coast affiliates of the Columbia web. He'll return to Hollywood in about three weeks.

MRS. DORIS COWRTH, assistant to the public service director of NBC, leaves today for Philadelphia, where she will address the Radio Work Shop of KYW, NBC affiliate in that city.

JAMES D. SHOUSE, vice-president of The Crosley Corp., in charge of broadcasting, is away from his Cincinnati headquarters this week on a short vacation.

JOHN ALLEN, acting radio director of Marshall & Fratzi and PAUL WALSH, assistant radio director, are back from a business trip which took them to Philadelphia, Baltimore, Washington, Roanoke, Norfolk, Richmond, Charleston, Pittsburgh, Buffalo and Rochester.

GEORGE S. WILDE, publicity director for WJBW-SWZA, Boston and Springfield, is in town for public relations contacts.

L. B. DIONIOFF, of the KGO, Missoula, Mont., commercial department, is vacationing this week.

MATHILDE ERNESTINE, until recently publicity director of WJMD-WIND, Chicago, is spending three weeks in New York on business.

NORMAN CORWIN, CBS producer-writer-director, has returned to New York City from Hollywood.

BILL AGEE, night production manager of KUTA, Salt Lake City, is back at the station after having spent two weeks in Los Angeles.

**UMI On CBS Saturday Treats Post-War Taxes**

Beardsley Rum, taxation authority and treasurer of R. H. Macy & Company, New York, will talk on "Taxes for Post-War Prosperity" over the Columbia network, Saturday night July 29, from 10:45-11:00 p.m. Rum, who is chairman of the BPW-WIND, Chicago, has proposed a post-war tax plan which would abolish all corporation taxes, with the exception of a franchise levy of five per cent, and rely on individuals for the bulk of the Federal income. This is the plan Rum will discuss.

**Wedding Bells**

Edith Sager, executive secretary of Consolidated Radio Artists, Inc., surprised her friends by getting married during her two week vacation. The former Miss Sager is now the wife of Lieut. Phil Plachinsky.

**WDAS AUDIENCES HAVE BEEN LOYAL FOR OVER TWENTY YEARS**

PHILADELPHIA knows that this loyalty makes WDAS the best dollar you spend in this area. That's why 78% of its sponsors renew regularly.

**Things Are Different Today In Baltimore Radio**

It used to be pretty simple stuff to pick out a radio station and feel you couldn't go wrong. The old standbys power and coverage were enough. But shrewd buyers want more now than ever before.

"How many people living the coverage actually listen to the station?" Then a smart buyer says, "Now that we've done so, what else could we listener cost me?"

When you get the answer that in Baltimore it's an odd choice that you'll pick W-T-F, the station that produces more listeners for the dollars you spend. The facts are available. Glad to let you look them over . . . any time.

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**FINANCIAL**

(Wednesday, July 26)

**NEW YORK STOCK EXCHANGE**

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**20 YEARS AGO TODAY**

(July 21, 1924)

Highlighting the week's program over WEAF, New York, was the performance of the Gauvreau orchestra under the direction of Gilan Gauvreau. It was composed of 30 violinists between the ages of 10 and 16. Especially lively was the jazz concert by the Messner Brothers jazz orchestra.
To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here...

**POPULARITY**
Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

**PROMOTION**
WOWO won second place among all Clear Channel Stations, Billboard Promotion Survey.

**PROGRAMS**
WOWO won First Award 1943-1944 Ohio Institute for-family-type programs. *Abe Andrews*.

**SERVICE**
Ohio Institute 1943-1944 Award — *Tom Wheeler*.

**WAR-EFFORT**
"Proudly We Hail" 1944 Honorable Mention, Ohio Institute.

**MERCHANDISING**
Quaker Oats, Honorable Mention, All-Station Coverage.

"From WOWO Cradle Of Stars Audition Transcription Library.

Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers... and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It's on the Blue, every Saturday night at 11:00 P.M. E.W.T.

**WESTINGHOUSE RADIO STATIONS INC.**
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
LOS ANGELES

By RALPH WILK

COTTONSEED CLARK, ringmaster for the Columbia Pacific Network's "Hollywood Barn Dance," will soon record his original "Brushwood Poems" in an album collection.

Edwin Buckalew, field manager of station relations, Columbia Pacific network left this week on an extended tour of West Coast affiliated CBS stations. Scheduled as one of his regular round-robin visits to Coast stations, Buckalew will return to his Hollywood headquarters in three weeks.

The Blue's "Lum and Abner" initiated the Fifth War Loan Drive in Arkansas by sending an autographed picture album to be auctioned to the buyer of the largest bond.

George Burns, Gracie Allen and Margaret Edinger continued on to New York on business trip, after Democratic National Convention at Chicago which Miss Allen covered for North American Newspaper Alliance.

Bill Goodwin, who announces and participates in the Gracie Fields Sunday night show heard over KFI-NBC, will lend his services to a government sponsored short on the farmers of Hollywood. Goodwin owns a 300-acre ranch at Dos Palos where he raises' barley and alfalfa.

Last week when Mark Breneman offered a set of measuring spoons to early-morning KNX listeners, he received more than 3,000 letters in three days.

The International Sweethearts Rhythm, which is an all-girl orchestra, will be heard for the first time on the air, when they begin broadcasting nightly over station KPA from the Club Alabam, where they are appearing.

Ella Mae Morse does a transcontinental show before she launches her regular round-robin visits to Coast stations, Buckalew will return to his Hollywood headquarters in three weeks.

Those monologues Garry Moore has been practicing on his WBBM programs relieved the Fifth War Loan Drive in Hollywood-

Marian and Jim Jordan, radio's Quiz Kids, has aligned himself with "The O'Hara Family" in the "Saturday Night; Sunday Morning"

The makers of Gladiola Flower "Red River Dave" is now available at all supermarkets and drugstores.

The joyous scene.

The famous "Kraft Walrus" is now available in a new addition to their ranks in the person of the WGN engineer who has originated a telephone opener...
Plug Kendrick Dies; Pres., WINN, Louisville

(Continued from Page 1)

Tennessee, where he maintained a home.

"Plug," as he was affectionately known by his associates and friends, was a figure of national prominence. He was president of the American Federation of Musicians for 16 years prior to his death. He formerly managed radio stations at Indianapolis, Indiana and Hopkinsville, Kentucky. He was a graduate of the University of Tennessee, a veteran of World War I, and a member of the Legion of Honor.

Survivors are his wife, Mrs. Nell McCutigue Kendrick, a daughter, Mrs. T. C. Mahr, Nashville, and a sister, Mrs. R. A. Lasseter. Nashville Funeral services for Mr. Kendrick will be held in Nashville.

Shortwave Feature Set
On WNEW News Program

(Continued from Page 1)

pines, each Monday, 9:45-10 p.m., EWT, beginning July 31. John Royle, news editor of the Chinese News Service, will be heard on weekly programs. This program replaces "News From the Underworld".

Another regular feature of "News From the Pacific" will be T. C. Hsu, news editor of the Chinese News Service, who will speak from New York.

would not now be taking its present fight against James C. Petrillo.

"It is very well for Petrillo to defy the courts of Minnesota from a safe distance, but if he really wants to prove that he is bigger than the courts of Minnesota, we suggest that he venture within their jurisdiction."

