etreilo Ignores WLB Edict

AFM Head May Be Brought To Capital
To Submit To Show-Cause Hearing;
Hubbard Wire Asks FDR's Aid

Will Repeat Tele Show
As An Experiment

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Chester, Pa., Publisher
Buying Wilmington Station

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For KECA, Los Angeles

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The first half hour of the show will
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second half hour from Hollywood
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NABET, Blue And NBC
In Platter Conflab, Mon.

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Washington—Representatives of the
War Labor Board, which over the
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president of the American Federation
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KSTP, St. Paul, yesterday tried in
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WILLIAM MALO

WALTER H. LOWY

RICHARD B. HULMS

MORT GOTTLEB

JOHN W. ALICOATE

HUGO FELTS

MAURICE GALANTER

SHEP CHARTOC

LOU COSTELLO

MORT GOTTLIEB

J. W. Alicoate, President and Publisher; Donald M. Merser, Business Manager and Station Manager. Published daily except Saturdays, Sundays and Holidays at 501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. J. Allicote, President and Publisher; Donald M. Merser, Treasurer and General Manager; Marvin Kirsh, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bako, Vice-President; Charles A. Allicote, Secretary. Postmaster: 20 Pennsylvania Ave., Washington, D. C. Subscriptions: Domestic, 1 year, $10, foreign, 2 years, $15. Subscriber should remit with order. Address all communications to RADIO DAILY, 501 Broadway, New York, N. Y. Phone: Wisconsin 7, 6327 - 6328 (Chicago 19). 311 - Bill Irvin, 4802 Dorchester Ave., Phone Oakdale 4545. Hollywood (28), Call - Ralph Wilks, 6452 Blvd. Phone Granite 6460.

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FINANCIAL

MEL SPIEGEL, CBS producer, is vacationing in Canada with his family.


(Continued from Page 1) John E. Pearson, owner of the rep organization.

Effective immediately, the Pearson Company will represent station WJJD, Chicago, Illinois, (1,000-watt NBC daytime only on 810 kilocycles); station KCI, Enid, Oklahoma, (1,000-watt full time Blue affiliate on 1,450 kilocycles); station WSAF, Saratoga, Florida, (250-watt CBS affiliate on 1,450 kilocycles); station WPK, Mt. Myer, Florida, (250-watt CBS affiliate on 1,240 kilocycles).

Also effective immediately, the Pearson Company is resigning as national representative of station WJJD. (1,200,000-watt daytime only Chicago independent recently purchased by the Marshall Field interests); station WQXR, (1,000,000-watt full-time New York independent recently purchased by the New York Times); station KGOF of Coffeyville, Kansas, (1,000-watt Blue affiliate); station WCAC of Baltimore, Maryland, (300-watt Blue outlet).

Personnel Aumented

Personnel of the Pearson Company has been increased by the addition of Miss Kathryn Kane and Miss Florence Albus to the New York office staff, and Miss Gloria Miller to the Chicago office staff.

Twelve stations, all but one in the Mid-western and Central sections of the country, are included in the list of stations now represented nationally by the Pearson Company. These are Missouri, Arkansas, Kansas, Oklahoma, Illinois, Iowa, Minnesota, Indiana, Texas, Wisconsin, Michigan and Florida.

COMING AND GOING

L. J. DUNCAN, president of WOKA, Columbus, and ALLAN M. WOODALL, manager ties and special events at WBAM, CBS, announced station in Chicago, has returned to the Windy City following a brief visit at network headquarters in New York.

INGRAM S. ROBERTS, station manager of KGBS, Harlingen, Texas, is expected in New York late this week or early next. He has left the home offices but is making stops on route at Houston, New Orleans and Washington, D. C.

FRANK KING, president and station manager of WMBS, Columbia network affiliate in Jacksonville, is expected to arrive from Florida some time tomorrow.

JERRY LAW, radio director of the Marblehead advertising agency, left yesterday on a three-day trip to Boston, where he will confer on new show plans with the Kaspar-Gordon organization.

JO LYNDS, casting and assistant radio director of B. B. D. O., has returned to her five-day tour which will commence Tuesday at the Caspar-Gordon outlet in Nantucket.

HUGH FELTS is in town. His general manager of KFAR, Columbia's outlet in Lincoln, Nebraska.

MAURICE GALANTER, of the sales staff of WFAA, White Plains, N. Y., has returned from a two-week sojourn at Rockport, Mass.

LOLA WURELL, publicity chief at WOV, has acquired an enviable tan while lounging on the sands of the Long Island shore.

Coming to Greater Kansas City is -

The Navy Calls

"Recognized Ris"

The Navy will take a cut now...if the chance for big enough. In war that has not pay off.

But there is no need for an in Baltimore radio buying.

You have a safe bet...will choose your station on the basis so many shrewd buyers are adopting these. Choose your station on Corr. Popularity, Cost-per-listener.

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

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

following are excerpts from
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with eclat, thoroughness and dispatch."

...it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved... rather must we accept the honor as an inspiration and a challenge.
**SOUTHWEST**

BILL MICHAELS, KABC manager, mightily happy these days that the FCC has approved his station's jump from 250 watts to 50,000 watts on 680 kilocycles. Paul Wool, the station's engineer, is busy training extra operators to man the controls as well as supervising technical installation which will be ready for operation in several months. Majority of the operators will be girls.

Leading characters of "Hackberry Hotel" aired on KGKO in Fort Worth and KXYZ, Houston, daily Monday through Friday are Ben McClesky as "Little Willie" and Elmo Baughman as "Hackberry." Programs, aired for Gold Chain Flour, are announced and produced by Eddie Evans of KGKO.

Both sides of the Dallas option election scheduled for Dallas and Tarrant Counties on Saturday, August 5 have been allocated time on KGKO for discussion of the issues. The first of these broadcasts, presented as a public service feature of KGKO at no cost to either side, will be aired today. Regularly scheduled programs will be cancelled in order that representatives of the proponents and opponents of the liquor control issue may be heard.

**California Commentary!**

- While Potny Singleton ("Blondie") was handing out cake to hungry servicemen of the Hollywood Canteen party, which marked the "Blondie" show's debut on the Blue, she was surprised when her brother, Pvt. Bernard McNulty, who is stationed at Los Alamitos, Calif., suddenly stepped up and asked for his piece of cake. By the way, Arthur Patrick Lake, 18-months old son of Arthur Lake ("Daywood") was the youngest spectator at the broadcast, which preceded the party.

- Mrs. Lettie Farley, manager of KROD, El Paso, Texas, has returned to her home following conferences here with Edwin A. Buckalew, Columbia Pacific station relations manager, and C. D. Ryder, Jr., Columbia Pacific and KNX auditor. Norman Nesbitt says he and his brother, John, of "Passing Parade" fame have developed scar tissue on their elbows from toasting each other. Norman has just added a third program to his list of other chores, the new one being to act as commentator for the Musart Theater in Los Angeles, every Saturday at 4:15 p.m. over KNX. The new show may be called "Names In The News." He is also currently heard Mondays through Fridays at 12:15 p.m. on KMPC, and in addition is heard nightly on KFI on a news analysis.

- Buddy Twiss will not forget the Democratic convention for a long, long time. He was interrupted by July 29 to start his program at 1:45 p.m., and was given the go-ahead signal by a Blue engineer. Buddy did his stuff for a minute or two until the engineer broke down and informed him the program was cancelled to make way for Democratic convention news. Sam Hayes was much luckier, his "World Wide Review," starting at 1 p.m. was uninterrupted by any convention doings.

- Frankie Masters, the band leader, took a lot of good-natured "ribbing" at the Tom Breneman "Breakfast At Sardi's" show, when Tom asked a guest seated near Frankie to name her favorite band leader. "Harry James" was the prompt reply.

- Jane Glenn, new fashion editor at KNX, and Doris Mack, secretary to George Allen, of the Columbia Pacific web, have been vacationing at Arrowhead.

- Although Ruth Anderson, who is one of the early risers in San Francisco, was vacationing here, she could not resist seeing Hollywood early birds in action—or more specifically Glen Hardy, Don Lee, and other Universal and KFI newscaster, who arrives at KFI at 8 a.m. daily. Miss Anderson is a newscaster at KFRC and arises at 5:30 a.m. daily...

- Paul Weston, orchestra leader on the Johnny Mercer "Christiefield Music Shop," who has been ill for a week, suffering from a strep throat has resumed his chores on the show. During his absence Gordon Jenkins, who wrote "San Fernando Valley," has been making his "home" at NBC, handling the balcony on the Mercer opus twice daily, in addition to his regular work on the "Auto-lite" show.

- Dan Golopenal, owner of "Information Please," here lining up "name" talent to appear on his program during the Fall season...

- Ted Mertz, account executive of the H. W. Kastor agency, Chicago, is conferring with Mann Holiner and Murray Bolen regarding the new Rudy Vallee show, which takes to the air Sept. 9 on behalf of Procter & Gamble's "Drene." Holiner will produce the show, but Bolen, who is head of the local Compton agency office, has been retained to act in a supervisory capacity. Les Baddel, NBC Western division photo editor, has been vacationing at his Toluca Lake home. Bernice Barrett is leaving the KNX press department to devote all her time to radio and screen acting.

- Remember Pearl Harbor

---

**CHICAGO**

ROBERT EWING, for several years supervisor of work sales traffic department, has been added to station's research department and to G. A. Vernon, the B research manager in Chicago. Ewing in network sales tribe is Gladys Ferguson, in charge of Blue's local and spot sales for the past two years. Ferguson will continue with network sales and spot sales traffic, assisted by Wallace and Marjory McReynolds. Due to transmitter, all WKBW newscasts and spot sales traffic schedules will be promptly delivered via the air programs August 1. Paul McClure, sales manager of the NBC central division; Lyon, NBC Chicago announces Walter Wade of the Wade Agency, accompanied wives, are spending this weekend fishing in Canada. Other vacationers are Carl Simon, manager of the Central division; Frances, advertising and promotion manager of the New York and John News, and special events depart to Arkansas.

**Mutual Series Continues With Cross Editing**

(Continued from Page 1) this unique publicity medium twice has helped Mutual's auditors before about 150 move-goers, authors scan these six-minute shorts daily.

Among the films Cross has announced are: "For What Are We Fighting," "The Netherlands," "Nazi Germany, For War Veterans," "G I Rights," "Nazi Germany, 1944."
Will Repeat Tele Show As An Experiment

(Continued from Page 1)

mond E. Nelson, vice-president of the Charles M. Storm Company who has charge of radio and television. Succes-
cess of this presentation caused Nel-
son to plan the tabloid repeat version
which will be offered Wednesday night. 

Agency interest in this experiment centers around whether or not it is practical from an audience viewpoint to repeat "live" talent shows. If so, some television experts believe that the initial costs of production will be justified through the repeat possibilities of tele entertainment.

NABET, Blue And NBC In Platter Confab, Mon.

(Continued from Page 1)

Monday in New York with Blue and
BNC officials in a move to renew con-
tracts calling for NABET control over
platter-turnovers. This move has di-
rect significance in Chicago at the
moment, where the AFM head, James
C. Petrillo, is seeking to add the
turnovers to the rolls of his union.

Petrillo believes that renewal of
the contract, however, will discourage
AFM moves in that direction in all
areas where NABET is in control.

NABET threatened a stoppage last
spring when it appeared that Petrillo
might be granted his demands by the
networks, but held off in response to
pressure from the National War Labor
Board.

Wismer Appointment

Harry Wismer, Blue sports com-
mentator, has been appointed a mem-
ber of the Physical Fitness Commit-
tee of the Federal Security Agency.
He will act as a radio consultant on
means of stimulating greater interest
in sports.

Censorship Office Cautions On Coming Drive In Pacific

(Continued from Page 1)

area, editors and broadcasters also
submitted to the Office of Censorship
before use. This restriction does not
apply to material from enemy coun-
tries; material originating under
British censorship; material cleared by
Allied Military Censorship overseas;
material which already has been pub-
lished, sent by radio, or otherwise
generally disseminated in any area
through 'use and should be, 'Does the
enemy know this?'

"Speculation about forthcoming
operations should be kept strictly
within the limits laid down in the
Codes and no device of speculation
or prediction used to disclose re-
stricted information. It always is
hazardous, in connection with future
operations, to mention dates, even by
month or season; or to point out the
likelihood or desirability of an attack
in any particular locality; or to fore-
cast how many units will be em-
ployed, or the probable sequence of
operations.

"Opinion on these subjects should
be labeled as opinion, and no attempt
made to set forth the actual expecta-
tions of commanders except in case
of formal official announcement.
Appropriateness is to be determined
by the content of the information.

"Special precautions are necessary
regarding information from abroad
which bears on military plans and
operations and involves any of the
subjects listed above. No such in-
formation should be published or
broadcast in the country if the enemy
would be informed thereby. Informa-
tion in the listed categories coming
to the country through 'use and
though' but which might not be generally
available in that country, should be
"March Of Time" Back After Month Vacation

(Continued from Page 1)

which commemorates its 154th birth-
day. Both will report of Guam and
reveal other progress of the war in
the Pacific.

In Southern New Eng-
land People are in the
Habit of Listening
to WTIC

/fs

AVAILAB

SCRIBER, DAYTIME-NIGHT-
EXPERIENCE. IN CANCESSION
Y AFFILIATION OR FREE LANCE
BRIEF "WHAT'S SHOFING" 
RADIO DAILY, BOX 852, 1501
WAY. NEW YORK, N. Y

FRANK McGARR
Radio Specialist

POSITION SECURING BUREAU, INC.
331 Madison Ave., New York, N. Y. 2-6904

"DIRECT ROUTE
to AMERICA'S 1 MARKET"

The Travelers Broadcasting Service Corporation
,-Member of NBC and New England Regional
-Affiliate of "Theatre Guild." (Agency)
Edward Petry & Co., National Representative
Network News Staffs
Augmented On Coast

(Continued from Page 1) shortwave and news coverage set-up. NBC will establish facilities and personnel in Hollywood and San Francisco to maintain 24-hour-a-day coverage of the Pacific war, Brooks said, after conferring in Hollywood with Sidney N. Strotz, vice-president of the western division, and Joseph J. Alvin, newly appointed manager of news and special events. Brooks left for San Francisco Saturday night (28th) to meet John Elwood, manager of NBC-KPO, where he will be joined by Wally Roe of RCA communications, to iron out problems in connection with the new set-up.

McCall Going West

Brooks revealed that Francis McCall, editorial director for the news department in New York, who is currently in London where he handled D-Day operations for NBC, probably will come West in the very near future to get the new plan working.

"We have already increased our Honolulu staff," Brooks said, "sending John Cooper from our international department in New York, and Robert McCormick from Washington, to augment the staff of KGU news-men already covering the war from that base."

Brooks said that NBC would increase other news staffs throughout the South Pacific, planned to improve coverage of the war by tape and wire recorders in those advance bases where there is no point-to-point radio transmission.

"Johnny Johnstone, Blue director of news and special events, leaves for San Francisco aboard the Century Point radio transmission." (Continued from Page 1)

Fly Admits Plans To Quit Govt. Service

(Continued from Page 1) much longer. He said not a great many jobs were really going to open up, and significantly not denying reports he will assume control of the WILM operation in Wilmington.

"In view of the unreliable about my resignation from said Fly, "I should like to make these remarks publicly. I have been given government service for a con- period of 15 years. For some time I have been conscious of personal considera- tions which indicate a return to the priv- tice of law. However, there are few jobs to finish around here and I propose to see them finish, the moment I have no definite except to remain here for some- substantial period of time." Ranes yesterday predicted Fly's day after the election, revealing that the House was not so anxious to see him. His resignation the moment I have received the word will be of more a political Li- his remaining at the FCC helm. Dair's prediction was also on the Blue Sunday night by Pearson.

Fly accepted the invitation of this weekend to address the American Associa- tion's Chicago War Conference this month in Chicago. It was for some time that he would vited to speak.

Chester, Pa., Publisher Buying Wilmington Sta

(Continued from Page 1) controlling interest in the radio WILM which has been op- ing in Wilmington since 1922. The station has been under the direction of station WDEL, operating it on a daytime only basis, making the application for sale the moment I have received the word. Mr. Hill disclosed that his third interest cost him $1,250.

The remaining one-third will be transferred to the present owner the Delaware Broad- ing Corporation. If the transfer is approved it is the hope of Mr. Hill to remove station WILM to Chester. Mr. Hill made it plain, ever, that he was not expect- future. The sale of the station was pro- ceded by a recent order of the 11 Communications Commission remand the ownership of two sta- the same city by one owner interest.

Mr. Hill further indicated the event that the sale of WILM was approved he would not the present operating person- the station and that it would remain operated from Willi- ton. No changes are anticipated ac- cording to Mr. Hill, until the for the removal of the staff of Chester are completed.

---

Fulton Lewis Jr. Sets
Vacation Substitutes

Marshall McNeil, Washington cor- respondent for the Houston "Press" and other Texas newspapers, and Ray Henle, Pittsburgh reporter, will sub- stitute for Fulton Lewis Jr. while the latter vacations for two weeks from July 31 to August 14. During the first week, McNeil will broadcast at 7 p.m., EWT, and for the following week, the Pittsburgh newspaper will analyze the news at the same time.

Changes Call Letters

Columbia's affiliate in Fort Myers, Fla., has changed its call letters from WAAC to WINK.
COAST-TO-COAST

MISSOURI--DUIS--KXOK-Blue will broadcast to the world today, starting at 10 p.m., the results of one of the most important international elections; with Aldridge, news editor of the station, coming through, as he will convey election returns direct to the audience. Kansas City and the rest of the nation will hear the results of the presidential election.

TEXAS--ANTONIO--The Fort Sam Houston announcers have rounded out one play as a one-night dance tour this area. Group includes: Condor (T/4th grade) Henry Tiffhine, Ptu., Russ Carlyle; saxophonist; John K. Schlechter; Ptu., sax player; T/4th grade) Frank Halton, pianist; T/4th grade) Frank Halton, trumpet; and Cpl. Julius Traina.

PENNSYLVANIA--ADELPHIA--Newest member of KYW staff is Marjorie Lees, Jr., High School graduate who joined the station as an office worker in the secretarial department.

COLORADO--DENVER--KLZ will broadcast a special program dedicated to Cheyenne, Wyoming's famous wild west show at that city August 25 to 29. Called "High-Lights of the Rockies" series, the program will be attended by a large delegation of Cheyenne citizens at KLZ's studios for the KFBC, of Cheyenne, will carry it by direct wire.

3. SPORTS & BOXING:

1. NEWS:

2. SPORTS & BOXING:

3. MUSIC:

Situation Wanted

Secretary--Young lady, tall, personable. Age 26. Stenotype, valuable asset to firm. Or could work in the Department of Radio Agency. Call Co. 7-7470.
MAKING HISTORY IN COMMUNICATIONS

Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy “E” Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary “know how” for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then – BUY WAR BONDS.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Await WLB Strike Action

The National Daily Newspaper of Commercial Radio and Television

NEW YORK. N. Y., WEDNESDAY, AUGUST 2, 1944

TEN CENTS

Leading Accounts Favor Radio In '43

For the third consecutive year, the leading national advertisers and more advertising in network than any other media, according to statistics of 1943 expenditures culled by the research department B. S. Tabulation also reveals that the 10th straight year, CBS was purchased by the greater number of advertisers.

Leading national advertisement during the period included Procter & Gamble, which led (Continued on Page 5)

Any Hour' On NBC To Air Global Call Of Generals

The commemoration of the 37th of U.S.A., commencing the general list of stations throughout the world to answer when Gen. H. H. Arnold, USAAF, the commanding general of the Blue Army, Sunday, August 6 over NBC. EWT. The broadcast took also the second year in succession that an USAAF milestone was observed as an "Army Hour" feature; (Continued on Page 2)

KSTP Minneapolis Musicians Still Out; AFM's Petrillo Remains Defiant; Plan Show-Cause Hearing

Spokesman close to James C. Petrillo, president of the AFM, believed yesterday that the union head would "go along with the Labor Board," in the dispute with KSTP in St. Paul-Minneapolis and possibly today would formally the WLB of his decision. spokesman stated that it was the intention of the AFM to abide by the WLB directives, that court action instituted by Stanley Hubbard of KSTP had disrupted the works.

It is presumed that Joseph A. Ped-- (Continued on Page 7)

Morgenthau Praises Radio Bond Drive Aid

Washington, D.C.-Radio, the voice of radio and film work in the Fifth War Loan was testified to yesterday when Treasury Secretary Henry Morgenthau Jr., announced that "more individuals bought bonds in the Fifth Loan than in any previous loan." He also announced that sales brought the drive total to $20,639,000, (Continued on Page 3)

Sanford Named Manager Coast Office Of N. W. Ayer & Son

Hollywood—Herbert C. Sanford has been appointed manager of the Holly-wood radio office of N. W. Ayer & Son, Inc. Sanford and H. L. McClintock (Continued on Page 2)

Artist Leaves Shubert Show In Tiff Over Radio Contract

Chicago—Although their present contract still has a year to run, Marian and Jim Jordan, radio's "Fibber McGee and Molly," signed a new four-year pact with their sponsor, the Johnson Wax Co. of Racine, Wis. (Continued on Page 3)

Station Buys Mountain Top For Television Location

Springfield, Mass.—The entire top of Mount Tom, rising 1,200 feet to rank as the highest landmark in Western Massachusetts, has been purchased by radio station WHYN as the (Continued on Page 3)

Blackout

Nashville—Power mishap in Nashville the other night necessitated Roy Acuff and the WSM BC"Grand Ole Opry" to work in darkness during their broadcast. The artists without benefit of scripts or direction gave "one of the most distinguished performances of the current series," according to Henry Jenne, who is general manager of WSM.

Artist Leaves Shubert Show In Tiff Over Radio Contract

Sanford Named Manager Coast Office Of N. W. Ayer & Son, Inc. Sanford and H. L. McClintock (Continued on Page 2)

Mike Fright Myth

The myth of mike fright in the early days of broadcasting was as common as your Aunt Nell's habit of swooning her way through a courtship in the gay nineties, Prof. William G. Hoffman, and Ralph L. Rogers of the Boston university staff, explain in a new book now on the market. "Effective Radio Speaking."

Recruit! Extensive Wave recruitment drive by Margaret Arlen who has appeared on over 50 CBS-WABC programs, will have her first recruit sworn in on her own program on the station at 7:45 a.m., Friday. Recruit is Dorothy G. Leslie of Kenyon & Eckhardt agency radio dept., whose brother, a Navy pilot, will swear her in. Miss Leslie has two other brothers in the service, one each in Navy and the Army.

Stressing the importance of attending the last four Television Seminars of the Radio Executives Club, Murray Grabborn, national spot spot manager of the Blue, and chairman of the REC series, urged all members to attend the last four seminars since they are the "essence of the entire seminar period.

Thursday, August 3, the topic to be discussed will be "Public and Press" (Continued on Page 6)

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**Coming and Going**

**Jack Bourke**, who directs the "Heidi Time for Men" program for N. W. Ayer agency, has left New York last night from Hollywood via Milwaukee, Chicago, Detroit and Cleveland cities in which the Heidi entourage appeared during the course of their trip East.

**Dorothy Lewis**, co-ordinator of listener activity for the NAB, leaves tomorrow morning for Boston, where she will address the Boston Radio Workshop in the evening. While there, she will also confer with the Association of Women Directors and the Boston Radio Council.

**H. N. Holmes**, national sales and promotion manager of WAB, CBS affiliate in Birmingham, Ala., in town this week for con

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**Sanford Named Manager Coast Office of N. W. Ayer**

(Continued from Page 1)

President candidates go on important speaking tours.

Initial assignment for Pryor will be to report the confidence of Republican Governors in St. Louis, August 2 and 3.

Pryor joined CBS as editor of the network news bureau in San Francisco in 1941. Previously he was with the United Press, as assistant Michigan manager, and was editorial director of Philadelphia Suburban News papers, Inc. With CBS, Pryor has been heard as reporter and analyst from the Coast New York and Washington.

Coffin before joining CBS Washington last fall served with many important Washington wartime agencies, including the Office of Production Management, Office of Agricultural Defense Relations, and with the OWI as assistant to Elmer Davis.

**Dave Driscoll**, director of WOR news and war services, has left for a two-week vacation at a seashore bungalow without a telephone. Reported he may even go for days without reading the "World-Telwy.

**Edward D. Cleary**, general and commercial manager of WRGB, Philadelphia, confering yesterday at the New York offices of the station's national representatives.

**Hugh K. Boice**, Jr., sales manager of WMBD, CBS station in Peoria, has arrived from Illinois for a short visit in network business.

**Call Merdith**, vocalist on the "Swing Fever" program of modern music on Thursdays over the CBC Dominion Network, is on route to the United Press, a member of the announcing staff of WJMP.

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**ARMY HOUR' On NBC To Air Global Call Of Generals**

(Continued from Page 1)

Further interest in this feature is that the generals will include up-to

---

**Like the rushing of mighty waters**

Three years ago, when W.I.T. was founded, there were four radio stations in Baltimore. All four had network affiliations.

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

W.I.T.'s leads Station A 25 to

W.I.T.'s leads Station B 25 to

W.I.T.'s leads Station C 25 to

W.I.T.'s leads Station D 17 to

W.I.T.'s leads Station D 25 to

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

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 big

---

**That's why...**

**ALL PHILADELPHIA has formed the habit of dialing 1400 regularly.**

**THAT'S WHY SPONSORS BUY TIME ON WJAS**

---

**W.I.T.H IN BALTIMORE**

---

**REPRESENTED BY HEADLEY-NO**

---

**W.O. BURKE**

---

**FINANCIAL**

(Tuesday, August 1)

**NEW YORK STOCK EXCHANGE**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Close</th>
<th>Change</th>
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<tbody>
<tr>
<td>CBS</td>
<td>31 3/4</td>
<td>+ 1/4</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>103 3/4</td>
<td>0</td>
</tr>
<tr>
<td>LTV</td>
<td>73 1/4</td>
<td>0</td>
</tr>
<tr>
<td>RCA</td>
<td>37 3/4</td>
<td>0</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>101 3/4</td>
<td>+ 1/4</td>
</tr>
<tr>
<td>Zenith</td>
<td>141 5/8</td>
<td>+ 1/8</td>
</tr>
</tbody>
</table>

**Stromberg Carlson 1 3/8  16%**

**WCAO (Baltimore) 1 1/8  16%**

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**20 YEARS AGO TODAY**

(August 2, 1924)

Radio Broadcast Central, situated in Aeolian Hall, New York City, is one of the most unusual broadcasting stations in the world. It has one pair of antenna towers, one trans

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**NEWS ON THE HOUR EVERY HOUR**

---

**WJAS**

---

**WASHINGTON**

---
DOUGLAS SAUNDERS, former director of J. Walter Thompson Company's London office, has been made a Lieutenant Colonel, A. U. S. At present he is in Washington serving as a liaison officer to the British Embassy.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, has added Leonard F. Hyde to its Detroit organization. His immediate responsibility will be a continuing study of trends, bearing on likely post-war marketing conditions in the 47 key market centers of the country. Hyde was associated with J. Sterling Getchell, Inc., for a number of years before the war. He comes to BS&FAD from the Detroit regional office of the War Production Board, where he had executive responsibilities in connection with the Controlled Materials Plan.

W. E. BALCOM has been named assistant eastern sales manager of the Pepsi-Fountain division of Lever Brothers Company.

Portland, Oregon People Prefer KGW

NORA MARTIN and EDDIE CANTOR

Manager of Portland's Broadway Theater

Says... "I'll say KGW puts showmanship in its public service programs and in my book that means entertainment plus! The KGW '620 Time' series of war-bond, war-industry shows, presented from the Broadway theater stage, has proved conclusively to Portland audiences that public service programs CAN be tops in interest and entertainment."

Jack Matlack

Winner of the Quigley Showmanship Award for 1943, was picked from 16,540 motion picture exhibitors as the one contributing the most to the war effort.
By RALPH WILK

GENE GRANT, for the past several years Blue Network sales representative in San Francisco, has been transferred to the Hollywood offices in the same capacity. He succeeds Myron Elges, who has resigned to join the staff of the Hillman-Shane-Breyer advertising agency on the West Coast.

Radio's "Arkansas Traveler," Bob Burns, left Hollywood this week on a "secret" mission for the USO camp shows. Bob took along his Bazooka and—although his schedule of appearances has not been announced—it is no secret either military or civilian, what his assigned duties probably will be.

Peter Dixon, radio writer and producer since 1929, has joined the staff of the Blue Network as a summer replacement producer. Dixon comes to the Blue after two years in the Merchant Marine.

Starting August 14 for six weeks, "Love Affair," will be heard as a radio dramatization for "Star Playhouse" with Gale Page as narrator, "Love Affair," which was recently lost, will be seen.

When the cast of "The Thin Man" assembled at NBC studios the other night ready for rehearsal, who should be sitting in the corner reading the script over, but Les Damon, the original "Thin Man," up on a 10-day furlough from Camp Sibert, Alabama. Damon said he was not only returning to "the scene of his crime," but was just curious to see how the new Nick Charles (David Goddard), captured the killers.

The Bob Johnstons (the lesser half sings on the Whiteam-Philco show) are expecting to add a second addition to the family any day now. "Winged Couriers," a Grantland Rice short subject now at the Paramount Theater, N. Y. is narrated by Russ Johns, CBS shortwave production supervisor.

Quin Ryan, having had enough of the stodgy weather in the city, is currently touring New England with the mission of his last post card showed him at the port of entry near Calais, Maine, about to enter Canada.

"Acting in Television," will be the subject matter of the course taught under the Television Guild rooms at 7:30 p.m. on West 45th Street, non-Guild members wishing to attend are supposed to leave their names a day or two before.

Blue network will broadcast the All-American Boys baseball game from the Polo Grounds next Monday and the web will entertain and transport some members of the press whom they've invited to attend. CBS "Plattercats," the name of the web's softball team, won a game the other day and knocked itself out in the process, there being no subs to fill in for the wilted ones. Jamaa at Macombs Dam Park, (near Yankee Stadium) was won 7 to 3 and the opposition was even weaker than their big-league associates who recently lost to the trade press. The guys with three runs were none other than NBC. The team culled from the heavy-industry departments such as oil, engineering, etc., with Stacey Harris, now with the American Field Service overseas, writes that he has to stand for considerable ribbing now and then because he used to play the role of "Jack Armstrong" back home and too much is expected of him now, in the ribbing manner.

James L. Stewart, Columbia Chungking correspondent for five years who did a first-hand job in telling about the B-29's and their base, arrived home the other day and was interviewed by Harry W. Flannery.
**Washington Front**

**BY ANDREW H. OLDER**

A BOUT a year ago we did a story telling about the importance of radio to the morale of Norwegian patriots, its use in keeping the underground informed and organized, and the numerous ways in which Norwegians deceived their conquerors in order to listen in on verboten broadcasts. We told also of the ways Norwegians managed to circumvent the order to register and turn in all radios. Last week the Stockholm press carried a yarn which indicates that the practice is as strong as ever. The Nazis are running "radio raids" in Norway, with the Gestapo tracking down listeners and, incidentally, several German soldiers of occupation. Several soldiers and Norwegian civilians, including one woman, were sentenced to death in selling 11 radios to "non-Nazi Norwegians," the Stockholm story said, following a radio raid organized because "the Germans let the Norwegians use their radios for listening to London." The sets themselves were taken from the huge store of Norwegian radios confiscated by the Nazis in 1941.

* * *

A new Spanish international station was opened this month, to serve as "the mouthpiece of Spanish thought before the world." The quotes are from General Franco. The layout was built by a German firm. Talking about publicity, broadcasters will be interested to know how their Spanish counterpart gets in the press. Official instructions to the press said that "all Spanish papers will be expected to know how their Spanish counterpart gets in the press.

* * *

Indication of the power of radio is the defeat of Representative Richard Kleberg in the Texas primary July 22. Kleberg is the man Drew Pearson revealed over the air to have accepted kickbacks from two page boys and a house doorkeeper. Not a word of this got into the press in Kleberg's district, but plenty of people heard it on the air. The Congressman trailed by about two to one, after having had no trouble at all in staying in Congress since 1931.

* * *

Signal Corps had an interesting statement the other day about batteries—a story that explains very understandably why some listeners and even some broadcasters have found the battery market very tight indeed. The statement spoke first of the importance of batteries in mine-detection—how if the battery does not function, the sapper stands an excellent chance of being blown sky-high. Chief Signal Officer General Ingles spoke at length of the difficulties in keeping batteries functioning in tough climates and of the extreme shipping difficulty. He pointed out also that batteries are used, among other things, for mine detectors, military radio receivers and transmitters, telephones and switchboards, handi- walkie-talkies, guidons in jeeps and landing boats, etc. Direction finders for detecting enemy radio and for aiding planes to get back to base and for a dozen other instruments which we know about and plenty of others which we'll learn about only when the war is over.

* * *

One of the slickest publications to come off the press in a long time is the new brochure NBC put out on the GI radio shows—mainly, of course, the Army Hour. It's really a terrific job and one which is not likely to be consigned to many wastebaskets. The cover is particularly attractive, with the Coat of Arms of the United States embossed in gold, standing out in bold relief from the white background of the cover proper. Paper is excellent, illustrations attention-compelling and layout an example of artistry that field.
### Radio Daily

#### 100 Leading National Advertisers 1943

**Total Expenditure and Radio Expenditure by Networks**

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>TOTAL</th>
<th>COLUMBIA</th>
<th>NBC</th>
<th>BLUE</th>
<th>MUTUAL</th>
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<tr>
<td>Procter &amp; Gamble Corp.</td>
<td>$4,172,740</td>
<td>$2,306,520</td>
<td>$1,640,414</td>
<td>$225,360</td>
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<td>The Coca-Cola Co.</td>
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<td>American Tobacco Products Co.</td>
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</tr>
<tr>
<td>Firestone Tire &amp; Rubber Co.</td>
<td>$730,000</td>
<td>$658,600</td>
<td>$272,800</td>
<td>$92,000</td>
<td>$72,000</td>
</tr>
<tr>
<td>Life Insurance Co.</td>
<td>$725,000</td>
<td>$658,600</td>
<td>$272,800</td>
<td>$92,000</td>
<td>$72,000</td>
</tr>
</tbody>
</table>

#### 100 Leading Accounts

**Favored Radio in 43**

(Continued from Page 1) with $10,925,222 on the networks, with another $115,000,000 added to the total ad budget. Two of the next three top advertisers General Foods and Procter & Gamble show that the former spent about two-thirds of its budget on radio and the latter about half. These expenditures do not include talent costs, but include facilities only.

Figures also indicate that in 1943, four out of five of the leading advertisers placed more radio time on CBS than on any other network, and out of a total of the first 100, CBS had 46 on its web. Of these 21 were exclusively on CBS, which has held true for the past 10 years.

Tabulation of the expenditures will be found in an adjoining column.

#### Kasper-Gordon Sign With Hillman Periodicals

A contract was signed today between Hillman Periodicals Inc. and Kasper-Gordon studios (of Boston) which calls for the utilization of the material (stories) with Hillman’s Real Romances magazine for a series of recorded radio programs.

Jerry Law, radio director, will supervise the making of the recorded dramas for the new series at Kasper-Gordon headquarters in Boston. The agreement which will extend for two and a half years calls for 15-minute programs, the basic stories being selected by Mary Roolina, editorial director and Ruth Taylor, editor of Real Romances magazine.

Kasper-Gordon will sell the Real Romances show as another in its schedule of syndicated programs; it is the first romance-or-love story series they have had.

#### Ryan Succeeds Logan

**As News Chief At KRTN**

Des Moines—Joe Ryan, KRTN farm editor, has been named director of News and Special Events, replacing Charles “Chuk” Logan, who has been commissioned a Lieutenant in the Marines, and stationed at Quantico, Virginia. Ryan came to KRTN in February this year, direct from special assignments on the Milwaukee Journal. Previous to that, he was Chief of Information for the War Food Administration over a region of 12 mid-western and north central states. Ryan retains his post as KRTN farm editor.

#### C. W. Robinson

Montreal—Senator C. W. Robinson, 77 of Moncton, N. B., a director of the Moncton Broadcasting Company, president of the Moncton Transcript Ltd., former member of Parliament and former premier of New Brunswick died in Royal Victoria Hospital, Montreal.

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**Tele Seminar S. Enters Final**

(Continued from Page 1) Relations of the Television and “Selling the Public.” The speakers are C. co. manager of station KZT and Young & Rubicam; and Leander S. co. manager of Communications.

“Television Sets and their Problems” is the topic to be covered on the last day of the series they have had.

The fifteenth and last of the seminars will have speaker O. B. Hanson, vice-president of Mutual Broadcasting. Hanson will discuss its post-war possibilities.

Despite the hot summer and in two particular cases, no attempts at attendance have been made during the season. Although the attendance has not been very high, he pointed out.

One of the major ideas for which the seminar has been held was to call the attention of people of the various advertisers.

Because of the post-war possibilities in this medium, many advertisers have been called and the post-war aspects of the matter of great advertisers.

In designing this series of seminars, several different departments have been targeted at the seminars to cover the phase of Z, and we feel that with specialists we have had this has been accomplished.

#### Kelley Joins Motor

Paul H. Galvin, president Mfg. Co. makers of Motor vehicles, announced the resignation of Wm. H. Kelley, sales manager of the company. Kelley is well known in manufacturing and selling having been an RCA executive for the agency and for Motorola. Kelley is attributed to the preparation for post-war business for the future.

#### Engaged

Toronto—Dick Glans, producer and Dill secretary to CBC’s station W. S. “Spence” Caldwell, announced their engagement.
Believed Ready They WLB Edict

Chained from Page 11

for the American Federation and special counsel in its dispute with the companies causing the suspending of WLB would represent the court proceedings instituted by any member of the committee. This was not considered.

Defence By Petillo

Petillo, in the position of defending both the WLB and Minnesota, with KSTP moving the dispute into the jurisdiction of the Federal judges. Minnesota has already found the court in contempt of court. This decision is liable to seizure within the jurisdiction.

To Order the Strike

It was decided to order the strike of the Minneapolis local, which would clear up the strike of the station's St. Paul studios caused by the strike order but would allow the studios to remain open. This decision means that the very same musicians who work for the station out of Hubbard claims that the strike order caused the strike at least one commercial.

One Order Expected Today

From Bureau, RADIO DAILY

Issuance of a statement by the immediate hearing on the court's order reached Washington.

Petillo Monday for New York, the WLB officials not highly

expected here this morning. Monday and yesterday the Petillo Monday for New York, the WLB officials not highly

expected here this morning. Monday and yesterday the studio of the American Federation reached him, an order expected here today, was referred by WLB in an attempt to avoid difficulty.

Three-time: the musicians are involved, a strike like in Minneapolis, dis-

agree with the action of the companies causing the suspending of WLB.

Decision Deferred

For a time yesterday afternoon, it was expected to hold off until today, but it was agreed to hold off until today.

The opinions of the American Federation companies were handed down, a

majority opinion written two weeks ago. These are acting held up for possible legal action. It is reported now that the possibility of calling a variety of Petillo disputes would be made possible. This has not been done.

The Petillo dispute has not been made possible by any member of the committee.

P. A.'s Paradise!

By Contributors

(Continued from Page 1)

day evening. Called the "Morgan Case" album at Radio Row. It was pointed out that the "Thin Man" was a Sunday night show when Miss Morgan signed her contract with Shubert which had no provisions for a slot change to Friday. The change to Friday came as a complete surprise to Miss Morgan when she was "on the road" with the stage play prior to its Broadway premiere. At her own expense, in the sum of $500, Miss Morgan had the radio program transferred twice to Quaker City in order to facilitate her stage engagement. While the play was in Washington, she paid out an extra $500 to have another actress take her place in the New York radio program.

Curtain Time a Factor

It was pointed out that Shubert didn't want to cooperate with Miss Morgan's contract. It is stated that the 8:40 curtain time on all other evenings was never dependable. Miss Morgan's contract with Shubert also called for one trial performance of the stage play out of town. The play had more than one, as newspaper notices will verify, and due to these breaches, Miss Morgan was put to the expense of "taking her radio show wherever she went."

Miss Morgan has been playing on this radio program for approximately five years. And although Benton & Bowles handles "The Thin Man," Miss Morgan is contracted to Hi Brown, the show's producer. Her contract with Brown stipulates that she may cancel her arrangements with Him providing she gives him four weeks' notice. However, Miss Morgan chose not to exercise that clause. Beverly Roberts, stage and screen actress, has been announced to replace Miss Morgan in the play.

Temple, Pickford Air Guests

On American R. C. Show

Los Angeles—Shirley Temple will appear with Mary Pickford for the American Red Cross over the Blue Network on the weekly "Since Pearl Harbor" program which will originate at KECA Thursday afternoon, August 3, at 4:20 o'clock. Written by Alice Scott, radio chairman for the Red Cross, the broadcast will feature a talk by Mrs. Leland D. Blanchard, wife of the officer in charge of the local naval recruiting district.

Alexander, USMS, Back

In Col. Pix Radio Position

Sidney G. Alexander has been released from his duties as Lieutenant in the United States Maritime Service to inactive duty and returned to his former position with Columbia Pictures. He is in charge of national cooperative advertising and radio for Columbia Pictures and was formerly vice-president of Weiss & Geller Advertising Agency.

Leaves Shubert Show

In Radio-Pact Tiff

Not Unanimous

Montreal—Douglas G. Ross, Progressive-Conservative member for Toronto-St. Paul's, told the Canadian House of Commons that the report of the Parliamentary radio committee of which he is a member was not unani-

mous, as had been reported. Certain portions of it were unacceptable to some members of the committee, he said.