Petrillo Ordered Walkout

Situation between KSTP and the AFM came to a head on Tuesday when James C. Petrillo from his Chicago office ordered the station's musicians in Minneapolis to quit working. The 16 men involved were previously scheduled to strike, but a court order restrained them until the hearing which comes up tomorrow. Petrillo stated in Chicago that he was willing to abide by the pending WLB decision but that Stanley Hubbard, head of the outlet had suddenly taken it out of the WLB hands and gone to court.

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Ryan To Address Safety Meeting

(Continued from Page 1)

Education at the Hotel Roosevelt in New York. Dinner will climax an all day conference which brings together many radio personalities and safety officials.

Speakers during the day's session will include Dr. Sterling Fisher, assistant public service counselor, NBC, Dr. Forrest Long, director, National Safety Council, Chicago; Major Glenn S. Reeves, Security and Intelligence division, Second Service Command, Army Service Forces; G. Emerson Markham, WGY, Schenectady.

Also scheduled to appear on the program are: Dan Thompson, chief of the radio section, public information division, National Safety Council; William A. Fay, Stromberg-Carlson vice-president; John McNeil, manager of WJZ, New York; Walt Dennis, public relations director, WHN, New York; Harold E. Smith, general manager, WOKY and WABY, Albany; George Slade, WBZ-WBZA, Boston and Springfield, Mass.; Elizabeth Odames, WIBX, Utica; M. S. Novik, director, WNYC, New York; Ralph N. Weil, general manager, WOV, New York; Dorothy Lewis, NAB director of listening activities and J. E. Mason, president, WJTN, Jamestown.
Durr Warns Of "Inflationary" Trend In Prices Paid For Radio Stations

Continued from Page 1

added that he is not a lone questioner regarding these prices, referring to Chairman James Lawrence Fly's letter of protest to FCC radio division leaders.

He asked for direction from Congress to aid the FCC in determining whether it should approve such prices which appear to be out of line.

Durr feels that the Commission now has authority to deal with this problem, while the Commission majority, aware of the problem, does not apparently believe the FCC has authority.

Urged Hearings

In his memo, Durr pointed out that he urged hearings in these three cases—and in the case of WHCM, Jersey City, of which sale for $403,000 to the Iowa Broadcasting Company was approved Tuesday, was based on two "serious questions of law and public interest.

"(A) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309 (B) of the Communications Act of 1934, as amended.

Cities Value of WJLD

"(B) Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest.

Durr wrote that "WJLD, Bessemer, Alabama, is a 250-watt station operating on a local channel. The replacement cost of all its physical properties, real and personal is only $12,650, and the original cost $12,019. The net worth of all of its assets tangible and intangible, according to its books, is $269, and the original cost $12,019. The present net worth of all the assets of the present licensee corporation, both tangible and intangible, is $277,037. For the year 1943, its net income before Federal taxes was $30,320. The purchase price being paid is approximately $1,000,000, which is approximately four and one-half times the net worth of the licensee corporation and nearly 23 times its net profits before Federal taxes.

Business Judgment Paramount

Broadcasting is competitive, Durr said, and it is up to the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their respective business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licensees for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in the exercise of their "serious questions of law and public interest." (Continued from Page 1)
Cliff Durr has brought up a question that Washington has been wondering about for several months. Nobody has quite been able to dope out the reason for the terrific prices brought by a number of radio stations this year. Certainly a station is a valuable property—worth a good deal more than its physical value if it has been properly run and has achieved substantial goodwill among timebuyers and listeners. But the prices that have been paid are really eye-openers. Of course, the best buy of all was the deal on WHAT, Philadelphia. It's only a 100-watt, on the 1940 band, but worth $20,000 of anybody's money. David Stern of the Philadelphia Record was so anxious to get rid of the station that he let it go for only a portion of its value. For Philhyl is of course a market that makes even 100 watts valuable power. On the other hand, look at what Eugene Meyer paid for WIXN, Washington. Half a million is considerable of a price for a 250-watt outlet in a city less than half the size of Philphyl.

Reconversion—or at least the limited reconversion announced this month by WPB—isn't going to mean very much to radio set manufacturers. The joke in return to production for civilians will be permitted only where military needs are fully met. And there are very few items the military need more than the wartime output of the radio manufacturers. In addition, there is a serious shortage of electronic components and other critical parts for military production, so speedy resumption of production for civilians is still not.

One of the best of the Fly stories took place recently when Pete Shuebrook of the commission law department was presenting the case before the commissioners. Pete is a Harvard grad and a Bay Stater born and bred. Fly, of course, is a Texan, and there is a good deal of difference in diction between the two states. Pete was going along in great style until he made his reference to the station ownership as a "partnership." The Chairman, who likes to pick up small points and is quite witty about them—sometimes a bit forced, interrupted to ask Pete whether a "partnership" might be a "partnership." Instead of trying to reply, Pete turned to Governor Case, who came to Washington after serving as governor of the broad-A state of Rhode Island. "You know what I mean, Governor, don't you?" "Why certainly," said Case. "A partnership is a partnership."

Down in Houston, Texas, Roy Hofheinz has been on the air 10 hours a day testing programs over his new station, KTHT. Incidentally, he still does not have his license, but that is expected almost any day now. Apparently a lot of people have been tuning in his 250-watter already, and he reports that business has been excellent. Furthermore, he reports receipt of a letter which sought to set a new trend in radio. A listener wrote in enclosing a fifty-dollar bill, and saying "Keep up the good work. We need a station like yours here." H. C. Cockburn, who applied only last Saturday for a license to operate the old KXYZ facilities with a station like yours here. It doesn't look very promising, though, even today. The question of who gets the MBS affiliation contract in Houston is very interesting. MBS is naturally going to take 1000 watts sooner than 250, but it is believed that Cockburn promised to be on the air by Wednesday, July 26. If he is not, the affiliation should go to Hofheinz.

Reason for the surprise on the part of the station is that every one of them has consistently been broadcasting information spots on the ballot by absentee servicemen and women, including the key stations of the networks.

CBS' key outlet WABC which has been broadcasting the information on the ballots and procedure, will continue to do as it has in the past and will not use the Dewey disks, according to unofficial sources. NBC's key station WEAF has cut and will continue to treat the ballot as it has in the past, plus using it via commentators and news reports. Last night the commentators used the item on merchant seamen not to be allowed the absentee ballot because they are not in the armed forces. At any rate neither WEAF or WABC have yet scheduled the disks. WNEW active independent station in New York points out that the outlet has been broadcasting such ballot information as received of League of Women Voters and disseminated to the listeners and will probably continue to do so impartially, without reference to any political party.

Blue Network's key outlet WJZ said through a spokesman that the station officials had not yet heard the recording and therefore could not say whether it would be scheduled.

Real Opportunity for Career Girl

Secretary To Young New York Radio Advertising Executive

Growing business with large postwar expansion plans. Pleasant working conditions. Must be able to assume responsibility on confidential and highly important duties. Write stating experience, education, reference and salary expected.
ToroRon—Wedding bells will ring in August for Olga H. Bell, supervisor of central registry at CBBC and CBIL, and Donald H. Cruikshank, RCAF, of St. John and Westfield, New Britain. Olga is the youngest department head in the entire CBC as she is 20 sweet years old. The marriage will take place in Vancover.

Missouri—Kansas City—A record of 11 years of retail, radio promotion, with the same title, the same program format and the same Monday through Saturday mid-morning time, was chocked up when "Joann Taylor," a dramatized presentation of siege news for John Taylor Dry Goods Co., of this city, began recently its 12th year of consecutive broadcasting on WMB.
Ryan Cites Public Service

NAB Head, At Radio-In-Safety Confab, Gives Allocation Plan Major Credit; Other Industry Speakers Heard

Canadian Radio Com. Reports To Commons

Radio As Medium Praised By RKO Official

Survey On WAC Budget Shows Radio Interest

Radar-Radio Industries Hold Meeting In Chicago

WABC To Recruit WAVES Via Air Shows and Booth

Governors' Confab, Primaries Will Be Reported Over KSD

Talk WAC Recruiting

By Seminar Speaker

Tele Costs Explored

WAC Recruiting

St. Louis—High ranking Army officers in conference here past few days are reported to have discussed, among other things, the WAC recruitment plan. No statements were given out and the press was referred to Army public relations in Washington.

An insight into the costs as well as the construction problems of television stations were given by two speakers at the Television Seminar of the Radio Executives Club at the RCA building last night.

RKO's primary advertising agency, the Saatchi 

Survey On WAC Budget Shows Radio Interest

Washington—Although the proportion of broadcasters who would welcome paid WAC recruitment advertising fell down somewhat in the past year, the total investment of $230,250 was announced yesterday.

Barret McCormick, RKO director of advertising and publicity, outlined RKO's promotion plans for the coming season, before delegates of the company's annual sales meeting at the Waldorf-Astoria, New York, held last night.

Radio As Medium Praised By RKO Official

Chicago The Radar-Radio Industries of Chicago, Inc., composed of 63 member firms which manufacture 50 per cent of the electronics equipment produced in the United States, is observing its 10.79% of Massachusetts' retail sales are made in WLMW's primary nine-time coverage area, and 37.24% of New Hampshire's retail sales are made in WLMW's primary nine-time coverage area.

Governors' Confab, Primaries Will Be Reported Over KSD

St. Louis—On a busy week of political reporting, KSD will present local officials high in their respective parties to analyze returns from Tuesday's Missouri primary election; then originate NBC network comment and local broadcasts concerning the Republican governors' conference here.

Hall's A Ball

RKO's primary advertising agency, the Saatchi

WABC To Recruit WAVES Via Air Shows and Booth

WABC To Recruit WAVES Via Air Shows and Booth

To View Television

Group of Blue Net executives headed by Edward J. Noble, chairman of the board, will leave today for Schenectady on route to the Thousand Islands Club, near Alexandria Bay, N. Y., where a series of meetings will be held. At Schenectady, the officials will attend a tele
Coming and Going

WILLIAM M. DAWSON, JR., commercial manager of WARM, Scranton, who has been in town this week for confabs at the Blue Network and with the station cops, leaves today for the home offices.

J. DONALD WILSON, producer of the CBS program "The Whistler," sponsored by Sinclair Oil Company over the Columbia Pacific Network, has left on his vacation. His chores have been taken over by George W. Allen, new head of the program development.

EMMA OTERO, Cuban soprano featured in opera and radio, leaves today for Havana, to go on tour late in August. This will be her first visit to her homeland in several years.

C. E. SIEWART is here from WIW, Cleveland, for conferences at the local offices of the station's national representatives.

ALBERT GREENFIELD, brand advertising manager of the Cresta Blanca Wine Company, leaves New York on Monday for Los Angeles, where he will assume his duties at the executive advertising office of the company.

Radar Radio Industries Hold Meeting In Chicago

(Continued from Page 1)

ing its first anniversary at a board of directors meeting Thursday, July 27, in the Stevens Hotel. The group, which Leslie F. Muter is president, was organized a year ago, but was not incorporated until last December.

Muter said the Army and Navy had recently called upon the company's member firms to step up their output nearly 30 per cent. He said the firms also had been asked to double their engineering efforts with a view to making increasingly better products.

70,000 Persons Employed

"Member Plants," Muter said, "employ about 70,000 persons, about 80 per cent of which are women. About only 1,000 new employees will be needed, even with stepped up production schedules," he added.

Responses have been received from Ralph A. Bard, Under-Secretary of Navy, Rear Admiral Claude A. Jones, chief of production and materials for the Navy, and Maj. Gen. William Henry Harrison, director of procurement and supply for the Sig nal Corps. The Army and Navy of ficials, he said, praised employees of member associations for not having lost a single hour due to strikes or other work stoppage.

No member-plant has had a strike since long before Pearl Harbor, Muter said "which is to the credit of the leaders and members of AFL, the CIO, and the four independent unions."

WJZ Soldier-Vote Advice Without Mention Of Dewey

(Continued from Page 1)

nouncers in broadcasting the mes sage, omitting the reference to the State Executive included in the transcription, "The message," said WJZ, "will be broadcast every day from now through August."

HOW TO GET

More For You

Baltimore Radio Dollar

First, you toss out the old sleight-of-hand method of buying time. You stick to facts, and that's easy to do today.

Let's look at power. Power alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

Cost alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at all three.

We've got the facts for Balti more on all three of these vital factors. They prove that W-J-T-H delivers more listeners-per-dollar-spent!
P-Petrillo Dispute
by Go Federal Court

(Continued from Page 1)

HENRY R. TURNBULL, Duane Jones Company executive, has taken leave of absence from this firm for his duties as director of radio for the Republican National Committee.

HERBERT C. SANFORD, television director in the radio department of N. W. Ayer & Son, Inc., has been named manager of the agency's Hollywood office. EDWARD M. CHAF-TEE, representative, has been transferred from the organization's Philadelphia office to the Detroit branch. NATHANIEL COOPER DOUGLAS and HOWARD ANTHONY MCCALL have joined Ayer's media department.


Puff Heads Research

CARR LIGGETT AGENCY, Cleveland, continues to handle the advertising of the American Bantam Car Company, and is building up the publicity for the manufacturer being placed by M. H. Hackett Company.

DOREMUS & CO., New York, has added to its copy staff Ray Schoonever, formerly with J. M. Mathes, Inc.

EDWARD T. BATCHELDER, a member of the staff of the Association of National Advertisers since 1936, has been elected Secretary of ANA. Recently assistant secretary of the Association, he is also president of the Harvard Business School Club of New York.

PIONEER ICE CREAM DIVISION of the Borden Company announces the appointment of DeHertey, Clifford and Shenfeld, Inc., to handle all the advertising for Reid's Ice Cream, effective August 25.

ARTHUR McCLELLRE AND PHILIP SCHUYLER have been made partners in the firm of Baldwin and Meremy, public relations council, New York. It is announced by William H. Baldwin and Maurice Meremy.

New Television Co.

Formed In Chicago

(Continued from Page 1)

One Added To Cast
Commercial Tele Show

Brown, baritone, has been added to the cast of the series of threereed television fashion shows set on WABD, by Alden's to Mail Order Company on Rt. 2nd, 9th and 16th. The three are being produced by Buch.

Commercial Agency for the show, and will be directed by Hubbell. Patty Sears is writer, Miss A. B. Clark is director and Edward Senn is head of makeup. Conover models are featured wearing garments from in Alden's fall catalogue.