All-American Broadcast

Gene Krupa and his band have been chosen to appear on the Blue's broadcast of "Esquire's" All-American Boys Baseball game when it originates from the Polo Grounds of New York, August 7. The broadcast will be sponsored by Esquire magazine in cooperation with 28 newspapers. Time scheduled is 3 p.m. EWT.

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BOSTON—Louise Morgan, popular WNAC commentator for women, left last week for the Oyster Harbor Club in Oysterville on Cape Cod for a week of sailing and swimming, to be followed by a second week at Magnolia on the Bay State’s North Shore. Yankee Kitchen “Ken” is another vacationer, enjoying the current week with a long canoe portage at Mosebrookmeag Lake, Maine... Combining vacation and honeymoon plans, Anna Coppinger, secretary of WEEI chief engineer Walter Stiles Jr., married Guido Diorio, an electrical engineer at the local Navy Yard recently.

WORCESTER—WTAG announce Herbert Edman, 31, died at his home last Wednesday, July 26.

MISSOURI

ST. LOUIS—Harry “Pappy” Cheshire and his Gypsy of KMOX sold nearly $3,500,000 worth of bonds at 10 rallies in Missouri and Illinois during the Fifth War Loan Drive... And another gay event were the marriages of Marguerite Schneider, KMOX reporter, and of Marguerite Morgan, discharged from the University of South Carolina to Edward Argo of Louisville, Ky.:

COLUMBIA—Lila Ward, graduate of the University of South Carolina and member of Phi Beta Kappa honorary fraternity, is the new member of WYOS continuity staff as assistant writer.

SPARTANBURG—James Morgan, discharged from the Army for medical reasons, was appointed merchandising and art director of WSPA. Before enlisting in the Army, he did portrait painting and commercial art work at his own studio in Charleston, S. C.

NORTH CAROLINA

CHARLOTTE—WBT is supporting the local Junior Chamber of Commerce Paper Salvo Campaign very actively with programs already scheduled for the duration of the drive, begun July 28 and to terminate Aug. 18. Besides five minute talks every day, Monday through Friday at 9:45 p.m., WBT will air a series of 15-minute round-table discussions each Monday night at 9:45 p.m.... CALIFORNIA

HOLLYWOOD—three local judges, Robert Freeman, Andrew Loomis and Clifford Creasy, or as the St. Louis station says, “patrons of KMOX’s-and of the St. Louis station refers to her, Cousin Emmy. Before we say anything about this laugh provoking brochure, our hat off to John Averell, whose clever caricatures put the idea across to the readers. The whole slant of the brochure is twangy—including the copy which reads like this: "Her reglar sponsor on 'Back To School,' here is about the girl with the most natural twang and some other eddicated advertiser who knows the sells’ value of authentic Mountain Shoutin’..."

NEW YORK—Lee James took over management of WMCA’s twice-daily Air Theatres. (Saturdays, 12:03 to 1 p.m. and 8:03 to 9 p.m.) during jarry Jerry Lawrence, a broadcast on KHO for increasing WAC recruiting in Denver and vicinity. Sgt Raymond Keane, former ad agency man here, directed the programs.

WASHINGTON

SEATTLE—KIRO took listeners back through the last 25 years of recordings showing advancements of the past quarter century. A special broadcast titled “By Transcription”; aimed at acquainting them with the meaning of the phrase “by transcription,” and with the events available now through the Associated Transcription Library.

TAKOMA—Johnny Williams, graduate of California School of Arts and Crafts, began at Kit recently... And Kit plans its annual picnic in August.

PHILADELPHIA—KYW announces Stuart Wayne is steadily improving in the Lankenau Hospital from an attack of influenza that forced him to withdraw from his “Monday Salute program last Wednesday, July 26... WEN sold $10,975 in bonds during a 45-minute Victory Bond Parade last Friday night, staged by the Philadelphia Orchestra for the Fifth War Bond Drive.

GEORGIA

ATLANTA—Rich’s, Inc., Atlanta department store, is sponsoring a series of new programs dealing with various present day problems, ambitions, and civic activities. Written, produced, and broadcast in Atlanta, the series was presented by Rich’s own general manager, Ted Anthony, these are heard 10:00 to 10:15 daily, Tuesday through Friday.

Prince Rupert Station

Linked With CB

Toronto—The Canadian Broadcasting Corporation announced immediately, radio station at Prince Rupert will be land telephone line with the service through the CBC office in Vancouver, CPPR and NBC to furnish music and news to the civil service personnel engaged in the construction of the great Alaska.

Boston—Louise Morgan, popular WNAC commentator for women, left last week for the Oyster Harbor Club in Oysterville on Cape Cod for a week of sailing and swimming, to be followed by a second week at Magnolia on the Bay State’s North Shore. Yankee Kitchen “Ken” is another vacationer, enjoying the current week with a long canoe portage at Mosebrookmeag Lake, Maine... Combining vacation and honeymoon plans, Anna Coppinger, secretary of WEEI chief engineer Walter Stiles Jr., married Guido Diorio, an electrical engineer at the local Navy Yard recently.

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Wednesday, August 2

Stations Get Bond Aid For ‘Breakfast Club’

Award of a $500 war prize to a ‘Breakfast Club’ for promoting the recent recruitment of members in Don’s ‘Breakfast Club’ on the work was announced yesterday, the prize of $100 bond WAGA, Atlanta, Ga., and the way for third place bonds will be awarded to WCLB, Springfield, Ill., WWO, Wayn, Ind., KDO, Des MNWTC, Minneapolis-St. Paul, and WROK, Rockford, Ill.

Ten dollars in war stamps were presented for second place KABC, KFBK, WFMW, KABC, WFBM, WBCG, WKB, WCG, WMF, WPG, WGM, WCHY, WGM, WSG, WGM, WKG, WSG, WGM, WLCJ.
Plan Touring Tele Unit

Topper Topic

Women's hats will be the sub-
discussion on the CBS tele-
program, "Opinions on...
which will be televised on
WB, New York, tomorrow from
5 to 6 p.m. Women fashion
fashions and male radio artists
take sides on millinery ques-
tions generally is a sub-
held particularly admissible to
vision presentation.

Screen Door?
On a recent broadcast of the
Blue's "Appointment With Life,"
the sound effects man, curried
away perhaps by the anger which
imbued the hero, slammed the door
just before the hero said "good-
bye." The next day a letter from
a listener coyly inquired if that
was a screen door.

Political Sales Dept.
Set Up By Blue Web

Formation of a political sales de-
partment to handle the coming presi-
dential year business was announced
Yesterday by the Blue Network.

Gordon Vanderwarker, assistant
sales service manager, has been
named manager of the department,
with C. Nicholas Priaulx, vice-presi-
dent in charge of finance, and Charles
E. Rynd, treasurer, supervising all

Lum 'n' Abner Renewed
Over Keystone Network

Miles Laboratories, Inc. of Elkhart,
Indiana, manufacturers of Alka-
Seier and One-a-Day Vitamins,
have renewed Lum 'n' Abner for an-
other 52-week period on the Keystone

Decca Recording Profits Up;
Other Firms Wait On WLB

Forecasts Many Changes
In Radio In Post-War Period

Winnipeg—Dr. Augustin Frigon of
Montreal, acting general manager
of Canadian Broadcasting Corpora-
tion said yesterday in an interview here that
the post-war period will bring

Decca's net profits are rising while
RCA-Victor and Columbia Record-
ing companies await the National War
Labor Board's final decision on the
AFM-Recording strike. Decca, one of the
major signers of an agreement
with AFM to employ musicians under
the union's terms has been making
popular records in large numbers.

AFM Counsel, WLB
Meet Today Re KSTB

Washington Bureau, RADIO DAILY
Washington—Advised by AFM
head James C. Petrillo to "see my
lawyer," War Labor Board officials
expect to discuss the strike of musi-
cians at KSTP, Minneapolis, today
with Judge Joseph Padway, AFM
counsel. Padway has been on the
West Coast but is expected here to-
day. Petrillo wired in response to the

Eulogy
The Office of War Information
has requested Royal Arch Gnu-
son, combinator for the Mutual
network on Wednesday and Satur-
day evenings, to devote his next
broadcast to Manuel Luis Quezon,
the first indomitable president of the
Philippine Commonwealth, who
died at his summer home yester-
day at the age of 65, following a
long illness.
Coming and Going

J. LEONARD RENSCH, radio director of the Democratic National Committee, is in Washington, has established an office at the Biltmore Hotel.

ROBERT E. BAUMANN, commercial manager and station manager for WYMM, Blue Network affiliate in Indianapolis, is spending a few days in New York on station and network business. Paid a call yesterday at Rockefeller Center.

CARL HEATH KOPF, whose serial, "Window on Beacon Street," is heard over WEAF, CBS-owned station in Boston, has left on his vacation. Rev. Walton E. Cole is conducting the program in the interim.

C. W. "JOHNNY" JOHNSTONE, director of news and special features for the Blue Network, left Chicago yesterday for the West Coast, where he will confer on special assignments for Clote Roberts and Harry Feldman, network commentators.

HERM FICKERT, radio writer and producer for WOR, Jersey City, in association with both WIZE in Springfield, N. J., and WOR in New York, by Radio Daily Corp. J. W. Alicoate, business manager, and Holidays at 1501 Broadway, New York (18), is in charge of the operation, which emanated from WEAF.

ROBERT W. MARTIN, unpaid station manager for WOC, Des Moines, Iowa, is spending a month at Virginia Beach.

Having returned from a business trip, ELIZABETH P. GRACE, station manager for WOC, Des Moines, Iowa, is spending a month at Virginia Beach.

LOUIS J. MOORE, of Radio Advertising Company, national station representatives, was back from a short trip to Philadelphia.

F. E. ECHMANN, station manager of KGLO, Willmar, Minn., has returned to the home offices following a visit to network headquarters in Gotham.

* * *

Philly Station Covers Transportation Strike

(Continued from Page 1)

Events staff arrived before noon at offices of the Philadelphia Transportation Company but company officials declined to make public statements. Special events crew now next spand to Transit Workers Union headquarters where they arranged a special broadcast by George W. Craig, CIO spokesman, who urged strikers to return to their posts immediately. Station recorded this broadcast and played it intermittently throughout the day and evening.

WFIL newsmen obtained a statement from the office of Mayor Bernard Samuel, which was also given repeated airings.

Supplementing spot coverage of the transit situation, the station interviewed striking employees at car barns and other strategic points, recording the interviews for continued presentation on "This Week in Philadelphia," the station's weekday digest of local events, broadcast every Sunday afternoon.

J. P. Williams Named WING Vice-President

(Continued from Page 1)

from the station was accepted after a short time.

A native of Cincinnati, Williams for the past three years has been associated with both WIZE in Springfield and WING in Dayton.

DONALD DWIGHT DAVIS, president of WHB, Kansas City, Mo., in New York on an extended business trip.

MORGAN BEATTY, NBC's Washington commentator, is back in the Nation's Capital following a week in New York, during which his program emanated from WEAF.

PAUL B. GALES, West Coast traffic manager of NBC, and C. DANIELSON, program traffic manager for the network's central division out of Chicago, are in town conferring with Harry E. Woodhah, general traffic manager for the network's radio division.

Both will leave for the West Coast over the weekend.

JOEL STOVALL, program director for WOR, Cincinnati, has left with his family on his annual vacation. Having a nostalgia for St. Louis, where he formerly was on the staff of KMOX, he will spend his holiday in that city.

LITTLE JACK LITTLE, who is appearing at the theater, New York, by Radio Daily Corp. J. W. Alicoate, business manager, and Holidays at 1501 Broadway, New York (18), is spending a month at Virginia Beach.

ELEANOR ROYSTER, of WPTF, Raleigh, N. C., is spending a month at Virginia Beach.

STACY HARRIS, radio actor who served for more than a year as ambulance driver in the Mediterranean theater of war, is back in the States and has been added to the cast of "Young Widder Brown," broadcast over NBC.

HILDEGARDE and ANNA SOSSENKO, her managers, leave today for Washington, D. C., where a changeover is being made for an engagement at the Ford Theatre.

SAMMY KAYE has returned from a theater date in Boston.

Lum 'n' Abner Renewed Over Keystone Network

(Continued from Page 1)

Broadcasting System's coast-to-coast network.

July marked the start of the fourth consecutive year for this program on the wax web, establishing it as the longest continuous transistorized program on a coast-to-coast network.

Edward George Graham, director of advertising for Chicago handles the Miles account.

RCA Communications Head Honored Posthumously

(Continued from Page 1)

2nd Service Command, presented the award to the son of Winterbottom. Arthur W. Winterbottom, manager of the Plant Valuation Division of RCA at the RCAC offices, 66 Broad Street, New York City.

Gracie Fields' Guests

Roy Rogers, cowboy movie star, and Marlin Hunt who created the character "Beulah," will be guests of Gracie Fields on the Chase & Sanborn show Sunday, 8 p.m., over NBC. Lou Bres and his orchestra will provide the music.

Joins WBTO Staff

Adelle Sabbagh, copy girl in NBC newsroom, has joined WBTO, Cumberlands, 3rd, as a script writer. Miss Sabbagh had been assistant to Robert St. John in preparing his daily news casts.

A Radio Doll

Goes Farther In Baltimore

What does a listener do in the country's 6th largest market? It's pretty easy to find the answer to that.

First, you take a station 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-T-H.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.
NAB Finds 90% Of Stations Want Share Of WAC Budget

(Continued from Page 1)

AFM Counsel, WLB Meet Today Re KSTB

(Continued from Page 1)

"return to work" message he had received from the board last Friday. From New York, he advised the board to discuss the matter with Padway. In the meantime, the threatened "show cause" order which would have brought Petrillo down here for another hearing on the strike has been put up pending the Padway confab. It will probably come today if Padway is unable to offer satisfaction to the board.

Thomas Renewed
Thom L. Thomas, Metropolitan Opera Company baritone, has been renewed by another year on "The Manhattan Merry-Go-Round," NCAC announced.

When David Baylor in June departed for Europe as special war correspondent for Radio Station WGBR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Taylor's Weekly Briefs

It was on a fifteen-minute, thirty-second, one-way transmission that Petrillo was brought down here for an "show cause" order which would have brought Petrillo down here for another hearing on the strike. The order has been put up pending the Padway confab. It will probably come today if Padway is unable to offer satisfaction to the board.

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David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

When David Baylor in June departed for Europe as special war correspondent for Radio Station WGBR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home. Weekly twice, starting Sunday, July 9th, Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over Radio Station WGBR. By prearranged notice to the families of men who will be interviewed, scores of homes now are hearing the voices of their fighting men for the first time in many months. And with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGBR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGBR.
Radio Vitamins for Thursday! ! !

- ● ○ ○ ○ "Tracks Keeper," breezy and refreshing half-hour talk program on NBC Monday through Friday (10:30 a.m.) is not only going like the proverbial house-afire, but shapes up like a natural for television as well. . . . Borrowing a word from the title, it's a "find" from the commercial standpoint. . . . Though sheep's-hairFSFJ done his "Ripping Rhythm" style three years ago, he still gets requests at the Copacabana for such numbers, and once a night oliges with all the reed orchestra. . . . Dick Brown, romantic singer on Mutual, was screen-tested by Paramount the other day. . . . Lowell Thomas, guest editor on "Radio Reader's Digest" offered this bit of a headline up Massachusetts way: Here lives the body of Susan Lowder who burst while drinking Seidlitz Powder; Called from this world by her Heavenly rest who should have waited till it effervesced. . . . Boys at Deshon General Hospital at Butler, Penn. not only to join the throngs at the Pirates' home games, but enjoy the games when WWSW re-creates the games played out of town, direct from the hospital auditorium...two men handle the games and the one remains at the ticketing booth, as the games are broadcast direct of course. . . . Major Edney Ridge is back on the job aiding the local peach crop.

- ● ○ ○ ○ Theater Guild is negotiating for the services of Burt Ives, radio troubador, not long out of Uncle Sam's service. . . . Music of August 20, is releasing four numbers made by Joan Brooks and Jerry Bittle orchestra. . . . "Saltpan Invasion," a recording of interviews with Marines under fire, will be broadcast tonight over Chicago's WBBM. . . . Edgar Tremain, director of WBBM, Buffalo, has been informed that an aunt and uncle in London were killed by a robot bomb. . . . Aside to Edgar T. Bell, WXY, Oklahoma City, . . . sorry, but cannot accept your kind invitation to attend inaugural dinner of WXY's Farm Service Dept. at the Skirvin Tower Hotel next Tuesday evening, although we know it will be an outstanding event. . . . Lee Davis is the new emcee on the "Keeping Ahead" show on MBS effective tomorrow. . . . he replaces Jackie Gleason. . . . "Look" Magazine will have a new type biography of Fred Allen in the next issue, out next Tuesday.
Promotion

Tele History

In an official ceremony of the broadcast of "Fashions in Rations" CBS Saturday morning show, Geo. S. Jones, Jr., vice-president in charge of sales for Servel, Evansville, Ind. sponsor of the program was given an award last week by Dr. W. C. Oakey, chief of civilian food requirements branch office of distribution War Food Administration, Washington, D. C. This presentation was incorporated as part of the regular zany 30-minute show that features Billie Burke on food rationing. In presenting the certificate of merit Dr. Oakey said of Servel "it is with great pleasure that the War Food Administration takes this opportunity to thank Servel for the outstanding job they have done in forwarding the cause of nutrition in Industry" not only in their own plant but in all of American as well.

War Bond Rally

WCED, of DuBois, Pa., assisted in the observance of Patriotic Week recently and the Fifth War Loan. Drive with the promotional idea of having the cast, entirely of WCED personnel, of "Happy Valley" regular Sunday night feature, participate in the parade and sell $80,000 worth of bonds during a 30-minute broadcast.

Program, written and produced by Lea Ryder of WCED, presents a story of the everyday happenings of the simple folks of Happy Valley. The cast includes Virginia Wade Ryder, director of women's activities; Fred Roper, chief announcer; Mol Johnson emcee of WCED's Barn Dance; Welch Williams, announcer; Helen Slotta announcer, and Myrtle Swanson WCED's organist.

Don Goddard Vacations

Vacationing on a week-end basis, Don Goddard, WEAF newscaster, will take off alternate Mondays and Saturdays on both his 7:30 a.m. and 12 noon programs. Having begun July 24, he will continue this sked until Dec. 25. In his absence, Bob Denton will cover the morning news period on Mondays for Manhattan Soap and Saturdays for S. B. Thomas; and the noon program will have Clyde Kittel before the mike for Mueller Macaroni on Saturdays and for Sweats Company on Mondays.

To Honor Workers

Kate Smith, who has been saluting war plants on her noon-time (Mon.-Fri. CBS) broadcasts, will honor the workers of the Timken Roller Bearing Company of Canton, Ohio, on her August 10 broadcast. This firm has been a pioneer in the employment of blind and disabled workers, and boasts an outstanding record in war production.

NOTE—If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to the facts mentioned above.

For you can rest assured that a station which creates shows that ring up audiences like these, has also proven repeatedly that it is equally successful in building unusually high sales for the advertisers who sponsor a majority of the shows.

WOR now has available a wide selection of dramatic, personality, variety, news and participating programs which are skillfully tailored to entertain, inform and sell thousands of people in the most densely-populated territory on the Eastern Seaboard.

*according to the Crossley Continuing Study of Radio Listening in New York.

WOR programs...

Month after Month for the past six months 10 of the 15 highest-rated* local programs have been WOR programs...

NOTE—If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to the facts mentioned above.
New Texaco Contract
For Met Opera Rights

(Continued from Page 1)

the Texas Co. and George A. Sloan, president of the Metropolitan Opera Association. In

Terms provide for the exclusive broadcasts of the operas over the year in 36-week seasons begin-
ning with the 1944-45 season, for a new
usual Saturday matinee period. Ac-

According to Rodgers, the pact also pro-

vides for the Texas Co. to have the option of extending the contract for an additional 36-week season.

The most important aspect of the agreement, according to the Texas Co., is the right to broadcast the Metropolitan Opera's new series of radio shows, which will begin on September 15.

Winchell Leads Ratings
In Summer Show Survey

Upon the eve of leaving for a summer

vacation period, Walter Winchell continued to lead the evening NBC network in the summer of 1944.

Winchell, who has been the evening key writer at Foote, Cone & Eckhardt, has been the evening key writer at that agency since 1939.

Winchell, who has been the evening key writer at Foote, Cone & Eckhardt, has been the evening key writer at that agency since 1939.
WHO'S WHO IN RADIO

HENRY RUTHERFORD TURNBULL

He is the man who told Governor Thomas E. Dewey of New York how most of the time he had to say it—and now Henry Rutherford Turnbull has taken a leave of absence from his duties as chairman of the planning board of Duane Jones Company to serve in the capacity of radio director for both Gov. Dewey and the Republican National Committee.

No, Turnbull wasn't always a radio director, but the following gives one an idea how he channeled into his present job. Turnbull became a junior copywriter for the Joseph Katz Company in Baltimore in 1926—21 years after his birthday which is Aug. 11-EWT. He obtained his education at St. Paul's School, Baltimore, the Baltimore City College and Johns Hopkins, where he received his AR degree in 1929. Incidentally, the Baltimore City College is a misnomer, as the institution is really a high school.

Early stages in Turnbull's career found him to be an impressionable young man. The unavoidable result was his eagerness to work on the Baltimore Sun because the life of a reporter looked "glamorous" to him. However, he soon learned that one cannot live on glamour alone; this led to his accepting a job which could offer both. That is why he became another advertising man.

After a few years with the Katz, and dito with Van Sant, Dugdale & Company, Turnbull felt confident enough to take a poll in the nation's number one college town. Here he became an account executive on A & P coffee for Paris & Peet. In 1937, he became associated with Blackett-Sample-Hummert.

This ultimately led to the organization of Duane Jones Company, following his association with Maxon, Inc.

After a most varied background of experience with Bob-O. Telly Tea, grocery store products, etcetera, etcetera, Turnbull was no longer a fledgling in radio advertising; he had learned about rehearsals, familiarized himself with control rooms, sponsors and their idiosyncrasies, and audiences and theirs.

The foregoing is by way of announcing that Turnbull is the man for the appointed job of helping Dewey to hurdle it. In 1942, Turnbull combined affiliations of two major networks into a state-wide hookup that quarantined over-all coverages of New York for Dewey's important messages. That campaign, and a similar one in 1943 for Joe R. Hanley for lieutenant governor, with Turnbull at the radio helm, was the stepping stone for "things to come."

Turnbull announced that spot radio will be bought locally by the state, county and city Republican Committees and will be utilized in a salesmanship manner.

In closing, and in addition to these activities, Turnbull is a family man. His wife is the former Ruth White of Baltimore, and they have two children, Henry, Jr., 7, and John, 3½. They reside in Kingsbridge of Westchester County, N.Y. Hobbies? Yes, chess and music recordings. Clubs? He shies away from them. His only affiliate is the Johns Hopkins Club.

Those We Love 'Bought

On NBC Starting Oct. 8

"Those We Love," dramatic show, will be sponsored by General Foods Corporation starting Sunday, October 8, 2:00 to 2:30 p.m. on a 63 station NBC network for Sanka coffee, Young & Rubicam, Inc., announced yesterday Contract is for 26 weeks.

Needless to say that the Goodman clarinet solo is still tops, not to mention the "live" goings on by Senorita Miranda, South American style. Miss Bailey was unusually good, which also goes for Comco. Both Bailey and Comco are more or less CBS artists. There is a timely plug en route to keep the home-front production going and Deems Taylor did less of his gabby stuff then usual. Little more on the gag side would probably do harm.

All things considered, it is a worthy gesture.

Ladies Slip Maker Plans

First Campaign On Radio

Miss Swank, Inc., manufacturer of ladies slips, will make its debut as a radio advertiser in September with a quarter-hour program to be broadcast in major markets. It will be a musical and will star Barry Roberts and Jean Tighe. Jerry Law will produce. Hirshon-Garfield is the agency. Through the same agency it is announced that Edith Lannes Bussières also is readying its first radio advertising campaign, a series of five-minute programs to be aired in Detroit, Chicago, Los Angeles and Dallas.

Cecil Mack

Richard C. Matheson, Negro song writer, professionally known as Cecil Mack, who composed, "Please Go Way and Let Me Sleep" died Tues- day, Aug. 13, 1943. He was 60 years old.

Honored

Dr. Edward U. Condon, associate director of the Research Laboratories of the Westinghouse Electric and Manufacturing Company, has been elected to membership in the National Academy of Sciences, membership in which is based upon outstanding contribution to the field of science.
Chicago—Pitched battle for post-
war business in portable radio trans-
mitters is forecast as result of the
successful use of "handie-talkies," "walkie-talkies" and pack trans-
mitters at the Republican and Demo-
cratic National conventions here.

Already manufacturers have be-
gun to beat the drum for their prod-
ucts with press releases, photographers
and advertising schedules NBC, how-
ever, found their pack trans-
mitters
not up to their requirements.

Due to wartime travel difficulties,
Donald Voorhees has requested Rob-
erl Ohr, an amateur, to conduct perfect for
the present enrichment of the "trans-
ceiver" was in use five
years ago.

As and the manufacturing battle
loses, veteran "hams" point to the
fact that a unit which they called
the "trans-ceiver" was in use in five
years ago.

These hams re-
gard the present equipment as the
old unit with some refinements and
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patents.

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patents.

Joins WTOP Staff

The appointment of Claude Ma-
honey to the WTOP news staff, effec-
tive August 3, has been announced by
Carl J. Burkland, general man-
ger of Columbia's Washington sta-
tion. For the past two years, Claude
Mahoney has been heard in Washing-
ton over WMAL, from which he re-
signed August 2.

NEW YORK

NEW YORK—WOR's news broad-
caster Tro Harper was commis-
sioned a 2nd Lieutenant in the U. S.
Marine Corps Reserve, reporting to
the Marine training base at Quantico,
Va., August 17 . WNEW's "Combat
Correspondent" will observe the
second anniversary of the America-
landing on Guadalcanal tonight
at 8:30. WMCN's "This Is Our Town"
Saturday afternoon at 1:45 will have
discussion by Mortimer Ritter, prin-
cipal of the Needle Trade H. S., about
the "trans-ceiver" was in use five
years ago.

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patents.
new Tele Network Plans

Chicago Meeting Needed—Ryan

Nineteen Bureau RADIO DAILY

Washington—Apparently stung by both within and without to why the association could be held in the face of requests from the ODT that members be called off, President Arnold Ryan said yesterday that Chicago meet is necessary. Radio’s continuing wartime obligations, with the tremendous technical inventions being called off, President A. Padway Too Busy

Washington—Another full day was lost yesterday in the WLB consideration of the AFM strike against KTSP, Minneapolis, as the AFM counsel, Joseph A. Padway, phoned from Milwaukee to say that he was confereneing with strike leaders there and will have a report for the board today. It was not known here whether Padway intends to return to Washington or will telephone again from Milwaukee today.

Gillette Sets Mutual For Fight Each Week

New pact between Gillette Safety Razor Co. and Mutual, calls for a commercial broadcast of a prize fight every Friday night at 10 p.m., EWT throughout the year. Prior to this arrangement, the agreement called for a minimum of 26 fights a year. Most of the bouts are expected to originate from Madison Square Garden. Blow-by-blow descriptions will be.

NBC Sets Daily Pickups From Normandy Fronts

Augmenting its news coverage of the armed forces NBC has scheduled regional radio sports commentaries linking Washington, New York and Schenectady worked out by General Electric and the International Business Machine Corporation subject to the approval of the Federal Communications Commission.

CBC-Chairman Move Draws Commons Fire

Montreal—Hon. L. R. LaFleche, War Services Minister, moving a resolution in the Canadian House of Commons this week amending the Broadcasting Act to provide a full-time, salaried chairman of CBC, said he was of the opinion that some of CBC’s troubles in the past had resulted because the chairman was not available at all times. Asked for an

Lost And Found

Johnny Morgan, star of CBS’ “Showtime,” gave a too realistic performance last Monday night. Seems Morgan’s scripter filled the time full of gags around somebody in the cast losing a wallet. And before 11 p.m., EWT, it was “found.” Came Tuesday’s mail, and Morgan received the following: “Lost wallet at 160th and Amsterdam Ave. Please return.”

NAB Code Fair To Labor, Says Ryan, Answering CIO

Telepathic Test in Music For Dunninger Program

As a special telepathic test for Dunninger on his program over Blue Network, Wednesday night, August 9 at 9, Nick Kenny, radio editor of the

11.97% of Massachusetts’ retail sales are commuted within WLAW’s daytime primary coverage area.

Please return.
Coming and Going

WILLIAM S. HEDGES, vice-president of NBC, is in charge of station WLW, Cincinnati, assistant to Hodges; SHERDON B. NICKOY, manager of station relations, and ELMORE L. LEEFORD, of the station relations department, will return to Cincinnati today to attend the ceremonies which will salute WTMJ's affiliation with the network.

JOSEPH B. CARRICAN, president of WKBW, Buffalo, and WHER, Elmira, is visiting New York at network headquarters, which has been called home to Texas because of the death of his father.

C. W. BAKER, station manager and chief engineer of KFPM, Minot, N. D., was a visitor yesterday at the headquarters of the out-of-town's national radio.

BEATRICE XAYE AND MARY BALLON, her manager, left yesterday for Hollywood, where she will visit there at the headquarters of the out-of-town's national radio.

WYTHE WALKER, the Walker Company's national station representative, is expected today from Chicago and the west. With his TRIP LAGE, of the New York office, coves two free-weeks at Nantucket.

ERASMUS EICHRICK, radio director of Procter & Gamble, has been in town for several days, leaves today for his post in Cincinnati.

TED FIO RITO and the members of his band are in St. Louis for the broadcasting of tonight's "Spotlight Band" program over the Blue Network from the Jefferson Hotel as a salute to the U. S. Coast Guard.

Nbc Sets Daily Pickups From Normandy Fronts

(Continued from Page 1)

Radio Advises Montreal Of Transportation Tieup

(Continued from Page 1)

a.m. When most people retired for the night there was still hope that the dispute called the principles of a closed CIO shop might be settled but citizens slept uneasily, woke early and turning on their radio sets heard the bad news which thus reached them ahead of belated delivery of morning newspapers. Most people walked to work but motorists gave lifts wherever possible. Business was badly disrupted by late arrival of staffs.

Post-war Planning Session Slated For Commodore

A post-war planning meeting and smoker for all metropolitan New York, northern New Jersey and Fairfield County radio, telephone, refrigeration and electrical appliance dealers will be held in the grand ballroom of the Hotel Commodore, Aug. 16, at 8:30 p.m. Many of the post-war models will be on display and several prominent manufacturers will reveal their plans for the post-war period.

Olsen's 'Rumpus Room' On Blue

Ivory Olsen's "Rumpus Room," recording-shy audience participation show, will be heard over the Blue Network five times a week, 12:05 to 12:30 p.m., beginning Aug. 7. Olsen, who originated the "Rumpus Room" at WMJ in Milwaukee, is a staff announcer on the Blue Network.

Buys get out line, too

Yes, those channel markers to be checked time and time again.

There's a tip for radio time but not in that Coast Guard service. Did you last check the facts directed your time buying in more?

The channel has shifted a little. Here to find out how to get the most results for the dollar you do for a client...you need some markers.

They are available. Down black and white. We'll glad to show them to you—any time.

W-I-T-H

FINANCIAL

(Friday, August 4)

RADIO DAILY


JOHN W. ALICOATE

FRANK BURKE

MARVIN KIRSCH

Business Manager

Editor

Publisher

Published daily except Saturdays, Sundays and holidays at 450 Broadway, New York (10), N. Y., by Radio Daily Corp., a Corporation organized under the laws of the State of New York, Frank Burke, President. Donald M. Merger, Vice-President and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester a. Bine, Vice-President; Charles A. Alicoate, Secretary. Terms (Post Free): $2.00 per year, $4.00 foreign. Subscriber should remit with order. Adders all communications to RADIO DAILY, 450 Broadway, New York (10), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, Chicago (13), Ill.-Bill Irvin, 4805 Dorchaster Ave., Phone Oakland 4545, Hollywood (28), Calif.-Ralph Wile, 6425 Hollywood Blvd. Phone Granite 6467.

Address all communications to RADIO DAILY, 450 Broadway, New York (10), N. Y., under the act of March 3, 1879.
Doherty, Clifford and Shenfield, Inc., has announced the appointment of Miss Wilbur as regional tele-
dio number three. Miss Wilbur formerly
 of the development of the newspaper and
the WOR account executive. George
she had been at the New York "Times"

Arthur Linge has joined the
the department of the Wendell P. Colton

Allen & Reynolds, Inc.,
nebraska, has been elected
in postwar television, as
has been noted by Clarence B. Goshorn, agency
head for the past several years
Linge has been head of the media
department of the Wendell P. Colton

Company.

New Bristol-Myers shows will
show the Blue Spot Sales has opened
for its entire 8:30-9:00 p.m. on
Tuesday. One of these will
the Alan Young show, currently
being aired as a summer replacement
for the Canton show on Wednesday
night over NBC. The second Blue
show will follow on the same even-
ting, from 9:00 to 9:30 p.m.

"We are, of course, firm believers in the
efficacy of radio as an adver-
sing medium, as evidenced by the
results of our advertising in the
Health Section of the New York
Times and the exact notes of the music. If Dun-
ninger gets the song, Dick Todd,
who is the author. However,
in appearing as judges with Jenny and
and Todd is "Aunt Daisy," Bashem, radio
to carry as many as three

Dunninger program is sponsored by


Television Workshop Presents
Thriller Sunday on WABD

Crime in the Clubhouse," one act
play by Hal D. Stewart, is the second
of a series of video dramas that will
be presented by the Television Work-
shop over WABD-Du Mont this Sun-
day, August 8. The play will be
produced by Tony Ferraira and sta-
threepersonnel, as directed by Sanford Meiner, with Irwin A.
Shane, executive director of the
Workshop, directing for tele-
vision. The Television Workshop
includes in its cast the following
radio and
Broadway players: Mason Adams,
S. B. Kuster, Robert Harris, Jack
Bittner, Donald Keyes and Ross Mat-
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Broadway players: Mason Adams,
S. B. Kuster, Robert Harris, Jack
Bittner, Donald Keyes and Ross Mat-
theaus.
VERHEARD in Brown Derby by Les Tremayne: “Wearing clothes like that, it’s no wonder she’s been in all the best places. E. C. Edwards, Universal Microphone Co. factory representative at Cleveland, Ohio, Kentucky and West Virginia made his annual trip to the home office in Inglewood (Calif.) the last two weeks of July. He was present July 26 at the Army and Navy “E” award ceremonies to the employees of the plant.

Bill Goodwin, announcer-actor on the Gracie Fields Sunday night show over NBC-KFI, is making one of the most unique training films to date, a short for fliers destined for Arctic duty, showing them how to make faces to prevent the exposed features from freezing if forced down in sub-zero regions.

One of Bob Crosby’s final stint before reporting to the Marines was to make a recording of the Gannon-Kent tune “Come Rain Come Shine” to send former members of his band now in the South Pacific.

Three has always been “Cookie” Fairchild’s favorite number. He originated the first piano trio; he was in London for three years during which he won great musical acclaim; now he has been signed to a Universal contract based on his triple qualifications to be musical director, voice coach and composer. Currently he is scoring the film “In Society.”

Carnegie-Upton Close 
Renewed Over MBS Web

Upton Close and Dale Carnegie, have been renewed by their respective sponsors over Mutual, effective August 27, for 52 weeks, by Lumbermen’s Casualty Insurance Co. Leo Burnett & Co. is the agency.

Carnegie is renewed by Frank W. Lee Co. hat makers, effective Sept. 7 for 52 weeks. Agency is Castlemain, Birmingham & Pierce.

CBS Pays 40c Dividend 
On Class A & B Stock

The Board of Directors of CBS has declared a cash dividend of 40 cents per share on the present Class A and Class B stock of $2.50 par value. The dividend is payable September 1, 1944 to stockholders of record at the close of business on August 15, 1944.

‘Iced Coffee’ Guestings

Constance Moore, Republic Picture actress, is among the guests scheduled to appear on ‘Charger Ruggles’ ‘Maxwell House Iced Coffee Time,’ CBS, this evening, at 8 p.m. E. L. Garfield, Gilford, of the Hollywood stage production “Meet the People” and Vera Vague, Benton & Bowles is the agency.

Windy City Wording

Chicago

Fibber revealed that both he and the Missus were actively interested in video and were making plans to train themselves for it. Their new four-year pact, incidentally, as coming as it does a year before the termination date of their present one, may very well carry their program into the era of television. It does carry Fibber and Molly well into their second decade for the same sponsor, who first put them on the NBC airwaves from Chicago in April, 1935.

Mr. and Mrs. Frank Bening (she’s the well-known hotel man and she is the former Chicago radio actress and now a Red Cross worker) were host and hostess at a luncheon Tuesday in the Pump Room of the Ambassador East for George Burns and Gracie Allen, who were in town on their way from New York back to California. Gracie has signed with NANA, while in daily syndicated column.

Shep Chartock, WBBM space-grabber, is back from Gothenburg, unchanged by the big city. Ade Hult, Mutual’s western sales manager, and Carl Haverlin, station relations manager for the network, attended the recent meeting of the North Central Broadcasting System in Walker, Minn.

Newest comer to NBC’s Ma Perkins cast is the kind-hearted Judge Brooks, with veteran William Green in the role.

Sherman H. Dryer, producer of the Thursday night WGN-Mutual ‘The Human Adventure,’ dramatized the Einstein theory several months ago, so terrific was the response to the broadcast that he is planning a repeat on Aug. 17. One of the letters Dryer received was from a staff sergeant in Australia asking for a copy of the script. He reported that he and his buddies were interested in Einstein but had been unable to hear the broadcast ‘down under.’

Urban Johnson, WBBM sound effects chief, leaves Sunday for a three-week respite at Delavan, Wisconsin. Highest ranking officer in the armed forces from the NBC Central Division is Lt. Col. Frederic C. Shidel, an engineer, who is attached to the supreme headquarters Allied expeditionary force.

Parks Johnson will air his Vox Pop CB Show Monday night from the American Can Company’s Amertorp plant in Forest Park, Ill., ‘(Torpedo Town),’ the largest armament factory in the western hemisphere devoted to the production of torpedoes. Breakfast Club emcee Don McNeill will be Parks’ guest co-interviewer, pinch-hitting for vacationing Warren Hull.

NBC is boasting that its commentator, Alex Drerup, has scored over 800 in 18 months of prophesying. The net claims it has been right 82 per cent of the time as prognosticator, his most sensational bull’s-eye being his prediction a week before it happened that an attempt would be made on Fuehrer Hitler. After that one a fan who could restrain himself no longer wrote that he has been right 82 per cent of the time as commentator’s forecasts over the past year and a half and that he (Drerup) had called the turn 82 per cent of the time.

Jack Brickhouse, WGN newscaster-announcer, and terror Wayne van Dyne, are among the first members of the WGN staff to make regular appearances on a television station. They each appear once a week on WKBK, Chicago.

Only score on which NBC concedes a point to CBS in the matter of preparedness for coverage of the political conventions is the fact that the latter net had its own coke dispensing machine.
The Army and Navy printed an attractive addition to the promotion ceremonies of the “E” award to the employees of the Universal Motor Car Co. last week, in recognition of their production excellence, last Wednesday, July 26. The cover contains a picture of the “Babe Ruth” with the title in mid-page of “Award of Honor.”

Within the folder are letters of commendation and appreciation by the Army-Navy and the firm respectively, program of the occasion, a “Significance of Award” article followed by “A Tribute to All Universal Employees,” and a “History of Progress and Service” of the firm. The national anthems, “America” and “The Star Spangled Banner” complete the souvenir.

Window Display
In promoting their new program “Food for All” over KROW, Oakland, Calif., the Standard Brands Inc. and the Red Cross have distributed large window cards to all bakeries and grocery outlets in the Oakland-San Francisco area, and all banks and department stores in the same region respectively. The weekly quarter-hour feature will be heard on Tuesdays at 6:15 p.m. for nine weeks. It is a three-way arrangement in which KROW with the Red Cross and Standard Brands Inc. are airing the show in cooperation with the National Wartime Nutrition program.

GI's Legal Rights
So overwhelming is the demand for more copies of the booklet titled “Legal Rights of Service Men and Women” offered listeners to the “Betty and Bob” program heard over KYW during the last week, that the station has printed additional booklets. Christian E. Paxson, war worker at the Baldwin Locomotive Works, in response to so many requests, has prepared the booklet that he requested 100 copies for fellow workers now in the armed forces.

With his request granted, Paxson is sending the booklet to the former “buddies” stationed now all over the world.

Races On CBS Web
Two outstanding races of the Saratoga-at-Belmont meeting, the Merchants’ and Citizens’ Handicap, and the Travers for the fifth time will be described by Bud and his assistant Jimmy Dolan over the Columbia network the first and second Saturdays of August, from 4:30 to 4:45 p.m., EWT.

Tufts Subs For Bing
Sonny Tufts will guest during the month of August on the Kraft Music Hall program during the absence of Bing Crosby. The program is broadcast to the South Pacific to entertain our armed forces. Sonny’s first program will be heard from Thursday at 9 p.m., EWT, over NBC.
RADIO DAILY

Franco—Winner Address 15th Television Seminar

(Continued from Page 1)

Telcom Organization To Aid Press and Radio

(Continued from Page 1)

NAB Chicago Meeting

(Continued from Page 1)

War Necessity—

‘Helping the Services to Operate,'" the United Kingdom on the staff of Cable and Wireless, Ltd., serving in certain operational zones. Their task will be to carry the cablehead and advanced wireless stations of the empirical telecommunications network in enemy occupied territory close on the heels of the advancing armies. When the advance begins, Telcom men will go forward with the troops and the places for which them will be taken in the backward areas by Telcom girls.