Sonny In New Guinea

Benny has arrived in New Guinea to begin his tour of Army in the southwest Pacific.

Puff Heads Research

Dept. At Mutual Web

(Continued from Page 1)

WABD To Recruit WAVES
Via Air Shows and Booth

In addition to plans for an intensified radio recruiting drive, WABD will establish a WAVE recruiting booth in the lobby of CBS studio building at 49 East 52nd Street, New York, with a recruiting officer on duty day and night. Miss Arlen plans to participate in the recruiting booth activities as well as broadcasting.

During the week, 12 WABC programs will devote time to the drive. The Landi trio will air their regular CBS program Monday, July 31, at 9 p.m., Thursday, 9 p.m., and Sunday night.

WBZ Staff Employees
Teachers In Spare Time

Boston—Four members of WBZ staff find time besides their official duties to instruct in the local university and commercial schools. Staff announcer Streeter Stuart teaches classes in French and Spanish at Boston University college of liberal arts, and in French at the University of Massachusetts. Doctor Philosophy degree from the same university. Two other staff announcers, Carl G. Lent, and Nelson Bragg conduct classes at the Landis Power School of Radio. The fourth member represents the WBZ engineering department namely Fred Moriarty who instructs a technical course in basic radio for the Massachusetts Department of Education.

Blue Net Executives
To View Television

(Continued from Page 1)

Newsmen will be able to view television demonstration at General Electric Building here tomorrow morning as G. E. guests.

At the Thousand Islands where Noble has one of his estates, the series of meetings will be held on management and operating policies of the network. These will be held Sunday and Monday, with the execs leaving for New York on Monday night.

Executives to Attend

Attending the Schenectady meeting from the Blue Network will be Edward J. Noble, chairman; Chester J. LaRoche, chairman of the executive committee; Mark Woods, president; Edgar Kobak, executive vice-president; Earle Anderson, member of the board of directors; F. S. Wood, member of the board of directors; Robert Sweeze, secretary and legal counsel; Philip Carlin, executive vice-president; Harold Ford, vice-president in charge of stations; Charles Rynd, treasurer and assistant secretary; C. P. Jaeger, national sales manager; Edward Bor-loff, vice-president in charge of the central division; Meade Schenfeld, executive manager of American Bantam; F. A. Homan, manager of the Eastern division; John Norton, manager, stations department; George Milne, chief engineer; Frank Marx, technical engineering manager; A. C. Fisk, facilities engineer, and Rene Brug- noni, facilities engineer.

"Time" Officials Invited

Also: Roy E. Larsen, president of Time, Inc., and a member of the board of directors of the Blue Network, James Stillman, vice-president and treasurer of Time; James C. D. Yeates, assistant to Stillman; Richard de Romenet, producer of "March of Time" movies; and Frank Norris, head of the Radio Programs Department of Time.

Present at the meetings at the Thousand Islands Club will be Messrs. Noble, Larsen, Stillman, Sweeze, Carlin, Kiggins, Rynd, Jaeger, Bor-loff, Schenfeld, Norton and F. S. Wood.

Yankee Web Promoting
Beverwyck Beer Show

Yankee's Promotion Department has added this full color and green folder promoting the sponsorship of the 11 a.m. edition of the network's News by Beverwyck Beer and Irish Cream Ale. Offered to all package stores, taverns, hotels, clubs, and restaurants in New York City, the folder contains a mention of the news period over WNAC, East Orange, New Jersey. Yankee stations in the New England states is highlighted on the back cover on a large green arrow next to a picture of the Irish Cream Ale bottle on a map of this area. Inside spread spotlights letter to dealers on the line and ads for the network's news service on the right.
Radio Vitamins for Friday ! !

- Some of radio's earliest network favorites will stage a reunion this Sunday when Wee Willie Robyn, Gladys Rice and Douglas Sondheim, of the original Roxy Gang, get together on the "America and Music," program over WNEW.
- Alex Richardson, now agent at the Radio City Music Hall and former Roxy Theater organizer, will act as accompanist for the singing trio.
- Henry (Here's) Morgan, who used to rebuke his sponsors via WOR gots on Mutual now and then, and most recently was himself "rebuked" as one of the characters in "Roosy of the AAF!" last Sunday night he played the part of "Black Cat Connors," the jinx of the squadron.
- Henry is stationed at the Santa Ana Air Base.
- Emma Otero, Cuban soprano who has become a radio and opera favorite here, returns to Cuba today for her first visit in several years.
- The returns late in August.
- Thomas L. Thomas, star of "Manhattan Merry-Go-Round" on NBC, has been renewed for a second year.
- Larry Bernard is on vacation and a neighboring comedian asked the "Truth or Consequences." ence if he were raising it for the program.
- "No," said Edwards, "but help yourself when you get back on the air."

Dick Mooney relates that "Spotlight Band" programs, heard on the Blue six nights weekly, is nearing its 100th week, and the 690th program... and only two shows have been missed during the entire run so far.
- D. M. Grattan agency will be closed the first week in August, coming back cooled off on the 7th.
- Warren Gertz of Young & Rubicam press dept. leaves shortly for Hollywood to take over publicity on "Duffy's Tavern" and Dinah Shore programs.
- Al Bryant, CBS' magician of the multigraph division is around looking for another political convention.

Bryak on short notice highjacked a special car which he attached to the Broadway Limited on short notice after the GOP Chicago meet and after the Democrats did their stuff, Al worked his charm on the Pennsy R. R. again and held the train up 10 minutes, while the CBS boys got their baggage aboard.
- August issue of "Read" magazine has articles on Meyer Davis, ork leader de luxe, and also one on Phil Baker, the 864 man... both very interesting.
- Dick Hubbell is now contributing editor on "Television" which is all his present duties allow him to do.
- Eddie Garr, CBS comedian, says a hick town is a place where there's nothing to do, but help yourself when you get back on the air.

- Twentieth-Century Fox new film "Wilson," has had a coast-to-coast plug nearly every day during the past two weeks and it looks like the skirt will continue during August... Jerry Lawrence, emcee of WMCA's "Air Theater," starts a new tele series over WABD, DuMont early next month.
- Lt. Col. James Stevenson, USA, retired, looks like a promising commentator bet, with front-line viewpoints.
- Ilene Woods, returns to the Philco Radio "Hall of Fame" soon as a steady feature.
- Hank Sylvern claims claim to being radio's busy man of "The addition of the Fame Crown musical on NBC, this conductor-composer is connected with 45 different programs.
- The NBC is lining up a terrific set of talent for its "For The Record" program series in co-operation with the Army Service Forces to record V-Discs for the men overseas... it starts next Monday 11:30 midnight.
- Benny Venuta, celebrates his 10th year in radio during the coming week.
- They say Prescott Robinson, WOR newscaster and a Canadian by birth, sounds just like Goy, Dewey... well, Dewey might be able to put a thumb in and get not a throat like WJZM did in 1946... . Hiidegards went to Milwaukee to visit her folks and hopped right back to New York to cool off—if it's any bargain, one way or the other, as to climates.

Remember Pearl Harbor

Radio Daily
RADIO DAILY
Canadians’ Radio Committee
Makes Report To Commons

(Continued from Page 1)

Some Equipment On Hand
For Disposal, Says Jones

Washington Bureau, RADIO DAILY
Washington—Jesse Jones, head of
the agency has on hand for disposal
surplus communications equipment
of electrical devices worth $1,159-
247. There was no breakdown of the
type of equipment covered, with in-
formation available only at field of-
ices. The bulk of it is held by the
Cleveland office, $1,046,100 worth.

Other offices and the value of the
surplus they hold are: Atlanta, $12-
961; Portland, Ore., $4,096; Richmon-
d, $31,250, and Salt Lake City, $94,500.

Chinese Official To Talk
Dr. H. H. Kung, minister of finance
and vice-premier of China, spoke on
“Chinese-American Post-War Co-
operation” as the keynote speaker on
a special broadcast over WACJ, New
York, July 27 at 9:30 p.m. His speech
coming directly from the din-
table tendered in honor of the streets
Amos Eldridge. The program, in
behalf of Ivyorene Peroxide which
was handled by the McMeinke Adver-
sising Company in Chicago. Program
is heard Saturdays, 5:45-6 p.m., EWT.

Goes Full Blue
An increase in the number of
stations to complete day-
time Blue network of 190 stations,
will be effect by Gum Laboratories,
Inc., sponsor for “Hello Sweetheart”
which has been in the Blue Network since
April, 1944.

The utilization of experienced political
leaders and management on an election
here is a new angle. Democratic pri-
mary returns will be discussed Tues-
day night by Circuit Attorney
Thomas C. Hennes, and Republican
balloting will be analyzed by City
Counselor, Joseph W. Hollands. The
St. Louis “Post-Dispatch” station will
broadcast city returns direct from
election commissioners office.

Richard Harkness, chosen by NBC
to cover the political campaign, will
make his nightly network broadcast
from KSD, discussing the Missouri
primary election Monday and Tuesday,
and on Wednesday and Thursday report-
ing on the GOP governors meeting
called by Governor Thomas E. Dewey.

New MBS Members
KDRO, of Sedalia, Mo., operating
on 1500 wat.; 10,000 kilowatts, will
join Mutual as a full time outlet
Sunday, Aug. 6, while WENT of
Gloversville, N. Y., became a MBS-
CBS dual affiliate upon joining Mutu-
al, July 22.

Real Opportunity for
Career Girl
Secretary To Young New York
Radio Advertising Executive

Growing business with large
postwar expansion plans. Pleas-
ant working conditions. Must
be able to assume responsibility
on confidential and highly im-
portant duties. Write—stating
experience, education, reference
and salary expected.

Write Box 851, RADIO DAILY.

NBC Political Shows
To Originate At KSD

(Continued from Page 1)

Radio As Medium
Praised By RKO Official

(Continued from Page 1)

July 28, 1944

 Costs Explored

Speaker seminar

(Continued from Page 1)

see page for full text. Please note that the text is not fully visible due to the image quality.
Ryan And Other Industry Executives Address Radio-In-Safety Conference

(Continued from Page 1)

did not refer to the WAC budget situation he presented a comprehensive picture of the industry’s attainments since Pearl Harbor.

"After flashing the dramatic news of the attack on Pearl Harbor, the broadcasting industry set up a line in line to receive its assignments from a government at war," Ryan declared. "Deluged at first with war-time demands, many of which were conflicting and confusing, the broadcasters soon realized the need for coordination and as a consequence the Radio Branch of the Office of War Information, with the aid of stations, networks and advertisers, set up allocation plans. "Under this plan the requirements of all government agencies, military and otherwise, were placed in line for presentation to the stations in orderly fashion and received business-like treatment calculated to produce best results. The stations were free to contribute additional talent, and facilities if they chose, and all of them were encouraged, but the allocation plan furnished a guide and a systematic working arrangement. Recruiting for all branches of the armed forces, Bond Drives, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities received powerful stimulation."

The speaker declared, the figure compiled by the Office of War Information representing the number of listener impressions delivered by radio since April, 1942, is almost too big to grasp. Through the OWI allocation plan alone, radio has delivered since April, 1942, listener impressions totaling 54,560,257,000.

"The OWI figure, 54,560,257,000 listener impressions, means that America’s population, which listens to the radio practically 100 per cent, has been covered completely more than 400 times. Radio is the war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

1944 Record Impressive

"Rather than slackening up in 1944, the first 29 weeks show a figure of 18,952,719,600 listener impressions, which ranks for a third of the total of the entire period since 1942. "What does all this demonstrate? It demonstrates radio’s effectiveness as a medium of communication in time of war. Radio has the same effectiveness in a peacetime economy but

with less public significance—for it is not so readily apparent that radio’s operation in the public interest adds to the defense maintenance of the American way of life.

The Chief Signal Officer of the Army of the United States, in awarding the broadcasting industry a Certificate of Appreciation for loyal and patriotic services, wrote as follows: "This acknowledgment of your distinguished contribution in furtherance of a future world at peace is worthier of mention in the annals of the Signal Corps. "It is our hope that the radio industry will find the same inscription in the hearts of the American people.

Radio in Safety Role

Radio can be the outstanding device for promoting the cause of safety today it is expected to give a solo performance. One reason is that in effect Professor Paul F. Lazarsfeld, director of radio research for the Columbia University, at the meeting earlier in the day, explained to the broadcasters that the OWI allocation plan furnished a guide and a systematic working arrangement. Recruiting for all branches of the armed forces, Bond Drives, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities received powerful stimulation.

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New BiZ, Renewals Reported By WABC

 Announcement of new campaigns by All State Insurance Co. and Mutualoe Co., and renewal of the current schedule by the Sheffield Farms Co., has been made by WABC, CBS key station in New York City.

 All State, for its automobile policy, is participating in the "Revelle Sweetheart" show with Lois Chernoff on a Tuesday, Thursday, and Saturday sked, heard daily from 5:30 to 6:30 a.m., EWT. Ruthrauff & Ryan, Inc., handles the autumn business, a chest rub, will be advertised on the 1:25 to 1:30 p.m., EWT news period on Saturdays, beginning Sept. 9. Hermit Weasey & Co. is the agency.

 Sheffield, for its dairy products, continues sponsorship of "Misus Goes A - Shopping." J. F. Taylor on Tuesdays, 8:30 to 8:45 a.m., EWT. Effective August 8. N. W. Ayer & Son, Inc. placed the business.

 Ontario Plans Expansion Of Police Radio Systems

 Montreal—The Ontario government plans to give careful consideration to a proposal that the province give financial aid to municipalities wishing to set up police radio systems, Attorney-General Leslie Blackwell said. It is understood that a government subsidy is being sought to enable municipalities to purchase the radio equipment. Toronto is one of the few Ontario municipalities with two-way police radio transmission. Other police departments have the one-way system. A network of police radio covering most sections of Ontario is the desired goal.

 Convention Veteran

 Denver—When Alva Swan, ace Colorado news reporter and columnist, entered the convention hall in Chicago last Wednesday morning, July 19, a special correspondent for KLZ at the Democratic National Convention, he established an all-time record for coverage of conventions for both major parties. He has been present at the national session of the Democratic and Republican factions since 1916. He returned from the convention via the Chicago and Southern Union. The Associated Press of Chicago and the American Legion heard his commentaries on Chicago's police radio system for the second year following his convention coverage. He also reported the convention since 1916.