The men are already at their posts at Gibraltar, along the North Atlantic coast, in Italy, in Malta, and in Ceylon. The first contingent of the girls who are to follow them will leave Britain shortly. Their work will be to:

1. Help the Services to provide operational and administrative communications.
2. To carry to and from the forward areas representations by the Government Departments and the Press, and
3. Handle social telegraph services between the troops and their families at home.

Telcom has been created to give them the protection of Article 81 of the Washington Treaty, to the Treatment of Prisoners of War in the event of capture by the enemy, and to the registration and accommodation in the forward areas. Like war correspondents, whose status they will share, they will be subject to military law when accompanying troops on active service and will be accorded the courtesies of commissioned rank, but will retain their civil employment and pay.

Goodman To Represent

Fox Features Syndicate

Harry S. Goodman, of 19 East 53rd Street, has been named associate representative by the Fox Features Syndicate Inc. of 80 East 42nd Street, New York, owner and publisher and authorized to enter into contracts with over 140 comic strip features. Through this office, the following programs are being offered. The Bouncer, a story based on the mythological Antaeus, from the monthly magazine of the same name; The Green Mask, also from the publication of similar titles; and The Rocket Kelly, a heroic aviation vehicle of the magazine "The Bouncer."

CBS "Service" Series

CBS will inaugurate Monday, March 7, with the cooperation of the armed services, a new series of programs titled "Service Time" devoted to the men and women in uniform, and the work they are doing. Time-scan week schedule will see the various branches as follows: Mondays, U. S. Coast Guard; Tuesdays, U. S. Army Service Forces; Wednesdays, Women's Army Corps; Thursdays, U. S. Marines; Fridays, Navy. The sustaining program. "Staging Column," present Sunday's series of sustaining shows and will be offered 4 to 5:25 p.m., E.W.T.

Tele Mystery Thriller

"The Eighth Step," an old-time mystery thriller by John Hughes, the former director-writer at Donahue's Workshop, will be presented over station WABD-Du Mont on Sunday, August 23rd in cooperation with Television Workshop. The cast "in the round" is under the direction of Hugh, with the assistance of Ford Meisner and Tony Ferrara. It will be under the supervision of Irwin S. Anshe and Ford Meisner.
IF YOU WANT YOUR POSTWAR ELECTRONIC MESSAGE TO REACH THE GREATEST NUMBER OF INTERESTED READERS—PLACE YOUR COPY IN THE ACCEPTED VOICE OF VIDEO—

TELEVISION DAILY

(Monthly Supplement of RADIO DAILY)

FOR YOUR CONVENIENCE TELEVISION DAILY WILL PUBLISH A CONVENTION EDITION ON AUGUST 24th. THIS EDITION WILL RECEIVE ADDED CIRCULATION THROUGH DISTRIBUTION TO MEMBERS OF N.A.B. ATTENDING THE WAR CONFERENCE IN CHICAGO, AUGUST 28-31.
PICTURE OF THE WEEK

Tony Kehl, Navy radioman second class injured in the South Pacific, participated in the Army and Navy "E" Award ceremony at Universal Microphone Company, Ingletwood, Calif., last week when he presented pins to his former associates at the plant.

TEXAS

EL PASO-KKOD, which advertises itself as "the friendly voice of Columbia in the Southwest," has issued a four-page leaflet urging the six million families who have yet to purchase bonds or war stamps to do so. A drawing of the KKOD building is on the cover page while the inside spread contains this week's schedule of programs.

RHODE ISLAND

PAWTUCKET-In an announcement this week, Sergeant David W. Brooks, former announcer of WFCI, will transfer his talent to the theater in the Army's latest blue-print soldier-show, "Hi Yank." He will broadcast: his old profession as announcer in a stage take-off on John J. Anthony's famous "Good Will Hour" in a skit titled "What's Your Problem?" with Sergeant John J. Agony.

DISTRICT OF COLUMBIA

WASHINGTON-WTOP-CBS newsmen Robert Lewis celebrated his second anniversary with Bob Wood's Washington Newsroom during the early part of this week. Before the end of this month, he will become Ensign Robert Lewis. Replacing him will be Joe McCaffrey, who has been pinch-hitting for various newsmen on vacation. Stuart Gregory will join the announcing staff at WOL on Monday, August 7; he was formerly with WMAL of the same area.

WASHINGTON

YAKIMA-Johnny Williams, graduate of a California announcer's school, began at KIT a short while ago. While another staffer who has begun a new phase of life is Naretta Donahue, bookkeeper at KIT, who married announcer Cal Barlow recently.

NEW YORK

SYRACUSE-WFBL covers its base shows in one day. Last's a shortwave broadcast was the Syracuse Air Base in the mud; a transcription was cut on Rome Air Depot for delayed cast in the afternoon. Both programs were in connection with the parade celebrating the Air Corps. With the community the center of one of the nation's most serious outbreaks of paralysis since late, WENY has inaugurated a ground of the Air,' on white, Pope, sportscaster, and Sally wards, women's editor, critic children with appropriate serial form each morning at Poughkeepsie appearing to end from five to 10 and 10 to 16.

OAKLAND-"Hello, America. . . .is Australia" introduces to KRON listeners the "Pacific" program, broadcast through Friday, direct from "Down Under" broadcast through the KROW wave listening post, located in the Land Hills. Broadcast, consists of news from South Pacific and commo from Gen. MacArthur's headquarters. The program will include display advertisements for KRON, produced by Bert Winn through cooperatives of Australian News and Information Bureau.

Recording Company Press Expansion

Washington Bureau, RADIO DAILY-Washington-The U. S. Record Co. of this city, has announced plans to expand its west-coast broadcasting operations, according to Joseph Tait, manager, who is making a tour of radio stations and advertisers to acquaint themselves with facilities, remote pickups in the nation's capital, the building and dubbing of all types of announcements and programs, advisory service on all recording programs.

Organized in 1928 on a local basis, Joseph Tait conceived the idea for expansion after handling work with national figures such as Ray, Grant Swing, Fulton Lewis, Joe, and other Government officials. The plan will include display and business and trade magazines, and in H. Kaufman, of Washington, D.C.

OHIO

CLEVELAND-The boys are still at it at WJW. With the manpower shortage making an announcer shortage, WJW announcer Dick Hat-

on is about to break in his new son on the early hours show. Raymond Ernest tipped the scales at seven pounds eight ounces on July 15.

TOLEDO-With the desire to give listeners programs of merit, WSPD presents as a public service a series of programs titled "The Concert Hour," each Saturday night at 7. Produced by Bill Meyers, conductor and light concert music from WSPD recording library is featured and a guest vocalist from this area is presented on each broadcast. MARION

-Eliza Coffman, speech instructor at Harding H. S., joined WMRN as announcer for the summer months.

OKLAHOMA

OKLAHOMA CITY-KOKY's "Passin' the Buck," 30-minute GI show, is proving very popular in this territory. The question and answer, audience participation show emanates from Tulsa's Air Transport Command and Oklahoma City's Turner Field alternately. Frank Lynch, local "old buck" and popular emcee, conducts the program sponsored by Zales Jewelry Stores.

PHILADELPHIA- Besides his war job at the Kellett Aircraft Plant here, Norman Black, WFIL's violin-playing maestro, prepares and presents "Anthony's famous "Good Will Hour" each Saturday night at 7. Program sponsored by Zales Jewelry Stores.

Pennsylvania-PENNSYLVANIA -

-OKLAHOMA -

-NEW JERSEY -

-WYoming -

-NEW YORK -

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**Soundscorer**

Los Angeles—Soundscorer, a new portable development which cuts an 8-minute talk on a seven-inch plastic disc will be given a tryout in the South Pacific war zone by Fleetwood Lawton, war correspondent. The mechanism weighs 24 pounds complete and is about the size of a portable radio.

**Siling Leaves FCC For RCA Exec. Post**

Philip F. Siling, assistant chief engineer in charge of broadcasting for FCC, has been appointed engineer-in-charge of the Frequency Bureau of the Radio Corporation of America effective October 1. O. S. Schairer, vice-president in charge of RCA Laboratories, announced Friday.

In his new post, Mr. Siling, who has been associated with the FCC for nine years, will handle matters pertaining to frequency allocations for RCA, its subsidiaries, and services. These activities cover the (Continued on Page 4)

**Agency On Budget For WAC Recruiting Defends Its Choice Of Advt. Media; Blames NAB For Situation**

In a lengthy statement defining their position in the administration of the $5,000,000 WAC recruitment budget authorized by the War Department, Young and Rubicam, Inc., Friday, charged "it was not invested in radio because the radio industry under the policy adopted at the National Association of Broadcasters' convention in April, 1941, declared its desire to continue its present practice of making its facilities available at no cost to the Government."

Officials of NAB in Washington declined to comment on the agency statement Friday until they had an opportunity to thoroughly digest its content. The NAB spokesmen, pointed out however, that out of 500 broadcasters who had completed questionnaires on the WAC recruitment matter, 90.4 (Continued on Page 5)

**Kintner Joining Blue As Vice-Pres. Sept. 15**

Robert E. Kintner, has been elected a vice-president of the Blue Network Co. and effective Sept. 15, will join the network in a supervisory capacity over general public service and publicity relations activities. Announcement to this effect was made by Edward J. Noble, chairman of the Blue (Continued on Page 4)

**Buffalo Fake Peace Rumor Causes Radio-Press Crisis**

Buffalo—A switchboard choked with telephone calls from downtown office workers wondering if Germany had collapsed and asked for peace Thursday afternoon prompted sta- (Continued on Page 2)

**THE WEEK IN RADIO**

**KSTP Strike Still Unsettled**

Another week went by and the strike at KSTP, called by James C. Petrillo, president of the American Federation of Musicians, remained unsettled. Early in the week, the AFM chief ignored the National War Labor Board's telegram which ordered him to instruct the KSTP strikers to return to work immediately. A spokesman for Petrillo later disclosed that the AFM chief couldn't comply with the WLB's directive because KSTP was trying to bring the dispute into the jurisdiction of the Federal judge. Meanwhile issuance of a show-cause order for a hearing in Washington is expected momentarily.

Tele Web: General Electric and the (Continued on Page 5)

**Radio Daily**

The National Daily Newspaper of Commercial Radio and Television

NEW YORK, N. Y., MONDAY, AUGUST 7, 1944

TEN CENTS

**& R. Answers Industry**

**Defends Its Choice Of Advt. Media;**

**Blames NAB For Situation**

**Agency On Budget For WAC Recruiting**

**Find Few Big Clients Passing Up Networks**

Of the 23 national advertisers among the leading 100 clients who did not use radio in its expenditures during 1943, several were liquor accounts not acceptable and the rest a mixture of accounts engaged in war (Continued on Page 7)

**Ryan Asks Law To Guard Freedom Of Radio, Press**

Washington—NAB President J. Harold Ryan on Friday called for a legislative safeguard for press and (Continued on Page 7)

**For Posterity**

Transcriptions of nearly 18 hours of news programs broadcast by CBS on D-Day, have been placed in the National Archives of the U. S. in the Capital. Earl P. Gam- mans, director of the web's Washington office, made the presentation on behalf of Paul W. Keaten, CBS executive vice-president. There are 67 sixteen-inch disks comprising the programs. (Continued on Page 7)
C. P. Jaeger, national sales manager of the Blue Network, leaves today on a business trip to Boston. He expects to return Thursday.

Art Thomas, manager of WJAG, Norfolk, Va., is expected in New York today for conferences with the national representatives of the station.

Jean Baer, press news editor of the Mutual network, who was dispelling herself during the past fortnight at East Hampton, with an incidental pilgrimage to Amagansett, returns to Broadway and 40th Street tomorrow. Blanche Wolfe, magazine editor of the web, left on her vacation Friday. She has elected to spend it in Chicago.

Ingram S. Roberts, station manager of WGBS, Harlingen, Tex., arrived yesterday for a short visit on station network business.

Victor Best, formerly announcer at WHLD, Niagara Falls, and WFBF, Syracuse, has arrived in Burlington, Vt., to take up his duties as a member of the staff at WCAX.

Louis A. Rubin, inventor of “Compos-A- Tune,” has left for Chicago, where he will confer with advertising agency officials.

RCA Declares Dividend

In an announcement following the meeting of the Board of Directors of the Radio Corp. of America held last Friday, August 4, in New York, Gen. J. B. Harbord, chairman, stated that a dividend of 87% cents a share was declared on the outstanding shares of $3.50 Cumulative First Preferred stock, for the third quarter of this year, July 1 to Sept. 30. This dividend will be payable to holders of record at the close of business Sept. 8, on Oct. 2.

M. H. Shapiro, managing editor of Radio Daily, leaves today on the second leg of his summer vacation. Could it be Old Sol's persistence had something to do with the sudden decision?

Paul J. Senft, of the George P. Hollingbery Company, told us he was like the Arab last Friday and as silently stole away for the shore, where he will invite the soul for the next two weeks.

Ed Browne, publicity director in the popular division of National Concert and Artists Corp., left for New York to spend two weeks and the pastel surroundings of Brookfield, Conn.

Lee Kirby, entitled to a vacation from his duties as announcer on WBT, Charlotte, N. C., is spending a portion of it fishing in the mountains and the remainder of it wandering aimlessly around the station's studio.

Lillian Griffin, informational oracle and general factotum of The Kats Agency, national station representatives, takes the helm again today following a holiday of two weeks.

Arthur Austin, musical supervisor of Compton Advertising, Inc., has left on a two-week holiday, which he will spend at the Tanglewood Festival.

A cat can look at a King

Big name radio call letters mean a thing in some market audiences often can look at them and look away, too.

Take Baltimore. Down independent station . . . WBT gets the look and listens . . . but WJZ gets the look and listens.

That's not a bit of puffery. You can pick up the example of Carolina . . . and hold them in your hand.

If you want to do a sales job in Baltimore . . . get big results . . . lowest cost . . . you'll want radio station W-T-T.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station, WDAS, "Pattern Broadcasting."
IT’S THE BLUE FOR YOUTH

in keeping with its progressive approach to the youth of America and physical fitness

THE BLUE NETWORK

will broadcast the

ALL-AMERICAN BOYS BASEBALL GAME

at the Polo Grounds—Monday, August 7, at 2:45 P. M. (EWT)

which is being played for the benefit of

COMMUNITY WAR MEMORIALS COMMISSION

The National Committee on Physical Fitness

to help create

"LIVING WAR MEMORIALS"

to the Heroes of this war

Once again the Blue Network turns the spotlight on youth with the broadcast of the East-West All-Star Baseball Teams made up of players of pre-draft age.

EAST TEAM coached by CONNIE MACK • WEST TEAM coached by MEL OTT

Special Messages by

General GEORGE C. MARSHALL
PAUL V. MCNUTT • Mayor FIORELLO H. LAGUARDIA

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
Kintner Joining Blue
As Vice-Pres. Sept. 15

(Continued from Page 1)

Network Co. in a statement Friday. At present Kintner is a Lt. Colonel in the Army of the United States, with the War Dept. Bureau of Public Relations. He was recently given a medical discharge and will revert to inactive status before joining the Blue.

According to Noble, Kintner will work in close cooperation with all departments and in particular will be associated with the department charged with publicity, promotion and programming. His headquarters will be in New York, but he will visit all studios and offices of the Blue around the country.

On active duty with the Army of the United States since July 28, 1941, Kintner, before being commissioned was co-author with Joseph Alsop of a nationally syndicated Washington newspaper column. He was graduated from Swartmore College in 1931, and, before forming his association with Alsop, was a financial reporter and Washington correspondent for the New York “Herald-Tribune.” In addition to writing their daily column, Alsop and Kintner were authors of numerous articles in national magazines, and of several books, among which was “American White Paper,” considered an authority in its field and long a best seller.

G.I. Radio Roles

Cincinnati—Two former members now serving Uncle Sam in the armed forces of the WLW continuity staff, have merely changed from civilian clothes into the uniforms worn by members of the United States Army.

Bill Meredith and Bob Maley are serving as continuity chief and assistant respectively for the radio department at Camp Crowder, Missouri.

Pianist’s Debut

Mariana Sarrica, 22-year-old pianist, whose letter was “read” by Dun-ninger on his program recently, will appear as a soloist on the Blue Network’s gateway to fame program “On Stage Everybody” in a coast-to-coast broadcast Saturday, Aug. 5, at 11 p.m.

"Maybe after the war 1 can sing over WFDE Flint?"

Radio Wattnotes!!

- - Mutual had two eminent returnees last week, both of whom were guests of honor at a luncheon Friday at the Sherry-Netherland Hotel.

- One of them, Leslie Nichols, has been in Cairo and other Middle East points for the past seven years, the last two and a half years of which he acted as MBS correspondent. Originally, Nichols went over to develop an Egyptian staff for the Journalistic Dept. of the American University at Cairo. Since then history was made right under his eyes—just as it was, “Radio is becoming increasingly important in the Middle East,” he says. and National radio is symbolised by the Egyptian State Broadcasting, controlled by the government. the two transmissions are in English and in Arabic. shortwave from America does not lend itself to good reception there, but the BBC makes up for it. Nichols told of the trials and tribulations at the Teheran conference when radio men were herded into a small room, drawing lots and other wise worry of each moment. with the returned correspondent was his wife and two children, the better half is French and neither the kids can speak a word of English, just Arabic or French but Nichols feels that all will be remedied after a stay at his parent’s home in Yokim, Washington.

- - Second Mutual man to return from abroad was Edmund Franke, the first combat radio technician to return to the U.S. from the invasion front. returned by plane for two months prior to D-Day, Franke experimented with the new type film recorder which broadcasters utilized for the invasion coverage. it was good equipment he said and easy to handle. “The channels were so well marked, Franke said, the invasion trip was like crossing Broadway, insofar as the route was concerned, but the subsequent efficiency of the invasion forces amazed everybody, Franke stated. Franke returns to England after a few days but later went out in a PT boat while Cherbourg was being bombarded, he returned to London during the heat of the buzz-bomb blitz, after nine days of terrific bombardment by the silent robots. Frankie shoved off for more peaceful atmosphere above all he said, too much praise could not be showered upon the Army and Navy, plus air force for their huge job in carrying out the invasion of France.

- - Social Flash! Paul W. White, director of news broadcasts for CBS, was married Saturday to Margaret Miller of New York, daughter of Mr. and Mrs. William B. Miller of San Diego, Calif. Many outstanding music colleagues of Mr. White were guests of honor at a luncheon Friday at the Sherry-Netherland Hotel.

WNYC Marks 20th Yr. With 4-Day Celebration

Municipal outlet WNYC, only commercial station in New York mark its 20th, anniversary by August 11, with a four-day special programs. Three of the music and soloists and the others will be a dramatization of war services.

Many outstanding musical organizations are heard each season the station which started broadcasting on August 11, 1924. It is the City of New York.

NBC Sec. Joins WAVE

Marita Littauer, former to Richard Spencer, NBC press editor, left NBC fol lowing her induction into the WAVES. Littauer reports to WAVES Men school, Smith College, Northampton, Mass., on Aug. 24 for indoctrination training.

Silling Leaves FCC For RCA Exec.

(Continued from Page 1)

fields of sound broadcasting, international point-to-point communications, marine communications, and experimental openings.

Mr. Silling will maintain his office in the RCA Building, 30 Rockefeller Plaza, New York, and at 4111, W. Washington, D. Street, Washington, D. N.C. duties of the engineer-in-charge of the RCA Frequency Bureau have been administered by Dr. D. E. Shackleford since the post was quashed two years ago by Dr. Jolliffe, former chief engineer of the RCA Victor Division, Can-

Dr. Shackleford will retain general direction of the Bureau’s ties. C. E. Pfautz is manager of the bureau.

WABC Marks 20th Yr. With 4-Day Celebration

WABC marks its 20th anniversary by August 11, with a four-day special programs. Three of the main features are music and soloists and the others will be dramatizations of war services.

Many outstanding musical organizations are heard each season the station which started broadcasting on August 11, 1924. It is the City of New York.

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Marita Littauer, former to Richard Spencer, NBC press editor, left NBC following her induction into the WAVES. Littauer reports to WAVES Men school, Smith College, Northampton, Mass., on Aug. 24 for indoctrination training.

"Remember Pearl Harbor"
Passport

The week in Radio

KSTP Strike Still Unsettled

(Continued from Page 1)

International Business Machine Corporation has just applied to the Federal Communications Commission for permission to construct a network of experimental radio relay stations linking Washington, New York and Schenectady.

To Quit: FCC's Chairman James Lawrence Fly said that he will leave his position after he has "flashed up a few jobs around here." Fly is expected to leave the FCC Commission after the November election.

WAC Budget: Replies to the NAB questionnaire continued to pour in, revealing that nine out of ten broadcasters throughout the nation are willing to accept paid copy for the WAC recruiting drive. Young & Rubicam is the agency in charge of the $50,000,000 which the WAC Department of War is authorized to spend.

WAC Warning: President J. Harold Ryan reminded all broadcasters to carefully and faithfully observe the code during the period of the campaign months, and that any announcement followed an attack made by the CIO Political Action Committee, which crossed the NAB Code, calling it "outrageous."

Finance: While RCA-Victor and Columbia Recording companies continue to wait for the National War Labor Board's final decision on the AFM-Recording strike, Decca, one of the majors, signed an agreement with AFM to employ musicians under the union's terms, has been producing some of the most popular records. The result: a net profit of $50,000 (unaudited) for the first half of 1944.

Book: FM Broadcasters, Inc., and distributors of FM equipment are jointly publishing an FM book which has been designed for laymen consumption.

Preference: The 100 leading national advertisers placed more advertising in network radio than any other medium for the third consecutive year, according to statistics of 1943 expenditure compiled by CBS. Total figure for 1943 was $381,447,527, which includes the four major networks.

Expansion: Mutual has brought the number of its affiliates up to 232. The two new stations are WFZQ, Ga.; KFTH, Texas; KLIF, Galveston.

Citation: The late William A. Winterbottom, who died July 8, was posthumously awarded the Signal Corps Certificate of Appreciation for "services of immense value" to the U. S. Army Signal Corps, in his capacity as vice-president and general manager of RCA Communications, Inc.

Tele Tales: The motion picture industry evinced great interest in television as word from the Coast revealed that it was checking into and obtaining television copyrights on the possessions it now has. NBC and RCA, in cooperation with WBAL, will stage a 10-day tele demonstration beginning August 12, for the purpose of educating agency executives and advertisers in the post-war potentialities of the new medium. WHYN, Springfield, Mass., purchased the entire top of Mount Tom, highest landmark in Western Massachusetts. It rises 1,200 feet, and is to be used for the construction of a tele transmitter.

People: Herbert C. Sanford has been appointed manager of the Firestone radio office of N. W. Ayer & Son, Inc. WLW has been notified that James Cassidy, director of special events and international broadcasts for the station, has arrived in the European Theater of Operations. J. P. Williams, vice-president and general manager of WING, Dayton, Ohio, has been appointed manager of the Blue's newly formed political sales department.

Suggestion: This weekly news digest may interest someone from radio, too. "Odd--and Now!"

There are 270,042 Federal employees in Washington. 5.05 per cent more than in 1942.

They and their families come from every city and state.

They eat, smoke, use cosmetics, buy clothes just the same as they did back home.

Where else can you get this National coverage but here--and now?

The Best Test Market at MINIMUM COST

WINX
Washington, D.C.

Represented Nationally by
FORGE & COMPANY
New York - Philadelphia - Chicago
Statement By Young & Rubicam, Inc.

Following is the complete text of the statement issued by Young & Rubicam, Inc.: "On June 20th, Mr. Avery of the National Association of Broadcasters addressed an open letter to Young & Rubicam, Inc. Calling for the entire appropriation for WAC advertising for the coming year be devoted to radio.

"This letter was released to the press, without consultation with Young & Rubicam, Inc. No member of our staff received a call from the National Association of Broadcasters or from any individual broadcasting stations relating to the subject discussed in Mr. Avery's letter. The letter was given wide circulation by the National Association of Broadcasters and attracted comment in the trade press.

"The radio industry knows Young & Rubicam's open door policy. Media representatives know that at Young & Rubicam they can secure a complete and thorough hearing for their claim that radio is the most effective of all available media as judged by our professional judgment as to what plans could proceed quickly. Since the need for more WACs is an urgent one, speed in getting the campaign started without the utmost importance. We, therefore, recommended to the War Department to begin immediately to use those media through which we could immediately purchase national coverage. We were familiar with the resolution of June 3, 1943, United States National Association of Broadcasters had passed with reference to the Bankhead Bill. We did not regard it as a reversal of the policy of the Spring of 1941. Neither did the National Association of Broadcasters up until June 20, 1944, for during the same period money was being invested for newspaper advertising for the WAC's and other military recruitment without comment by the National Association of Broadcasters.

"Shortly after Mr. Avery's letter of June 20th was received we talked to him on the telephone. Mr. Carlos Franco of the Young & Rubicam staff called him and offered to come to Washington immediately to clarify our understanding of radio industry policy and to describe the basis upon which the WAC appropriation has been made and our hopes for special cooperation. He proposed to come to Washington for consultation on June 27th.

"Mr. Avery found it impossible to come. On June 27th. He did not fit its possible to meet with us until July 7th in New York.

"On July 7th he was given an opportunity to present his position fully to key executives connected with the WAC account. He confessed that he did not know how many stations would accept Government advertising. At our request, Mr. Avery agreed to canvass his membership to clarify the policy of the industry on that point.

"During the next two weeks we inquired of Mr. Avery twice on this matter, but despite our inquiries he did not send his inquiry to the broadcasters until July 20th, a full month after our public letter to Young & Rubicam.

"It should be reiterated that the policy adopted at the National Association of Broadcasters has had no reason to believe that such plans could proceed quickly. Since the need for more WACs is an urgent one, speed in getting the campaign started without the utmost importance. We, therefore, recommended to the War Department to begin immediately to use those media through which we could immediately purchase national coverage. We were familiar with the resolution of June 3, 1943, United States National Association of Broadcasters had passed with reference to the Bankhead Bill. We did not regard it as a reversal of the policy of the Spring of 1941. Neither did the National Association of Broadcasters up until June 20, 1944, for during the same period money was being invested for newspaper advertising for the WAC's and other military recruitment without comment by the National Association of Broadcasters.

"Until a policy decision is reached by the radio industry, a decision that will enable us to evaluate the time and coverage available—we are unable to judge what portion of the WAC advertising appropriation might wisely be invested in radio.

"Our own independent inquiry indicates that some radio stations will accept paid Government advertising and some will not. Public statements which have been made recently also reveal that there is a difference of opinion within the industry as to what the policy should be. We hope that these differences can be speedily resolved and a unified industry policy declared.

"Mr. Avery requested that the entire WAC appropriation be devoted to radio. We believe most broadcasters would find it wise to invest the entire appropriation should be spent in radio.

"Meanwhile we are prepared to act immediately whenever efficient coverage can be purchased. The points in your memo of June 26th are well taken, and I approve them wholeheartedly. The points in your memo of June 26th are well taken, and I approve them wholeheartedly.

"In conclusion, it should be clear that the War Department has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Department accepted our recommendations.

"We have proceeded on the assumption that Congress made this appropriation because it believed that WAC’s were important to the war effort.

"Our own close association with the War Department during the past 15 months has convinced us of the vital contribution the WAC’s are making to the war effort. We believe that the campaign to enlist more WACs deserves the support of all the broadcast industry.

"It is with regret that we have seen some discussion in the trade press which suggests that broadcasters might withdraw their contributions to the WAC campaign until the war is resolved.

"As we see it, the issue must be solved by the industry itself. Partial decision by the industry we do believe broadcasters will not stop working for the WACs.

"There can be no let-up, no stoppages in any part of the effort. Based on the splendid results of the radio industry to date in the war effort we believe there will be none by broadcasters."
### Radio Daily

100 LEADING NATIONAL ADVERTISERS 1943

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<tr>
<th>NETWORK</th>
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Find Few Big Clients Passing Up Networks

At least one advertiser spending over $1,000,000 in magazines and newspapers manufactures a product not sought by radio networks, or spot. Complete list of the 100 leading advertisers and their media preference and expenditures will be found in adjoining lists. Compilation was compiled by CBS research department and shows network advertising leading many other individual media. In the listing, expenditure figures for American Weekly and This Week are included in the magazine totals and deducted from newspapers.

Vocalist Baring Tour

Shouting the spotlight with Jack Benny on his four of the Army bases in the Southwest Pacific is vocalist Martha Tilton who has scored as a singer on the Fibber McGee program, and on her own network broadcast, "Campana Serenade" on CBS Saturdays on the network.

it's cheaper to sell

**DURHAM**

with **WDBC**

**COLUMBIA NETWORK**

Represented by Howard H. Wilson Co.

(Continued from Page 1) exclusively in RADIO DAILY three years ago. Additional functions of the service will be close liaison with nets, locals and agencies to provide information on emergency and to help line up guest stars. All this is to be done between drive periods as well as during drive times.

Commercial Radio-Train

Malohon, who had been radio chief at WFA, came to Washington after eight years in commercial radio, both in New York, and Hollywood, he was New York manager of Viking Radio Corporation, and on the coast handled radio publicity and wrote "Reporters of Odd Facts," "The Plainsman" and other successful radio shows. He has had five books published, one of which is on the book-of-the-month club recommended list.

Assisting him will be Tech. Sgt. Norman H. Agathon, on loan from General Lear's headquarters. Before going into the Army, Sgt. Agathon was with the Washington Bureau of Transradio Press, and previous to that with the INS in Chicago and Des Moines and with Associated Press in Chicago and Milwaukee. Sgt. Agathon will handle the radio news bureau of the information service.

A station's relations chief, yet to be named, will be brought in from the radio industry.

New York Office Plans

New York office will be in charge of Miss Shirley Burke, for several years identified with the theater. Miss Burke worked with Russell Janney producer of "Vagabond King" and many other hit shows, and for some time was in the casting department of the Theater Guild. In the early days of War Finance, Miss Burke assisted William S. Rainey, former production chief of NBC, who had come over to the Treasury. She also assisted William Bacher, producer of the early treasury "Star Parade" and "Bond Wagon Shows."

Radio Station Guides

Airliner In Mpls. Storm

(Continued from Page 1) airport, blew down the field radio range tower, the airliner flying through the storm had no way to guide it into Minneapolis. The airport dispatcher called KSTP and asked the station to remain on the air, to provide a signal for the pilot to follow. Station continued to air its "Overseas Special" program, with which it normally signs off at 2 a.m., for an additional 45 minutes. Plane reached Minneapolis safely, but, unable to land because of terrific winds and low ceiling, was kept circling for 45 minutes using the KSTP signal to fix its position. Finally, dispatcher sent it to Madison, Wis., where it effected a safe landing.

Public Service Role During Phila. Strike

(Continued from Page 1) transportation strike broke stories in all local newspapers when they gathered together in the studios. Mayor Bernard Samuel, Frank L. McNamee, regional director of the War Manpower Commission, Rev. E. A. Palmquist, secretary of Federation of Churches, officials of the National Association of Advancement of Colored People, representatives of the President's Fair Employment Practice committee and eight other officials of the transport workers union CIO, all were heard in a concerted appeal to the wildcat strikers to go back to work.

General Hayes Heard

These strikers, former members of the PTC company union, went out because they refused to comply with the Government PTC ruling allowing Negroes to become motor men and conductors. The special event mobile unit of WCAU toured the city on Thursday as the Army prepared to take over and recorded the official proclamation announcing the Army had moved in on Thursday at 9:25 p.m. Ten minutes after the announcement of the Army moving in to take over the transportation facilities Major General Phillip Hayes chief of the Third Service Command read the Government's order and spoke from the studios of WCAU in a broadcast that was pooled to every Philadelphia radio station at the same time.

WIP mobile unit claims getting exclusive transcription of James McMenamin speech Thursday night at PTC employees rally. Announcing takeover of operations by Army. Thin transcription was broadcast within an hour. McMenamin speech was not broadcast direct by anybody.
Union Must Show-Cause

"Double Talk"

The National Daily Newspaper of Commercial Radio and Television

28, NO. 26 NEW YORK, N. Y., TUESDAY, AUGUST 8, 1944 TEN CENTS

Radio Engineer Future Seen Bright By Angle

Rochester, N. Y.—Wesley M. Angle, president of the Stromberg-Carlson Co., in this city, expressed an optimistic outlook for the nation's radio engineering-minded youth in the article (Continued on Page 5)

Washington—Answering the Young & Rubicam statement on the $5,000,000 WAC recruitment budget, broadcasters throughout the nation with support of NAB yesterday intensified their efforts to get prestige recognition for radio in the War Department (Continued on Page 6)

Familiar Voice

When WOR picked up a program from Guam describing the Marines' landing last Saturday night, the War Labor Board yesterday set a show-cause hearing for 11:30 tomorrow morning, in Washington. George Murk, president of WLB, Chairman William H. Davis to appear here and show cause why the strike should (Continued on Page 5)

Union Must Show-Cause

AFM's Musician Strike Against KSTP Brings Order To Murk From WLB For Capital Hearing Tomorrow

Deforest Elaborates On Mexican Prospects

Mexican City—Mexican-made radio and television sets will in the future largely displace those of American origin on the Latin American market. President of the NAB has his way. The "father of radio," who has been in this capital working out details of a giant program for the manufacture of radio equipment in Mexico (Continued on Page 6)

New Tele Producers Group Formed In N. Y.

Television's first cooperative production organization, known as "Televideo," has been formed, with the group currently preparing the first program for presentation in the near future. Televideo, according to Kenneth Whatmore, chairman, proposes to write, direct and produce monthly television shows, experimenting in (Continued on Page 5)

International Series Set For 'People's Platform'

Leading authorities of the United Nations will tackle important international problems during a series of six special broadcasts of CBS "People's Platform" on alternate Saturdays. (Continued on Page 3)

Agencies Announce Weekly Auditions For Television

First advertising agency to set up regularly weekly auditions for commercial television talent is Rutherfurd & Ryan with auditions scheduled for Friday at the WABD, Du Mont studios in New York City. Announced (Continued on Page 3)

MBS Bond Committee Set For Sixth Loan Campaign

Makeup of the MBS Network Bond Committee, which will work with Treasury and the OWI on bond maturing Aug. 1, has been announced (Continued on Page 6)

Radio daily still believes broadcasters' complaint is a non sequitur. Our belief has been strengthened by the growing dissent of recent from the broadcasters. His issue is not a matter of principle; it is a matter of principle (Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—Advertising agency to set up regularly weekly auditions for commercial television talent is Rutherfurd & Ryan with auditions scheduled for every Friday at the WABD, Du Mont studios in New York City. Announced (Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—"Breakfast At Sardi's," Blue's "Breakfast Club," and other network shows calling for audience participation are the subject of a new move by the Office of Defense Transportation looking toward the execution of on-the-air discussion of tourist visits. Aid of the NAB has already been enlisted in an effort to cause (Continued on Page 6)

West Canada Must Defer Airing Of Election Returns

Montreal—Radio stations in Alberta will not be permitted to broadcast Quebec election results tomorrow night until the polls in Alberta close at 9 p.m., E.D.T., Canadian Broadcast (Continued on Page 3)

Radio daily still believes broadcasters' complaint is a non sequitur. Our belief has been strengthened by the growing dissent of recent from the broadcasters. His issue is not a matter of principle (Continued on Page 5)
Coming and Going

H. ALLEN CAMPBELL, secretary and general manager of the Michigan Radio Network, reports that—in a letter from Detroit on general business. He visited yesterday at the headquarters of the Blue Network.

CHARLES ZURNHIST, director of publicity and promotion for WOL, Washington, D. C., is in Gotham for conferences with officials of Mutual.

THAD HOLT, president and general manager of WAPI, Birmingham, reports that for contests at the headquarters of CBS.

JOAN BEL GEDES, supervisor of new programs for Compton Advertising, Inc., is spending her annual holiday at Marblehead, R. I.

W. C. BOCHMAN, WCOS, Blue Network station, is in New York. He's general manager of WCOS, the Blue Network's station in Columbia, S. C.

FRANKIN M. EVANS, announcer at KTW, Philadelphia, has returned from his vacation with a genuine seashore tan.

HAROLD HUTCHINS, advertising director of the Billion Women's Group of magazines, left yesterday on a three-day business trip to Toronto.

SUSAN LITTLE, conductor of the "Friendly Homemaker" program on KROW, Oakland, Calif., is vacationing. Meanwhile, her duties on the show are being taken over by Barbara Polk, home economist for the Pacific Gas and Electric Co.

Tele Talent Announced For Wednesday Program

The Bunin puppets, Martha Stuart, songstress, and Russell Patterson, noted illustrator, will be added features in the series of commercial television fashion shows being presented by Aldens Chicago Mail Order Company over the Du Mont station, WABD Wednesday evening. Nine Conover girls will model a line of fur trimmed coats modeled in the Aldens Catalogue.

The shows are being produced by Buchanan and Company, advertising agents for Aldens Chicago Mail Order Company under the direction of Richard Hubbell. The series will be climaxd Wednesday, August 18, with the selection of "Miss Television 1945" who will be chosen from the famous models of Harry Conover in the cast, including Pat Geoghan, Mary Ducey, Jean Harper, Marilyn Sable, Eileen Dolan, Jackie Michet, Pat Townsend, Barbara Orr and Edna Russell.

Biow Agency Appointed For Democratic Campaign

The Biow Company has been named to handle the advertising for the Democratic National Committee, for the Presidential campaign. Radio director of the Democratic Committee is J. Leonid Reinisch, managing director on leave of the James M. Cox Blue Network. Biow has outlets in Atlanta, WIOD, Miami, and WHIO, Dayton.

Joins Blue Coast Staff

Los Angeles—John Wald, noted the "Richfield Reporter," has joined the Blue Network Hollywood staff as a summer replacement announcer, to serve through September.

All with the same id

That's a picture of the famous Paget Sound Salmon Derby. Boat wants to get the top haul only happens once a year.

But every day advertisers advertise derby to get the top haul in radio audience. Not just quantity, but quality at the lowest cost.

Here in Baltimore the answer easy. You don't have to study a figure. Will call in the brain trust.

You simply look at third figure concerning the stations you use. First, you look at the station's coverage. Then, you check the listeners. Then, you take the cost to find out which three costs you.

So that and we know what your next buy will be: W-T-T, the successful independent station W-T-T that delivers more people per dollar spent than any other Baltimore station.
Radio Knobs

Toying with the unique promotion idea at the William Penn Hotel, WCAE, Pittsburgh, has is a new set of radio dial cards that have been placed on the knobs radios in both the Pittsburgh and William Penn hotels. Lettered is against a background of deep blue, these cards inform hotel guests that when news commentators go Mutual affiliate. In addition, there is a plug for WCAE's popular.International Series

**Want Ad Pays**

WCOV, in Montgomery, Alabama, passes along to us the following letter for other stations to think about. It's in reference to the station's Want-Ad program broadcast six days a week and sponsored by Old Hickory Ale.

"Two minutes after your announcer read my ad over your program, a small boy called me up and asked for more information about the man's size 28 bicycle. Twenty minutes later he paid for it with $25 in dimes and quarters which he had received for caddying on a local golf course."

**Data**

Promotion piece entitled "Tops and Still Going Up" is being mailed to advertisers and stations. It was seeded in Davenport, Iowa, giving WOC listening data as compared to that of other stations, and including figures from the Hooper Station Listening Index. This supplement's previous mailing, which gave results of first Quad-City Hooper Survey, "Tune Factory" program aired every afternoon.

**West Canada Must Defer Airing Of Election Returns**

(Continued from Page 1)

The beginning Aug. 19, it was announced last Friday by Lyman and CBS director of education, that intervening Saturdays "People's Platform" will be devoted to election issues. The program is at 6:15 over WABC-CBS.

Still the Small Nations Have It Will be discussed by Carl K. Bro, president of the Norwegian Parliament, Brooke Claxton, K. p. secretary to Prime Minister Mackenzie King of Canada; Andre Michalopoulos, former minister of information for Greece, and broadcasting for- mer legislators. Bryson will serve as chairman of the CBS series.

The scheduling of this program was unusual. Reports came in from his news offices in both the Nova Scotia and British Columbia, to know the trend of the returns in the provinces might change their vote as a result.

The Federal elections were doubtless the first consideration of the framers of the law, CBC management has ruled it is bound by the act to apply it next Tuesday when provincial general elections are being held in both Quebec and Alberta.

**Agency Announces Weekly Auditions For Television**

(Continued from Page 1)

ment of the auditions was made yesterday by Lee Cooley, director of the agency, who added that Tom Vietor or Betty McCarthy of the agency will be contacts for persons seeking television auditions.

**Use AP Service**

Three stations have contracted for the special AP radio wire through Press Association, Inc. within week. They include WAYS, Charlotte, N. C.; WGN, Chicago; and WJJD, Goldsboro, N. C., managed by Harry G. Bright, and WJJD, Middletown, N. Y., headed by Martin Karig, Jr.
LOS ANGELES

By RALPH WILK

MORRIS (ABNER) GOFF, of the Blue's "Lum and Abney" team, and Mrs. Goff celebrate their wed-
ing anniversary August 8, to the tune of eight. For they were married in the eighth month, on the eighth day at eight in the morning in the presence of eight guests. Just to keep everything straight Mrs. Goff will receive a gold charm bracelet with eight charms and eight guests will join them at dinner this August 8.