 Overseas Correspondent

 Charleston, Va.—Howard L. Chernoff, foreign correspondent and acting manager for the West Virginia network of one of the American correspondents to four military hospitals in the United Kingdom. Immediately afterwards, Chernoff broadcast over the WABC system in New York City, covering the Westminster Program in Europe, to the peoples from overseas—addressing them in both the English and German languages. Chernoff presents trans-Atlantic programs to the West Virginia network every Sunday evening.
LOUISIANA—WNOE began Saturday, July 23, with special features on WLW's "Voice of America" program, with Bob Hope and Red Skelton starring. The program features recordings of famous artists, and is conducted by the show's "Voice of America" program. The show features music from all over the world, and is broadcast daily. The show also features local news and weather reports.

NEW ORLEANS—The Louisiana State Fair opens today, featuring music from all over the world. The fair features a variety of musical acts, including local and national bands. The fair also features a large food court, with a variety of international cuisine. The fair is open daily from 10 a.m. to 10 p.m.

MISSOURI—Uncle Ezra, whose two-hour show on KCMO's a.m. Edition of the News, Monday through Saturday, is frequently interspersed with music from all over the world. The show features a variety of musical acts, including local and national bands. The show also features local news and weather reports.

WCKY began a new series of programs spotlighting world music on Monday, July 25, at 9 p.m. The series, called "Music of the World," features music from all over the world, and is broadcast daily. The show also features local news and weather reports.

KANSAS CITY—Uncle Ezra's "Music of the World" program begins Monday, July 25, at 9 p.m. The program features music from all over the world, and is broadcast daily. The show also features local news and weather reports.

WOWO, with selections chosen from a library of over 2,400 popular numbers, will broadcast "Dinner Bell" programs nightly. The programs feature music from all over the world, and are broadcast daily. The show also features local news and weather reports.

Pabst Adds 13 Outlets for Complete CBS

Pabst Sales Co. for its Blue beer on CBS Saturday Night added 13 outlets to its complete network of 125 stations. Pabst's "Blue" beer will be available at these outlets throughout the show's run, which lasts from September 23rd to November 5th.

Kenny Baker is currently featured on the show, in addition to its regular cast of characters. The show is broadcast on Sunday nights at 9:30 p.m. Eastern Time, and is available on most CBS affiliates.
**Race On For Tele Rights**

**Early Resigning After Nov. Election**

Washington Bureau, RADIO DAILY

Washington—Although FCC Chairman Lawrence Flynt insists that "the old rumor" that he is appearing in some publications is "not true," there appears to be a growing belief that he will be leaving the Commission this year. It is understood that a decision will be reached by the November election, since the House is reported to have a higher priority.

**Unreliable sources it is learned** (Continued on Page 8)

**Named Manager RCA Blue Web in L.A.**

Los Angeles—Clyde Scott, for the past seven years sales manager of KYW, will become station manager of KECA on August 1 when KECA becomes the property of the Blue Network, according to an announcement made by Don E. Gilman, network vice-president in charge of the Western Division. KECA will be located in the Hollywood area. (Continued on Page 2)

**Blue Variety Show Debuts In Chi., Aug. 19**

CHICAGO—A new Saturday morning program, entitled "What's Up," under sponsorship of Chef Dei's Quaility Foods, Inc., will be on the Blue Network on Saturday, August 19. The program, to be heard from 9:30 to 9:30 at WCT, will feature homegrown talent. (Continued on Page 3)

**AVES Gets Breaks**

RADIO DAILY

"The inexistence of WAC re-recruitments as a result of the $5,000,000 advertising budget controversy has proved that the Navy public relations people are happy. Programs scheduled for the celebration of the WAVES 2nd anniversary this week were "on the air" by any recruiting plugs received through radio this year. Several of the WAVES shows are on a "quality" basis.

**Crosby On The March**

Bing Crosby, in leaving for a 13-week vacation after his season's final appearance last Thursday night on "Kraft Music Hall," has revealed that he has signed for a military entertainment mission overseas. His destination and date of departure remained undisclosed. This will force him to cancel temporarily his planned tour of the Coast Purple Heart Circuits.

**Industry's FM Book Readied For Layman**

Wide distribution to the public is planned for the forthcoming FM book which is being published shortly as a joint move by the FM Broadcasters, Inc. and manufacturers of FM equipment. In seeking to obtain the widest possible distribution, FMBA has given an initial print order of 200,000 copies. These do not include the order from the various transmitting stations. (Continued on Page 7)

**CBS Sets Radio Shows For Tele Experiments**

Question of how well the pattern of radio programs may be adapted to television, particularly for a daytime schedule, will be tested by CBS which is lining up a number of regular programs for a video trial over an extended period. Tests will constitute a new venture in the order from the various transmitting stations. (Continued on Page 7)

**WLW War Correspondent Arrives In ETO Zone**

Cincinnati—Word has just been received at WLW that James Cassidy, director of special events and international broadcasts for the station has arrived in the European Theater of Operations. (Continued on Page 3)

**The Week In Radio**

NAB Polls Stations On WAC Budget

By CHARLES MANN

An overwhelming number, 85 per cent of the nation's broadcasters, have announced to the NAB that they would be willing to have paid WAC recruitment announcements broadcast over their stations. This follows on the heels of the revelation made earlier that radio had been left out in the cold as far as the first quarterly expenditures of the WAC budget are concerned. Prior to this disclosure, an official of Young & Rubicam, the agency handling the WAC advertising campaign, announced that it was acting according to the desires of the War Department. When the War Department was approached by our Washington correspondent, an official said it was acting upon the recommendation of Young & Rubicam. Labor: Stanley Hubbard, president of KSTE, Minneapolis, threatens to resign if the MBS expected to follow next week in Seattle. Creation of this committee was explained in RADIO DAILY recently as a move to decentralize radio bond campaign. (Continued on Page 8)

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**Movie Companies Having Tele Interests Rush To Check Copyright Status Of All Literary Properties**

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**Coming and Going**

**MYLES LOUCKS,** in charge of the Washington office of Mutual Broadcasters, Inc., returned to the National Capital Friday evening following a short trip to New York.

**KINGLEY HORTON,** assistant manager-director of programs and sales for WEEI, CBS-owned station in Boston, is back at the home office after having spent several days in Gotham at network headquarters.

**LOWELL E. JACKSON,** of the Chicago office of The Katz Agency, national representatives, was in New York Friday for conferences at the home office.

**DAVID M. KIMEL,** commercial manager, of The Landt Trio, and WABC's CBS radio section of the Dan B. Company agency for 15 years.

**TED HUING** and **JIMMY DOLAN,** Columbia network sports reporters, are expected back today from Camden, N. J., where on Saturday they broadcast the William Penn Handicap, a feature of the Garden State Races.

**AL SCHILLIN,** vice-president in charge of local sales at WAAT, is visiting at Hot Springs, Ark. He'll return early in August.

**BARRON HUDDY,** business manager of WRVA, Richmond, Va., was a caller Friday at the headquarters of CBS, with which the station is affiliated.

**JOSEPH B. CARRIGAN,** president of WKFT, Wilmington, Calif., leaves today on his way back to Texas following a trip to New York to confer at network headquarters.