Don Bernard, producer, and Irving Brecher, a member of the production staff of "The Life of Riley" series, aired Sundays, over the Blue Network, became radio performers during last Sunday's broadcast. Both took speaking roles on the program.

Art Baker, NBC's morning news-

Three Cheers for the Red, White and Blue (Web)

★ ★ ★ Viewed from any angle, the enterprise was the success it rated to be. . . . we're referring to the All-American Boys Baseball Game, played yesterday at the Polo Grounds by a group of American youngsters, chosen from the sandlots and high schools from all parts of the country, sponsored by Esquire Magazine and 28 newspapers for the benefit of the Community War Memorials Commission to HELP CREATE "LIVING WAR MEMORIALS" to the heroes of this war (which to us means EVERY man or woman in the Service) . . . . We happened to be in Mark Woods' office at Blue Net headquarters, the day Ed Dukoff first broached the project to the proxy who sensing the bigness of the idea, promised, and with the able assistance of George Schreier, (assigned by Earl Mullin to publicize the fact that the Blue Network had obtained the exclusive broadcast rights) delivered a major-league performance which rates a "A" for "assent" and an "R" for "RADICAT" . . . .

Harry Wimmer and Red Barber were at the mike, alternately on the play-by-play and color aspects of the game. actual festivities started at 12:35 p.m. at the Toots Shor A. C. where the Blue Network hosted a luncheon for the scribites (we almost said "Working Press") . . . . the fact that of the 20,000 fans present, only 15,000 were children, proved that Young America is just as keen about Abner Doubleday's brainchild . . . . among the celebrities who witnessed the game which went to the Eastern team, managed by the beloved dean of baseball, Connie Mack, were, Mal Ott, manager of the N. Y. Giants, who took charge of the team from the West. Carl Hubbell, Al Simmons, Joe McCarthy, manager of the Yankees, Ford Frick, presiding of the National League, Al Schacht, the clown of the diamond, the one and only Babe Ruth, the ex-Mayor of New York City, James J. Walker, (with Toots Shor in tow), Ed Noble, Mark Woods, Edgar Kobak and Earl Mullin of the Blue Network . . . . It was a great day for the kid ball players, the game, the sponsors of the stunt, Esquire Magazine and last but not least, the Blue Network.

★ ★ ★ And now that the two week vacation has ended and we must get back to the daily grind, we'll take a look-see at the mail that has accumulated on our desk and try to catch up on developments in and about Kilicycle Lane . . . . here's a note from Fred Coll advising us that Broadway Columnist Ed Sullivan will be guest co-interviewer with Parks Johnson when "Vox Pop" will visit Kitchener, Ontario, Canada to interview the Women of the Dominion's Armed Forces next Monday . . . .

Lee Sands, recently with Universal Pictures and former comedy writer for some of radio's comic strips, has done an about face, and will make his bid as a radio comedian . . . . Lee has waxed a 15-minute recording, "Lee, The Kid From Brooklyn," and the cast includes John Gart's trio and Dolly Dawn, the Victor recording artist . . . .

Harry Rauch, who has done a fine job these past two and a half years at the Blue Net Press Department, joins the press relations staff of Young & Rubicam and will be in charge of Magazine editorial promotion . . . .

Morry Davidson, songwriting executive of the Stanford Zucker Agency, has collaborated with Art Berman on a novelty tune titled, "My Horse Has Fallen Arches" which will give you a chuckle . . . .

Martha Tilton, vocally from the Coast, is making a host of new admirers among the GI's while on tour of the South Pacific with Jack Benny's Troupe . . . . Jessyca Russell, who jumped from a job as $40.00 per week secretary to the post of New York Representative for Magazine Digest, via free-lance publicity, will be interviewed by Adelaide Harriman Thursday at 9:30 a.m. on WSAF.

After serving two years with the U. S. Marines, Edward H. Wolfe has been given an honorable discharge and has returned to the WIL sales staff in St. Louis.

★ ★ ★ Remember Pearl Barber
MEISSNER MANUFACTURING COMPANY, Mt. Carmel, Ill., and Chicago, through G. V. Rockey, executive vice-president, announces the creation of a national sales organization to distribute the Meissner super radio-phonograph after the war and to give the company direct representation in the national market. Ray R. Hutmacher has been named district manager, with headquarters at the Chicago headquarters of the Meissner organization.

BUD SPENCER, until recently night program manager for NBC, and who now is with Poole, Cone and Belding, advertising agency, will replace Harry Sz as assistant agency producer on the Blue Network's "Hollywood Star Time" beginning Friday, August 11.

R. F. BAUSMAN, director of export of the Washburn Crosby Co., eastern division of General Mills, Inc., has appointed Grant Advertising, Inc., to handle advertising of General Mills products in Western Hemisphere export markets.

J. D. TARCHER & CO., has been named to handle the advertising of Kinsey Distilling Co., Philadelphia.

New Tele Producers Group Formed In N. Y. (Continued from Page 1)

new developments of television programming as well as the production techniques.

Membership of the cooperative organization is composed of Morton Gottlieb, free-lance writer; Marvin Cristenfield, attorney; Ellen Dahlgren, costume-designer; Walter Gibson, free-lance writer; Betty Godfrey, J. D. Tarcher & Co., advertising; Fred Jacobs, Loucks & Norling Films; George Karger, PIX, Inc., Leo Kerz, scene-designer; Ruth Pearce, J. D. Tarcher & Co., advertising; Jay H. Smolin, John H. Owen & Co., advertising; Kenneth Whatmore, J. D. Tarcher & Co., advertising, Martha Whatmore, free-lance writer. The backgrounds of the foregoing, becoming associated with television, included radio, motion pictures, the theater, publishing, photography and advertising.

Organization Unaffiliated

Television intends to produce television shows for advertising agencies as well as for national advertisers and television stations, although it has no affiliation with any individual agency or firm. This new organization is located at 5 East 51st Street.

Radio Engineer Future Seen Bright By Angle (Continued from Page 1)
titled "Radio-Past and Present" published in the official publication of the Institute of Radio Engineers this month.

Also the chairman of the sub-committee on post-war employment problems of the veterans' employment committee of the NAM, Angle stressed the part of the returning veteran with Army Signal Corps' training can play in post-war communications engineering by revealing that most radio engineers were trained in former years in other branches of engineering before realizing their specialty.

The radio executive stated also the men who will do the job today and the bigger job tomorrow just don't have the time or the inclination to get to radio engineering by drifting there eventually."
Cleveland — WGB's program schedule, released for this week, features the action picture of WGB's program director, Dave Brubeck covering the invasion in the European sector as a war correspondent. Via shortwave of the BBC in London, he reported about local fighting men and service women as another WGB contributor to "home front" morale.

St. Louis — Ted Gorman, assistant professor of radio extension in College of Agriculture at University of Illinois, was appointed director of farm programs at KMOX. He joins KMOX today.

Massachusetts — Returned from vacation at Yankee network offices are George W. Steffy, vice-president in charge of programs, and Peter Dodge, music librarian; the former executive director of Jack-O-Lantern Inn in Woodstock, N. H., while his colleague returned in the fashionable spot of Peak's Island, Maine, Pete's home town.

Worcester — Still radio-minded are Black Island, N. Y., the "Star-Times" and the UP office, Entire KXOK news staff helped in gathering reports throughout the city, county and state. KXOK stayed on the air all night.

Missouri — St. Louis — Ted Gorman, assistant professor of radio extension in College of Agriculture at University of Illinois, was appointed director of farm programs at KMOX. He joins KMOX today.

Connecticut — Hartford — Jack Stevens, WDRC's sports and news commentator, covers Willie Papp's fight in the New England area for the WDRC audience. His current role is the Papp-Camey-Mccain fight at Waterbury, Conn., scheduled for Friday.

Massachusetts — Boston — Returned from vacations at Yankee network offices are George W. Steffy, vice-president in charge of programs, and Peter Dodge, music librarian; the former executive director of Jack-O-Lantern Inn in Woodstock, N. H., while his colleague returned in the fashionable spot of Peak's Island, Maine, Pete's home town.

New York — New York — NBC sportscaster Bill Stern observes, "We're attacking by land, sea, and air and buy Bonds"... On a special WMCA broadcast Saturday afternoon at 5:15, Mrs. Dorothy Norman, New York "Post" columnist, and Mrs. Anna A. Hedgeman, executive secretary of the NCPPPC, discussed the role of "A Permanent Fair Employment Committee" within America's industrial and social structure...

California — North Carolina — Charlotte — Former WHBF, Rock Island, Ill., announcer and production man, returned to WTAG, in charge of programs, and Peter Dodge, music librarian; the former executive director of Jack-O-Lantern Inn in Woodstock, N. H., while his colleague returned in the fashionable spot of Peak's Island, Maine, Pete's home town.

Florida — John Newhouse, WSOR program director, has accepted a position as night supervisor with Mutual in New York City. He has been succeeded as program director, has accepted a position as night supervisor with Mutual in New York City. He has been succeeded by Fred Briggs, formerly program director at KGO, Honolulu, now Mutual's Pacific Coast affiliate.

Illinois — Peoria — Clara Walsh is new city editor of WMBD, succeeding Mrs. Dorothy Wright, who is a member of the States Navy: and another that WMBD is the hiring of a new employee. For the past year and a half, Walsh has been a member of the station's advertising staff, and production, advertising and promotion department.

Georgia — La Grange — Further finds that radio is a potent medium of advertising is that Bell-Gallatin local club store, has signed up with WLW, amounting to about 50 per cent of the firm's entire advertising appropriation... WMBD's primary service area is sponsored by Arthur Goods's MS
dry goods store, which has a daily basis, a daily news summary, plus six spot announcements weekly... Also, the last of the "Holiday Mailing" mail bag programs.

Walter Compton

Background for News

Add WOVI to its sponsor list

Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. 8, DOLPH, WOL, WASH. D. C.
Vacation Note
Detroit—Fellow newscasters will
sympathize with Fred Vanderventer
of WJR, who still is scratching his
head over an appeal for publicity
which he received today. Written
on Detroit Board of Commerce sta-
tionery, it was from the stay at
home vacation committee appointed
recently by Detroit Mayor Edward
Falbes, Jr. It read: “Now that
sufficient members of the stay at
home vacation committee have re-
turned from their vacation, a meet-
ing will be held August 11 at the
Detroit Athletic Club.”

More Than 100 U. S. Signal Corps Units
Adaptable To 250-Watt Broadcasting
Due To Be Released This Week

W2XWG Commercial;
Other FCC Approvals

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday
approved NBC’s application to change
its license for W2XWG, New York,
from experimental FM to commercial
FM, thus giving the net its only New
York FM outlet.

Three station sales were also ap-
proved, the first being that of WRNL,
five-kilowatt, Blue and MBS affiliate
(Continued on Page 8)

Don Shaw Leaves Blue
For Agency Exec. Post

Washington Bureau, RADIO DAILY
Washington—Donald S. Shaw has resigned as
program sales manager of the Blue
Network to accept the post as radio
director of Geyer, Cornell & Newell,
Inc., and chairman of the
New England’s 3rd Largest Concentrated Radio
Audience—looks to WLAB for CBS programs
(Continued on Page 2)

USN—BBDO—Jo

A letter addressed to Jo Lyons,
393 Madison Avenue, New York,
and dated July 27, reached her
desk yesterday. Because the writer
didn’t mention BBDO, for which
Lyons is the casting director,
(Continued on Page 7)

Aviation Boom In S. A.
Needs Radio Technicians

Aviation boom in South America
will up demands for radio technicians
in that area, according to the
Montevideo, who has been
studying aviation radio in this coun-
try
(Continued on Page 2)
**RADIO DAILY**

**Coming and Going**

**WJR** (Detroit) 
**WCAO**
.8

*Radio Daily*, August 9, 1944

FRANK BURKE: Editor
MARVIN KIRSCH: Business Manager

**FINANCIAL**

**(Tuesday, August 8)**

**NEW YORK STOCK EXCHANGE**

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**NEW YORK CURB EXCHANGE**

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**ANNIVERSARY FOR HEATTER**

Gabriel Heatter, with today's program over Mutual, will mark his 11th birthday as a commentator on the air.

**20 YEARS AGO TODAY**

(August 9, 1924)

Popular songs, Tommy Milus and Jack Little, were recently heard in a varied program over local air waves. WJZ will broadcast the notification ceremonies tomorrow of Hon. John W. Davis, Democratic nominee for President of the United States, direct from his home in Clarksburg, West Virginia.

**THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!**

Blue **KGO** is the Bay Area News!

**W-T-I-T**

**IN BALTIMORE**

Tom Tinsley, President

**RADIO DAILY**

**WITT - The Bay Area News**

**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.

**AVIATION BOOM IN S. A. NEEDS TECHNICIANS**

(Continued from Page 1)

**W.O.V. BUSINESS INCREASE SHOWS PRONOUNCED GAIN**

(Continued from Page 2)

**TAKES GUESS WORK FROM BLIND LANDIN**

Pilots admit they run into trouble a... and need help to get where they... out for. It seems reason that radio time buyers run... blind spots, too.

Down here in Baltimore we get rid of any "blind buying... radio time.

If you'd use the yardstick... coverage, popularity, and co... and get the common denomina... shows lowest cost—big re... you'll land your client with a... We know that... because... figures show that W.I.T.I. is... independent radio sta... service is the best buy in this, the... largest market.
Blue Opens Spot Biz
Office In San Francisco

Los Angeles — Appointment of Lewis Lacey as manager of the newly established Blue Network spot sales office in San Francisco was announced today by Fred Becker, Pacific Coast spot sales manager for the network.

From his office at 155 Montgomery Street in the bay city, Lacey will be spot sales representative for KECA, Los Angeles; WJZ, New York; WMAL, Washington; WENR, Chicago; and KGO, San Francisco.

Byron Nelson, former KGO sales-

Don Shaw Leaves Blue
For Agency Exec. Post

(Continued from Page 1)

Don Shaw, former general manager of WMCA, New York, assistant to the president and radio director of McCann-Erickson, Inc., advertising agency, and eastern sales manager of the National Broadcasting Company.

NBC Pianist Returns

Earl Wild, recently honorably discharged from the Navy, has rejoined the NBC musical staff. Previous to entering the Navy, two years ago, Wild was an NBC staff pianist of the NBC Symphony Orchestra.

Songstress To Screen Tele
On WOR For MGM Show

Dolly Dawn, protege of George Hall and famed as the creator of the Dawn Patrol orchestra on Victor records, will have a movie tryout on M-G-M's "Screen Test" over WOR-Mutual on Wednesday, August 16, 9:15 to 9:30 p.m.

Starting as a vocalist with the Hall orchestra, Dolly later took over the singing-leadership of the orchestra and gained fame nationally as a radio and recording star.

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Western Michigan's
Largest Market—

GRAND RAPIDS—
Larger Than The Next
Three Cities—Kalamazoo
Muskegon & Battle Creek
Combined!

Has More Than Twice As Many
Grand Rapids Listeners As Any
Other Radio Station Anywhere
Plead For Radio Unity At Canadian Meet

(Continued from Page 1) the CBC there would be criticism and possibility someone would propose a new system of broadcasting control in the country, he said. "Any change would quite likely be for more national control of radio, rather than lesser control. Therefore, an effort to develop the present system would be most advantageous." He said the CBC and private radio are working toward the same end—the interests of the Canadian listening public.

Glen Bannerman, president of the Canadian Association of Broadcasters, said broadcasters must be independent of any political group to discharge their duties to the listening public. "He has a responsibility to see that his listeners have the opportunity of hearing all sides of any controversy and of hearing the truth so far as lies with his power."

Wedding Bells

Los Angeles—Mabel Butterfield, assistant to Elmer D. Pederson, sales promotion manager of the Blue Network in Hollywood, resigned her position to become the bride on Sunday, August 6, of Jerome E. Baugher, sales promotion manager for the classified advertising department of the Southern California Telephone Company. The newly married couple will make their home in Beverly Hills.

New Hooper V.P.

John C. Whitridge, Jr., has been elected vice-president and appointed general manager of operations of C. E. Hooper, Inc. Whitridge was formerly associated as director in the office of the joint war production committees in the War Production Board. Prior to this he was with the International Business Machines Corporation as eastern divisional manager.

California Commentary!

Los Angeles—Harry Whitt, assistant general manager of the Columbia Pacific, has returned from a vacation in the mountains near Kernville.

- - -

Sheila, who has been visiting relatives in the Rocky Mountain sector, will return to Hollywood before heading East.

- - -

Virginia Hutia, who plays boogie piano on Don Lee's Skyline Serenade, is the only feminine member of a 13-piece orchestra. Her first radio job was in 1929 as a staff pianist on a San Francisco station. She joined KFRC, San Francisco, and Don Lee in 1936 and has been there ever since.

- - -

Remember Pearl Harbor

(Continued from Page 1) Commence. "The small town be neglected if we are to high business and employment. Miller says, calling for better standing on the part of the small-town markets. Miller points out that opinion differs as to what is a small town and what isn't. He declares that it is important over its size. 50 Per Cent of Whole Popula-

D. Of C. Emphasizes Small-Town Essentials

WLS “Dinner Bell Time” show originate on Wednesday, August 59 from the Indiana State Fair, Portland, Ind. It is to be broadcast on Arthur C. Page, farm program director. The program will be held in connection with the Jay County Fair.
School Broadcast Conference
Sets Agenda For Oct. Meeting

(Continued from Page 1)

Award of Merit will be presented to the individual who has made an outstanding contribution to radio. Also, citations of the Executive Committee will be presented to schools and stations who have made significant contributions to educational radio during the past year.

The annual luncheon of the Association for Education by Radio, national group of radio executives, school administrators, and teachers will be held on Tuesday, October 24. Dr. I. Keith Tyler, director of radio activities for Ohio State University, and president of the AER, will preside.

Executive Committee

Members of the Executive Committee in charge of arrangements for the meeting are representatives from both the industry and education: Judith Waller, NBC, Chicago; Florence Warner, CBS, Chicago; Myrtle Stahl, WGN-Mutual, Chicago; David Heffernan, assistant superintendent of schools, Cook County, Chicago; William Newton, BPC, Cleveland; Jerry Walker, WLS, Chicago; Robert Hanson, WIND, Chicago; Dean Douglass, RCA, Chicago; Elizabeth E. Marshall, Radio Council, Chicago Public Schools and George Jennings, Director of the Conference. Lt. Col. Harold W. Kent, formerly director of the Radio Council and Past-President of the Association for Education by Radio is chairman of the Executive Committee.

The Advisory Committee of the School Broadcast Conference is made up of 50 outstanding radio and school administrators.

Magazine Article

Norman Corwin will have his radio play, "Unititled," published for the first time in a national magazine with its appearance in the September issue of Reader's Scope.

School Broadcast Conference

Sets Agenda For Oct. Meeting

(Continued from Page 1)

"The Philosophy of Radio Education and the Classroom Use of Radio," "In-school and School Producing Groups and Their Administrative Problems," "Implications in the Growth of FM Educational Broadcasting," "Educational Radio and Television Look to the Future." Three classroom-use-of-radio demonstrations have been scheduled as openers to each general session. Conference members will participate in at least one of these demonstrations as "pupils." Other demonstrations will be made with students from the Chicago Public schools, but with teachers or radio supervisors from other cities.

Permanent chairman of the sessions will be Dr. Lyman Bryson, director of education for the Columbia Broadcasting System. Dr. Bryson will be introduced by Dr. William H. Johnson, superintendent of Chicago Public schools.

Jennings Comments

"The problems of school broadcasting and public service programming have grown so remarkably that no conference as previously set-up can cope with them," said George Jennings, director of the meeting. "This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems so that the educator may have the benefit of the broadcaster's experience, the teacher the school and public service broadcasting may become the potent factor in education and American life that it can be."

Annual Dinner Plans

Sterling Fisher, assistant to the educational counselor of the National Broadcasting Company, will preside at the Annual SBC dinner. Dr. Johnson will be the speaker. At this session, the Fifth SBC Annual Conference is made up of 50 outstanding radio and school administrators.
W2XWG Commercial; Other FCC Approvals

(Continued from Page 1)

in Richmond, Va. The station, which operates on the 910 band passed from John Stuart Bryan, D. Tenant Bryan and Douglas S. Freeman to Richmond Newspapers, Inc. at a price of $56,000. The sellers are reported to hold an interest in Richmond Newspapers and it is reported also that some notes held by the latter company were cancelled as a part of this deal. Second sale was of WMRN, Marion, Ohio from Howard F. and Florence Guthrie to Robert T. Mason. Price for 50.5 per cent of the stock in the 250-watt is $13,837. Band is 1,490 kilocycles.

Final approval was given for the sale of KLBK, Le Grand, Ore., from Ben E. Stone to Inland Radio Inc. at a price of $15,000. The station operates with 250 watts at 1,450 kc.

Shell Signs With WBBM To Air 11 Football Games

(Continued from Page 1)

Saturday, September 23 and continuing through December 2 Gordon Owen, WBBM's New York representative, placed the contract through the New York office of J. Walter Thompson agency, with WBBM account executive Ernest Shomo handling the Chicago details.

WBBM-Sheil Oil contract for sponsorship of the Big Ten football classics includes the services of John Harrington and an assistant. One of the best known sportscasters in the Middle West today, Harrington has handled sports broadcast for WBBM for the past eight years, as well as some of CBS' biggest network sports events. Schedule of games to be broadcast as follows:

September 23, Purdue at Great Lakes; September 30, Wisconsin at Northwestern; October 1, Great Lakes at Northwestern (or Tulane at Notre Dame); October 14, Northwestern at Michigan; October 21, Wisconsin at Notre Dame; October 28, Notre Dame at Illinois; November 4, Notre Dame vs Navy at Baltimore; November 11, Purdue at Northwestern; November 18, Northwestern at Notre Dame; November 25, Minnesota at Wisconsin; December 2, Great Lakes at N. D.

DRUG SALES

(Continued from Page 1)

Ben E. Stone to Inland Radio, Inc., representing through December 29. Gordon Stone to Inland Radio, Inc., representing through December 23. The station operates at a power of 5000 W.

Remington Arms Co., Inc., has signed an agreement with Inland Radio, Inc., for the sale of a 250-watt station at Le Grand, Ore., to Inland Radio, Inc.

Missoula, Mont—Robert B. Macdougall, director of radio at State Teachers College, is reported to have been chosen "Pin-Up Girl" of the Todd Shipyards a year ago, is heard over WNEW thrice weekly, to obtain essential help for the Todd Shipyards. WMCA now in tonight at 9:45 for the past eight years, as well as some of series of six variety programs. "Listen and Live," as a highlight for the Dept. of Labor's industrial safety cause WOR will air this morning at 10:15 the experiences of Lt. Milton Miller, 27-year-old bombardier of New Haven, Conn., reported "missing in action" in the China sector of the global war, in an interview by Beatriz Beaty.

NEW YORK—New York—Louis Fehr airs over WBWN every afternoon an original, interpretative ad lib account of the news... Before each "Can You Top This?" program, raconteur Peter Donald and emcee Roger Bowler go out through the following comical routine —Peter requests of Roger if he has time to rehearse the script. "Yes," replies Roger, whereupon, Peter throws the script on the floor and runs over it. Veeke, who was chosen "Pin-Up Girl" of the Todd Shipyards a year ago, is heard over WNEW thrice weekly, to obtain essential help for the Todd Shipyards. WMCA now in tonight at 9:45 for the past eight years, as well as some of series of six variety programs. "Listen and Live," as a highlight for the Dept. of Labor's industrial safety cause WOR will air this morning at 10:15 the experiences of Lt. Milton Miller, 27-year-old bombardier of New Haven, Conn., reported "missing in action" in the China sector of the global war, in an interview by Beatriz Beaty.

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--NEW CAROLINA--

CHARLOTTE—WBT program director Charles Crutchfield commutes from the mountains tops at Asheville, where his family is spending the summer... --RALPH—Carl Boerch's ten year Sunday night broadcast "Carolina Chats" once more is introduced to listeners by Kiplam Scott's live organ theme "Carolina Moon"... song was a transcribed theme for about 1½ years... GREENSBORO—Mr. Frank Ridge WBIG director, has announced that the station will receive a copy of every recording in America, giving WBIG's listeners the most complete selection of transcribed music. Bob Bean, formerly of WABT, Winston-Salem. N. C. is with WGLG, excursion "Winston Patrol" early morning record session.

--CANADA--

TORONTO—LAC Irving Harris of the BCAF has written the song "All I Ever Want Is You" which is becoming very popular after its first airing on CJBC by Ellis McInloitck and orchestra last Wednesday evening. June 28 at Casa Loma. The 22-year-old composer, who has been writing songs for eight years as a hobby, is stationed at Manning Depot here... WINDSOR—Vacationing WCKL are Jim Van Kuren, Hiram Walker news reporter; and Margaret Pratt. CWKL traffic manager.

--MEMPHIS—WHBQ has added two transcribed programs recently in 'The Voice of Experience' sponsored by Perkel & Lowenstein, local jewelers; and the "Betty 5 Bob" broadcasts, backed by J. Goldsmith & Sons, local department store. Also, WHBQ has continued to gain contracts with the exclusive department store field, having sold "Spotlight on Rhythm" and a nightly night-time half hour program to Brys, another local department store. All four large Memphis department stores are bow on the station's roster.

--NEW JERSEY--

NEWARK—Robert R. Macdougall, director of radio at State Teachers College in Trenton, and chairman of the radio committee for the New Jersey Education Association, has become WAA's new director of educational activities. He has directed and written educational programs on many State and New York stations and is now producing the Speaking of Schools program every Friday evening over WAAT at 8:45.

PATTERSON—Manager of the stationthis week of WPAT's feature female program, "Lunchen with Helen," heard daily from 12:30 to 1 p.m., is Miss Gertrude Vanderbilt, vice-president of the Ziegfeld Club, and star of Broadway productions. She is substituting for Helen Leighton who is on a leave of absence from the station.

--MISSOURI--

ST. LOUIS—Donald W. Craig, formerly of WCLS sales department, St. Joseph, Ill., has joined the sales force of KMOX... Quick action by KKX's news editor Mahlon Aldridge last week enabled KKX to give its listeners the highlights of the GOP Governors' session after her investigation by Horace J. Brown and released the report of his three-hour conference with the 26 state chief executives. Dr. Bertram L. Hughes, KKX's news analyst aired the report on his regular 9:30 p.m. news commentary.

--WEST VIRGINIA--

CHARLESTON—Mary Norsiek, WGKV receptionist, has learned that her favorite bombardier will return to the country soon; thus, she is dropping hints about the necessity of a vacation... HUNTINGTON—Wedding bells rang at WSAZ recently when Bill Ratcliffe, salesman, stepped down the aisle with the former Jeanette Owens of this community.
WLAW's daytime primary coverage area - a market in excess of America's 6th largest city!

Washington Bureau, RADIO DAILY

Washington—AFM Counsel Joseph A. Padway yesterday pledged to inform the War Labor Board by this afternoon the decision of his clients in regard to the demand yesterday by WLB Chairman William H. Davis that the musicians strike against KSTP.

(Continued on Page 6)
Coming and Going

CRAG LAWRENCE, vice-president of the Cowles Group, in town this week for conferences at the New York offices of the national representatives.

JOAN WEIDLAND, station and commercial manager of WFTC, Kinston, N. C., was in town this week while on his way to Long Island, where he is now spending his vacation.

TED MUSING and JIMMY DOLAN go out to Belmont on Saturday to broadcast the running of the Travers Stake at 4:30 p.m.

DELLA GRATAN, head of the D. M. Grat- tan Advertising Agency, has left for Washington on business. Expects to return late Friday.

CHARLES OPPENHEIM, WOR's director of publicity, off on a two-weeks vacation, one of which he will spend at Montauk Point.

FRANCES E. KAYE, public relations manager, back at her desk following an illness which kept her abed for several weeks.

GORDON ANDERSON, triple duty man—sales- man, announcer, and emcee of the "Johnny Harris Ramblers" program—on WIG, Greenvor- boro, N. C., has returned with the WBIG Har- monizers from Redso Valley, ky, where the latter appeared in the annual All-Day Redso Valley Sing-In.

Recorded Tribute To Radio Sent To All NAB Stations

(Continued from Page 1)

Major General H. C. Ingles, Gen. Matakawa awarded the Signal Corps Certificate of Appreciation to NAB in recognition of loyal and patriotic services rendered the signal corps by broadcasters in the recruitment and training of military personnel.

General Matakawa described the way in which the industry "took the lead in helping us in the Signal Corps to get the personnel we needed when the going was toughest." He says the Certificate of Appreciation is given "just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield." Harold Ryan, NAB press, accepted for the industry, stated it is "a source of renewed inspiration for every broadcaster." The rec- ording of the presentation was distributed to NAB members.

Dinah Shore's Fall Show Slated For Oct. 5 Premiere

(Continued from Page 1)

a program designed to make the most effective use of her talents as a singer than have her previous radio shows. The supporting cast is being as- sembled now.

AP Affiliates

Stations KALE, Portland, Oregon, and WHAI, Greenfield, Mass., have contracted for the special AP radio wire through Press Association, Inc.

KFI Sales Manager

Los Angeles—George A. Whitney has been appointed sales manager of KFI, it has been announced by William B. Ryan, general manager.

PERSONNEL CHANGES AT CBS were an- nounced by Horace Guillotte, manager of CBS Network Operations, re- sulting in the addition of Baldwin Harper as assistant director, Robert Menefee and Bernard Bennett as an- nouncers, and the promotion of Don Acher, assistant director of CBS, as announce of the "Vox Pop" show.

Harper, before joining Columbia, was promoting supervisor with OWI; while Menefee and Bennett served their apprenticeship periods at WTOP, CBS -owned Washington sta- tion. Harper replaces Les Harris, who has resigned to accept a position at Mutual & Bowles Inc., advertising agency. Joe King, CBS announcer, was commissioned a 2nd Lieutenant in the U. S. Marine Corps, and is training at Quantico, Va.

20 YEARS AGO TODAY

(August 10, 1924)

In connection with the question of financial support of radio broad- casting, David Sarnoff, vice-presi- dent and general manager of the Radio Corporation of America, is now advocating outright endowment of radio broadcasting stations, based on the fact that radio is actually contributing to the happiness of mankind and deserves endowment such as libraries, museums, and educational institutions receive.
MUSIC THAT IS WHISTLEABLE!
NEWS THAT IS RELIABLE!
SPORTS THAT ARE UNBEATABLE!

WHISTLEABLE music? Why, it's music EVERYONE likes... old and new tunes familiar to us all...melodies that we can whistle while we listen.

As for NEWS...Each day over 285 minutes of RELIABLE news, edited from the fast and accurate newsgathering facilities of AP, UP and REUTERS, presented in listenable style day and night.

In SPORTS...The Brooklyn Dodgers...The New York Football Giants...The National League Hockey Rangers, and other exciting sports events featuring Red Barber and Bert Lee.

15,000,000 listeners prefer this WHN policy of MUSIC, NEWS and SPORTS and that's why WHN is a "MUST" for your fall schedule.
Radio Is My Beat...!

- Ray Knight has resigned as Production Head of the Blue Network to produce the Ed Wyman program, "Happy Island," which will be heard via the Blue every Friday evening at 7, starting September 8. Wyman's first radio effort in seven years, will be sponsored by Young & Rubicam for Borden's and will feature songs by Jerry Wayne and Evelyn Knight.
- Readers of this paper (all 14 of them) will recall the recent ball-base game, played at the Yankee Stadium between representatives of the trade press and John McKay's Enbeamsemen... two distinct items of more or less interest have cropped up as a direct result... first we have a duplicate of a letter said (by NBC) to have come from Cari Hubbell, former star hurler of the New York Giants, offering John F. Royal a try-out with the Giants... however we have it from a reliable source that J. F. R. "is certain that he could not divest himself of the executive duties he now holds with NBC to accept Mr. Hubbell's flattering offer"... second item is merely that the swaggering newspapermen, proud of their smashing victory (ed. note: they were fortunate to eke out a win by the score of 15 to 14) have directed a lusty challenge to joust with George Crandall's CBS Vandal.
- CBS artist Joan Brooks will be featured next Saturday on the CBS "Visiting Hour" which will originate at the Valley Forge General Hospital, Phoenixville, Pa., sponsored by the Army Special Services.
- The Library of Congress has requested and will receive for its archives the first five recordings which the Blue Network made of the George Hicks thrilling broadcasts of the Normandie Invasion.
- Two sponsors are interested in the Louis Armstrong "Stars Over Hollywood," Bowers, whose singing voice is heard on one minute of E.T.'s should be given time on the air... she's that good... Norman Winter has purchased the radio rights to "The Great McGinty," from Paramount and will cut a record with Ralph Dumke in the title role... The Jack Friedmans (he's now with the U. S. Navy (Department of War)) were visited by Mr. Stork that left a little bundle, Muriel Ellen... Charlie Furey, producer of the Edelthorp "Keep Ahead" Iller WOR show, should listen to Ross Leonard as a replacement for Lee Sullivan who leaves for the Coast soon... Ross is the nearest thing to Crosby's style of warbling.
- Paul Wimbish, formerly associated with Paul Whitman, granted an honorable discharge from the Navy, has joined the Pan-American World Airways in Miami. John Charles Thomas, completes his vacation August 20 when he returns to the NBC Coast-to-coast, "Westinghouse Presents..." Jerry Lawrence, mentor of the WMC Air Theater began his theatrical career in California when he appeared in a Shakespearean Drama... Rudy Vallee would like to get Ed Gwyr to reveal Hollywood Highways on his forthcoming radio series. If his medico gives him the green light, Kay Kyser will make an overseas entertainment tour... For the fourth consecutive year, Lucy Monroe will open the Veteran's of Foreign Wars annual convention in Chicago, August 21, with a rendition of the National Anthem.

Los Angeles

By RALPH WILK

TOM HARGIS who acted as the final judge in the selection of scripts submitted in the NBC-UCLA Radio Institute session, picked as the winning script "Crosstown" written by Chandler Harris. The story was produced by Hargis and presented over NBC Saturday (5), with Joseph Cotten in the starring role. Program was dedicated to the Red Cross Blood Bank. Over 400 scripts were submitted in all.

Arthur Treacher, who still had seven weeks to go on his old contract, had his option picked up on "The Jack Carson Show," with Jack as star. Treacher appeared as a guest on the program last January, and is still on it.

Lowell Gilmore has been signed by C. F. MacGregor and was heard in "The Man Called X," on the Skippy Hollywood Theater, Sunday, August 6th, over NBC.

Felix Miller has been signed as musical director on the Lockheed program, "The Man Called X" which stars Herbert Marshall, and is heard every Monday over KNX-CBS.

John Conte, radio and motion picture star, is the new master of ceremonies on "Stars From Yesterday" on the Skippy Hollywood Theater, Sunday, August 6th, over NBC.

The Library of Congress has requested and will receive for its archives the first five recordings which the Blue Network made of the George Hicks thrilling broadcasts of the Normandie Invasion. Two sponsors are interested in the Louis Sobol radio package which blows off the air waves August 28... it's a breezy and news-packed program and we'd like to see it remain on the ether. Amzie Strickland who assists Tom Wallace in selecting the "guys and gals" to appear on the "Blind Date" series will make her own New York radio debut tonight at 7:30 when she assumes the ingenuous lead in the "Adventures of Charlie NC8chan... Eleanor Bowers, whose singing voice is heard on one minute of E.T.'s should be given time on the air... she's that good... Norman Winter has purchased the radio rights to "The Great McGinty," from Paramount and will cut a record with Ralph Dumke in the title role... The Jack Friedmans (he's now with the U. S. Navy (Department of War)) were visited by Mr. Stork that left a little bundle, Muriel Ellen... Charlie Furey, producer of the Edelthorp "Keep Ahead" Iller WOR show, should listen to Ross Leonard as a replacement for Lee Sullivan who leaves for the Coast soon... Ross is the nearest thing to Crosby's style of warbling.
ANNOUNCEMENT

KECA
LOS ANGELES

—newest member of the Blue’s family of owned and operated stations, is now represented nationally by

Blue Spot Sales

In making this announcement, we wish to extend a word of sincere appreciation to Free & Peters, Inc., for their full and friendly cooperation in transferring representation of KECA to Blue Spot Sales.

Blue Spot Sales is happy indeed to include KECA, serving the largest and richest market of the Pacific Coast, in its list of represented stations.

Blue Spot Sales

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

REPRESENTING:

WJZ New York, WENR Chicago, KGO San Francisco,
KECA Los Angeles, WMAL Washington,
and the Pacific Blue Network.
CBS Offers Radio Time For Speech Deletions

(Continued from Page 1)

closing session of the Emergency Committee to "Save the Jewish People of Europe," had three cuts made for a 15-minute broadcast. One statement said it was the "inescapable moral duty of the British government to take steps to aid the Jew - ary now seeking refuge in Palestine. Mr. Kesten's statement, follows: "We wish to point out that the New York "Post" story on Senator Thomas' broadcast is in error in stating that CBS officials censored any part of the Senator's talk. A thorough check of the entire organization indicates that no CBS official had any knowledge of any changes which Senator Thomas made in his speech. We have learned that one of our employees suggested certain changes, for reasons that are not clear. CBS profoundly regrets that any such suggestions were made, since our policy of presenting controversial public issues, in time presented at our own expense, prohibits censorship of any kind other than to delete slander, libel, obscenity or incitement. We welcome the fullest possible airing of all responsible points of view.

CBS officially offers time to Senator Thomas to repeat his broadcast and include any items he may have deleted at the suggestion of a CBS employee.

1st Hour Of Music Festival
To Be Aired By Mutual

(Continued from Page 1)

to 10 p.m., EWT. This broadcast of the Festival, held at Soldier's Field, will replace for that night the regularly scheduled "Chicago Theater of the Air." WGN music director Henry Weber will again serve as general music head, and Dr. Edgar Carlson will serve once more as general choral director. John Alden Carpenter, local composer, will be the guest of honor and will have one of his compositions played during the affair.

Among the features will be a trombone choir, a mass accordan band, a mass concert band, and a little children's choir. Also, 19 girls at 12 pianos, comprising the Chicago All Girl Piano Orchestra under the direction of Antoinette Rich, will play two selections. Another highlight of the program will be the "garden of poetry" with three Annies, winner of the Sweet Adeline contest, by Harry Armstrong, composer of the song. One of the requirements for these contestants of this contest is that the girl's name have "Adeline" as part of it.

WOBW Staffers

John W. Bubbers, associated for the past two years on the engineering staff of WOBW, has been appointed studio engineering supervisor, replacing Allen R. Bradley, who has resigned.

Don Cush, formerly with WFOY in St. Augustine, Fla., and Sidney Jaffe, formerly with BNBC in New York, have joined WOBW as engineers.

New Series On WLAW

On Wednesday evening, at 7:30 p.m., Dewy Edwards, Service Salute Girl of WLAW, inaugurated a new series of programs among the Chelsea Naval Hospital at Chelsea, Mass. Admiral Lanning, Chief Medical Officer of the 1st Medical District, was heard on the dedasory program.

Ellsworth Joins MBS

Thomas B. Ellsworth has joined the sales promotion division of the Mutual network as a presentation writer. He was announced by Robert A. Schmid, director of sales promotion and research. Before coming to Mutual, Ellsworth was associated with the number 9 years sales promotion manager of WJZ.

RADIO DAILY

War Labor Board In Capital
Airs Issue Of KSTP Strike

(Continued from Page 1)

sought because the management believed the musicians were planning to meet and vote a strike against KSTP. He added that the court actions have been brought because of KSTP's failure to go to arbitration.

Levy declared also that AFM has not maintained its Minneapolis scale in all stations there. The Chicago branch of the union said that different scales exist in the different Minneapolis stations for staff musicians. What the union is demanding, he said, is that KSTP pay the same scale ($52.50 for 22 hours) that WCCO pays. WCCO, he continued, charges $600 an hour for its time, while while this station charges only $400 "that's all we can get." He added that he is suggesting to AFM an expenditure of $24,000 for music, turning over to the union any unexpended part of that sum.

Padway indicated he would explain that the WCCO contract calls for 12 staff men, while the union is demanding the KSTP retain only eight.

Levy denied that KSTP plans to shift its studio operations from St. Paul to Minneapolis, and said there is not enough work in Minneapolis to justify the hiring of eight staff men to staff studio alone. The station does have a number of engagements elsewhere, which call for live audiences in Minneapolis, and the strike is preventing the station from fulfilling these contracts.

He pointed out also that since the beginning of the dispute, the union has upped its demands to include the hiring of three AFM platter-turners and one librarian. These demands were also before the Chicago panel.

Without attempting to discuss the merits of the dispute, Davis implied that AFM agree to let the board make the decision, in the meantime clicking off the stoppage. The board has already promised retro-activity. Padway was finally persuaded to agree, and promised to have his answer before the board by four o'clock this afternoon.

ET's On WNEW

"One Nation Indivisible" is the dramatic series of 13 15-minute transcriptions, presented by the Institute for Democratic Education in cooperation with the Boston University Radio Institute, to be heard over WNEW every Saturday night from 8:45 to 10, beginning Sat., August 12. Bert Wood directed the series which were written by the best writers currently in radio.

NAB Sends To YWAC-Recruiting

For Speech Deletions

(Continued from Page 1)

With Major General Ale Surles, head of the Army public relations and Admissions Office, we talked of cutting radio in favor of five million dollar WAC budget. They will meet with the board of several, which is a policy group general Ullo. The agency has expected to present for approval plans for their first four of the current WAC case.

It could not quite be said whether the prospects purchase of radio time, also is believed to be the case, formation could be only one to the board department, nor have Y have or even hinted as to what may be made for radio.

Sixty-four stations of the 867 commercial have notified that they will not carry WAC recruiting commercials next year (42.4 per cent) are channel station. There are 38 stations are which will enter.

Negative replies were from 27 of 336 regional in the country--40 per cent. In the case of the local station have served to it will not accept WAC recruiting commercials the "no" reply. Of the 64 "no," 24 were for affiliates, 23 from CBS affiliates, five from MBS affiliates, five and five from non.

A complete list of the case of all those stations willing in the copy, along with the stations and preferences they are pressed, has been turned Young & Rubicam.

Corwin On Special CBS
Current Show Ends At

In order to complete a special assignment from CBS, T. Corwin, producer director for CBS, will have the show presented today. As he serve as the final one of his series, "Columbia Presents G" The program is titled "The Future Time Later." A verse drama is an optimistic outlook for the future.

ALP Nominating Sea

The radio program of the 1940
idential Nominating Convention, "The American Labor Party.," of New York to be be held New Hotel New Yorker, Thursday, August 10. will be as follows: 9:30 to 10, U. S. Sec. of Justice L. E. Ickes; WHN, 10 to 10-10, S. Sen. Robert F. Wagner, and Senator L. Surles, head of the Army's budget. They will meet with the board of several, which is a policy group general Ullo. The agency has expected to present for approval plans for their first four of the current WAC case.

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ALP Nominating Sea
Democrats Plan To Use Radio As Principal Medium In Drive

Continued from Page 1

The transcription company reps and spot business sales men are likewise active in trying to lineup some of the political business. From present activity and political planning it looks like radio will reap a harvest in new business between now and Nov. 7.

Blow Rep. Comments

The radio campaign for the Democratic National Committee will be divided into two parts, John Hamm, account executive of the Blow Company, disclosed yesterday, adding that definite plans, as yet, had not been designed.

Each Democratic state committee will be "on its own" as far as obtaining radio time is concerned, Hamm said. There will be no particular coordination between the National Democratic and the state committees, he added.

The tentative plans are to obtain enough time to blanket the country. Hamm said, pointing out that this will be accomplished by buying time on the major networks. Although no statement has been

83.9% of WSAI's contracts are RENEWED

contracts! WSAI

DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO
**NEW YORK**

NEW YORK—WMAA will carry the keynote address of Harold L. Ickes, Secretary of the Interior, tomorrow night at 9:30, delivered before the 1944 Convention of the American Labor Party in the Hotel New Yorker.

In co-operation with Skouras Theaters, is currently broadcasting two war effort programs, the first to be heard "The News Radio Forum" on Saturday, at 7:30 and "People to Remember" on Sunday, at 10 p.m. The story of seven Marines armed with one 50-caliber machine gun vs. 200 fighting Japs will be dramatized on WNFK's "Combat Diary," at 9:45. WNYC will begin its four-day celebration of its 26th birthday, Friday night at 8:30, with the broadcast from Lovejoy Stadium, of the final concert by the N.Y. Philharmonic Symphony Orchestra directed by Arturo Toscanini, with Dame Myra Hess, pianist, and Edward Moise, organist.

**NEW JERSEY**

NEWARK—WAAT broadcast the first in a series of 13 15-minute programs presented by headquarters, Atlantic Overseas Air Service Command, Port of Newark, last Monday night at 10:05. The series will be regular Monday night feature of "USO Night at the Terrace Room." Brig. Gen. William E. Farthing, Commanding General, AOASC, spoke on the initial broadcast. Musical portions for the programs are provided by the "Air Service Commandos" under direction of Maj. Vincent Amorosi, with Lt. James C. Talloon, piano arrangements and production announcement.

**WEST VIRGINIA**

CHARLESTON—WGVW manager Joseph B. Mattheus has made early reservations for the NAB Executive War Conference of the U. S. Chamber of Commerce which is scheduled for mid-May. Mrs. W. T. Johnson, church and school specialist, is KXOK's farm advisor.

**MISSOURI**

ASHEVILLE—WWNC executive director Don S. Elms was appointed to the Committee on Federal Finance of the U. S. Chamber of Commerce by Eric Johnson, chairman of that body.

**TORONTO**—Dick Gluns, CIBC's senior producer, has replaced Jack McCabe for a month as producer of the Coca-Cola "Victory Parade," with Monty Kenny's orchestra on its Ontario tour.

**WINDSOR**—New Saturday evening feature of Mutual and CECLW is the "Shady Valley Barn Dance" which features midwest farm programs that actually do stage a barn dance in a barn; broadcast originating in the Big Red Barn in the heart of the Ozarks.

**OHIO**

ST. LOUIS—Appointment of Charles Stockey, farm specialist, as KXOK's farm editor was announced by NBC manager C. L. Thomas. He handles the 2½ hour "Farm Program" featuring selected singing programs. Ambrose Haley and the Otek Ramblers, world and local news in addition to complete market reports, are all NBC "Farm Facts and Farm Music".

**MISSISSIPPI**

KXOM's new sustaining musical show is entitled "Syncopation Piece" starring Ben Field and His Rhythm Orchestra, with Bill Bailey as the vocalist. Aired for first time Monday afternoon, August 7, at 3:15.

**OHIO**

CINCINNATI—The city's celebration commemorating the second anniversary of the Marines' D-Day was a half-hour broadcast over WCIX last Sunday, August 6. Participating in the program were Mayor James G. Stewart, Lt. Gen. Alexander Vandegrift from Washington, D. C., and eight local member Marines who have fought continuously since that day in August 7, 1942.

**CONNECTICUT**

HARTFORD—George B. Armstrong, WORC commentator, is delivering currently a series of six lectures on world affairs at the annual meeting of international relations at Steco, Motte, sponsored by the Universalist Church of the U. S., from August 7 to 12.

**THE OLD BOY got so excited when he heard two NBC Recorded Christmas Shows...**

"Happy the Humbug"... the wondrous story of a strange, appealing beastie of the Animal Kingdom called "Happy" and his adventures with his most unusual collection of animal pals... adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!

Happy and his pals, The Pink Elephant, The Cock, The Bull, The Burn Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budul Hulick (of Stoopnagel and Budu fame) heading the impressive.

The Christmas Window... Another new NBC Recorded Christmas show will smart merchandising tie-in particularly for those for railway advertisers. It's got everything... appeals to the young sprout's imagination... children's stories... both old and new. A Visit to St. Nicholas and The First Christmas! Faw fairy tales with a Christmas setting! The Par (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics... with original script writers especially for The Christmas Window... are all NBC Recorded... a meticulously selected cast for each play... all ready to go on air for you exclusive in your city. 12 quarter-hours, recommended for a 3-week broadcast four weeks preceding Christmas.

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business... any product sold to, for, or through children... to build good will and contribute a more joyful Christmas season in children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition records, availability and complete details.

**NBC RADIO-RECORDING DIVISION**

**Ameria's number one service of recorded Pro**

see Radio In WAC Budget

Radio of In WAC Budget

Report Y. & R. Suggestion To War Dept.
To Include Outlets Willing To Sell
Station Time For Recruiting

Mutual Again Signs
World Series Broadcasts

Mutual web will broadcast the World Series exclusively for the sixth consecutive year under the sponsorship of the Gillette Safety Razor Company of Boston, it was announced yesterday.

J. P. Spang, Jr., president of the Gillette Co., Miller McClintock, president of the Mutual Broadcasting System and Judge Kenesaw Mountain

New General Counsel
Taking Office With NAB

Washington-Bureau, RADIO DAILY
Washington—Appointment of John Morgan Davis, Philadelphia lawyer, as NAB general counsel and labor relations chief was announced yesterday by President J. Harold Ryan. Davis will retain his office in the “city of brotherly love,” spending a good deal of time in Washington, however, after next Tuesday, when

Sees Ten Billions Ready
For Post-War Tele Sets

Pointing out that 100 billion dollars has been saved up in surplus cash by the public, and predicting that the public will spend 10 billion

Kumbum

7:30 p.m., EWT, tonight, Mutual listeners will hear a firsthand description of mysterious Kumbum, deep in the Himalaya Mountains, an ethereal locality made famous by James Hilton—and also

Kumbum

Washington Bureau, RADIO DAILY
Washington—Appointment of John Morgan Davis, Philadelphia lawyer, as NAB general counsel and labor

Exclusive

A “namesake” celebration will be held by “The Callahan’s.” WMCA’s variety series, on Tuesday, August 15, 9:30-10 p.m. EWT, when tickets of admission to the studio theater will be distributed exclusively to members of the Callahan clan in the metropolitan area. All those writing for tickets, will be able to visit “the world’s craziest theatrical boarding house.”

Optimists
Chicago—The NBC Chicago radio recording will write, produce and record two programs for the Optimist Club, it was announced by Frank Chizzi, manager of the division. Shows are “Friend of the Boy,” and “Optimism as a Way of Life,” used in connection with the observance of “Optimist Week,” Oct. 1-7. Platters will be distributed throughout the country.

Renewals And New Biz
Recorded In Chicago

Chicago—Renewal of "Just for Fun," quarter-hour musical program, placement of 13 new one-minute announcements, a new order or 39 time signals and renewal of 364 time signals comprised the business week at WMAG according to Oliver Morton, assistant to NAB President J. Harold

(Continued on Page 6)

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(Continued on Page 6)

Petrillo Defies WLB Edict;
Refuses Music For KSTP

Downey, Lombardo Head
WAVE’s Show On WNEW

Morton Downey and Guy Lombardo’s Royal Canadians will headline the broadcast of “Something for the Girls” to be heard over WNEW

(Continued on Page 2)

(Continued on Page 4)

(Continued on Page 5)

(Continued on Page 5)

(Continued on Page 5)

(Continued on Page 5)
20 YEARS AGO TODAY

(August 11, 1924)

On the interesting and perennial topic of women announcers, Dr. Alfred N. Goldsmith, eminent con- clusion, points out that while a female voice is more suited to the mike, Middle registers of voice vi- bration are found perfect for the mike. Middle registers of voice vi-

 Mutatul Again Signs World Series Airings
(Continued from Page 1)

Downey, Lombardo Head WAVE's Show On WNEW
(Continued from Page 1)

Saturday, August 19, at 5 p.m., for a half hour. Used to plug the WAVE recruiting drive, this program will have David Ross announcing the com-

 Kaufman and Hart Play Gets Mutual Sponsorship
(Continued from Page 1)

This new ship—the PV-1—

Kilgore Talks Post-War On CBS Web Tomorrow

Sen. Harley M. Kilgore, Democrat of West Virginia, will be heard over the Columbia network tomorrow from 10:45-11:00 p.m. "EWT" in a talk entitled "The Federal Government's Responsibility for Full Post-War Em-

In Australia
Marjorie Lawrence, gallant star of the Metropolitan Opera Asso- ciation, has safely landed in Australia according to a cablegram received in New York from the singer yesterday morn-

FINANCIAL
(Thursday, August 10)

W-I-T-H
IN BALTIMORE

Pretty good, too

This new ship—the PV-1—

"The PV-1 carries 'shock depth charges or torpedoes. It's first sub-buster in production for the Navy's needs for twin-engine land-based aircraft with anti-range plus both defensive and off-

Kilgore Bill, which establishes Fed-

In Australia
Marjorie Lawrence, gallant star of the Metropolitan Opera Asso-

This new ship—the PV-1—

"The PV-1 carries 'shock depth charges or torpedoes. It's first sub-buster in production for the Navy's needs for twin-engine land-based aircraft with anti-range plus both defensive and off-

THE KILOGORE BILL PROVIDES AN OVER-
Mark Twain to the contrary, somebody does do something about the weather—makes it, in fact, just as he wants it—is able to forecast it months in advance.

His is the job of keeping 4,200,000 cubic feet at NBC temperature ideal, dew point just what it should be, humidity never varying.

Humidity, that's the important thing in manufacturing made-to-order weather and processing it for string and percussion instruments, singers' throats and a host of performers who need the best atmospheric conditions for the best performances.

That's why NBC operates one of the most completely integrated air-conditioning systems in the world...64 separate mechanical lungs so delicately coordinated that hundreds of people may enter one studio without raising or lowering the temperature in the one next door.

This elaborate air-conditioning system helps keep actors and audiences comfortable and responsive, of course, but all that is secondary to the role it plays in contributing to better broadcasting...building smoothness of presentation, a fidelity of instruments and vocal cords which contributes so much to the perfection of NBC's musical presentations.

* * *

Custom-built weather is just one of the many examples of the manner in which NBC strives for perfection in the little things of radio, knowing that the grand total of little things well done helps NBC maintain its leadership, helps make NBC "The Network Most People Listen to Most."

They all tune to the

**National Broadcasting Company**

It's a National Habit
LOS ANGELES

By RALPH WILK

EDMUND J. HOLDEN, radio writer-producer, will be master of ceremonies at the annual picnic of employees of the Hoffman Radio Corp., August 13. Local 24, originally slated for Elysian Park, will be held at Brookside Park, Pasadena.

Bob Burns, radio's "Arkansas Traveler," brought back an urgent message to the folks on the home front when he returned to Hollywood this week from his tour of army, navy and marine hospitals. Said Bob: "The only feller lonelier than a G. I. on the fightin' front is the one in a military hospital far from home—he'll get well twice as quick if you keep writin' regular.

Bill Goodwin has been signed by David O. Selznick for a featured role in "The House of Dr. Edwards," starring Ingrid Bergman and now shooting. Goodwin's last part was in "Incendiary Blonde," Paramount's Betty Hutton picture. Goodwin is the son of the Burns and Allen radio show.

But Spencer, until recently night program manager for NBC, whose present assignment is with Foote, Cone and Belding, will replace Harry Sez as assistant agency producer on the Blue Network's "Hollywood Star Time" beginning August 11. Spencer was with NBC for over six years working up from page boy into an important position in the traffic department and then into his most recent post which he relinquished to join the advertising agency.

Jack Edwards, Sr., and his son Jack, Jr., have converted their radio Club house into a canteen for Service men. Many of Hollywood's radio personalities drop in nightly to help entertain the boys.

Victor Young, maestro of NBC's Westinghouse program, is taking his first vacation in seven years. He flew to Mexico City for the south-of-the-border premiere of "For Whom the Bell Tolls," for which he composed and directed the musical score. During his 10-day sojourn in Mexico, Young plans to devote a great deal of time to his hobby of photography. While Young is away, the Westinghouse orchestra will be conducted by Ken Darby, whose male chorus is a regular feature on the show.

Will Televisc G. & S. Opera Over WABD, On Sunday

Full hour version of the Gilbert & Sullivan opera, "H. M. S. Pinafore," will be produced by the Television Workshop over WABD-Du Mont, Sunday, August 13, at 9 p.m., EWT. The cast for the Workshop production has been selected from members of the Provincetown Playhouse Light Opera Company. "Pinafore" is the first of a series of G. & S. operas planned to be telecast by the Workshop over WRGB and probably CBS, for fall presentation.

Windy City Wardrobe!

Chicago

● ● ● When radiactress Shirley Mitchell was in town last Friday, headed for a vacation in her native Toledo (Ohio), she put in a busy day appearing on War Bond broadcast (via WCLF) from Treasury Center and visiting the mammoth Dodge plant where engines for Uncle Sam's Super-Fortresses are turned out. . . . all this under the fatherly guidance of Jack (Jackson) Ryan, manager of the NBC Central Division press department . . . . At the Dodge plant Miss Mitchell made her Alice Darling role of aircraft worker on the Fibber McGee show come to life by sitting in at one of the machines . . . . Her next step after leaving Chicago was South Bend to attend her brother Marvin's graduation from Midshipman's school at Notre Dame.

● Don McNell, headman on the Blue Network's Breakfast Club, has finally reaped his reward for the constant needling he undergoes about his oversize pedal extremities. Don has been asked to contribute an article to the "Chirotopian's Journal". . . . WBBM is crowing this week over the way its news analyst, Alvin J. Steinkopf, "called the turn again" on the WBBM "War Experts Answer" program. Steinkopf predicted something was brewing in Polish-Russian relations before it was announced that Stalin had invited Miciłczynski, premier of the Polish government in exile, to Moscow for talks about the post-war government in Poland.

● ● ● When Parks Johnson aired his CBS show, "Vox Pop," from the J. Sterling Morton High School in Cicero Monday night, rather than from the American Can Company's Amertorp armament plant in "Twenty O'Clock Town" Forest Park, III, which was the program's focal point of interest, Jack Paige, promotion manager of WNAX, Yankton, S. D., presented Parks with a crate containing 12 pheasants (six hens and six roosters) for his ranch in Texas. . . . "Are they alive?" Parks inquired. Jack assured him they were and opened the crate to prove it, whereupon one of the birds fluttered free and winged its way to the balcony in the high school auditorium where it was promptly snared by a member of the studio audience.

● After winding up details of the transfer of WJJD to Marshall Field, Ralph Atlass, WIND prexy, has hied himself to the Canadian north woods for what his office describes as a "well-earned rest." . . . Sherman H. Dryer, producer of "The Human Adventure" series on WGN-Mutual, has written an article for "This Week" magazine called "Kilocycle" and "The Human Adventure" series on WGN-Mutual, as himself to the Canadian north woods for what his office describes as a "well-earned rest." . . . Sherman H. Dryer, producer of "The Human Adventure" series on WGN-Mutual, has written an article for "This Week" magazine called "Kilocycle," comparing the radio personalities of Roosevelt and Dewey. Dryer did a similar piece in 1940 for Collier's on Roosevelt versus Willkie.

● Curley Bradley, cowboy singing star of the airlines, who is heard in the emcees role on the new Saturday morning variety show on NBC, "KC Jamboree," has deserted the ranks of the bachelors. Curley's bride is the former Olga Bewon of Chicago.

● ● ● They guy among the three announcers on the General Mills show on NBC—Bob Murphy, Gordon Gray and Gene Baker—who can pitch up the best commercial on the April 21st airing will become the recipient of the Premoise mustache cup trophy. It is a handsome mug with the way "Popo" in gold letters on its side. Donor of the trophy is Ed Frisbie, m.e. of the General Mills hour. . . . Just before Mrs. William Drips, vice-chairman of the Minnesota delegation, to the Democratic National Convention, left home for the Chicago convention, her husband wrote to William Drips, NBC director of agriculture, to be sure and look up Mrs. Drips when she arrived in Chicago . . . . Mr. NBC Drips assured Mrs. Minnesota Drips that she would do so gladly and would even bring his Mrs. Drips along to help entertain the visitor. The two Drips families are not related and had never met but Mr. Minnesota Drips had heard of NBC's Bill Drips through the latter's programs.

Remember Pearl Harbor

SALES PROMOTION MANAGER

Midwest Clear Channel Station seeking man thoroughly grounded in trade and national advertising and advertising agency operations. Should have good working knowledge of production. Send complete details, education and experience. References.

Box, 885, RADIO DAILY

1501 Broadway, New York 18, N. Y.

Commendable

(Continued from Page 1)

In conclusion, we believe, the 1944 NBC Executives War Conference holds promises of a stream-lined, serious war meeting of representative executives of the broadcasting industry. This meeting can be a milestone in the forward march of radio as a public service forum. It's radio's opportunity to play a vital role in the history making days ahead.

BURLI

Central Pk. Concert To Top WNYC Birthday Festivities

The final event of WNYC's 20th anniversary celebration of the station's 20th anniversary will be the broadcast from Central Park of a symphony concert from the Manhattan Center, New York City, Monday night at 8:30, when an orchestra that have gained fame in the same field after first appearing in New York's only non-commercial station will be the feature attraction of the evening.

Edwin McArthur, the conductor, the 65-piece orchestra, will be leading his first symphony group returning to his country from an extensive USO tour of the military bases in the South Pacific, C. A. Castagnetta, concert pianist, will be Gereshvin's "Concerto in F," and other singer, Lucy McConnell, will render a number suitable for the occasion. The fourth artist, Enrique Menegus, Latin American band leader and violinist, will conduct the orchestra in his own arrangement of Latin American Tribute.
RADIO DAILY

WHO'S WHO IN RADIO

FLORENCE AMES WARNER

A 5 Education Director for WWBM, Chicago, and the Columbia Broadcasting System in the Middle West, Florence Ames Warner has done much to promote the tremendous educational value of radio. Her association with WWBM-CBS in this capacity has been going on since June of 1943.

At WWBM Mrs. Warner supervises "Victory Matinee" which was acclaimed by the Treasury Department as one of the nation's outstanding Bond-selling shows. Also under her supervision is the community service program. "Keep Going, Chicago." "That Men May Live." dramatizations of the work of Chicago social agencies, and "Workshop for War," a documentary series dealing with the contribution of the Middle West to the war effort. Of her own creation is the new WBIR series on juvenile delinquency, "The Young People's Platform," which is an educational forum featuring teenage speakers in discussions of the problems of youth.

Florence Warner was born in Troy, New York. Because her father, a lawyer for the Rock Island Railroad, the family moved out to the Middle West, and after much shuttling about from city to city, they finally settled down in Des Moines and Florence returned to Drake University.

Then came a world tour for the itinerant young woman, a brief sojourn back in the States, and then she was off again on a Mediterranean country tour.

Mrs. Warner began her business career as a feature writer for Des Moines Register-Tribune. She turned to radio work in 1932 as Girl Friday at KSO, Des Moines, then a new station. After seeing the outlet through its growing pains, during which period she wrote comedy, and produced, she returned to newspaper work. As previously mentioned, in June, 1943, she returned to radio.

A widow and the mother of two children, Peggy and Bobby, Mrs. Warner is a member of the Chicago Junior League, the Red Cross Motor Corps, the Girl Scouts, and the Chicago Junior Bar Association.

Two New Annunci Jacksonville

LOS ANGELES—Douglas Pledger and Harry Walstrum have been added to the announcing staff of the Blue Network on the West Coast.

Pledger replaces Ralph Rodgers who gave up his job last year to join the Navy and Walstrum replaces Terry O'Sullivan who resigned recently because of heavy commercial commitments.

"The Richfield Reporter," has joined the Hollywood staff as a summer replacement announcer. He had just left the Los Angeles Times.

Mr. Warner has also found time to be a member of the School Broadcast Conference Executive Committee, the Chicago Junior League and the Red Cross Motor Corps.

Con In Commons

Hall of Fame CBC Head

Improved radio service efficient handling of the broadcasting Corporation, said from the appointment of the full-time chairman for the C. R. LaFleche, Services Division, in the Canadian House of Commons, which gave third reading to providing for such a measure opposition from the Conservative and CCF.

LaFleche said that since CBC had the services of a chairman who received an annual salary of $1,950, there was a fault in the set-up operation, but despite the CBC made good progress.

Graydon, Progressive-Conservative leader, and M. J. CFC leader, said they did not use the radio bill because it would lead to a division in the corporation.

The chairmen said the bill was to the divisional authority, that between ineffectiveness in the provision, and the success at reducing broadcasting.

The chairman was the head of the corporation, while on matters of policy, they wanted to put the general beyond the possibility of decision for a moment, that it was difficult to assume the real head of the board, he declared.

Graydon said it was unsatisfactory to be chairman and for the CBC to be without a manager since last December. James S. Thomson, he also said it was not fair to the CBC in broadcasting to appoint a paid chairman now when the general management had been left vacant for a year with no indication of when it would be filled. Privately-owned stations could not continue to operate under such conditions, he felt.

Graydon said it was rumored Dr. Augustin Frigon (acting general manager) would be appointed general manager and it also was rumored that the post of full time chairman would carry with it a salary of $15,000 annually.

The appointment of the full-time chairman would not solve the problem of radio service in Canada, instead of helping the present staff to carry out the true principles of public ownership in broadcasting the corporation was being loaded to the top with more jobs, said Graydon, and added, "People are wondering why we need another $15,000 a year on top of jobs that are not filled. We need a change in respect of the whole CBC set-up at the top but this is not the way it should be done."

Coldwell said his party did not believe that the appointment of the chairman was the best thing that could be done for the corporation. It was prepared to give the chairman a trial. He voiced his opinion that the policies of the board should be decided by the chairman and members of the Board of Governors would become rubber stamps.

Dr. J. P. Connolly (Central, Renfrew South), chairman of the radio broadcasting committee of the House, also voiced his belief that the Strick News

Arthur Daly, head of William H. Weintraub & Company, Los Angeles, became the father of a baby boy, born Sunday, August 6. Baby weighed six pounds, and has been named John Bernard.

John Zoller, NBC director, passed candy and cigars yesterday to announce the arrival of Eric Ward Zoller, born at Cedars of Lebanon Hospital, Los Angeles. Mrs. Zoller is the former Mary Jane Croft, NBC actress who appeared on "Those We Love."

Mr. Zoller's parents are Mr. and Mrs. V. Zoller of Cincinnati. Mr. Zoller is a graduate of the University of Michigan. He has been with NBC for the past three years.

Petrillo Defies WLJ; Refuses KSTP Music

(Continued from Page 1) ing to WLJ Chairman William H. Davis' demand of Wednesday that the strike at KSTP be called off. Petrillo said, "What strikes me is this....The board was unable to discuss the situation last night, but a full report will be made to the board this morning.

Petrillo said he had been instructed to tell the board that Petrillo does not feel there is a strike in progress against KSTP. Reminded that AFM musicians have been working for the station in St. Paul, he said it is Petrillo's position that they have been working there only pending a contract with the KSTP management.

When such a contract is forthcoming (meeting the Minneapolis scale) the musicians will work at the Minneapolis studio.

Tells Canada Radio Men

Remain Rural Markets

(Continued from Page 1) of business conditions throughout cities, G. R. A. Rice, re-elected president of the Western Association of Broadcasters, addressed the delegates of broadcasters of representatives of 27 privately owned stations in western Canada.

We face changing times and conditions," said Mr. Rice. "Any move towards a national program which would lead to a fatal mistake for western broadcasters to forget country listeners."

"It is necessary more than ever to maintain faith with those who live in the rural districts as, despite the increased activities in the cities, agriculture is still the major market of western Canada. Study could be made by the WAB of maintaining the balance of programming so that we can continue to serve the thousands of families that depend entirely on radio as their source of information and entertainment."

Bert Cairns of Calgary presented two motions to change the method of electing the Association officers. Formerly the Association has elected a president and one director from each of the four western provinces and, in addition, has had three representatives and its president as members of the Canadian Association of Broadcasters' executive board.

Mr. Cairns proposed that henceforth the WAB executive consist of the president and three directors who would be elected every year on the CAB executive. The three directors could be chosen from any one or any three western provinces.

His other proposal was to change the method of election of officers to the secret ballot system. Names of all candidates would be submitted on the first ballot with each delegate naming two men for president and six men as directors. Count of first ballottall would decide the two presidential candidates and six candidates for directors whose names would go on the second ballot.

Action on Mr. Cairns' two motions was laid over until later in the season.
Ryan was closeted at UAW headquar- 
ters for several hours Wednes- 
day morning and afternoon, testi- 
ying on operation of the NAB code. His deposition was requested by UAW 
because of his rank on the 
committee, and it appears now that 
the majority of the union will be 
the code rather than WHKC.

Eversen Files Statement: 

In the meantime, the WHKC man- 
ger, Carl M. Eversen, filed a lengthy 
statement to rebut the CIO's com- 
plaint, which had charged the station with 
anti-labor bias and with cutting from 
UAW programs material on which the station carried the opposite 
view uncensored from Fulton Levin, Jr., and Boake Carter. Signing of a 
collective bargaining agreement be- 
tween the station and UAW, in June, 1943, was "with the distinct under- 
standing that the main purpose of the 
program was to foster better self- 
equilibrium consistent with the 
code. There was no trouble, Eversen said, until the August 8 broadcast 
of WHKC, Columbia, O. The 
purpose of the union is to pre- 
sent these scripts as evidence that 
the station has presented op- 
posing views on the identical 
controversial issues upon which it 
would have permitted it to go on the air."

Frankenstein Issues Statement: 

"Following Mr. Frankensteen's 
speech, he issued a statement in the 
press stating that we had based our 
decision to delete certain portions of 
his talk on our interpretation of the 
Smith-Connally law. This is just not 
true. It just so happened that on the 
day we received Mr. Frankensteen's 
statement, a syndicated article by 
David Lawrence in which he attempted 
interpret the Smith-Connally law, 
came to my attention. I clipped the 
article and gave it to Mr. Moses to 
file. Mr. Evans of the local CIO union 
came in a short time afterwards, and 
I asked Mr. Moses to show the article 
to Mr. Evans. My only thought was 
that if he had not seen the article, 
he (Mr. Evans) would appreciate 
reading it. The first indication of any 
difficulty came at the time of Mr. 
Frankenstein's speech on August 8th 
which was followed by the filing of a 
petition with the FCC. This action 
came as a surprise, in view of our 
previous friendly relationship with the 
local union. When the filing was 
received over the station's 
news ticker, it so happened that 
Mr. Evans and members of the 
UAW were in the studio, and I immediately 
exhibited the press report to Mr. Evans. 
in my presence, and in the presence 
of the members of the cast, Mr. Evans 
said: God-darn it — I told him 
(I was eleven) we didn't want to 
get WHKC in trouble. This is the 
way we're after. However, at the same 
time, I instructed Mr. Moses that from 
then on we would have to rewrite 
the UAW-CIO scripts without it 
being mutually agreed upon, and that 
if there should be any disagreement 
over the script, it should be called to 
my attention. Following the August 
8th speech, and until the program was 
concluded, November 28th, the pro- 
gram was handled by Mr. Moses 
under these instructions and not a 
single disagreement was called to 
my attention. Eversen did not indicate 
any particularly strong support for 
the NAB code in effect, damning it 
with faint praise. His statement as to 
future policy indicated independent 
decisions in each case, and was 
reminiscent of the statement filed last 
year by Edward W. Noble coincident 
with his purchase of the Blue Net- 
work. WHKC, he said, has followed 
the procedure was justified for the reason 
that the code at the time it was 
adopted represented the best think- 
ing of those who formulated it, and 
because it had received the public 
approval of the American Civil Liber- 
ties Union, Boy's Club of America, 
Federal Council of Churches of Christ 
in America, General Federation of 
Women's Clubs, National Council of 
Catholic Men, National Council of 
Women, National Educational Asso- 
ciation, American Association of Na- 
tional Advertisers, American Asso- 
ciation of Advertising Agencies, The 
American Federation of Labor and 
Congress of Industrial Organizations, 
the code never received the formal 
approval of the Commission, I had 
shared the view of Chairman Fly as 
to the necessity of self-regulation consistent with the 
public interest. However, our ex- 
pertise in attempting to operate 
under the code has revealed the truth 
of the statement contained on Page 
17 of the NAB code manual, which 
states in part as follows: "Almost every request for a labor 
program presents a new problem. There are so many variations in both 
programs and local situations that it 
is impossible to lay down any rules 
that would fit every case. It will be 
challenged by the voice of Chairman Fly as 
management, to consider each 
request for time, solely on its individual 
merits without discriminations and 
without prejudice because of the iden- 
ity of personality of the individual 
corporation or organization desiring such 
time. With respect to public is- 
ances of a controversial nature, the 
station's policy will be one of open- 
mindedness and impartiality."

UAW Asks Scripts: 

Washington — United Auto- 
mobile workers yesterday petitioned 
the FCC for permission to sub- 
mit copies of radio addresses by 
commentators Fulton Lewis, Jr., 
Boake and Sheila Carter, Up- 
ton Close and Cal. Robert R. Mc- 
Cormick for presentation in the 
hearing on an application by 
WKH, Columbia, O. The 
purpose of the union is to pre- 
sent these scripts as evidence that 
the station has presented op- 
posing views on the identical 
controversial issues upon which it 
would have permitted it to go on the air."

Goldsmith To Speak: 

Dr. Alfred N. Goldsmith, the 
main speaker at the next 
Producer's Association 
held Monday, at the Hotel 
Pennsylvania. The meeting, the first 
new season, will be presided 
by Bud Gambling, president of 
Dr. Goldsmith will speak on the 
relationship of motion pictures to 
radio and discuss the latest 
techniques in television equipment 
and programs.

WQXR Greeting: 

Richard Tetty-Cardo, 
known concert pianist on WQXR, 
Sunday, August 14, 2:30 p.m., EWT. 
Custom Music Corporation of America 
Effective in November, McBrown 
handle Brown radio company.
New General Counsel Taking Office With NAB

(Continued from Page 1) dollars as soon as the war is over, the television industry believes that post-war opportunity this country has to look forward to, John H. Carmine, vice-president in charge of merchandising for the Philco Corporation, told attendees of the REC's Television Seminar last night. Theodore Smith, vice-president in charge of entertainment media, the manufacturer, also predicted that the incentive to buy, he said. The table models should cost between $125 and $150, and the console retail costs shouldn't exceed $225, he added, pointing out that Philco's prices are expected to be lower, within these figures after the war.

Carmine also predicted that the influence of television upon the American people in the fields of entertainment and education will be even greater than the media of radio and cinema have been. The demands systems are ready for hook-up after the war in order to make television chain networks possible throughout the country, he pointed out. Mass production facilities are also available, he added.

In merchandising television sets, dealers will have to be careful, he explained, based on figures before they are to be given the franchise to sell receivers, Carmine warned.

Smith, during the question and answer period following Carmine's talk, said that transmitters built after the war will last approximately five years, pointing out that transmission equipment will be in the hands of the broadcasters six months to a year after the war is over.
NEW YORK—The Alabama Jubilee Singers, consisting of four men with guitar accompaniment, will make their radio debut on WBYN tonight at 10:45. Specializing in spirituals and hymns, the quartet will be heard every Monday, Wednesday and Friday evening. Morton Gould's orchestra and Alec Templeton's music-comedy style will be featured on the U. S. Navy WAVE broadcast this evening over WHN from 10:45 to 11. Dorothy Shay will sing and Frank Gallop will announce the program. "Memory Lane," a recorded show of nostalgic tunes, has been aired over WMCA since Monday morning, August 7. WNEW will have the story of the Negro's contributions to the United States' war effort presented on the "Victory Playhouse" program Sunday night at 7.

GREENSBORO—Pursuing its efforts to increase the studios and transmitter during Open House to be held the week of August 13. Object of the project is to invite the public to visit the offices of WBIG, owners and operators of WBT, and to encourage listeners of this area to visit the station for a new series of coast-to-coast CBS broadcasts, for every Thursday afternoon at 4. WBT will originate one of the broadcasts, for every Thursday afternoon at 4. WBT will originate one of the broadcasts, for every Thursday afternoon at 4.

NEW YORK—WFIL's announcer on "Television," and G. Richard Shafo, WIS manager, delivered a talk to the Darlington Kiwanis Club on "The Development of Radio Broadcasting" recently.

COLUMBIA—WIS sales manager J. Dudley Saumnen addressed the Columbia Rotary Club on "Television," and G. Richard Shafo, WIS manager, delivered a talk to the Darlington Kiwanis Club on "The Development of Radio Broadcasting" recently.

PHILADELPHIA—WFIL's announcer William B. Conklin recently returned from Parris Island to arrange for a new series of coast-to-coast CBS broadcasts, for every Thursday afternoon at 4. WBT will originate one of the series from Parris Island.

GREENSBORO—Pursuing its policy of the Good Neighbor, the N. C. Broadcasting Co., owners and operators of WBIG, have extended invitations to listeners of this area to visit the studios and transmitter during Open House to be held the week of August 13. Object of the project is to herald the greatest fall season in the history of the station.

—NEW YORK—

CALIFORNIA—During confabs involving Cleo Roberts, Blue war reporter recently returned from Southwest Pacific, where he was attached to McArthur's headquarters and Arthur Feldman, associated with George Hicks in Blue's London bureau, Blue has been making final plans this week to cover important battles of Pacific under the supervision of G. W. "Johnny" Johnstone, Blue director of news and special features. The three will remain here until August 12. KGO-Blue general manager Don Searle, and Henry Osbache with Robert Wesson, KGO newsroom director and program manager respectively, listened in on the talks.

RIVERSIDE—George Haimerick, former announcer of KXL Portland, Ore., is now with KPRO mike staff.

KENTUCKY

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WICHITA—Milo Knutson, formerly with KGK, Rochester, Minn., as the news and special events director, has been announced by Robert K. Lindsley, special and public service manager, as the new manager of KGK. Knutson served also in Rochester United respondent, reporting on news activities and visitors of the town.

HARTFORD—WDR manager Walter Haase has turned his desk to a vacation educational director, St. Luke's Medical Center.

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PICTURE OF THE WEEK

Just to impress Ben Wolf, veteran salesman of WEMP, Milwaukee, with the importance of the numeral "77" associates dressed him in the football togs of the "Galloping Ghost"—Red Grange—on Ben's 77th birthday recently. Wolf is the oldest active radio salesman in the broadcasting industry and looks forward to a visit to the coming NAB convention in Chicago.

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Radio Preferred By GOP

Directors Of Dewey Presidential Drive
Plan "As Much Time As Possible"
On National, Regional Webs

Having decided that radio is the most important medium via which to reach voters for the coming presidential election, Henry R. Turnbull, national radio director of the Republican National Committee, announced that he plans to buy as much time as possible on both national and regional networks, with his budget permitting him to go "well over a half million dollars."

In addition to the tremendous spot campaign that is being planned for

Treasury Figures
Released On 5th Drive

Washington—A drop in the dollar value of radio time from $12,800,000 in the Fourth War Loan to $11,000,000 in the Fifth drive was reported this morning by the Treasury's War Finance Division. Thomas H. Lane, director of press radio and advertising, reported an overall advertising value of $24,981,070.55 for the Fifth War.

Chi. School Programs
To 5,800 Classrooms

Chicago—Five major Chicago radio stations, supplemented by the Board of Education's owned and operated FM station, WEZP, carried radio programs into 5,800 classrooms of the Chicago public schools during the

Atlantic Refining Company
To Air Football For 9th Yr.

The Atlantic Refining Company will sponsor football games played by colleges, professional teams, and high schools along the Eastern seaboard.

McConnell & Gang' On 52
NBC Stations For Shoe Co.

"Smilin' Ed McConnell and His Buster Brown Gang," a half-hour program heard over 52 NBC stations (Saturday, 10-10:30 a.m., EWT), will

Plastic Pay-off
Herbis Fields' much publicized plastic saxophone which manufacturers have encouraged him to popularize for the post-war public met an untimely finish this week during one of Norfolk, Virginia's worst heat waves. Herbis, playing the plastic instrument at an outdoor Bond rally in Norfolk discovered his high-tuned plastic sax melting under the Virginia sun.
THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues K-10 is THE Bay Area Buy!

W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-BEKETT
THE WEEK IN RADIO

WAC Situation Clearing

(Continued from Page 1)

through, meaning the Min-
nesota, the musicians will
the station’s studios. Mean-
to continue to ignore the
that he send his men back
instruments.

The Democratic National
ree, through its spokesman, J.
reichs, radio director, spend practically all of its
for the ensuing poli-
ty, pointing out that it
preferred medium.

                                          getting.

A new Radio Informa-
tance requested the produc-
tion have traveled long dis-
stances to see the show, or for other
“non-essential” purposes.

Tele Talks: “Telivideo,” televi-
sion’s first cooperative production or-
organization has been set up with the
group making preparations for its first
program to be presented in the near
future. Kenneth Whatmore is the
chairman. Rutherfued & Ryan is the
first advertising agency to provide for
regular weekly auditions for com-
tercial television talent, which will
be held at the WABD, Du Mont stu-
dios in this city every Friday.

John H. Carmine, vice-president in
charge of merchandising for Philco,
warned television receiver manufac-
turers to produce low cost sets if
they wish to see the medium expand
to cinema and radio proportions.

People: John Morgan Davis, Phila-
delphia lawyer, has been appointed
NAB general counsel and labor rela-
tions chief. Philip F. Siling, as-
sistant chief engineer in charge of
broadcasting for FCC, has been ap-
pointed engineer-in-charge of the
Frequency Bureau of RCA. Donald
S. Shaw has resigned as program
sales manager of the Blue to become
radio chief of Geyer, Cornell & Newell
..".

Robert Kintner has been elected
vice-president and appointed general
manager of operations of C. E. Hooper,
Inc.... Robert E. Kintner has been
elected a vice-president of the Blue
Division has been organized
merit: A new Radio Informa-
tion has been set up with the
principle of free

Weiner, through its spokesman, J.

NAB, President J. Harold
longly urged the Legislation
the freedom of radio and
that the principle of free
may never be attacked or ever
... it.

National repercuions are
to take place Wednesday
the hearing on the petition of
automobile workers, CIO, to
the license of WHKC, Colum-
burn for alleged interference with
which, will he be held. The scripts
Paul Lewis, Jr., Boake and Sheila
pton Close and Col. Robert
rmmick are involved.

Service: Preferred medium by
leading national advertisers
was radio, indicating that
Mill was spent in network ra-
ter-up to radio was maga-
which advertising expendi-
ted to $103,163,285. Allo-
tion was $20,150,000.

Volume: The Office of Defense
Suggestion: This weekly news
ranges to purchase someone
from radio now in the armed
forces. Chip and mail it along.

FULTON LEWIS, Jr.

Is Known By The Company He

Here’s what some of his best friends
(his sponsors) say about him ... 

DEPARTMENT STORE—"... he is the one
factor which has increased our figures
higher than any other outlet."

MEN’S CLOTHING STORE—"... gives a fair
and convincing analysis ... his listeners are
receptive to our sales story and ... refer to his
broadcasts."

SAVINGS AND LOAN CO.—"... he is “tops”
with all of us here ... ."