**CBS Sets Radio Shows For Tele Experiments**

(Continued from Page 1)

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(Continued from Page 1)

wood Playhouse at Sunset Boulevard and Highland Avenue, where KECA will be housed after the structure is complete. Work is being rushed on the remodelling, under WEPB supervision.

Also moving to Hollywood Playhouse on August 1 will be the program and sales offices of KECA. Production will continue at the present location in the Earle C. Anthony studios, however, until the remodelling is complete.

Prior to joining the KFI-KECA staff six years ago, Scott was in the radio section of the Dan B. Miner Company agency for 15 years.

We have produced a number of programs and program series that have eluded on television; but in each case the pattern was developed from the ground up to suit our speci

**HARRY BETTERIDGE,** sales manager of WNW, Detroit, was in town last week on a short business trip. He'll return early in August at the local offices of the station's national representatives.

**HORACE NEDST** and his Musical Knights are in Cleveland for tonight's Blue Network program which will be broadcast from the stage of the Palace Theater.

**BOB TRUSS,** CBS news reporter and analyst, left following his broadcast Friday for a two-week vacation. While he's away, John Daly, CBS foreign correspondent, will be heard in the Trout spots.

**LEE WILLIAMS,** radio director of Fuller & Smith & Ross, is in Pittsburgh, where she is spending a couple of days on agency business.

**PARKS JOHNSTON** and **WARREN HULL** are in Wilmington, Calif., from which point they will air frequently "Fox Pop" programs over CBS, charting with veterans of the South Pacific battle front.

**JOHN L. TERRELL,** acting radio director of Marischal & Pickard, leaves today on a two-week vacation. Patriotically, he plans to spend it on the specific battle front.

**JOHN CARRIGAN,** president of WKFT, Wilmington, Calif., leaves today on his way back to Texas following a trip to New York to confer at network headquarters.

**JOHN ALLEN,** acting radio director of KECA, Blue Web in L.A.

(Continued from Page 1)

wonder WDKS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.
Radio Plans To Honor Coast Guard In Aug.

(Continued from Page 1) give "on the spot" shows from Coast Guard stations, following up Orson Welles, who completed his Mobilgas series before Coast Guardmen at Long Beach, Calif., and Freddie Martin's "Spotlight Band" at the Coast Guard Air station in San Diego. "Vox-Pop" will spread their gifts among the men and SPARS of the Coast Guard tonight at the Coast Guard Base, Wilmington, Calif. Dick Haymes will talk it over with a pair of Coast Guard invasion veterans on NBC's "Everything for the Boys" on August 1.

Network Shows Numerous

Blue Network plucks include Horace Heidt and Breakfast at Sardi's. CBS lists Silver Theater, Vox Pop, Jack Carson, John Mbetti's Passing Parade, Durante-Moore, Maxwell House. NBC fetes the Coast Guard with Westinghouse, Charlotte Greenwood, Ginny Simms, Everything for the Boys, Phil Harris, Kraft Music Hall, Seatlest, People are Funny, Old Gold, Cavalcade of America.

New Blue Variety Show
To Debut In Chi., Aug. 19

(Continued from Page 1) economy suggestions and news on the food given by Brall Carney, well known home economist; songs by Earl Tanner, and the music of Eddie Gallant's orchestra. The new Blue Network show will be produced and directed by Hal Makepeace, executive and radio director of the McJunkin Advertising Company. Chicago. Contract is for 62 weeks and calls for the full Blue Network.

Radio Daily

(Continued from Page 1)
A Money Give-Away Program Idea

with the Lottery Element Removed... A Terrific Listenership Builder

What is Chicago's favorite dinner table topic of discussion?

Why do people line up at the public library waiting their turn to consult the Encyclopedia Britannica?

What local program has the whole town by the ears at 6:15 to 6:30 six nights a week? What magic causes 41.5% of all radios in use at this time to be tuned to WGN? If you live in Chicago—or anywhere else in the Mid-West—you'll know the answer:

The "HIRSCH 'TELLO-TEST'"!

PHENOMENAL LISTENER INTEREST

Originated and produced by Schwimmer & Scott for their client, the Hirsch Clothing Company, operators of a chain of neighborhood stores, the Hirsch "TELLO-TEST" went on the air last November.

The program proved a smashing success almost overnight—not only in audience appeal but in sales results for the sponsor.

Its rating has been climbing steadily ever since. A three months' average, just completed, gives the program an amazing 10.3 Hooper! This, mind you, for a local program facing stiff competition from three other major stations—two of them with excellent network shows. Here's the breakdown:

Comparative Hooper Ratings—Chicago

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN (MBS)</td>
<td>HIRSCH TELLO-TEST (Local)</td>
<td>10.3*</td>
</tr>
<tr>
<td>WMAQ (NBC)</td>
<td>NEWS OF THE WORLD (NBC COM.)</td>
<td>4.7</td>
</tr>
<tr>
<td>WBBM (CBS)</td>
<td>NESBITT PASSING PARADE (CBS COM.)</td>
<td>4.5</td>
</tr>
<tr>
<td>WENR (BN)</td>
<td>HAPPY JACK TURNER (Local)</td>
<td>1.4</td>
</tr>
</tbody>
</table>

No other program in Chicago—either local or network—before 7:00 P.M. has a higher rating than the Hirsch "TELLO-TEST". The nearest is KN in the Mid-West—born with a rating of 10.0.

"Tell-Test" is unlike any other money give-away program—a unique formula inspiring tremendous audience appeal without lotto headache for station.

Basically, "TELLO-TEST" seems like all the other sure-fire money give-away telephone quiz programs. But don't confuse it with any other program of the same type. It is absolutely original, unique, different. The idea may be the same. But the method makes the difference!

"TELLO-TEST" differs from all others in important respects:

1. Nobody has to listen in order to qualify for the prize. No consideration is involved. That makes the program entirely a contest of skill. Therefore...

2. The lottery angle is eliminated.

3. A smart "gimmick" deftly planted in the program impels the audience to tune in even though listening is not necessary or required. What the gimmick is and how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At their best, they are not nearly as cleverly produced as the Hirsch Telephone Quiz, which has 41.5% of all listeners tuned in at 6:15.

*24.8% of all radio sets are in use at this time. Based on this figure, the Hirsch Telephone Quiz has 41.5% of all listeners tuned in at 6:15.
anship, so interesting as a quiz alone, that it is listen to it for entertainment. Proof of this flood of letters received from outside of Chicago no one can hope to win a prize because phone calls are not made there.

There's still another one for the book of radio: interest is so great in Chicago that reference libraries and other public information agencies are swamped with requests for answers to questions currently on the program. One bureau has reported that often there are more than 1000 'phone calls per day!

The listenership building potentialities of this program are terrific—as proved by the whopping $3 Hooper.

PACKAGE OF SALES DYNAMITE!

Hirsch Clothing Company has long been one of the city's leading local radio advertisers. But nobody have ever sponsored approaches "TELLO-Test" in results.

The selling impact of this program is so immediate that Hirsch seldom dare advertise unusual special sales events over the air. Almost each announcement has resulted in long lines to get into the stores; entire stocks have been sold out before noon. The power of the program is so great that to the three Hirsch neighborhood stores is something that has to be seen to be believed!

WLOL—MINNEAPOLIS...
REPORTS "TELLO-TEST" A SMASH HIT!