BAKERY—"... our entire organization is highly
pleased with the favorable results and reactions
received from the trade and the public ... ."

RADIO MANUFACTURER—"... Letters ex-
pressing appreciation of Fulton Lewis, Jr., have
poured into our factory by the hundreds ...

BANKING CO.—... we feel that this portion
of our advertising is dignified, beneficial ... ."

FULTON LEWIS JR is now heard on more than 210 Mutual
stations with over 130 sponsors. For sponsorship in your city
call, wire or write W. B. DOLPH, WOL, WASH., D. C.
Atlantic Refining Company
To Air Football For 9th Yr.

(Continued from Page 1)

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Your Figures and On 5th Drive

Defending His Listeners

As a protest to the article written by a national figure stating that the responsibility of all the type of persons who goes in for ‘jitterbug music’ and wondered what the next generation, coming to it was to be depend on ‘that class’ for thought and leadership, Bob Bright, disc jockey of WATP, Paterson, and a keen student of world-wide issues, has begun a contest on his “Bob Bright Bandstand” program, requesting each listener to write his opinion about the problem, “How Can World Peace Be Achieved Everlasting?”

Thus far 1,200 listeners have submitted papers which contained starting and excellent ideas that could be considered seriously by world diplomats. Also the contest is proving that a large number of his listeners are conscious of adults, disproving the notion that “jitterbug music” fans are exclusively “bobbie soxers.”

Prizes of $25 War Bonds are being awarded for the best essays. This contest should stimulate interest among the “teenagers” in national and international affairs, therefore pointing to a better world in which all can live.

Public Service

The War Bond booth maintained by WCXY, Cincinnati, on Fountain Square as the public service rendered by the L. B. Wilson station, has begun its third year as a convenient place for the local citizens to purchase their war bonds and stamps. During the first two years of the booth’s operations, from July, 1942, to July, 1944, a total of $894,036 was thrown into the war against the axis in the sale of bonds and stamps.

Aside from the War Bond booth, the station is being used by the Paul H. Rymer Company. The station is represented nationally through the August Victor Record Review and Victor Record News, monthly publications; and the distribution of brochures with their pictures and biographical sketches to all Victor dealers and distributors.

“WLAC Facts”

“WLAC Facts” is the attractive booklet through which WLAC, of Nashville, Tenn., is driving home to the prospective sponsors, the merchants and industries doing business within the 50 mile trade area covered by the station, how its present accounts are profiting in increase sales of its products as a result of backing programs aired on WLAC. The station is represented nationally by the Paul H. Rymer Company. With facts, figures and pictures, the booklet presents the information usually desired by the business representative in deciding whether or not it would pay for his firm to purchase time on the station. Also, the promotion piece is arranged in a convenient manner, thus saving him the valuable time of having to find the same information through considerable research.

RCA Victor Artists

To familiarize the public with its newly-signed recording artists RCA Victor Division, of RCA, Camden, N. J., will use radio and other advertising media, according to record advertising manager J. M. Williams. The vocalists include Zinka Milanov, Metropolitan Opera, 19-year-old Patrice Munsel, also of Metropolitan (coloratura soprano); Blanche Thebom, mezzo-soprano; Nan Merriman, mezzo-soprano; Camilla Williams, 22-year-old lyric soprano; Martha Stewart, of popular music, and David Street, baritone on the Joan Davis-Sealtest program, Lauritz Melchior, who has returned recently to the roster of Red Seal artists, will receive special attention too.

They will be plugged on the air by commentators on the “Music You Want” programs over 51 local stations five nights weekly besides a series of spot announcements scheduled for September and October. The vocalists will be featured through the August Victor Record Review and Victor Record News, monthly publications; and the distribution of brochures with their pictures and biographical sketches to all Victor dealers and distributors.

OPE Suspends Sked on Radio-Phono.

(Continued from Page 1)

OPA Suspends Sked on Radio-Phono.

RADIO DAILY

Dural Student goods, the Office of Price Administration announced last Saturday.

This transfer to coverage (effective August 16, 1944) was made because the previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942, before civilian production was completely shut down, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio receivers and phonographs.

Regulation 188 in Effect

Pending the formation of an industry advisory committee to assist OPA in formulating a new specific regulations covering consumer type radio receivers and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect. These are considered more adequately suited to pricing these articles than either Revised Price Schedule 93 or the General Maximum Price Regulation 1.

The Office of Price Administration, by this action, establishes a satisfactory interim method for pricing any new models that may be manufactured, the agency said.

Teile Cartoon Experiments

Los Angeles—Robert Clampett, supervising-director for Warners Bros. cartoon productions, has established an experimental television cartoon studio as part of the setup of Patrick Michael Cunning Tele-productions located at Stage 8 on Sunset Boulevard. Clampett, who retains his Warner Bros. affiliation, will develop a technique for both entertainment and commercial purposes. Clampett has been associated with the cartoon pro-

AUDIENCE PROMOTION MAN

Progressive independent station N. Y. metropolitan area has immediate vacancy for experienced promotion man capable of doing an outstanding job in programming and audience relations. Prefer man over 30 or draft exempt. Salary commensurate with ability. Write full details. Box No. 840, Radio Daily, 1501 Broadway, New York 18, N. Y.
n National network broadcasting, which includes NBC, CBS, MBS and the Blue, independent stations throughout the country will be included. For similar activity, Turnbull pointed out. Activity on the major networks will be supplemented by regional networks, he added.

WNEW To Air 'G. I. Songs'

Duane Jones Company, the advertising agency in New York, has been officially designated to handle the national advertising for the Republican campaign, Turnbull announced. In addition to this appointment, individual agencies will also be appointed to handle concentrated campaigns to be carried on in various areas of the country, to be announced at a later date. Duane Jones Company is handled by Duane Jones are: B. T. Bobbitt, Inc., Sweets Company of America, Dick Tuley & Co., Elizabeth Arden, Benson & Hedges, CertiFied Extracts, Inc.

Will Use Regional Nets


Each state will have its own radio director whose campaign operations will be designed to coordinate with the party's national office in New York, Turnbull said, adding that in most instances independent state committees will, in many cases, work out their own local campaigns.

Bricker To Speak

Governor Dick Bricker of Ohio, the Republican vice-presidential nominee, is scheduled to give the opening speech of the campaign on September 9, however, the selection of the network for this initial broad- cast has not been determined. Turn- bull revealed, Governor Thomas E. Dewey is scheduled to give his first national network speech on September 11, he added, with the name of the web to be announced at a later date.

Named Assistant

Sam Bartlett, advertising and program director of WNEW, which has interests in Chicago, has been appointed the assistant national radio director to Turnbull.

GOP Favors Radio

As Campaign Media

(Continued from Page 1)

"G. I. Songs," a group of tunes submitted by the men who wrote them and composed them, or else remem- bered, received most of the attention. They will comprise the special content of Gang Songs, a program that will be aired on WNEW on Monday, August 21 at 8 p.m., with Dick Brown and Denver Darling as the soloists.

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Krupnick Establishes New Adv. Agency In St. Louis

St. Louis—Sam Krupnick, co-founder and until his recent withdrawal, half-owner of the Padco Ad- vertising Co. of St. Louis has an- nounced the establishment of a new agency, Krupnick and Associates.

Included in the personnel of the new organization, a number of whom are in the Armed Services, are: Sam Krupnick, president and plans head; Tom J. Connally, service director and account executive; Raymond J. Arm- bruster, Jerome Grodsky and Serbert J. Volk, account executives; Lenore Allen, radio and radio A. Havay Brown, art director; George W. Col- lins, Jr., art department; Martha M. Goell, space buyer; Hana Gorelick, librarian; Edgar M. Kluge, treasurer; Robert A. Latimer, public director; Helen Nac, production manager; Anthony J. Reiner, executive assistant and Alfred Russell, acting art director.

Joins NBC Network

Effective August 15, KVOL, Lafa- ce, Minn., and WHI, Des Moines, Iowa, will join the NBC network as supplementary stations to the South- central Group, it has been announced at the network.
Let these guys start it!

There’s a day coming when the enemy will be licked, beaten, whipped to a fare-thee-well—every last vestige of fight knocked out of him.

And there’s a day coming when every mother’s son of us will want to stand up and yell, to cheer ourselves hoarse over the greatest victory in history.

But let’s not start the cheering yet.

In fact, let’s not start it at all—over here. Let’s leave it to the fellows who are doing the job—the only fellows who will know when it’s done—to begin the celebrating.

Our leaders have told us, over and over again, that the smashing of the Axis will be a slow job, a dangerous job, a bloody job.

And they’ve told us what our own common sense confirms: that, if we at home start throwing our hats in the air and easing up before the job’s completely done, it will be slower, more dangerous, bloodier.

Right now, it’s still up to us to buy War Bonds—and to keep on buying War Bonds until this war is completely won. That doesn’t mean victory over the Nazis alone. It means bringing the Japs to their knees, too.

Let’s keep bearing down till we get the news of final victory from the only place such news can come: the battle-line.

If we do that, we’ll have the right to join the cheering when the time comes.

Keep backing ‘em up with War Bonds

RADIO DAILY

This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council.
PITTSBURGH—WTNT, the FM affiliate of WSW, celebrated its third birthday as an FM station by putting into effect an expanded program of FM broadcasting beginning Monday, August 7. The new schedule will have programs emanate from the city’s public schools and universities, according to Marie Wilk, WTNT’s program manager. Another branch of the service, the WAVES, was honored by WKY on the station’s program, “Women Commandos” with Julie Bennett as mistress of ceremonies to celebrate the WAVES’s 2nd birthday.

OKLAHOMA—Members of WKY’s talent department, Vanessa Jones, Al Good, Lee Norton, Margie Thompson and Eddie Lee, provided the entertainment for the servicemen recently at the local USO recreation center. Another branch of the service, the WAVES, was honored by WKY on the station’s program, “Women Commandos” with Julie Bennett as mistress of ceremonies to celebrate the WAVES’s 2nd birthday.

OHIO—CLEVELAND—WJW office manager Stephen Bodnar brought with him on his trip to New York City last week the piece he introduced successfully over WJW several weeks ago entitled “Angels Are With You Tonight.” The number will be published by Carlo and Sanders and it will be credited to Steve for introduction.

NEW JERSEY—NEWARK—WJW will celebrate the 25th anniversary of Frank Dailey as a showman with two broadcasts tomorrow (Tuesday) afternoon and evening, the first to emanate from the city’s USO. Frank’s career, with Lee Castle and his Players will dramatize the highlights of his career with two broadcasts tomorrow (Tuesday) afternoon and evening, the first to emanate from the city’s USO. Frank’s career, with Lee Castle and his Players will dramatize the highlights of his career. Eddie Kutz narrates and provided the entertainment for the program. The series will be directed by Jerry Hoekstra, War Production Manager of KMOX. The series will be directed by Jerry Hoekstra, War Production Manager of KMOX.

 Room in Newark, supplying the music. Also, transcribed messages of congratulations, from leading orchestra leaders who have appeared at the Temple Room, will be read over the air. Lee Stewart, WAAT production manager, will direct the broadcasts.

SALT LAKE CITY—San Antonio—Bud Thorpe has replaced Corwin Riddell at WOAI as news editor. He’s from KMOX, St. Louis.

SEATTLE—Chance Nicholson, formerly with KOL, of this city, has joined the announcer’s staff at KIRO.

YAKIMA—Kit Carson made transcriptions of the voices of 20 of the Community’s leading citizens and will use them to promote donations for the new Yakima Valley Memorial Hospital.

DISTRICT OF COLUMBIA—WASHINGTON—In early August, the Washington Post” assumed control of WWINX. However, the management contemplates changes either in personel of the station or its national rep, Forre Carson. . . . WWINX specialty announcers staff has a new member in the form of John Scott, formerly of Brooklyn’s WBMY.

MISSOULA—Three staff members of KGVO, chief engineer Fred U. Womble, news editor Arthur Scott, and women’s commentator Ruth Greenough Schleber, shared in the celebration by receiving an official program commemorating the second anniversary of the landing by the Marines at Guadalcanal last Monday afternoon. Attendees of the program were Capt. Linus Hardy, Officer in Charge of the New Orleans District Headquarters of the Service Coordinating Committee, Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center.

MISSOURI—St. Louis—The inventive genius of Don Richardson, WFOY announcer, has relieved general manager, J. Allen Brown of sleepless nights. Don has devised a “mercury ball” that will alert the station’s UP machine when paper gets low, seven hours before WFOY signs off the air.

LOUISIANA—NEW ORLEANS—WWL broadcast special program commemorating the 25th anniversary of the landing by the Marines on Guadalcanal last Monday afternoon. Attendees of the program were Capt. Linus Hardy, Officer in Charge of the New Orleans District Headquarters of the Service Coordinating Committee, Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of the Marine Corps Recruiting and Induction Center.

NEBRASKA—OMAHA—WOW will issue in mid-August a 40-page booklet, printed in four colors, which will show the part WOW and NBC have been playing in World War II and will review the radio activities participated in at the battle and home fronts. The booklet, titled “Radio WOW at War,” will devote 20 pages to the station’s personal characteristics and staff activities. The promotion pieces will be distributed to sponsors and advertising agencies. First edition copies will be given with WOW’s compliments, in addition to new subscriptions to the WOW News Tower, monthly magazine.

MISSOURE—ST. LOUIS—KMOX has begun a new series of将以 “Something for the Girls,” the WAVE recruiting program on Saturday at 5:30 p.m. Transcriptions, these programs were prepared by CBS in New York and feature radio entertainers like Robert McCoa.

MICHIGAN—DETROIT—As the result announced by WJB news of Cushing, WJB will have added protection against any important news breaks in its own bureau and 5 a.m. when WJB goes to the air.

MASSACHUSETTS—BOSTON—George G. Law, rounded out their network of蘧OKês in the broadcasting Thursday morning feature attraction on long range. The program, which was heard on the “Where Do We Go From Here?...” WJB program.

COLORADO—DENVER—Sheelah Carmine, Booke Carter, and recent addition of Mark, who was spotted on Lancaster’s Men’s Lions Club and Rotary Intern, August 15 and 17; her title of the “Where Do We Go From Here?...” WJB program.

MICHIGAN—KALAMAZOO—John W. Gild and Sue James of WJKZ broadcast on the air for a year by the Owens-Illinois Company. The station has received a dedication at the close of June and July for party DJ and coffee container campaign for the glass firm in conjunction with the program’s name. The “Broadway Matinee.”

NBC Official Representative 4 U.S. Weeks In Here.

Carleton Smith, manager of the NBC station in Washington, represented the American network at the recent military conferences held between President D. Roosevelt and the heads of the National and Army forces in Europe. He broadcast his report of the conference and student trip from a point some time on the Pacific Coast. He also broadcast, Robert McCoa, a special correspondent in Honolulu, and a special report to the nation’s where it was read over the WJB. Cushing. WJB will have added protection against any important news breaks in its own bureau and 5 a.m. when WJB goes to the air.
Premature ‘V-Day’ Plans

Government Agencies Decry Promotion At This Time Of Radio Programs To Celebrate Victory Day

Premature “V-Day” planning being fostered by retail merchants’ organizations in New York City and discussed by radio stations and advertising agencies has come to the attention of the Office of War Information in Washington and efforts will be made to curtail these activities until war news

Blue Web And School To Sponsor Contest

Cleveland—in collaboration with the Blue Network, the National Theater Conference of Western Reserve University is conducting contest for the best plays and radio scripts among the men and women of the armed forces of the United States. Through arrangements with Phil

WHOM Is Property of Cowles Station Group

WHOM, Jersey City, formally passed into the hands of the Iowa Broadcasting Company (Cowles Group) yesterday when Craig Lawrence, as executive vice-president of the New Jersey Broadcasting Corporation arrived from Des Moines, Iowa, to take over the operation of the station.

Morgenthau to Speak From London Tonight

Secretary of the Treasury Henry Morgenthau will be heard in a special broadcast over the Columbia network from London tonight (WABC-CBS, 6:30 to 6:45 p.m. EWT). Morgenthau has just arrived in the British capital after a tour of the European battle zones. Title of his talk will be announced later.

Asks Radios Cooperation On Clothing Situation

Recognizing the importance of radio in the retail advertising picture, William Y. Elliott, chief of the office of Civilian Requirements has addressed

CBS Opinions Re Shortwave Outlined To FCC And IRAC

Washington Bureau, RADIO DAILY

Washington — Opposing the establishing of new standards for international shortwave broadcasting until the postwar period, Columbia Broadcasting System, yesterday released their “Recommendations For Postwar International Broadcasting”.

Waring Show To Be Aired From Vanderbilt Theater

Fred Waring’s new series which debuts on the Blue Network, Thursday, Sept. 7, at 7 p.m., under sponsorship of Owens-Illinois Glass Company.

Together

i. e., a Paul Whiteman who sang the original on the Whiteman recording “Tuxedo.” 15 years ago, will be Chicago next weekend P.W.

To Celebrate Victory Day

indications that radio will give the ground for most of the scaling of the Democratic and other parties during the presidential election was gained from ac-cording to headquarters of both part-

Bib Cultural Status

New York’s Local 602 in New York City ruled that hilly billy eames was not cultural and de-

To Sponsor Contest

Policy Of Employing War Veterans Set By RCA

Camden, N. J.—A policy for the re-employment of war veterans, both men and women, was announced by the RCA Victor Division, Radio Corp. of America, through its personnel administration director, Forrest H.

Getting Revisions

Indications that a re-allocation of the $5,000,000 WAC recruiting advertising campaign may bring a chunk of the business to radio starting Septem-

WJR’s Fall Gridiron Sked Announced By Fitzpatrick

Detroit—In announcing the 10-game collegiate football schedule for broadcast-

Paging Joe Millers

Los Angeles—“Bring Your Own Joke,” a new audience participa-

Together

i. e., a Paul Whiteman who sang the original on the Whiteman recording “Tuxedo.” 15 years ago, will be Chicago next weekend P.W.

To Celebrate Victory Day

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Waring Show To Be Aired From Vanderbilt Theater

(Continued from Page 1)

pany, will originate at the Vanderbilt Theater in New York City. Waring plans to use substantially the same cast as he did on the Chesterfield show. Among the artists are Polex McClinton, Donna Dae, Jane Wilson, "Honey and the Three Bees," Jimmy Atkins, Gordon Goodman and Ruth Cottingham. Show will be presented before servicemen audiences with Waring's orchestra entertaining for a half hour after the broadcast.

Blue Web and School To Sponsor Contest

(Continued from Page 1)

lips Carlin, vice-president in charge of programs for the Blue web, the winning play and scripts will be heard in a series of broadcasts over the network in the fall. Material for the autumn series will come from the first play writing contest and this will be augmented later with entries from the second contest, which will close on Dec. 1.

Asks Radios Cooperation On Clothing Situation

(Continued from Page 1)

a letter to all broadcasters asking for their cooperation in keeping scarce advertising of clothing and textiles off the radio. "It is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support" for the policy against such selling copy, Elliott wrote. Present indications are that textiles, textile products and advertising of clothing and textiles off the radio. "It is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support" for the policy against such selling copy, Elliott wrote. Present indications are that textiles, textile products and advertising of clothing and textiles off the radio. "It is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support"

WAC Advertising Sked Getting Revisions

(Continued from Page 1)

80 per cent of the nation's stations are prepared to allot time to the WAC drive as of December last. In the meantime OWI continues to eliminate WAC announcements from their packets.
When you think of America’s 4th Largest Market you must think of WAAT.

Because between 8 A.M. and 6 P.M., WAAT delivers more listeners per dollar in America’s 4th Largest Market than any other station — including all 50,000 watters! See latest surveys! Check availabilities! National Representatives, Spot Sales, Inc.

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”
Are you taking Advantage of Washington's Greater Market?

Population of the District of Columbia and immediate surrounding counties—1,228,456.*
Federal employees in Washington—270,042.**
Others gainfully employed—306,689.*

NOW take a look at your Standard Rate & Data Book and study the WINX rate card.

Where else can you buy as much for so little?

That is the reason that most local advertisers have selected WINX.

Isn't it logical to follow the habit of the man on the ground floor?

WINX
Washington 1, D. C.
Represented Nationally by FORJOE & COMPANY

Sunkist Sidelines!

* * *
Little Joe Yocam doesn't know it, but he will soon be the owner of three War Bonds. It all started a few weeks ago, when the day after Joe's birth, Frank Bull, co-announcer with Joe's dad, Joe Yocam, Sr., on "American Dances," over KFWB, told of the advent of the youngster, and suggested each listener send in a penny to go toward the purchase of War Bonds for the youngster and that he would match all the donations. Marshall and Clappett, sponsors of the program, agreed to buy a bond for little Joe, but the most heart-warming donations came from patients in a California marine hospital. By the way, Bull is a partner in the Smith and Bull advertising agency, which has moved to new offices on Sunset Blvd., and is also finding time to boost the Washington Redskins-March Field football game in Los Angeles. Aug. 25, proceeds of which will go to war charities. . . . "Sandy" Merrill, young stage and radio actor, who recently arrived on the coast from New York, made his Hollywood debut last week in "Date With Judy." He portrays role of "Jojo," a new character in the script.

* * *

Among Hollywood's most enthusiastic baseball fans are Bing Crosby, Eddie Cantor, Groucho Marx, George Jessel and Al Jolson, and they are regular attendants at the Pacific Coast league games at Gilmore field. Mrs. Jesse Butcher, wife of the national radio director of the U.S.O. and National War Fund, is visiting her sister in Arcadia, Calif. . . . Paul Covert, KFWB stage manager, who is an authority on campaigning, is making plans for his annual outing in the High Sierras. His companion will be Benson Curtis, a KFWB salesman. . . . Jimmy (Schnozzle) Durante, of the Moore-Durante radio team, will "execute" a new novelty song "Toscanini, Iturbi and Me," in his new M-G-M flicker, "Music For Millions." . . . Dick Powell's beach home is one of the show-places pointed out by the water-taxi guide, who cruises in the Balboa-Newport-Lido isle section and the guide has no trouble in pronouncing the Powell name. However, he refers to Powell's internationally known neighbor as "Yascha Heifen." . . . Although born and bred in the West, Announcer Jim Doyle, of the Andy Devine "Musical Round-Up" aird, is taking a course in how to speak with a western accent. Jim, who sometimes portrays cowboy characters on the show, wants to sound more authentically western in his renditions of "Howdy, pardner" and "They went that-a-way." . . .

* * *
Rudy Vallee's enlistment in the United States Coast Guard at the beginning of the current war was an expression of his love of the sea. Ever since he was a kid in Maine, Vallee has been interested in boats and the ocean. During World War I, though under age, he enlisted in the Navy. One of his big hobbies used to be racing model yachts, and one of his big ambitions is to skipper his own auxiliary schooner. Though born in the state of Vermont, the name of his birthplace was Island Pond. . . . Romance has caught up with two KFWB staffers—Nancy Deshon, who is "Girl Friday" to Program Manager Bill Ray, and Lowell Smith, staff announcer. Coincident with the announcement of their engagement, Smith revealed he will leave KFWB Oct. 1 to become program manager for Allied Advertising agency in San Francisco. He was formerly with KJL and the bride-to-be was in the movies, playing leads in Westerns. Date of the nuptials was not disclosed. . . . "Lum and Abner" (Chester Lauck and Norris Goff) whose home-spun Arkansan philosophy is heard Monday through Thursday over the Blue, were seen in the studio the other day, poring over a huge stack of old scripts. When asked what they were doing, they explained they were going through their scripts used back in 1933 to clear up a minor point for their current scripts.

—Remember Pearl Harbor—

WINX

Los Angeles

FORJOE & COMPANY

CHICAGO

By BILL IRVIN

WBEZ, the FM station owned and operated by the Radio Corp. of the Chicago Public Schools, will create one hour, Thursday, Aug. 16, from 10:15 a.m. to 11:15 a.m. in order to transmit the annual address of William H. Johnson, superintendent of Chicago schools, to the 80,000 school graduates. Dr. Johnson will also be released by WBBJ 10:15-11:25 a.m. and by WIND 11:05-11:15 a.m. While this will be the sixth year the superintendent has advertised the summer school grad it will mark the first time that it has been carried by FM transmitters also the first time that two stations have released the address simultaneously.

Effective Sunday Aug. 16, the Y.M.C.A. College of Chicago sponsored the "Dress Circle" program over WCIQ from 4-6 p.m. Monday. The program consists of the highlights of a single opera, outlining the most popular arias, with running commentary on stories and music by announcer Douglas. Recordings will be used for the narration.

Mackay R&T Sets Up Radio Link Between France & U.S.

In announcing the opening of direct radio-telegraph circuit between New York City and "Blackacre" France, last week, Rear Admiral J. McNam, USN (retired), president of the Mackay Radio and Telegraph Co., stated that it was the first of its kind erected in that country by the firm. Also, the designation of the site location had no value to the Germans because "Blackacre" means in English "in the sound of battle." Highly portable, the unit will advance with the armed forces until a definite and permanent site is selected.

Washington Reporters Aids Views On Political Fortunes

At the invitation of Theodora Granik, six Washington correspondents will express their opinions on the current events on his America Forum of the Air titled "Public Periscope No. 13," in a radio broadcast over the Mutual network day at 9:30 p.m. from the Shoreham Hotel in Washington. The guests are Ernest K. Lindley, James Trohan, Charles L. Stokes, Walt White, Charles Van Devander, Ray Tucker.

JOHN TILLMAN

CBS Announcer

New serving in the Army of the United States

JOHN TILLMAN

JOHN TILLMAN
Calm, unhurried, quiescent, serene...
These are the words for Vevay,
Doting in her rocker on Indiana's back porch,
Reliving, in reverie, the days of her youth.

Oh, those were days of gaiety,
When vineyards graced these rolling hills,
And their fine Swiss wine flowed from the casks
At old Swiss Inn.
To thrill the palates of distinguished pioneers;
Or, when the Chapmans brought their floating show
Downstream, a century ago;
Or when the old "Sensation" or the "Golden Rod"
Tied up at the landing, to regale the town
With feasts of song and stirring melodrama;
Or when folks came from miles around
To hear aristocratic Mary Wright's recitals every week.

But now, Vevay is growing old;
She loves to close her eyes and dream.
She wears her years with pleasant grace,
A homespun garment, woven of memories
As imperishable as the stone-walled ferry house
Which has withstood a century's floods;
As enduring as the stately sycamores,
Gleaming white along the river bank.

Here is a spot of earth so unimportant to the rest
That not a foot of railroad ever has been laid
In all of Switzerland County;
Yet immeasurably important to those who live here,
To hundreds fighting that they might come back,
And to us.

WLW
The Nation's Most Merchandise-able Station
DIVISION OF THE CROSLEY CORPORATION
World's Store Tieup

"Who Murdered Hitler's Sleep?" is the problem posed by the window arrangement by WOR and the Sleep Shop now on display at Lewis and Conger, Sixth Avenue and 45th Street, New York.

To the writer of the best 100-word letter solving the mystery from the current catalog, and entered by Mack Gregor-Goldsmith of Cincinnati, there is a big prize for television broadcasting, because point-to-point (narrow beam) broadcasting is reported as being entirely in accord with the government's plans for television broadcasting as being the only way that foreign listeners by any foreign government in the world would be hampered without such facilities.

Nine Models To Compete For Miss Television of 1945

(Continued from Page 1)

for the first prize which will include a $100 war bond, a modeling contract for the new Aldens Chicago Mail Order Catalog, a complete outfit of clothes from the current catalog, and a screen test. The winner up will receive a $50 bond and the third will get a $25 bond for his efforts in the contest.

Buchanan & Co., advertising agents for Aldens Chicago Mail Order Co., will produce the show which will be directed by Richard Hubbell. Miss A. Frances Doyle, Waves, script director, and Edward Senz, make-up director.
COAST-TO-COAST

BOSTON-Fifty certificates went to teachers, educators and other business and professional men and women for their service, of the WBZ Workshop course for successful completion of the radio course which was presented as a free public service by WBZ in cooperation with Boston University Summer School... Another network origination was added to the seven now being fed from WEII to the CBS nationwide network each week. The new program is the Friday broadcast of the daily series listed by CBS as "Service Time." The Boston section, dedicated to the Navy, is captioned "Eight Bells in Boston," and is aired Fridays from Worcester... Latest newcomer to WTAG is E. Norma Bailey who joins the announcing staff.

ST. LOUIS-Harry Caroy, KOKK sports editor, broadcast last Tuesday at 5:35 the following message: "If you have an extra shin guard left over from your playing days you can help a 13-year-old boy walk again...For details call the St. Louis Police Department." The announcement brought at least six pairs of shin guards to Robert Specker of this city at 6:30 that evening. Hospitalized 12 months with a bone infection in his right leg, he needed a shin guard so he could leave the house. His parents were unable to buy a pair because the armed forces have taken sporting goods, including shin guards manufactured for the past year.

INDIANA

FORT WAYNE-"Our Boys," a program of news that features only news about servicemen and women in Fort Wayne region, is the new program that was inaugurated by WGL and heard at 10 p.m. CWT. The news is taken from letters and cards sent to the station and to the sponsor, Harvey Brothers Men's Wear.

IOWA

DES MOINES-"Chick" D. Miller has been named program director for KNIT effective today, Aug. 15. He replaces Edmund Linehan, who after 10 years with the Cowles organization, has gone to KSO which was recently sold to the Kingsley Murphy interests in Minneapolis. Miller entered radio in the late 20's, when he acted as emcee of the old KSO Rhythm Club.

Hill Billy Entertainers Seek Cultural Status

(Continued from Page 1)

Washington learned about "Six for Tomorrow," Los Angeles-"Six for Tomorrow," CBS preview of new ideas in radio programs which made its debut recently from KNX to the Columbia Pacific Network, is offering a $50 war bond to the person sending in the best letter of comment on each of the six programs broadcast. At their conclusion, a special award of $200 in war bonds will be made, making it possible for one person to be the recipient of $350 in war bonds.

My Sincere Thanks

to

SWAN SOAP

and

YOUNG AND RUBICAM

for my exclusive contract with

GEORGE AND GRACIE

Sincerely

BILL GOODWIN

Coastal Yankee Problem

No Canadian radio station heard in the Yukon station could be heard, George Conservatives at Vancouver told the Dominion Commons. War Services Commission said that local conditions in British Columbia probably accounted for the Vancouver radio stations being heard in the northern Yukon but not Winnipeg. The idea to other Canadian citizens believed the Canadian Broadcasting Corporation should use increased revenues to see that programs could be heard by all Canada. General LaFlche said the local conditions in British Columbia probably accounted for the Vancouver radio stations being heard in the northern Yukon, but not Winnipeg. The idea to other Canadian citizens believed the Canadian Broadcasting Corporation should use increased revenues to see that programs could be heard by all Canada.

(Continued from Page 1)

October 13 is proving a lucky number at WHBQ. The Palace Clothes of this community, has purchased the 7 a.m. newcast, making the program the 13th sponsored newscast on WHBQ...NASHVILLE-WSM broadcast announcement features warnings against careless outdoorsmen about throwing cigarette butts and lighting matches into dry grass and brush piles. Idea was conceived by WSM publicity director C. Lester Barnard who believes these announcements will save the State millions of dollars especially at this time when Tennessee is experiencing the worst drought since 1930.
What happened to the Candles?

The baker was surprised too. A birthday cake with daisies instead of candles? What’s the idea?

It's freshness, Alphonse. The freshness of the big time program material that's getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around... fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY has been kept excitingly, usefully new.

Selections that have gone stale are constantly deleted—to make room for the new hits, new arrangements of the old favorites, today's top radio talent.

Unlike any other library, over 85% of our original basic library has been refreshed this way — replaced with sparkling, timely program power... an investment of more than $1,000,000!

Investigate ASSOCIATED now. Comparison proves it's America's finest, most useful program service!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented Nationally by SPOT SALES, Inc.
The National Daily Newspaper of Commercial Radio and Television

NEW YORK, N.Y., WEDNESDAY, AUGUST 16, 1944

TEN CENTS

Second’ D-Day On Radio

No Aid To Radio Reconversion Plan

Washington Bureau, RADIO DAILY

Washington—The new WPB reconversion order will be of no assistance to the radio industry, Ray C. Ellis, president of the Radio and Television Divi-ision of WPB said.

The WPB told Radio Daily yesterday that means that the order will provide additional assistance for construction of receivers.

One for Television

Advising Via Television Subject At REC Seminar

Chairman of Television on advertising was discussed at the 14th Tele- vision seminar sponsored by the Executives Club, Thursday, Aug. 16.

Topics for this session include: 

1. Advertising, and sales pro- gramming of the Standard Oil Co. of New Jersey, and Carlos Franco, assistant to Young & Rubicam's time.

2. May Corp. Sponsors Meeting For Retailers

May Corporation is sponsoring a post-war meeting for 200 New York and Northern New Jersey retailers of radio, refrigerators, and electrical appliances, at Adoore Hotel, tonight at 8:30.

Before plans were made known, (Continued on Page 2)

Television is Subject For New ET Radio Show

West Coast Bureau, RADIO DAILY

Los Angeles—A radio show entitled, "This Is Television" is being produced by Michel Hamaty, Los Angeles newspaperman, and will be recorded at

188,167 radio homes in its nine-time primary coverage area make WLAW the "buy" north of Boston.

Montreal — Leading authorities of the United Nations will be heard discussing problems of international importance during the course of a series of 12 broadcasts now being presented by the Canadian Broadcasting Corporation. The series is entitled "United Nations International "Secret of the Out"

Schenectady—Approval has been granted by the Army and Navy for further release of information on GE's diskead electronic tube, referred to by radio engineers in the military forces as the "lighthouse" tube. Developed by the GE Electrons Laboratory, the new tube has helped the Allies to surpass the Axis nations in the military radio field.

Bill Would End Censoring Of Soldier-Entertainment

Washington Bureau, RADIO DAILY

Washington—The Senate passed a bill which would lift the restrictions on a number of radio shows, plays and films which may not be performed.

(Continued on Page 7)

International Exchange Series Sked By CBS, BBC & CBC

Television Is Subject

For New ET Radio Show

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(Continued on Page 2)
**Coming and Going**

DON SEARLE, station manager of KGO, San Francisco, is in New York. Paid a call yesterday at the headquarters of the Blue Network.

ED YOKUM, station manager of KQKL, Billings, has arrived from Montana for conferences with the national representatives in New York.

PAUL HARRON, president of WIBC, Philadelphia, was a caller yesterday at the local offices of the station's national reps.

GARTH MONTGOMERY, radio commercial writer for BBD&O, left tomorrow for the West Coast, where he'll do commercials for a new show to originate from that point. He's expected back in about six weeks.

PETE SCHLOSS, of the Blue Network's station relations department, is on a tour of the South, visiting affiliates. He'll climax his trip by attending the NAB War Conference in Chicago.

PERRY COMO, crooner handled by General Amusement Corp., leaving for his first vacation in two years. He'll spend much of it in Pittsburgh.

ROY THOMPSON is in New York. He's the managing director of WNBC, Altona.

**Mutual Adds 6 Stations: Total Web Is Now 239**

(Continued from Page 1) before yesterday's announcement by Donald M. Nelson, chairman of the War Production Board, which lifted the ban on the manufacture of 79 types of civilian goods, which include vacuum cleaners, electric fans, metal furniture, electric ranges, electric and domestic laundry equipment, etc.

Nelson was alert to point out to the public that for the time being it is not anticipated that prices or increases in production of civilian goods will be possible.

**War Advertising Council Announces Fall Campaign**

(Continued from Page 1) announced yesterday. The new campaign guide covers the period of October, November and December with suggested copy ideas furnished by the J. Walter Thompson agency.

**CHARLES GODWIN**, assistant director of the 850,000-family Lord, Texas to confer with affiliates of the network. From the Lone Star State he will go on to Chicago to attend the NAB convention.

C. E. ARBIE, of the NAB, arrived yesterday in Chicago, where he will establish War Conference headquarters in the Palmer House in preparation for the annual gathering of broadcasters on Aug. 28-31.

CARL P. OSWALD, formerly publicity and promotions manager of WCAE, Tampa, has arrived from Florida to take over his duties as a member of the Blue Network's publicity staff.

EDWARD B. MARX, of the New York, has extended to Bloch a six-week vacation in the Adirondacks.

BERNICE BURNS, publicity director of Kenyon & Eckhardt, Inc., is spending several days in Chicago and Battle Creek, for the purpose of outlining full publicity campaigns for the agency's clients.

FATSY MURPHY, continuity writer for CIBC, Toronto, off to visit the New York offices of Young & Rubicam, where she'll spend several weeks of scripting with the R. & F. staff.

**WHO HAS SEEN THE WIND?**

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

The nursery rhyme goes like this:

(Continued from Page 1) the agency's facilities.

BOB CRONKITE, of the Blue Network's staff, is spending several days in New York visiting clients.

CHATTANOOGA

IS THE HEART OF A POWER EMPIRE SERVED BY

**WDO**

CBS 5,000 WATTS DAY AND NIGHT

**W-I-T-H**

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADEY & CO.
The “HILL COUNTRY JAMBOREE” on WOV nightly, Monday thru Saturday, was never intended to be high brow, but experience (of satisfied sponsors) proves that this program sells hard and fast... but this program is New York’s best dollar for dollar buy... A few participating periods are yet available, three six days per week. For pleasing results, buy a strip in the “HILL COUNTRY JAMBOREE”... buy it today!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.
**Notes From a Ringside Seat...!**

- Again America was thrilled by the radiocasts of the invasion of Southern France.
- George Crandall and John McKay, Press Relations Drops of CBS and NBC respectively, rate a RADIOfAY for remembering, despite the bustle and hustle, to phone our own Frank Burke in the wee hours to keep him informed of developments and a low bow to Lee Sims and Jack Ward of the NBC music staff, who filled the open time during the hours of 5 to 7 a.m. with tuneful music.
- Look for an announcement soon (probably next week) to the effect that Murray Weitzel may be named Head of the Blue Net's Music Division in Chicago.
- Corporal Fred Wehle, who formerly directed "Right To Happiness," "Brave Tomorrow" and "The Open Door" strips, in Gotham on furlough...

**WOM Substitutes Forum**

**For Jacob Newscast**

"United Nations Forum of Opinion," a series of new programs, is replacing Hans Jacob, WOM news commentator, during his summer vacation. Among some of the participants slated to broadcast during the 7:15-7:30 p.m. spot are Mrs. Marguerite Dougherty, chairman of the Fighting French Relief Committee, tonight; Captain Benge, president of the New York chapter of the American Red Cross, tomorrow; Miss Margaret McDermott, director of the Czechoslovakian Government Information Service, Thursday; George Woodhead, authority on Far Eastern Affairs and publisher of the "Shanghai Post." Other prominent names will follow.

**Wall Associates**

**Specialists in Radio Packages and Talent**

47 West 48th St., New York City.

**Gale Associates**

**Specialists in Radio Packages and Talent**

48 West 48th St., New York City.

**This week's performance...**

**Main Event**

**WOC Substitutes Forum**

**For Jacob Newscast**

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**Wall Associates**

**Specialists in Radio Packages and Talent**

47 West 48th St., New York City.

**Gale Associates**

**Specialists in Radio Packages and Talent**

48 West 48th St., New York City.
United Nations Series Set By CBC, CBS, and BBC
(Continued from Page 1)

is broadcast by the CBC in cooperation with the BBC and the United Nations Information Office, New York.

Six special broadcasts of CBS “People’s Platform” and six programs from the BBC’s “Freedom Forum” are comprised in the series, which introduces the American and British broadcasts on alternate weeks. Beginning Saturday, August 19, with the “People’s Platform” the international discussions will originate next in “Freedom Forum” to be heard on Saturday, August 26, at 9:00 p.m. EDT over the Trans-Canada Network of the CBC.

The discussions in the British forum will be conducted by Sir Frederick Whyte, K.C.S.I., permanent chairman of that series. The forum is a regular feature of the BBC’s North American shortwave service.

Lyman Bryson, LL.D., CBS Director of Education, will conduct the “People’s Platform.” Dr. Bryson has been the co-coordinator of the program since its inception in 1938.

Stork News

Sgt. and Mrs. Donald M. Kidder are the parents of a 7½ pound daughter, Margaret Ann, born Sunday morning, August 13, at the New Rochelle Hospital. Mrs. Kidder is the daughter of William S. Hedges, NBC vice president in charge of stations.

Student’s Winning Script To Be Aired On NBC Sat.
(Continued from Page 1)

this week the best of one of the dramatic program contest held at the NBC-Northwestern University Summer Radio Institute. It will be presented Saturday, Aug. 19 (NBC, 12:05 p.m., EWT), with Al Crews as the director. The script, based on the mental retraction of an ATC pilot in China who is suddenly allowed to go home, was written by her because her husband, Robert, is stationed there and has frequently flown over what Americans irrevocably call “The Hump.”

Second in Series of Three

Mrs. Baker’s script is the second of a series of three. The first winner of the competition at NBC-UCLA Institute has been presented August 6. The third, to be aired Sept. 2, will be written by a student at the NBC-Stanford Radio Institute. This is the third year of the Radio Institute which was begun in Chicago by Judith Waller, director of public service for the NBC Central Division, and by Al Crews.

‘Army Show’ To Broadcast Sunday From Labrador

The “Army Hour” will originate from Goose Bay, Labrador, Sunday, Aug. 20 over NBC at 3:30 p.m., EWT, as part of the policy of the “Army Hour” to offer recognition to posts doing valuable, although non-combatant jobs. This military base is an anchor of the North Atlantic Wing of the ATC. The program will feature interviews with WACs there, a demonstration of the “tank-dozer” which is frequently flown over what Americans irrevocably call “The Hump.”

For availability Sept. 1st

Advertising
Promotion
Publicity
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge, copy, layout, production, contact.

Six years radio background. RSVP Box M75, Radio Daily, 1501 Broadway, New York 18, N. Y.

GO SHOPPING

all over the airwaves for the best “buy” in programs. You’ll come back to WBYN—1430 on dial, never a wait, always “in” on beautiful music and minute news.

For availability: WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.
Radio Again Breaks Invasion News
After Maintaining All-Night Watch

(Continued from Page 1)
the news was about to break, embarked on an all-night vigil. At 6:10 a.m. EWT, the morning news at the Allied communique from the Mediterranean theater went to a terse bulletin announcing the invasion.

The Blue network correspondents and columnists called in the networks filled in the intervals with special comment and program, all available staff and crew members were on deck. Many independent outlets opened all night anyway, particularly those with newspaper listings and commentary. Press associations and newspapers were both on the watch for news which might be ahead of their own sources. With the news where a pooled correspondent may come through.

Blue Stot Hustles
Actual first flash came from Radio Algiers via Press Wireless at 6:10 a.m. which stated that southern France was being invaded. It was a staggered hour behind the British news later before the approximate place was divulged. Blue network which usually closes at 2 a.m. kept open, and John Madigan, manager of the Blue network room immediately summoned all hands. Thomas Velotta, assistant director of news and special events, arrived to take charge. He was followed by Charles Bain, assistant director of news, to coordinate broadcasting schedules. Edgar Kobak, executive vice president, took his place in the news room and other workers, to await developments.

At 6:10 a.m., EWT, the morning news at WABC and Everett Larkin to its staff. Mrs. Larkin, joining the agency as assistant director of radio, and at home economist, has held the food field for many years, and now will handle Piggly Wiggly and Gameeal account.

E. P. McINTYRE, for many years with the advertising departments of the agencies in New York, is now with the Flinthill Corporation, joined the R. T. O'Connell Company as advertising manager.

SUN TUBE CORP. of Hill J. makers of collapsible tubes, named Doherty, Clifford & Sclafani, Inc., as their advertising agency.

LEGION ICE CREAM CORP. of Chicago has retained Howard, advertising agency, to place its account. Mr. Arthur M. Holland is account executive.

Last June, until 6 a.m. EWT, broadcast every half-hour, it came in particularly handy as it merged into the Italian News.
(Continued from Page 1) in the short wave radio and radar for more than 10 years, and John Evans, who participated in the first tests of radar in 1938, were the speakers. The occasion was a radio tribute sponsored by the Industrial Inten-

tive division of the U. S. Navy, for "RCA's notable achievements" and "invaluable contributions both to the prosecution of the war and in the postwar world.

"After the war, the use of this equipment will be expanded to all means of transportation," Mr. Eng-

trom predicted. "Radio and elec-

tronics, through their broad realm of application, will make it possible for planes, ships and motor vehicles to come and go in safety without regard to weather, obstacles or the possibility of collision. The tracks for their movements will be the "rails and channels" of radio."

"Electronics will also assume new roles," he continued. "We will see and compute by electronics. We will be able to see by visible and invisible light. Generators of radio frequency will enable ships to navigate in fog, and in the home, to heat and to effect various reactions and changes. I am convinced that in the near future the world will have become a community where there is no place for the weather, the seasons: we shall have a powerful effect upon civilization. We will be able to see by means of light, we shall be able to hear by means of sound, and we shall have a powerful effect upon the world."

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Toscanini's Concerts

Arthur Toscanini will interrupt his summer vacation to conduct two special concerts for the Allied forces overseas on the "General Motors Sym-

phony of the Air" on Sunday, August 27, and Sept. 5, 5:00 to 6:00 p.m., in cooperation with the Armed Forces Radio Service, the Office of War In-

formation and the Coordinator of the Inter-American Affairs.

Fall Meeting

The Society of Motion Picture En-

gineers will hold its 50th semi-

annual technical conference at the Ho-


16 to 18. Television will be among the subjects discussed.

Four CBS Sponsors

Add New Stations

(Continued from Page 1) increase the lineup to 137 outlets, are: WJLS, Beckley, W. Va.; WFMD, Frederick, Maryland; KTBG, Austin, Texas; KEYS, Corpus Christi; KGBS, Har-

lingen, Texas; WSAU, Wausau, Wis.; KJJS, Jamestown, N. Y. and KTTS, Springfield, Mo.

Eversharp's List Updated

Eversharp's increase of 17 sta-

tions, was effective Sunday and places "Take It Or Leave It" on 141 CBS stations. The 17 new outlets are: WJLS, Beckley, W. Va.; WDWS, Champaign, VDAN, Danville, WSOF, Decatur and WTXA, Springfield, II; in Illinois: WFMD, Frederick, Md.; WENT, Gloversville; WWNY, Water-

town, N. Y.; WHOP, Hopkinsville and WPAK, Paducah, in Kentucky; WLBC, Muncie, Ind.; KTBG, Austin, KEYS, Corpus Christi, and KGBS, Harlingen, in Texas; KJJS, Jamestown, N. D.; WSAU, Wausau, Wis.; and WHUB, Cookeville, Tenn. The Biow Company is the agency which controls the Ever-

sharp account.

As of September 4, Standard Brands, Inc. adds eight stations to the "Mary Martin" network to place the daytime serial on 141 CBS sta-

tions. The stations to be added are: KJJS, Jamestown, N. D.; WLBG, Kokomo, Ind.; KTBG, Springfield, Mo.; KGBS, Harlingen and KEYS, Corpus Christi in Texas; WHUB, Cookeville, Tenn., WENT, Glovers-

ville, N. Y. and WSAU, Wausau, Wisc. The J. Walter Thompson Company is the agency which controls the Ever-

sharp account.

Gulf Oil Adds Six

Gulf Oil has added six stations for "We, the People," placing the show on 02 stations. The new stations, placed through Young & Rubicam, Inc., are: KGGM, Albuquerque and KXSF, San Paso, N. Mexico; WHUB, Beckley, W. Va.; WHUB, Cookeville, Tenn., WERC, Erie and WMBC, Uniontown, Pa.
Lightning strikes in the same place again and again when the lightning is . Haas Bros. made that discovery by offering booklets on our 8 a.m. “Date at Eight.” Last year’s requests averaged 824 per day, which is pretty terrific. This year it was terrifcer—1128 daily—with mail coming in from 50 counties in California, plus four far away states. Again proving KPO’s influence is outstanding—even at 8 a.m.

KPO’s the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.
Urge Radio In Congress

Senator Pepper (D., Fla.), Recommends Broadcasting Of Capital Sessions To Listeners Of The Nation

GPP Radio Director Meets Commentators

Radio commentators in the metropolitan areas of the country are being currently visited by Henry R. Turner, radio director of the Republican National Committee, and his assistant, Ted Church.

The first in a series of visits was made in Washington earlier this week. Turner said that approximately all nationally known commentators are accepting invitations to make radio addresses to the Capital session.

(Continued on Page 5)

WGN And Mutual To Air All-Star Football Game

Chicago-The all-star football game between the collegiate All-Stars and the Chicago Bears, 1943 champion of the National Football League, will be broadcast exclusively over WGN and Mutual.

(Continued on Page 7)

Husing Signed By WCAU For Jersey Racing Meet

Philadelphia-Ted Husing has been signed to do a series of race reporting starting today by WCAU from Garden State park, near Camden.

(Continued on Page 2)

Station Buys N. Y. Radio Time To Sell KGW As N. W. Media

An innovation in station exploitation has been launched by KGW, Portland, Ore., with Arden X. Pangborn, general manager, buying time on stations in several key centers cities to sell KGW as a media for advertisers using the Pacific Northwest.

First station to benefit from the new move is KGW.

(Continued on Page 4)

Compromise

The "Inner Sanctum" radio show and the Cigar Institute of America arranged a dual promotion to culminate in a special live broadcast. Mysterious and gory posters were placed nationally in thousands of cigar stores with dramatic four-inch red letters screaming, "Don't Miss This Program Saturday, August 11! ?????????

That night the program was knocked off the air by President Roosevelt's speech.

FCC Hears Everson In WHKC-UAW Row

Washington Bureau, RADIO DAILY

Washington - WHKC, Columbus, Ohio, never refused any union request for time and never had any complaints over changes it made in its program schedule, testified before FCC.

Ted Church, vice-president and manager of the station, testified before FCC.

(Continued on Page 7)

Paley Reported Returning To OWI Post In London

William S. Paley, president of CBS, in reported as set to return to the ETO to resume his post with the OWI.

It is rumored that Paley will return to London or operate from France. The CBS proxy returned here from London a few weeks ago after spending about eight months overseas.

FCC To Stress Not Jobs For Ex-GIs

One of the program submitted recently in the "Showdown" issue of Radio Daily was a program headlining the number of new presentations before Pearl Harbor, the "Tomorrow" contained 25 submissions, as compared to the near-empty issue which contains 52.

(Ten Cents)

Compendium

The program bowing out of the format in the Horace will be the first station to benefit from the new move.

Old-Fashioned

"Breakfast In Bedlam" gets 5-Year Renewal

"Breakfast In Bedlam," variety program conducted by Ed East and Polly and heard Mondays, through Fridays over the Blue Network from 7-7:45 a.m. has been renewed for five years.

One place as a coverage may will convince you of WLAB's importance North of Boston! Adv.


FRANK BURKE ............... Editor
MARVIN KIRSCH ............ Business Manager

Published daily except Saturdays, Sundays and Holidays at 1901 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Ailstock, President; and Publisher; Donald M. Merr- rill, Treasurer and General Manager; Marvin Kirsch, Vice-President; and Publisher; Charles A. Allstock, Secretary.

FINANCIAL

(Wednesday, Aug. 16)

NEW YORK STOCK EXCHANGE

| Stock          | Symbol | Opening | High  | Low   | Close  | Change
|----------------|--------|---------|-------|-------|--------|--------
| Am. Tel & Tel  | APT    | 163%    | 161%  | 163%  | +1      |
| CBS            | CBS    | 31%     | 31%   | 31%   | +2      |
| circa          | CMR    | 22%     | 22%   | 22%   | +1      |
| Farnsworth     | FSW    | 32%     | 32%   | 32%   | +3      |
| Ge. Electric   | GE     | 38%     | 38%   | 38%   | +1      |
| Philco         | PHL    | 35%     | 35%   | 35%   | +1      |
| RCA            | RCA    | 11%     | 11%   | 11%   | -1      |
| RCA Common     | RCAF   | 10%     | 10%   | 10%   | -1      |
| RCA First Pfd  | RFA    | 76%     | 76%   | 76%   | -1      |
| Stewart-Warner | SWE    | 40%     | 40%   | 40%   | +1      |
| Westinghouse   | WEE    | 104%    | 104%  | 104%  | +1      |
| Zenith         | NZP    | 15%     | 15%   | 15%   | +1      |

NEW YORK CURB EXCHANGE

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(Continued from Page 1)

Available Sept. 1st

Advertising Promotion Publicity Executive

Press Wireless Station Originating Web Reports

(Continued from Page 1)

to give direct service to America after the invasion of France on June 6, PX has handled some two million words of traffic since D-plus-7 day up to the present time.

Husing Signed By WCAU For Jersey Racing Meet

(Continued from Page 1)

Husing will be held daily for four weeks at 6 p.m. over WCAU. On Saturdays the broadcasts are scheduled for 4:30.

Soldier-Entertainment Bill Thru House, And To FDR

Washington, Radio DAILY Washington—The House, by unani- mous action yesterday, approved the Senate-passed Green bill which would lift the ban on certain radio shows and give books and available service- men. The bill went to the White House, where President Roosevelt is expected to sign it within a few days.

John M. Stahr

John M. Stahr, comptroller of manufacture of the Western Electric Company, died suddenly at 11 p.m. Tuesday, while on vacation at Lake Minnewaska, New York.

THE SAN FRANCISCO RADIO

PICTURE HAS CHANGED!

Blues GO is THE Bay Area Bus!

Coming and Going

HASOLO E. FELLOWS, general manager of the CBS-owned station in Boston, WEEI, is visiting briefly at network headquarters in New York.

CAVE DIESCOLL, war services and news director of WOR, and GENE KING, production supervisor, have returned from their vacations.

J. A. LAWLER, account executive of Compton Advertising, Inc., a visitor last week at WOR in New York.

MARGARET CARNEY, Iowa authority on educational radio, stopped off in New York yesterday en route from Washington to Carroll, Iowa.

FERDY COSTON, control engineer at WPTF Raleigh, N. C. and LOUIS BOWERS, transcription clerk, have returned from Carolina Beach.

WNYC Acts To Offset N. Y. Polio Epidemic Rumor

The Board of Directors of Philco Corporation yesterday declared a dividend of twenty cents (20c) per share of common stock payable September 12, 1944, to stockholders of record August 26, 1944. Previous dividend was 20c per share paid on June 12, 1944.

GEP Bergman Role

Hollywood—Peggy Webber, 18-year-old Hollywood radio actress, got the role of Ilsa in "Casablanca" which began a week's run on NBC's "Star Playhouse" last Monday. This is the role made famous on the screen by Ingrid Bergman.

Available Sept. 1st

Advertising Promotion Publicity Executive

20 Years Ago Today

(August 17, 1924)

Station WEA, New York, brought to the radio audience yesterday a court-side description of the final matches of the Women's National Lawn Tennis Championship direct from Forest Hills, Long Island. Announce- tor radio operators have been accompanying explorers on expeditions for almost a year.

M. GUEL DE LA CRUZ, formerly of the Chilean line and NBC and now with the Walter Thompson Company, is on route to the advertising agency's Chilean office, where he will be located.

ELMORE L. JORDY, of the NBC stations department, leaves tomorrow for a vacation in Paterham, Mass.

M. NORDSEIK, receptionist at WGV, Charleston, West Va., is in New York to spend a short vacation.

TED ZITTEL, publicist, is on route to Providence, Mass., for a two-week rest cure from the travails of drum-beating.

MITZI KORNZET, publicity director of WTAC, Worcester, Mass., is back at the station following two weeks spent at Martha's Vineyard.

The Navy calls for "Recognized Relief"

The Navy will take a cut in expenses—"if the chance be big enough. In war there is no need for luxury buying.

But there is no need for luxury buying. You have a safe bet . . . choose your station on the basis of so many shrill buyers are adopting the system. Choose your station on Cost-per-Listener Popularity, Cost-per-Listener.

This sound principle prevails in W-I-T-H produces more for less money than any of other Baltimore stations.

If you have a job to do in the 6th largest market of the world, when you choose radio—W-I-T-H, the successful est. station.
AGENCY NEWSCAST

MT. PREYER, president of the Advertising Club of New York, has named the following members of the Advertising Selling Committee for the 21st year of the agency:


HI COOPER, former radio director of Consolidated Radio Artists, Inc., has joined the Leigh Lecture Bureau, as assistant to Jack Adams, radio director of the organization.

Newspapers Sign Young

James R. Young, INS feature writer and correspondent, and one of the summer replacements for Walter Winchell over the Blue, Sundays, 9-9:15 p.m., EWT, has been signed by 22 newspapers for a column to be entitled “Road To Tokio.” W. Colton Leigh, Inc., is currently grooming Young for a radio series.

Buys Picture Rights

Hollywood—“The Jingo and Johnny Mine,” radio drama from the weekly CBS program, “Death Valley Days,” has been bought from Warner Bros. for adaptation into a two-reeler. Roger Q. Denny has been assigned to write the screenplay for producer Gordon Hollingshead.

ASSOCIATED RADIO TELEVISION PRODUCTS, INC. has been incorporated in New York State. Announcing its plans for operation, the firm will handle both radio and television production for agencies, national and local advertisers and stations. Jay E. Kashuk, recently honorably discharged from the U. S. Army after serving for three and a half years, has been elected to head the new corporation. Temporary quarters are at 489 Fifth Avenue. Mr. Kashuk is the son of Lew Kashuk, advertising and publicity director of J. J. Fox.

McCANN-ERICKSON’S Rio office has been appointed to handle advertising in Brazil of Philips do Brasil, S. A., Brazilian distributor of Philips Radios and other products. The appointment covers all Philips products except Kelvinator, and covers all media except outdoor. McCann-Erickson is already handling the Philips advertising in Argentina.

KARL M. JOENS, advertising manager of the Standard Oil company of Nebraska, has joined the staff of Allen & Reynolds, Omaha advertising agency, as account executive.

WCLO, Janesville, Wisc., owned and operated by the Janesville Daily “Gazette,” has appointed the William D. Ramsey agency, with offices in New York, Chicago and Los Angeles, as national representative.

C. E. HOOPER, INC., has appointed William T. Herrington to head the Listening Area Measurements being supplied to stations by the firm. Immediately prior to assuming his new post, Herrington served as director of research with Geyer, Cornell & Newell, Inc. He has also served as director of research with Leo Burnett & Company, Chicago, and in the research departments of J. Walter Thompson Company of New York.

Edith Thompson COM-calcutta has been selected by publicity and advertising experts as one of the New York City Center’s 1944-45. The agency’s office has been appointed to handle Crush advertising in

How to Win Families

broadcast your own

N. B. adventure show

This year ... more than ever ... ADVENTURE in fiction form has reached a new high ... in comic strips ... magazines and radio. And for adventure that can’t be beat for family entertainment ... it’s the NBC Recorded shows listed below — cast with distinguished actors ... written by experts ... produced with NBC’s unmatched programming facilities. All yours at budget-fitting rates ... since costs are shared by many non-competing advertisers over the country.

Destiny Trails ... recreates immortal classics of James Fenimore Cooper ... the spirit of adventure that is our American heritage. First to be dramatized The Deerslayer — 39 programs. Next, The Last of the Mohicans — 39 programs. 78 quarter-hour three-a-week broadcasts ready for release Sept. 15. Ned Jordan—Federal Ace ... thriller with a new twist ... woven from swift-action facts, sans fantasy ... Facts from pithy “insides” on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours ready for release about Sept. 15. Stand By For Adventure ... exciting happenings in far places among strange people ... as told among four friends — a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

The Weird Circle ... modern dramatizations of the eerie classics ... by such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand-new adventures bring program total to 65 half-hours.

These shows ... based on a perfect formula for family audience appeal and compounded to do a successful sales job for an unlimited variety of sponsors ... are all set to go.

Nothing to do but write your sales message. Write direct for audition records and complete details.

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Nothing to do but write your sales message. Write direct for audition records and complete details.
KGW Buys N. Y. Time
To Sell Sell In N. W.

(Continued from Page 1)

KGW promotion is WQXR in New York City. Contract calls for a schedule of announcements at 7:25 p.m. each day, Monday through Friday, for a period of 13 weeks.

Pangborn's Views

"Our plan stems from a long held realization that many branches of advertising media (newspapers, radio stations, and so on) to an inadequate job of advertising themselves through their own livelihood is entirely dependent upon advertising," Pangborn said. "There are more than 800 stations in the country who have nothing to sell, roughly speaking, except radio advertising." I do not know one that uses radio to sell advertising.

Mr. Pangborn explained it was their idea to go into those markets where the great bulk of radio advertising is purchased and to sell advertising on KGW through the medium of radio in those markets. He said they were starting in New York, and "when this proves out" plan to go to Chicago and thence to some of the lesser markets.

Example Announcement

The WQXR campaign in New York was launched last Monday. A sample of the announcements being used follows:

Greetings to WQXR listeners from radio station KGW, Portland, Ore., one of the great stations of the nation. Portland's radio timebuyers know that Portland payrolls have increased, since the war started, from an average of $7,450,000 per month, to around $38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. "To sell 'em - tell 'em!"

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Michigan Ave. Memorandum!

• • • WBEZ, the FM station owned and operated by the Radio Council of the Chicago Public Schools, will return to the air Monday, Sept. 18 with a schedule of broadcasts designed for general and classroom listening. The station will operate from 9:30 A.M. to 3:15 P.M., CWT each school day, and will carry as part of the daily schedule programs from four networks, news reports, and a group of 13 programs especially written to supplement the courses of study in the elementary and high schools of Chicago. For the eighth consecutive year, cove of school broadcasts will also be released on WIND and WJJD, at which time transcriptions will be made of them for release at different times throughout the day on WBEZ. News commentaries from Mutual and two Schooltime programs from station WLS, selected programs from the Blue and NBC will supplement the Council broadcasts. BBC will be represented with a transcribed series, "Famous Names," recorded in London for WBEZ. WBBM-CBS not only will feed WBEZ with network programs but the popular "Young People's Platform," now heard each week over WBBM, will be repeated for WBEZ classroom listeners by transcription. Several exchange series of programs have been arranged with other producing groups. "Let's Look at Canada" comes from CBC, Toronto; "Lady Make-believe" from KOAC, Corvallis, Oregon, and "American Americans" is exchanged with WAHI, Madison, Wis. The Chinese News Service will be represented with a series on "The New China." Subject fields covering all grade levels include science, French, American history, social studies, geography, state and city history, civics, current events, literature and music. Public relations programs will include "News from the High Schools," "Education for Victory," "Public School Bulletins," and a variety show, talent for which will come from the elementary grades. Twice each week special bulletins from the Superintendent's office will be aired. From 12 noon to 1:00 P.M. when schools are closed special news and feature programs will be presented for listening teachers. More than 230,000 children listen to radio in the classrooms of Chicago schools during an average week of the school year. Handbooks for teachers' guidance in the use of radio are prepared and distributed twice a school year. So that teachers may know what is available for classroom listening, the Radio Council prepares a weekly program bulletin which lists all WBEZ broadcasts as well as the school time programs of other stations and networks. FM equipped schools, of which there are now about 125, receive a special bulletin each week, in addition to the standard program bulletin. Operation of the school station is under the direction of George Jennings, station manager and acting director of the Radio Council; Elizabeth E. Marshall, program director; Robert C. Miller, production head, and Emil H. Andresen, chief engineer. • • • Fred G. Harm has been appointed WJJD sales manager. Filling the vacancy created when Arthur F. Harre was named station manager. For the past eight years Harms has been a member of the WJJD sales staff.

• • • WBBM briefs: Lorraine Phyllis Lang has joined the WBBM staff as secretary to George Case, assistant program director, and Fred Kilian, production manager. Georgiana Kornbera is the secretary in the WBBM sales department. Donmore T. Schreiber, copyist, is the newest member of the WBBM music department. Betty Brealey has been added to the secretarial staff of the WBBM sales department. New clerk in the accounting department is Estelle Kinal.

—Remember Pearl Harbor—

NORTHWEST

ARDEN X. PANGBORN, manager of KGVO, Porta.

For the Daily News

Wasformerly assistant research

ator of the station's feature fem-

tion KGW, Portland, Ore.

With the National Broadcasting

rue of announcements at 7:25 p.m.,

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—Remember Pearl Harbor—

AS TIMELY AS YOU

All Material Available

RYTVC, Inc.

1585 Broadway, N. Y. 19, N. Y.
Wake Up, America!

In its new brochure, "Wake Up, America!" enumerates six reasons why this program should prove profitable for local stations to produce. Reason number one points out that the program's speakers are nationally and internationally known. Reason number two, a pictorialized in the brochure are Hon. Clare Boothe Luce, Hon. Herbert Hoover, Hon. Robert A. Taft and Louis Fischer.

Reason number two says that the subjects chosen for this program "keep abreast of national problems presented without prejudice or partisanship, yet with fairness and courage." Reason number three points out the educational value of this series, which has been on the airwaves for five years.

No dry speeches, but stimulating debates between two opponents, giving both sides on important questions is reason number four. Numbers five and six are points out the organization's experience in this series, and sponsorship, respectively. Produced in three programs, white and blue, the promotion piece also includes testimonials of national figures. This is a presentation of the American Economic Foundation.

Blue's "Highlights"

WROK, the Blue affiliate for Rockford, Ill., has displayed in 200 stores, windows and other conspicuous places the community blue and white placards, 14 by 22 inches, advertising shows aired over the Blue's web. The posters, to be changed monthly, plug for the present "Blondie," "Breakfast At Sardis," and the Philco Summer Hour. Underneath the title is listed the sponsor of each program.

Zenith Radio Corp. Plans Post-War Civilian Models

Chicago—In a statement to stockholders, Commander E. F. McDonald, Jr., president of Zenith Radio Corp., stated that the company has not encountered any difficulty in adapting to post-war radio market for civilian use. He added further that production on the new models can be started in 60 days if materials are made available. In addition, automobile radio models were displayed in Detroit last December.

Summer Profits

The cool colors of blue and white, combined with the caption "Put Extra Profits On Ice With WLW," make a fresh promotion piece for the Cincinnati station. Among the products mentioned in the glossy are Boscoci Coffee, Chase & Sanborn Coffee, Old Reliable Coffee, Maxwell House Coffee, Tender Leaf Tea and Lipton's Tea. The message, with the foregoing products enclosed, is the illustration.

RMA Group Joins Plan For Chicago Conference

Members of the Radio Manufacturers Association parts division yesterday joined with the Sales Managers Club and the Association of Electronic Parts and Equipment Manufacturers in the sponsoring of the Electronic Parts and Equipment Industry Conference which will be held at the Stevens Hotel, Chicago, October 19 to 21st.

Webs Revive Pooling In Southern France

Pooled network broadcasts are in full operation in the southern part of France where the Allies taking part in the new invasion are concerned. In the Normandy sector, the pooling of correspondents is spasmodic and permits only to coverage where only one reporter has been selected. However, the agreement on the pooling of correspondents to expedite coverage as a public service to listeners here, will continue or be taken up whenever advisable.

Broadcasts were originated yesterday from the French mainland in the Mediterranean sector, but it was not known whether it was through a transmitter brought ashore in one of the tank landing craft or a captured former French plant that had been taken over by the Germans. Swiss reports yesterday that the Allies had captured Cannes where it is possible a transmitter may have been taken over by paratroops in the help of the underground forces.

AP Contracted

Sioux City, Ia.—RSCC has contracted for the special AP radio wire through Press Association, Inc., it was announced yesterday by Eugene T. Flaherty, manager of the station.

Universal Stroboscope

This handy phonograph turntable speed indicator, complete with instructive folder, is now available to all phonograph and recorder owners through their local dealers and jobbers. As a recorder or the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording equipment, as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer will auger their pleasure of the universal Stroboscope components you have been waiting for.
**Newscasts Lead Submissions In 1944 ‘Shows Of Tomorrow’**

(Continued from Page 1)

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
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<tr>
<td>Carleton Fredericks</td>
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<td>Cedric Foster</td>
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<td>NBC Symphony</td>
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1942 Winners

The following shows have "gone commercial" since their initial appearance in the 1942 edition of the "Shows of Tomorrow":

- Chamber Music Society of Lower Basin Street
- Blue
- WOR
- Blind Date
- WOR
- Analyses by Hans Jacob
- WOR
- Bakuhi George Talking
- WOR
- It Pays To Be Ignorant
- WOR

1941 "Commercial" List

The following shows have "gone commercial" since their initial appearance in the 1941 edition of "Shows of Tomorrow":

- The Shadow
- Mary Smokey
- Blue
- Gay Nineties
- WOR

**Music-Not Jobs For Ex-GIs**

Heidt Format To Stress Bergen's appeal for nurses aides was lauded by civic leaders, pointing out that our Servicemen are getting them first.

The variety and musical show categories seem to best represent the public demand on broadcasters for escapist programming. Needy to say, broadcasters everywhere reacted accordingly.

The "SOT" edition of 1940 contained only three variety shows, while the 1944 edition had 41. Musical programs jumped during the same years, from 49 to 135 in the current edition. This trend also parallels the number of musical and variety type programs heard on the air today.

90 "Commercial"

The following shows have "gone commercial" since their initial appearance in the 1943 edition of the "Shows of Tomorrow":

- Hot Copy
- WOR
- Five Star Final
- WMCA
- Return of Nick Carter
- WOR
- Babe Ruth in Person
- NBC
- Hop Harrigan
- A. L. Alexander's Mediation Board
- WOR
- Little Known Facts, featuring Dale Carnegie
- MBS
- Profiles of Tomorrow with
- WOR
- Sydney Moseley
- WMCA
- The Steel Story
- NBC
- Robert St. John
- WMCA
- Luminous
- WHN
- Glover Groom
- WOR
- Johnny Mercer's Music Shop
- NBC
- Words at War
- WOR

**Novik's Administration At WNYC Wins Praise**

A crowd of 15,000 persons, including Mayor LaGuardia and four former city commissioners of plant and structures who had supervised the works of WNYC, of New York City, joined Monday night, August 14, in praising Morris S. Novik, director of the municipal broadcasting station, at the fourth and final evening of WNYC's 29th anniversary celebration on the Mall in Central Park. The program featured the symphony orchestra under the direction of Ed- win McArthur, with Grace Cunatet- ta, pianist, and Enric Madriguera, vi- olinist of the Madison Square Garden Orchestra, and Herman Neuman, WNYC's manager, who was guest director of the symphony orchestra.

Mayor LaGuardia stated in a brief speech that WNYC was always at the disposal of the public and the public interest. The other four former city

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Mayor LaGuardia stated in a brief speech that WNYC was always at the disposal of the public and the public interest. The other four former city administrators were praised by Mr. Novik for their contributions to the success of the station.

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**Frisco Movie Campaign Gets Underway With Spots**

Los Angeles—Radio advertising campaign for David O. Selznick's "You Go Your Way" will go under way in San Francisco over weekend. Campaign calls for 608 one-minute spots, preceding West Coast premiere of "SWAYA" at United Artists Theatre on August 23. Similar campaign in New York is credited with helping Selznick eipic in current run at Capitol, where box-office take for each of first three weeks has dwarfed all previous house records.

Officials who paid tribute to Novik for the station's programs and other miscellaneous helps were Grover A. Whalen, director of the CDVO; Albert Goldman, postmaster of New York; William Wirt Milhiser, manager of "The Great Gatsby," and Frederick J. H. Kracke, chairman of the City Board of Assessors.

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**Commercial Tele Hen Goldsmith Tells**

(Continued from Page 1)

The 1945-1950 should find the number of radio sets, which amount to 29 million today, increased to 35 million by 1950, according to the prediction of Hans Goldsmith, director of the General Electric Co. programming, technical, and marketing departments.

Television making great strides.

During the next ten years, the major radio companies, which amount to 29 million today, are expected to grow to 35 million by 1950. Goldsmith predicted a further war emergency, which would increase the demand for radio sets.

FUTURE USE

Thursday, August 11

**New Business**

WNAX, Yankton, S. D., S. 3, was put up by A. S. Butter; year's renewal for D. C. Clark, "Home Harmonies," was noted. In order to protect the retailers' margins on war merchandise, May anned the complete line of records to be sold under the State Fair laws.

WFIL, Philadelphia: Four contracts were signed recently with WFBF sales department. Their Bandler's Furniture Store in West Furs, both through the Funeral Anhealing, Gen- tric Co., through Batten, Bart- stine & Osborn, Inc., and M. M. Dittman Agency. All secured for assault, the retail price specified for periods.

Commercial Tele Hen Goldsmith Tells

(Continued from Page 1)

paying for its tremendous growth, which he said was the result of the recent purchase of Wilcox-Gay record company.

For the past several months it's been the pleasure of the makers of Hires to help obtain jobs for honorably discharged servicemen. We've been pleased to note that the local Hires has helped make the whole coun- try conscious of the need for providing good jobs for the returning veterans. Now that thousands of boys were being discharged every day and hun- dreds of thousands more in the days to come, it has become a national problem beyond the reach of any one company or any one radio program," Horace Heidt announced.

Heidt Format To Stress Music—Not Jobs For Ex-GIs

(Continued from Page 1)

them. Next Monday's program will accent music.

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WOMEN IN RADIO
By MILDRED O'NEILL

Other People's Business!

Alma Dettinger is a busy body, yet not a busy body, which shouldn't be hard toathom in spite of the title of her most unique program on WQXR. "Other People's Business." Other people's business has been Alma's for three years now—three happy years for the station, for Alma, for the program's loyal fans, and for her guest partner now doing his bit in France. We'll familiarly call him "Bill" because we want to say that last week when the program's third anniversary arrived. "Bill" cabbed his congratulations to Alma all the way from Normandy. As a matter of fact. "Bill" does his bit for the program, too, because it is quite often that Alma receives ideas and suggestions from him, and she uses these on the show.

It is Alma Dettinger's belief that her program is actually her listeners' business. Topics are all based on the suggestions of her audience, this having created a wholesome family-circle appeal and established for her with them a remote kinship that is amazing, for this program does not have a studio audience. Her guests are leaders in all topical fields such as home-making, gardening, fashions, hobbies, international affairs, racial problems, music, the arts, current literature and the war effort. Modestly Alma estimates that her guests have uttered some 300 odd during the 720 broadcasts she has presented in three years on the air and she receives an average of 300 letters a week from people none of whom she has ever met. And never does she fail to answer each letter, either personally or over the air when she feels that the latter will benefit others besides the writer.

The mutual co-operation and attitude of wanting to help the other fellow shown by her listeners is a perpetual joy, and wonder, to Alma. If a listener sends in a request for something and it is mentioned in a broadcast, no time is ever lost in offering helpful response. Her favorite story is about the request she made one morning for a little black and white kitten. For some unknown reason, it just had to be a black and white kitten. Immediately after the program went off the air, calls began pouring in. Not only was the kitten promised, exactly as ordered, but its owner presented it in person at the Long Island home of the person who requested it.

Have you heard... that Martha Deane has had a prize-winning gladiola seedling named in her honor? It happened last week when Martha was guest of honor at a flower showing by the Horticultural Society of New York. The "Martha Deane Gladiola" seedling was the only one in the show to win an award of merit... that is, according to the Horticultural Society. But Miss Deane, who has taken a great interest in flowers, was greatly pleased. Martha, who is a member of the American Society of Florists, has been giving talks to women's clubs on the care of flowers for over 30 years, and her talks have been so interesting that she has been able to attract large audiences. She has also written several articles on the care of flowers, and her book "How to Grow Garden Flowers" has been a great success.

We think it's still timely enough to repeat—the story Bernadine Flynn told her "Radio Newspaper" listeners the other day over WCCO (Minneapolis). Seems that a reporter telephoned the office of the National Federation of Press Women, is the only woman to be awarded a radio citation of any kind this year by that group. The award was made to Helen by unanimous vote, and was presented to her by the National Federation of Press Women. Bernadine, who is the "author of more Broadway flops than anyone else," was presented with a citation, and was presented with a book, "Radio in the Family," which is a manual for radio listeners. Bernadine is the only woman to be awarded a radio citation of any kind this year by that group. The award was made to Helen by unanimous vote, and was presented to her by the National Federation of Press Women. Bernadine, who is the "author of more Broadway flops than anyone else," was presented with a citation, and was presented with a book, "Radio in the Family," which is a manual for radio listeners.
1. **MASSACHUSETTS**

   BOSTON—The WACs have begun a new weekly program, "Rhapsoody in Khaki," on WCPOR, featuring Corp. Mary Carson, the typical WAC. ... Soap Co. has started their fifth year as sponsors of a three-week quarter-hour newscast over WKO and WBZA. Presently handling the assignment is Nelson Brown, staff announcer and news editor. ... WORCESTER

   Another in the BBC broadcasts, "Bridge-builders," beamed from England specifically for WTAG, was aired on the station this week. The program featured the English Women's Federation of London addressing members of the Worcester Women's Club.

2. **MONTANA**

   MISSOULA—"Testimony to a Market and a Medium," a promotional brochure for KGVO, just off the press, revealed the interesting figures that 99 percent of all local advertisers use the station's facilities, and that 90 percent of these prefer the station as their only advertising medium. Regarding advertisers, the Coal Dealers of this community have joined KGVO's list of sponsors. This firm is backing a daily five-minute "Buy Fuel Now" program on KGVO for the entire month of August.

3. **NEBRASKA**

   OMAHA—KOWH doesn't pretend to be a lost and found bureau, but it helped an Omaha druggist find his two dogs recently when the newscaster told the following story: "The Irish took a French leave from their home late yesterday, and by 4:25 they were home... About 800 eastern Nebraska 4-H Club members were entertained a week at Fremont, Neb., by the WOW Male Quartet and by WOW's program director, Lyle Demoss in his presentation of a show patterned after "Dr. Q.I.," and also emceeing "The Supreme Serenade" program on KGVO.

4. **NEW JERSEY**

   NEWARK—Don Sheldon is the latest addition to the WAAT announcing staff. He has been heard on stations in Michigan, West Virginia and New York State. Don hails from Wilkes-Barre, Pa. He is also a professional dancer and writer, having recently received a Will Hopwood award for creative writing in the field of drama while at Michigan.

5. **OHIO**

   CINCINNATI—Recent additions to WLIB include Mai. Gen. James E. Edmonds, (retired), to news staff; Arthur Muth and Gene Morris, to news writing staff; and George R. Jessen, as commercial traffic manager. "... Double or Nothing," fun-filled quiz show, saluted the war workers at Wright's and the Blood Donors of Cincinnati from WKRC at 9:30 p.m., Monday, Aug. 15.

   TOLEDO—"The voice with a smile," singer to Betty King, WSFG's lovey receptionist, this week in making a daytime telephone call to WSFG.

6. **OKLAHOMA**

   OKLAHOMA CITY—Almost 800 residents of the eastern half of the state have been submitted to an intrgual new KYF Service Department, Sec. of Agriculture Cleo Wickliff spoke from Washington, D.C. Other speeches were made by Undersecretary of Agriculture Hill, Gov. Kerr, and Dr. Henry Bennis, president of Oklahoma A. & M. College. Ed Lemons is the new Farm Reporter.

7. **PENNSYLVANIA**

   PHILADELPHIA—"The Man from Nevis," a famous WPEN bond-giveaway show sponsored by the Nevis Drug chain of this city, originated from the show window of the new Nevis' store opening day, Aug. 11, and for a week thereafter. Howard Jones, "The Man from Nevis," and announcer Paul Warren were on hand with actress Elsie Morse to give the customers a first-hand picture of what the bond show looks like. 

   A typical program, "Songs of Event," featuring the full KYW orchestra under the direction of Clarence Fuhman and a different vocalist each week, was inaugurated over KYW Sunday, Aug. 15 minutes of popular hits from musical shows, and his name was announced over KGVO.

8. **TEXAS**

   SAN ANTONIO—Dick Smith, former WOAI announcer, has joined the staff of KTSAnouncers. ... Haddad, KABC newscaster will give a 15-minute newscast, and John W. Scott, KABC news analyst, will do a 15-minute news commentary at the week's meeting this week. The San Antonio Optimist Club, Bill Michaels, KABC manager, will preside at this weekly session.

   FORT WORTH—Wayside Inn, the club has signed a contract for one year for announcements scheduled on KGKO through Evans & LeMay Advertising Agency.

9. **UTAH**

   SALT LAKE CITY—KDYL's Farm Bureau has been scheduled on experimental participants in and coverage of the Utah State Fair important yearly event. Will Wright, KDYL farm program head, has arranged to interview winners of various State Fair prizes in agricultural and live stock exhibits. ... unusual appearances on the regular KDFL Farm Features.

   OMAHA, Neb.—The Man from Nevis was inaugurated over KYW Sunday, Aug. 15, and by coverage of the Utah State Fair, sponsored by American Refrigerator, with WQXR will honor its own music consultant, Abram Chasins this morning, over its week-day feature, "The Concert Stage."

10. **CALIFORNIA**

    SAN FRANCISCO—Speaking before the enrollees of the Stanford NBC Radio Institute, Will Guenzendorfer, manager of the independent WSRO, clarified the position of the independent station in relation to the subject, "Broadcasting in the United States." Dole Dewley, formerly with KBE, Berkeley, has joined the staff of WSRO as director, announced recently. WQXR will honor: its own music consultant, Abram Chasins this morning, over its week-day feature, "The Concert Stage." Chasins celebrates his 20th anniversary over WHN, and will appear in person to perform rather than having recordings of his work presented.

11. **SOUTH CAROLINA—COLUMBIA—WIS is now in its fifth year as sponsors of a new radio personality on its evening shows, and his name is Donald backwards. He is permitted to create pleasing in between records, has his own 15-minute feature, from each morning at 9:45, it is referred to in WDRB with a "soul genius" on account of his ideas.

12. **NEW YORK**

    NEW YORK—WBYN is airing the storytelling tunes of the Roosevelt Raceway, at Westbury, L. W. is the certified track, Monday, Tuesday and Thursday at 8:45, for the entire meeting. 

    NEW YORK—Over WBYN is the "King for a Day" program in connection with the Utah State Fair, sponsored by American Refrigerator, with WQXR will honor: its own music consultant, Abram Chasins this morning, over its week-day feature, "The Concert Stage." Chasins celebrates his 20th anniversary over WHN, and will appear in person to perform rather than having recordings of his work presented.

13. **KANSAS**

    SALINA—"The King for a Day" program saluting an outstanding senior member of KSAL celebrated its first anniversary August 1. The weekly program sponsored by American Refrigerator, with WQXR will honor: its own music consultant, Abram Chasins this morning, over its week-day feature, "The Concert Stage." Chasins celebrates his 20th anniversary over WHN, and will appear in person to perform rather than having recordings of his work presented.

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15. **KENTUCKY—LOUISVILLE—Your local stations WINN, WGRG, WAVE, and WHAS have pooled announcements and broadcast a four-day, cooperative approach, to solicit donations to bring up the city's quota, beginning Wednesday, Aug. 16.