Mr. E. S. Mittendorf, station manager of WLOL, Minneapolis, who recently contracted for the "Tello-Test," reports that it has already become the most popular, the most talked-about local program in town. Interest is so great that the Minneapolis Public Library is swamped with phone call requests for answers to questions. Library officials say their switchboard cannot begin to handle the calls.

"TELLO-TEST" NOW AVAILABLE TO YOUR STATION

What it has done in Chicago—as a station listenership booster, as a powerful sales producer for the sponsor—can easily be duplicated in your market.

The "TELLO-TEST" program, with all rights fully protected, is owned by Schwimmer & Scott. It is for sale to one station in each market throughout the United States on an exclusive franchise basis. You can use it a number of times a day to skyrocket your listenership rating. Or sell it to an important local advertiser at a key time during the day or night. Either way the franchise offers great promotional possibilities for your station.

With the program rights go complete production instructions, the benefit of Schwimmer & Scott's experience and all other assistance necessary to insure immediate success on your station.

FOR PRICE AND FURTHER DETAILS, INCLUDING A SAMPLE RECORDING OF AN ACTUAL BROADCAST, WIRE OR WRITE (DON'T PHONE)

SCHWIMMER & SCOTT
Advertising Agency
75 EAST WACKER DRIVE • CHICAGO
DINAH SHORE has gone to New York preparatory to going overseas to entertain American troops. Miss Shore will return in October.

Final day in Hollywood sang part to star in Skippy Hollywood Theater production of Hector Chevigny's "An Adventure in Guiana."

Ed Thorgersen, newsreel commentator, will return to the Blue network, leaving on WOR from New York preparatory to going over to Carnegie Hall and listening to the Philharmonic...

All-Star game on August 14.

Do we hear a lot of WAVE recruitment announcements on the air, a little more than usual, or is it just our imagination?

Tro Harper, WOR newscaster who has resigned to volunteer for service in the Marine Corps will report to the Officers School at Quantico.

Ray Dady and the missus, were guests the other day at Tommy's.

William L. Burks, number written for her, "Sleigh Ride in July."

Are we hearing a lot of WAVES recruitment announcements on the air, a little more than usual, or is it just our imagination?

Tro Harper, WOR newscaster who has resigned to volunteer for service in the Marine Corps will report to the Officers School at Quantico.

This is Ed Thorgersen, newsreel commentator, who in the Michigan north woods.

Rem Buys CBS Time

The Maryland Pharmaceutical Co. will advertise on 19 CBS' stations in key markets of the country for its client's Rem with the sponsorship of "Bob Trout-News" beginning September 23, Saturdays 6:35 to 7 p.m. EWT. Joseph Katz Co. handles the account.
**RADIO DAILY**

**THE WEEK IN RADIO**

**NAB Polls Stations On WAC Budget**

(Continued from Page 1)

**Cooperation:** A more unified relationship between radio and the film industry was promised at a meeting attended by studio publicity directors and radio contact men who are members of studio publicity departments.

**Newspapers:** The new plans will, we think, enable us to follow up later with definite representations of the organization trend should not be encouraged by permitting the capitalization of licenses.

**Volunteer workers:** They are met by prospects already sold by radio. To do this we must get them, set up advanced plans for exploitation, and do the hundred and one other things essential to success of any campaign.

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

**Ed Hirt:** assistant to the vice-president in charge of sales; Wynn Wright, production manager, along with Gar- rick Heid, assistant; Paul Mowry, formerly of the WABC promotion staff.

**Earl Hedges:** manager of station relations for RCA, Dick Hubbell, editor of Television, quarterly publication, has resigned to devote more time to television production and writing and become a contributing editor of the quarterly.

**Radio Programs Popular In South Amer. Nations**

(Continued from Page 1)

**Representatives:** The number of radio sets in each Latin American nation on account of considerable smuggling of sets into those countries. Second, the great popularity of audience participation programs in South America has been indicated by the demand for news, drama, and music programs by their audiences.

**Thirdly:** Most Latin Americans listen gladly to broadcasts originating in this country. The discussion was held at the same time that these advertisers expressed the great possibility of continuing after the war the fine work accomplished by the Office of the Coordinator of Latin-American Affairs either in the State Department or the Department of Commerce.

**Industry's FM Book Readied for Layman**

(Continued from Page 1)

**Book:** is planned for the layman and is couched in language readily understood by one who is somewhat familiar with the average radio listener. Additional orders are expected to be placed by PMBI, depending on how fast the books go as to the next print order.

**Understood:** That the FCC currently has on hand some 221 applications for FM licenses all of the CP's requested being for commercial stations.

**Radio Programs**

**Popular**

**In South Amer. Nations**

(Continued from Page 19)
**COAST TO COAST**

**NEW YORK**

SYRACUSE—Former secretaries of Robert G. Soule, vice-president and managing editor of WFIL, are among those who have changed their names. They include Lieut. James E. Moore, stationed in South Pacific for the last three years, and John Girard, who has just arrived in England, to serve with the armed forces as an American Red Cross staff assistant; and Yeoman 3/c James M. Stone, who was transferred to New Orleans, La., after a 10-day furlough in Syracuse.

**OHIO**

Cincinnati—Local Karn is providing side-splitting laughs on WJLB's noon-time show, "Victory Varieties." Formerly emceed on "Kitty's Airline" at KMOX, St. Louis. The other feature on this program is Rita Powers' "Women at War," a commentary on women's contributions to the war effort.

**TENNESSEE**

NASHVILLE—Despite the tragic news received here before the war, NBC Grand Ole Opry, Whitney Ford, top-flight hillbilly comic, performed in the true style of a real trooper. A wire sent her before the war, "Blowin' in the Night." WNEW Tuesdays at 7:45 p.m., is a WAVE radioman currently on duty at the National Naval District Headquarters. N. Y. . . . Roy Joseph, noted Latin American authority, was the guest of WMCA's "Fighting Words," Saturday, July 29, at 8:30 p.m. A recent addition to the WBYN announcing staff was Eric Norma from OWL and WOR . . . Friday at 3:30 p.m., WQXR welcomes the return to the WBYN announcing staff was Eric Norma from OWL and WOR . . . Friday at 3:30 p.m., WQXR welcomes the return of Frances Montalbano, when she broadcast "From WQXR's Greenroom.""}

**NEW YORK**

NEW YORK—Rosemary Kuhmann, one of the featured singers on the Navy ser- vice program, "Blowin' in the Night," is on the air again with the "Bonds, Bulletins and Boners" conceived by Virginia Wade when she returns to her regular program "From WQXR's Greenroom.""

**WEST VIRGINIA**

CHARLESTON—William Orum, of St. Louis, Mo., has arrived at WCHS to assume his duties as sports announcer. He was connected with the "Voice of the Turtle" in that city and will now have the same job in the City of Charleston, W. Va.

**CALIFORNIA**

STOCKTON—K-GI celebrated its 10th anniversary this year with a broadcast of "Breakfast at Sardi's" and for sale of bonds from the stage of the Fox California Theater. Total war over $450,000. "WATSONVILLE—Navy plane crash into the antennas of KHUS occurred recently, but the operators of the station managed to avoid a serious injury, the three men involved being able to land safely. (Continued from Page 1)