16. **COLORADO—DENVER—An broadcast a special program in connection with the University of Virginia Conference on Fair Prices last Wednesday.
CC Scans UAW Scripts

“Beyond Appraisal!”
Washington — Contribution of radio to the Fifth War Loan was “beyond appraisal,” according to a letter received here by J. Harold Ryan, president of the NAB, from Secretary of the Treasury Henry Morgenthau, Jr. Emphasizing the $11,000,000 contribution in time and talent by the industry, Morgenthau said without it, the money for war could not be raised.

Drama Show Leading Eve. Summer Ratings
National evening ratings for the early part of August reveal that a script show takes first place, with the succeeding shows mostly those that have been on the networks for some time rather than the so-called summer replacement programs. Only possible exceptions, according to the current Hooper Ratings of the “First 15” are Phil Harris on the Kay Kyser (Continued on Page 8)

Two Accounts Renew Current Shows On CBS
Two companies, the Cream of Wheat Corp., Minneapolis, Minn., and the Hudson Coal Co., Scranton, Pa., have renewed their current schedules on the Columbia network. The (Continued on Page 4)

N. J., respectively.

Kapner In Hearst Post:
Stoer Go To Capital
Leonard Kapner, general manager and president of WCAE, Inc., Pittsburgh, has been appointed general manager of Hearst Radio, Inc., succeeding Major Max Stoer, who is designated to be appointed to an executive post unannounced as yet, possibly to Washington. Kapner joined (Continued on Page 2).

AFM, Summoned By WLB, Defies Recording Directive
Washington Bureau, RADIO DAILY
Washington — Curt refusal of the American Federation of Musicians to comply with a War Labor Board order directing it to lift a ban on the making of records for RCA-Victor, Columbia Recording Corp. and NBC was voiced here yesterday by Joseph A. Paddy, counsel for the AFM, in (Continued on Page 5).

Canadian Women Award For Radio Writing
Montreal — The Canadian Women's Press Club announced recently that its Annual Memorial Award will be made in 1944-45 in the field of radio writing. This is the first time in the (Continued on Page 4).

Kill 3 birds with one stone: Reach important parts of Mass., N. H., and Mo. with WLAW! Advt.

Advt. Angle In Tele
Discussed By Franco
Advertiser’s role in television and the importance of demonstrating the new medium to the public were topics of discussion at the REC Television Seminar last night by Carlos Franco, manager of Young & Rubicam’s radio time buying bureau, and J. A. Miller, advertising and sales promotion manager of the Standard Oil Company of N. J., respectively. Pressure for better visual results in (Continued on Page 6).

Kapner In Hearst Post:
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Leonard Kapner, general manager and president of WCAE, Inc., Pittsburgh, has been appointed general manager of Hearst Radio, Inc., succeeding Major Max Stoer, who is designated to be appointed to an executive post unannounced as yet, possibly to Washington. Kapner joined (Continued on Page 2).

3 New Video Outlets
Approved By FCC
Washington Bureau, RADIO DAILY
Washington — FCC has approved three tele station applications, two of them commercial and one experimental. Two former are NBC’s CI in Los Angeles and WDAS in Philadelphia. P. R. Mallory Co. of Indianapolis received permission to operate in the public interest. Richard M. Evans, educational director of Local 927, UAW, was on the witness stand. He read from scripts he said (Continued on Page 5).

George V. Denny On Coast
To Set New Forum Series
George V. Denny, Jr., moderator of the Blue’s “America’s Town Meeting of the Air,” is in Hollywood now to arrange for the program’s first broadcast.

Aid Polio Victims
Asheville, N. C. — Over $3,000 pennies were contributed to WWNC recently as a result of spot announcements made to the effect that the studio would serve as a cleaning house for funds contributed by those desiring to provide direct aid for the treatment of North Carolina’s polio victims. Area served by WWNC, has been badly affected by the disease.
Coming and Going

LILY PONS and ANDRE KOSTELANETZ have returned from an extensive USO overseas tour during which they entertained servicemen in various theaters of war.

ARCH SHAW, vice-president and general manager of WOR, who was in town this week on vacation and at network business, left last evening for his Tooele headquarters.

GEORGE CRANDALL, director of press information for CBS, is spending the weekend out of town.

CHARLES OPPENHEIM, publicity director of WOR, is spending his annual holiday at Southhampton, L. I.

A. D. WILLARD, Jr., general manager of WITF, Charlotte, N. C. station owned by CBS, is spending a portion of his annual vacation in Cleveland.

FRANK BURKE, editor of RADIO DAILY is moving the message today from Baldwin, L. I. to Pleasantsville, Westchester County.

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corp., is in charge of the popular division leaves today for three weeks on his farm at Queenchontauq Beach, R. I.

LINDSAY Macharré, producer of "Your True Story" on the Blue Network, off for a vacation of two weeks on Long Island.

JOE SEIFERT and his W2Z Victory Troop have returned from Orangetown, N. Y., where they entertained the servicemen at Camp Shanks.

BILL SCHROEDER, sales manager of WCAF, Pittsburgh, is vacationing in Canada.

AUSTIN SCANNEL, assistant publicity director of B B D & O, is spending his vacation in the cooling zones of the Catskills.

ROBERT L. LUND, account representative in the international department of the Walter Thompson Company, is leaving shortly for Cuba, Central America and Mexico, where he will visit distributors of the various Thompson international accounts.

George V. Denny On Coast To Set New Forum Series

(Continued from Page 1)

east under the sponsorship of The Philharmonia Orchestra, will broadcast on the Pacific Coast Blue Network to be released each week from the earlier than at present, the new time being 9 to 10 p.m., WPT. The original broadcast to the East goes on the air at 5:30 p.m., WPT.

The subject and speakers for the broadcast will be announced at an early date. For the two programs scheduled September 7, Denny will have a guest moderator affiliating in his place; and the broadcast will originate in the East.

"Screamy-Amby" West: Will Drop Repeat ETs

(Continued from Page 1)

move from Radio City to the Hollywood Playhouse at Sunset Boulevard and Highland Avenue, where the program will originate in the future.

"Screamy-Amby" is broadcast each Wednesday. The present program time is 7:30-8 p.m., EWT, with a transcribed rerun for the west coast, 7:30-8 p.m., PWT.

Diana Lynn Again Guest

Diana Lynn, actress-musician, will guest again on the "Maxwell House Iced Coffee Time" program today at 8 a.m., over NBC. Charles Ruggles will supply his usual quick and queries while Cass Daley will render the vocal selections namely "I Wish I Were Up and Fly Right." Carlos Ramirez, Latin-American bandleader, will sing the popular "Donkey Serenade."

Buoy's get out line, too

Yes, those channel markers to be checked time and time again.

There's a tip for radio time, too.

That Coast Guard service. Did you last check the facts directed your time buying in big or more?

The channel has shifted here. To find out how to get the most results for the dollar you use for a client... you need some markers.

They are available. Don't black and white. We'll get show them to you—any time.

AVAILABLe

20 YEARS AGO TODAY

(August 18, 1928)

An audience estimated at well over 1,000,000 heard President Coolidge deliver a speech from Memorial Continental Hall, in Washington, accepting the nomination made by the Republican National Convention in Cleveland.

available

Chicago script writer now available in New York for dramatic, romantic, documentary, juvenile shows. Radio Daily, 1501 Broadway, New York 18, N. Y. Box No. 889 or phone AL 4-0932.

FInAncIAL

(Thursday, Aug. 17)

NEW YORK STOCK EXCHANGE

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Diane Courtney "Subs"

While Irene Beasley is visiting her family in Memphis, Tenn., for two weeks, beginning August 21, Diane Courtney, vocalist, will substitute her five-week musical program over the Columbia network. Bob Downey, pianist, and Dwight W. S. Scott, announcer, will assist Miss Courtney.

AVAILABLe

Chicago script writer now available in New York for dramatic, romantic, documentary, juvenile shows. Radio Daily, 1501 Broadway, New York 18, N. Y. Box No. 889 or phone AL 4-0932.

Kapner In Hearst Post; Stoer May Go To Capital

WCAE in 1931, at which time he was made a salesman. In 1935 he was appointed the station's sales manager and in 1936 he was made the general manager and president, positions he will continue to hold in addition to his new appointment.

Although unconfirmed, it was indicated that Major Stoer will spend a great deal of time in Washington where he will devote the major portion of his time to FM and television, interests in which the Hearst Radio Inc. has taken. The Hearst Corporation currently includes WBAL, Baltimore, Md.; WINS, New York City; WINS, Winston, and WCAF.

Applications for FM for all stations have been filed with the FCC, and a television application has been applied for in the case of WBSB. Kapner is a director of BMI and on the board of directors of the Mutual Broadcasting System.
SOMWHERE ON NEW GUINEA: The above INS news-photo, showing the arrival of Jack Benny and his group of Hollywood USO performers, gives a hint of how war correspondents of Motion Picture Magazine, as a matter of routine, get around.

In the group are George Lait, INS Staff Correspondent; June Bruner; Larry Adler; Lewis Bowen, American Red Cross; Carole Landis; Asabel Bush; Martha Tilton; Jack Benny; Jack Mabou, INS; and Dick Day, American Red Cross Photographer. In the center, between Carole Landis and Martha Tilton, as part of the welcoming committee, is Will Owsler, Motion Picture's war correspondent in the Pacific. This shot fairly illustrates the scope of Fawcett's editorial service to its millions of magazine readers. Further, it explains how Motion Picture Magazine and Fawcett Publications can speak lucidly on the contribution made by the motion picture industry to the happiness of American boys at the fighting fronts. Fawcett Publications, Inc., 1501 Broadway, New York 18, N. Y.
Radio Vitamins for Friday!!

- Radio personalities continue to make good magazine and feature story copy....and we see that the current issue of Time Magazine has a good piece on Allen Kent and "Ginger" Johnson, the commercial single kings, all aided and abetted by Ben Pratt, who knows a good medium when he sees it....also there is a fiction yarn in the next issue of Esquire out by David Davidson, writer of the radio series "Mr. Keen, Tracer of Lost Persons" and also radio scripter for the CIAA - Davidson's tale is entitled, "The Man Who Saved the Panama Canal"....on the "heavier" side there is an editorial coming out in the August 22 issue of Collier's entitled, "Advertising and the War Effort," which is worth reading...otherwise there is the Sept. 5 issue of "Look" which will feature personality sketches of Jimmy Durante and Donna Daae...currently the August 22 issue has a hot article by Fred Allen and Morrice Zolotow....Still going literary....Harper & Brother on August 23, will publish "How To Speak and Write for Radio." by Alice Keith who is the director of the National Academy of Broadcasting, in Washington and a pioneer in radio education...various types of programs are given, called from Miss Keith's extensive radio background.

Canadian Women Award For Radio Writing

(Continued from Page 1)

15 years' history of the award that radio writing has been considered.

The award, in the form of an engraved gold medal and a cheque for $50, have been made in previous years for articles, short stories, biographical sketches or similar types of magazine or news writing. Winner of the 1943-44 award was Margaret Ecker of the London Bureau of the Canadian Press.

Kathleen McDowell, chairman of the Canadian Women's Press Club award committee, said it was felt that as well as giving recognition to one classification of the club membership, the field was one in which a large number of journalists and other women writers were active.

Subject for the award is "The Post-War Woman" a radio talk setting forth some practical suggestion of what contribution Canadian women should make to help win the peace or build a better world. The script must be 1,000 to 2,500 words, broadcast in Canada in the year ending March 15, 1945.

The writer must be a woman, resident of Canada for the one year. Judgment will be based on the general literary value of the speech, not delivery, which need not be by the writer. Scripts must be submitted with a certificate of date of broadcast signed by station manager.

Entries, up to March 15, 1945, will be accepted by Mrs. McDowell, 230 Spadina Road, Toronto, from whom competition rules are obtainable.

ChicagO

By BILL IRVIN

Tenor Jack Fulton, who a few years ago put in an appearance as "Poppin" man more than a decade ago, is now singing the original vocal "All of Me" as played by the Vagabonds. He has continued his studies since leaving college and speaks fluent French.

Persons hearing Rudy Vallee sing in Spanish or French are usually amazed at his excellent accent. The French accent comes naturally to Rudy because he is of French ancestry.

Mr. Fulton, who is a member of the London Bureau of The Canadian Women's Press Club, has written some practical suggestions and an account of his 15 years' history of the award that radio writing has been considered.

Two Accounts Renew Current Programs On CBS

(Continued from Page 1)

Mid-west firm, beginning Sept. 17, will continue sponsorship of "Pretend," on the entire CBS network. This program is heard Saturday, 11:05 a.m., and is written, and produced by Rina MacLean. Handling the account is the apolis office of Batten, Barton, Durstine & Osborn, Inc.


Three New Video Outlets for "Mr. Keen"

(Continued from Page 1)

Okay by the Commission to be FM stations: WXYZ of Detroit, WIP of Philadelphia, and WOR of New York. The FCC also approved the request of KUL, Garden City, Kan., to add power from 100 to 250 with the condition that it build proper antenna when material becomes available.
WANTED

cash for 159 foot Antenna with 150 foot tower, with remote control and single monitor, one modulation monitor, one modified 15 watt transmitter, antenna and radio.

**RADIO DAILY, 1501 Broadway, New York, N. Y.**

**WANTED**

---

**PRODUCTION**

---

**Promotion**

---

**Salute**

WCCO in Minneapolis, Minnesota, saluted the 75th anniversary of Pillsbury's famous Mills by importing the death of the Hiawatha, a number of discrepancies on purportedly identical with FCC by the station. The funniest that counsel for the station will be crossed in the morning when it has caused the situation.

**Promotion**

---

**Blue Completes Plans For Pacific D-Day Cover**

---

**NBC University**

---

**NBC's new promotion piece is for**

---

**Radio Daily**

---

**Adolescent Songs**

---

**Broadway Musical**

---

**Gierlach has completed the**

---

**Kjell Anderson's**

---

**WANTED**

---

**MBS Sets Chi. Confab; To Stay Over For NAB**

---

**Two New B-T Accounts**

---

**When Worcester's largest users of radio buy time, they buy an audience—**

---

**WTAQ**

---

**Vatican City**

---

**Latin American**

---

**Radio Daily**

---

**WANTED**

---

**MBS Sets Chi. Confab; To Stay Over For NAB**

---

**Two New B-T Accounts**

---

**Text ends here.**
AFM Won't Resume Work For Disk Firms

(Continued from Page 1)

an appearance at a hearing called by the union to determine why the dispute had not been resolved by the Labor Board, which was issued June 15.

Stressing that "the war effort is not involved," the union officials declared, "We are directed to say on behalf of the American Federation of Musicians and its officers and members that we cannot comply with this order of the board, for in this case the war effort is not involved.

Speculation was rife in Capital cir-
cles here yesterday regarding action which the WLB may take as a result of the AFM defiance.

James C. Petrillico didn't even put in an appearance at a scheduled hearing on the case, although summoned WLB on Thursday, Joseph A. Padway, who delivered the ultimatum that AFM will not comply.

The Labor Board then went into an executive session and announced that it had reached no conclusion but would meet again today.

WLB is in a ticklish position on the case: worse even than during the coal strikes. When John J. Lewis defied the board, there was no doubt in the public mind that the failure to mine coal would affect production so the board had no hesitancy in certifying the case to the White House. Some board members feel, however, that it would be a petty thing to send this case to the President, the reason the board has not already acted. Petrillico apparently realizes he has the board on a spot.

George Meany, labor member of the Board and secretary of the AFL, stated on behalf of the AFL Board members, "We do not think that this effects the coal strike. We have not ordered that the case of a group of employers at-
tempting to use the war to determine a commercial dispute that the board had no hesitancy in certifying the case to the White House. Some board members feel, however, that it would be a petty thing to send this case to the President, the reason the board has not already acted. Petrillico apparently realizes he has the board on a spot.

Quality Main Factor

The question of whether the public will finance a purchase of some six million dollars worth of receiving equipment, and encourage the 900 odd stations of the country to sink their collective transmission equipment costing some more hundreds of millions, will be answered in the last analysis by only one factor: the quality of the product.

Franco declared, adding that no one can be told far better on television than on the radio should find its way to the televiewers' screens unless a program demands a picture that it had better stay on radio.

It is up to the advertisers to see that the job is done well, he asser-
ted. The attitude of advertising can make or break television, he added, saying that it can bring about the earliest possible produc-
tion of a superb picture product, or it can delay that service indefinitely.

Mike Reilly

AFM Won't Resume Work For Disk Firms

(Continued from Page 1)

television must be instituted by ad-
vertisers and other interested part-

...
FLORIDA

FLM BEACH—Personnel at WJNO have resulted in their position as a charter affiliate of WOR. Mr. MacDowell, chief and promotion of Rebecca F. King, WJNO station manager, has returned to his duties to program director. WJNO, in cooperation with Miami “Daily News,” has taken over “Phone Fund” which ended and crippled soldiers more Regional Hospital to families right from their

LOUISIANA

BEACON—Mrs. Ed Barclay, the Robert, has returned to her to be the her marriage and and the WNL promotion manager while area, staff organism, pianist and chief, WLW is spending a vacation now at his parent’s home.

VIRGINIA

NEW—Parents all over Virginia have eagerly to join in the WRVA Radio Baby will be selected. The lobby’s theaters here and in the photo-

CALIFORNIA

SAN FRANCISCO—According to this program, attended last Tuesday, Aug. 15, a conference with radio station execs to project the area’s greatest growth of all post-war industries will be television. Other speakers at the conference were Walter M. Boland, of Los Angeles, district manager, and P. G. Caldwell, western district engineer. Raymond A. Alford, E.F. vice-president here, presided. The group held a similar meeting yesterday in Los Angeles.

STOCKTON—Latest additions to KGW were Bob Ropp, who recently joined the U.S. Navy, with technical staff; Paul Huebner, former, U.S. Marine, to announcing staff, and Ken Alexander, to engineering.

SOUTH CAROLINA

COLUMBIA—Bill Burnett, who was formerly with WHAS, Louisville, Kentucky, has joined the announcing staff at WIS.

COLORADO

DENVER—During two recent broadcasts of KLZ’s “School of Charm,” the studio was filled with characters from the Mad Magazine, a comic book who is featured regularly on this program, had his guest the members of Neusteter’s College Board of Directors. This college board is composed of undergraduate coeds of various universities who advise college-bound girls on proper wardrobe selection.

CONNECTICUT

HARTFORD—Bob Steele, WTC’s sports commentator, broadcast his program “Strictly Sports” from the Hartford County Home for Children this past Wednesday. The broadcast featured the annual picnic of the Windsor Locks-Suffield Rotary Club as annual affair which the club tenders the children of the institution.

Alison E. Harrell, of WDRB, and Helen Dossauer, of New Haven, were married Aug. 1, by Dr. Charles Graves, public service counselor for WDRB.

STAMFORD—The Electric Lunch Time of Felicia has changed its time from Wednesdays to Tuesday nights on WSWR, and is heard 7-7:30.

INDIANA

FORT WAYNE—“Happy” Herb Wyant, better known as the “Old Hoosier,” has returned from WWL in September. A staff artist and featured member of “The Hoosier Hop,” Herb has more than 30 years of show business behind him, and he entered radio when it was still little more than a crackle through the ether. With a style that is simple, direct, honest and sincere, Herb has been very successful at WWL-WGO.

KANSAS

SALINA—Thad Sandstorm, of Kansas City, and the new edition to the announcing staff at KSAL. And, another announcer, Mac Premach, has assumed the duties of program director from Herb Clark who has left for a job at WBSI in Cincinnati. Thirteen members of KSAL ensured a farewell dinner and an evening at State Lake with Clark as the honored guest.

MARYLAND

FREDERICK—Three announcers at WFM are Bill Larran, formerly of WEL, of New Haven, Conn., as head of the newly created special programs division at WFM, and Gerry Gainer, a comparative newcomer to radio, to the announcing staff. Gaines hails from New York, but has spent the last two and a half years in Washington, D. C.

MASSACHUSETTS

BOSTON—UL Commander Ken Tully, who recently purchased and building for the Yankee Network News Service prior to joining the armed forces, was awarded the Purple Heart for wounds received in combat, in Los Welman, of the Harvard Crimson Network, has joined the WCP announcing staff. E. B. Badger & Son, contractors, will present “The World’s Front Page,” national news round-up from the battles in all over the world, locally on WNAC every Monday through Saturday at 5:00 p.m., Kasper-Gordon, Inc., local program producing firm, has released its new series of 26 programs titled “Fires on Parade” which is considered by fur authorities to be the most complete and educational radio program on furs ever produced.

TENNESSEE

KNOXVILLE—WNOX’s “Tennessee Barn Dance” has become so popular with the state’s listeners that WNOX has been forced to move the show out to the ball park in order to accommodate the large number of patrons that attend this program. Strictly hillbilly, the show features also many amateurs on each broadcast. It is directed by “Corn Husker” Lowell Blanchard.

OMAHA—Roy Olson, production manager at WOW, passed out cigars recently among his friends at WOW to celebrate the birth of his first daughter, Christened with Ellen, she joins two young brothers in the Olson family.

DISTRICT OF COLUMBIA

WASHINGTON—“WWD”—Miss Washington of 1944” has entered the judging session, with Ben Larson doing the weeding out process and Mike Van Alstyne was named WMFM chief transmitter engineer, to assist him.

NEBRASKA

NORTH CAROLINA

CHARLOTTE—A program department mainstay Betty Bost has resigned, and has been succeeded by Alberto Davis. Davis, transferred from the general office of Aleska Radio artist, who announced WPTF’s “Graveyard Shift,” has left the station to return to his home at New Lexington, Pa., Greensboro—Margaret Banks, with the WBCO Concert Ensemble as director of the group, was mentioned recently in the Music News” column by Mr. George C. Eichborn in the weekly Greensboro News.”

MICHIGAN

DETROIT—All employees of WJR have been invited by Lt. Tom Harmon to attend his marriage to Elisey Knox, film star, to be held Aug 20 at Ann Arbor, Mich. The former All-American football player worked at WJR before enlisting in the Army Air Corp in March, 1943. He plans to resume his job as sports director at the end of the war.

WISCONSIN

MILWAUKEE—In line with its post-war tele plans, the Milwaukee “Journal” has appointed Philip Laesser to the new post as its radio entertainment supervisor. Formerly with WMFM as transmitter supervisor for the “Journal,” he will devote most of his time to his new job. Alva Van Alstyne was named WMFM chief engineer, to assist him.

NEW JERSEY

PATERSON—The judges of the essay contest conducted by Bob Bright on his “Bob Bright Bandstand” program, heard Monday through Saturday over WPAT, have selected Mrs. Mary Hayes, of Jersey City, as the winner. She is the mother of three servicemen. The subject of the contest was “How Can World Peace Be Achieved Everlastingly?”

Mid-West. Research Group Help Middle East’s Refugees

Chicago—The wire recorder, a small, compact machine which records sound magnetically on steel wire finer than the human hair, will be employed by the Armour Research Foundation at the refugee camps in the Middle East to promote health and hygiene programs, it was announced by Harold Varghese, director of the Foundation.

Louis P. Birk, director of public information for the UNRRA’s Balkan mission, will take the wire recorder to the Middle East, where it will be used also to increase friendly relations among the refugees through interviews with government and military officials of allied nations. Another duty of the wire recorder will be providing sound accompaniment to the radio programs depicting conditions and activities in the various camps.

The device, manufactured only for the armed forces, will be installed in several American agencies, such as the Foreign Economic Administration and Library of Congress.
Drama Show Leading Eve. Summer Ratings

(Continued from Page 1)

"Kollege of Musical Knowledge" which is the same program as usual but for the different emcee. Also showing up half-way down the line are the substitutes for the Walter Winchell news spot. Otherwise the comedians and comedians et al. fail to show up among the first 15.

As it stands the "old reliables" have taken precedence with their steady ratings over the newcomers for the hot weather. In the lead is "Mr. District Attorney" with 11.09 followed closely by "Your Hit Parade" with 11. In succession the shows are: "Screen Guild Players," Phil Harris (second half-hour); "Mr. and Mrs. North"; "Man Called X"; Gabriel Heatter, (Mon. Wed. and Fri); Walter Winchell substitutes; "Take It or Leave It"; Phil Harris (first half-hour); "Thanks to the Yanks"; "Dr. I.Q."; "Album of Familiar Music"; Gabriel Heatter, (Tue. and Thurs.); and Gabriel Heatter, (Sundays).

Top three for Sunday afternoon are listed as: Prudential Family Hour; "World News Parade" and William L. Shirer.

Replacements Just So - So

Failing to show any appreciable or unusual strength are the summer replacements: Alan Young, in Eddie Cantor spot; Charlotte Greenwood in the Bob Hope stanza; Kenny Baker, batting in the Groucho Marx spot until Danny Kaye takes over for Pabst; Edward Everett Horton, for Joan Davis and Jack Haley; Gracie Fields for Edgar Bergen. Harry Savoy for Abbott & Costello; Ransom Sherman, for Duffy's (Ed Gardner); Vacation Serenade for "Information Please," and a few others of this type, all fall below the original time holders. On the other hand, however, the replacements in spots are holding their own against the lesser all-year round shows.

Subscriber program with the largest number of women listeners per listening set, is Guy Lombardo with 1.62; subscriber program with the largest number of men listeners per listening set is Gabriel Heatter on Sunday with 1.11; subscriber program with the largest number of children listeners per listening set is "Lone Ranger" with 92.

To Honor Robot Victims
On "Transatlantic Call"

As a tribute to Southern Englanders who have withstood the severe punishment of the robot bomb to carry on their war duties in the face of dangerous conditions, "Bombways to London" will be dramatized in this Sunday's broadcast of "Transatlantic Call: People to People," BBC/CBS's exchange program, over WABC-CBS at 12:30 p.m. The script will describe the course of a flying bomb across the channel, over the farms and homes of Southern England, and into London.

Limericks . . . made up to take home

A musing commuter named Sterning Sat counting his food product's earning. "Your station?" asked Joe, (The conductor, you know), "Why, 'OR'," said Sterning, not turning.

A slight man named Colo Fitzell Had a product not easy to sell, "I've no money to lose So I'm using your news,"*** Said he to our salesman John Nell.

Spoke a sponsor to Peggeen Fitzgee, "You've sold so much coffee for me, I'd like to get heralds To sing the Fitzgeralds'*** Praises from here to Fort Lee!"

A lady quite dumpy—not lumpy, Said, "My husband's become rather grumpy Since his ad agent, Hubert, Muffed buying Paul Schubert,† His sales curve is no longer jumpy."

More completely, "WOR"; a radio station. Very powerful.

"Breakfast With the Fitzgeralds," which can be bought at a low price. The program, we mean.

"Yes" He means WOR's news, whose history is studded with sales successes, made at very low cost.

† Paul Schubert, crack news analyst, priced low for quick sponsorship.

That power-ful station at 1440 Broadway, New York 18
Radio Gets WAC Budget

Parade Of Stars For New Season

Initial Four-Week Schedule Of Spots Estimated At $500,000 Billing; See Victory For Industry

Post-War Allocations Set For FCC Hearing

Don Gilman Resigns As Blue Network V.P.

Special Mutual Programs Set For V-Day Festival!

Concerts for Victory

No Hard Feeling

Law Avery, NAB director of broadcast advertising, points out that there is really no hard feeling between the organization and the Wac. To wit: Bonnie June Hathman, daughter of Mrs. N. O. Hathman, NAB auditor, has actually joined the Wac, which incidentally gives Ma Hathman three children in the service, two sons having been doing things for Uncle Sam for some time.

Two AFM-WLB Rows Referred To Vinson

Washington Bureau, RADIO DAILY

Washington—In a virtually precedent-making step, the War Labor Board on Friday voted 10-2 to refer the two Petillo cases—the recording ban and the musicians strike at KSTP, Minneapolis— to Fred M. Vinson, Director of Economic Stabilization. In each instance, the union

(Continued on Page 8)

Plan "Radio Laboratory" For NBC's Central Div.

Chicago—Tentative plans for the establishment of a Chicago "radio laboratory" designed to investigate new channels in the art of broadcasting and to aid in the development of television acting techniques, were announced last week by Harry C. Kopf, NBC vice-president and general manager.

(Continued on Page 3)

Disapproves NAB Code, Says Everson At Hearing

Washington Bureau, RADIO DAILY

Washington—Carl M. Everson, vice-president and general manager of WHKC, Columbus, Ohio, told the FCC last Friday that he had decided to

(Continued on Page 2)

*THE WEEK IN RADIO*

Congressional Airings Proposed

By CHARLES MANN

Claude Pepper, Senator from Florida, presented a joint resolution recommending that proceedings of the Senate and House be broadcast to the American public. The proposed measures did not specify that the facilities be government operated, nor did they assume that everything that goes on in the chambers in Washington be given air time.

Your radio schedule North of Boston isn't complete without WLAW! Send for a coverage map.

Since the foregoing is not 100 percent feasible as far as network operations are concerned, it is assumed that Sen. Pepper urges broadcast of pertinent debates and other matters of national interest.

First: Radio beat all other news-dispatching media to the punch when it announced the second invasion of France.

One reason for WLAW's popularity is its 5000 W. clear-channel signal at 680 kc.

In a wire sent to all stations on Friday, Young & Rubicam, Inc., agency handling the WAC advertising campaign, advised that a four-week schedule of one-minute and station-break transcribed announcements, one per day, five times weekly and running four weeks, would go into effect Sept.

This announcement is the

(Continued on Page 7)

Don Gilman resigns as Blue Network's vice-president and general manager.

West Coast Bureau, RADIO DAILY

Hollywood—Don E. Gilman, vice-president of the Blue Network in charge of the western division, has resigned from the network to accept the position of executive vice-president of California Oil and Gas Association.

Gilman had directed the Blue on the West Coast for several years, prior to which he headed the western division of NBC.

In addition to first-hand reports of correspondents from the European battlefronts, and analysis by a corps of 19 network newsmen, Mutual's Special Mutual Programs will be shortwaved to Allied soldiers abroad.

(Continued on Page 8)
**Coming and Going**

**Disapproves NAB Code, Says Everson At Hearing**

(Continued from Page 1) The NAB broadcasters code is based on the station's ability to control the program. The station considered the real issue of whether the station's license could be revoked. The question was dropped temporarily. Hearings will be resumed next Wednesday morning, with John Moses, program director of WHKC, on the stand.

**Telivise Full Racing Day Utilizing Film Technique**

(Continued from Page 1) The show originated in New York, where the feature of the show originated with the cooperation of Johnny Berry, one of the leading drivers who is featured in the film, who discovered that the station favored anti-labor programs. Everson said that he had lived up to the code locally, but found that he had no control over network programs which did not allow it. "If you listen to WHKC for a month," he said, "you will discover that our programs are balanced. I dropped the code because I decided it was unfair to local sponsors, local sponsors were dropped by the program. The network program was not controlled."

**Hearings Resume Wednesday**

The matter of variations in supposedly identical scripts in the hands of the stations and the UAW developed the fact that the UAW was not in control over network programs. The hearing was not reading from what the station considered the real original material. The question was dropped temporarily. Hearings will be resumed next Wednesday morning, with John Moses, program director of WHKC, on the stand.

**Teled two Hues Air Races At New Jersey Race Track**

Beginning Saturday, Aug. 19, Ted Husing is bringing to CBS listeners the running of the famous races at Garden State Park, Camden, N. J., on four consecutive Saturdays at 4:30 p.m.

**ARThUR HULL HAYES, general manager of WABC, the New York station, has left on a business trip to Detroit and Chicago. He will return in the Windy City for the NAB convention set to begin next Monday.**

**MERT EMMERT, former editor on WAF, is in New Brunswick today to attend over house for newspaper and radio men at Rutgers University.**

**WILLIAM GIBBS, president and station manager of WIP, Philadelphia, off on a vacation in the Rangeley Lakes section of Maine until after Labor Day with a side trip to Chicago, where he will attend the NAB convention and the board meeting of the Mutual network.**

**GROVER C. CRILLEY, chief executive of WEI, East Rutherford, N. J., went down to Washington, D. C., last week on general business.**

**NORA STIRLING, star of NBC's "Serenade to America," has returned from a week-end out of town.**

**TREvor Adams, Jr., sales manager of WINS, gets away from it all for two weeks at the Carefree Bay Club, Lake Champlain, N. Y.**

**JACK ROUKE, producer of the "H extinct Time for Hires," program for N. W. Ayer & Son, is back from Boston, where the show originated last Monday.**

**INGRAM S. ROBERTS, station manager of KGB, Harlingen, Tex., who spent the major portion of last week in Gotham, left Friday for his homes office, with a stopover scheduled at Chicago.**

**A cat can look at a King**

Big name radio call letters mean a thing in some matters. Audience often can look at them and look away, too.

Take Baltimore. Down by the independent station... W... gets the look and listen for audience that delivers more results per dollar spent.

That's not a bit of ad puffery. You can pick up the... and hold them in your hand.

If you want to do a sales job in Baltimore... get big results... lowest cost... you'll want a radio station W-I-T-H.
**Post-War Allocations Set For FCC Hearing**

(Continued from Page 1)

Controversy over the allocation of frequencies has been ongoing since the war's end. The allocation of frequencies is necessary for the proper functioning of radio broadcasting, and the FCC is tasked with determining the frequency requirements for various media and regions. The controversy has been exacerbated by the increased demand for radio broadcasting due to the war's effects.

**THE WEEK IN RADIO**

**Congressional Airings Proposed**

(Continued from Page 1)

Europe early last week. The first network-sponsored program from Radio Algiers channelled through Press Wireless, an American company, was announced by southern France. The four major networks, Blue, NBC, CBS, and MBS, were on the beam.

Scolding: The Office of War Information is reported to have directed radio stations and advertising agencies for holding premature "V-Day" meetings, pointing out that such publicity would be detrimental to the Sixth War Loan Drive coming up and the war effort in general. It is understood that similar, though undesirable, sessions are being held by retail merchants' organizations in this city; this provoked radio and station discussions.

Select: Henry R. Turnbull, national radio director of the Republican National Committee, announced that radio is the most important medium via which to reach voters for the coming presidential election. "Well under a billion dollars" will be spent, he said.

Order: The New WBP reconversion specifications will not effect the current status of the radio industry, the director of Radio and Radar Division of WBP announced last week. The order will make available any additional equipment for broadcast studios.

Postponement: The War Labor Board decided against taking any immediate action in the case of AFM President James C. Petriello, who continues to keep his men striking at KSTP, Minneapolis.

Policy: The National Broadcasting Company has ordered a clearance of hitches in its announcements from its sponsored programs for the purpose of bringing about a more effective flow of programs. The idea of this will be to hold audiences over to the next program.

Hearing: FCC members observed differences in what were supposed to be identical copies of UAW radio scripts aired over WHKC, Columbus, Ohio. This observation was made the day before a hearing on the case. The UAW petition to suspend the license of WHKC on the ground that it does not operate in the public interest.

Veterans: The RCA Victor Division, Radio Corp. of America, announced a policy for the re-employment of war veterans of both sexes. The firm has about 6,000 former employees now in the services.

Plugging: KGW, Portland, Ore., is ouying time on other stations to sell its facilities as a media for advertisers using the Pacific Northwest. First station to be utilized is WQXR, New York.

Tele Tales: Carlos Franco, of Young & Rubicam, urged advertisers and other concerned parties to bring pressure for higher television standards. He warned that this would have to be done if the best results are to be obtained in the post-war period. Fox has approved Schedule D television station applications: NBC's CP in Los Angeles and WDAS in Philadelphia, both commercial; P. R. Mailory Company of Indianapolis for an experimental outlet.

People: Leonard Kapner, general manager and president of WCAE, Inc., Pittsburgh, has been appointed general manager of Heirst Radio, Inc., succeeding Max Strom, who is expected to go to Washington in an executive capacity. William S. Paley, president of CBS, has made arrangements to return to the ETO with his post with the OWI's Psychological Warfare group. Cornelius O'Day of the Blue's newsroom in N. Y. has been appointed manager of Chicago, effective Sept. 15.

Appointment: Leslie C. Vaughan as manager of NBC's Office Services Division and assistant director of the General Service Department has been announced.

**Suggestion: This weekly news digest may interest someone else in your office. Clip and mail it along.**

**Can Mfr. Institute Making Debut On Air**

The Can Manufacturers Institute is using radio for the first time in an effort to make American consumers aware of the important part that steel and tin can is playing in the country's life in war and peace. Already the sponsor of the Martha Deane program, heard over WOR, Monday thru Friday at 2 p.m., the Institute will participate in another show, Alfred McCann's "Your Food Hour," on WOR every Monday thru Friday at 8, beginning Oct. 2.

Directed at women in the home, the programs are being underwritten by the converter to learn the effectiveness of the radio in telling its story to the general public.

**RADIO DAILY**

**CONNECTICUT'S PIONEER BROADCASTER**

*NO FOOLIN'*

It's already later than you think for placing Fall and Winter spot schedules. Don't mark time—if you want time on WOR. Write Wm. Mab, Commercial Mgr., WOR, Hartford 4. Represented by Rayner.

**USE WORC TO CONNECT IN CONNECTICUT**

**COLUMBIA NETWORK**

**NORTH CAROLINA**

Represented by Howard H. Wilson Co.
The NBC Parade of ytteseling 1944-45

Every day of

Presenting
THE 1944-45
NBC Parade of Stars
the NBC Parade of Stars is building

larger, more faithful audiences for

the greatest programs in radio

This week 143 Parade of Stars Bandboxes are arriving at NBC stations from coast to coast. The Bandboxes contain, and stations will use, 90 program promotion folders (one for every sponsored NBC program) . . . 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper ad and photo mats . . . thousands of car cards, display posters, publicity releases and photos.

Once again radio’s GREATEST programs* launch the fall season backed by radio’s most effective program promotion campaign . . . the NBC Parade of Stars.

For the first time, the “Parade” becomes a continuing operation . . . designed to add a 365-day-a-year impetus to the already well-established habit of tuning to NBC.

This year and next, and the year after that, too, more people will listen to “The Network Most People Listen to Most.”

*Made even greater this fall by the addition of Duffy’s Tavern, the new Rudy Vallee show, Dinah Shore and The Music America Loves Best.

National Broadcasting Company
America’s No. 1 Network
Memos of an Innocent Bystander...!

- Blue Net execs. are re-uniting the two stars of "Stars From The Blue" programs, Josephine Houston and Wilbur Evans, accompanied by an orchestra conducted by Joseph Stopak for a commercial which will probably be sold within the fortnight.
- Leo A. Steedle, former director of promotion for WCAM in Philadelphia, has an idea, based on a new approach to stimulate listener interest, which he thinks has great possibilities and merits the attention of sponsors and advertising agencies...
- he can be contacted at Radio Daily's Gotham office.
- Pvt. Radcliffe Hall, former newsreader via NBC in New York and Pvt. Dick Kepling-ton, 1943 winner of the H. P. Davis Award and formerly on the staff of NBC, Seattle, Washington, are stationed at the Infantry School in Fort Benning, Ga. Sgt. M. Allen has been transferred from this camp to duty with the Army Forces Radio Services...
- Helen Baronesse de Poleszanka, will start a new special program, "The Jade Box of Melody and Rhythm," Aug. 27 via WNYY... Ted Steele and his All-Star Band, starting tonight, will provide the musical background for the M.G.M-MBScreenTest programs... Incidentally, Blonde and lovely Karol Singer, featured with Vincent Lopez' Hotel Tait Orchestra will guestroll on this show Wednesday.
- Dunnigan will head for the Coast early in October to make personal appearances in San Diego, Los Angeles, San Francisco and Long Beach and will originate his "Kemtone" Blue Net programs from Frisco and Hollywood.

- VOCALOvOly Ileene Woods, featured with Paul Whiteman's orchestra on Philo's Summer "Hall of Fame" series, will make her night club debut Sept. 16 when she opens at the Versailles in Gotham.
- Jean Tigue, formerly heard via the Blue Net, has been added to the NBC Staff of "Beat the Band"... Jean, at one time led her band on the Coast... Vaugh Monroe and his Orchestra (currently featured at the Paramount Theater on Times Square) returns to his old stand, the Hotel Commodore, end of September...
- Bob Lewis, with an honorable discharge from the Army, took over the emcee job on WNEW's "Start The Day Right," succeeding Hal Moore who was drafted... H. R. Moore will receive an honorable discharge and will, in turn, succeed Lewis.
- Barney Imes, Jr., owner of Radio Stations, WCBI, Columbus, Miss. and WELQ, Tupelo, Miss., has been promoted to the rank of Major... he's stationed at Key Field, Miss. The War Department mixed Bob Hope's idea of doing his initial program of the new season from Hawaii... Nat Brandwynn and his Orchestra move into the Waldorf-Astoria Starlight Roof Thursday and will have several MBSHots weekly.

- Now that the Fighting Yanks are in sight of the Eiffel Tower, you'll be hearing that new ditty, "Say Pop, Send your Guide Book To Me," which deals with a Yank of World War II seeking the advice of his Dad.
- Dougboy of World War I... It isn't generally known, but Rudy Vallée is quite a ventriloquist, having studied the art with Charlie McCarthy's employer, one Edgar Bergen... One Cold Tablets) through March 26 weeks.
- The third new program is a minute show, sponsored by the Atlantic Brewing Co. (Tavern Beer), through Campbell-Mills will be heard Monday through Friday 10:45 to 11:00 p.m., beginning Sept. 25. Contract 26 weeks.

- Bob Hope's idea of doing his initial program of the new season from Hawaii... Nat Brandwynn and his Orchestra move into the Waldorf-Astoria Starlight Roof Thursday and will have several MBSHots weekly.

- Remember Pearl Harbor
WAC Advt. Budget To Include Radio Ann. For Four Weeks

(Wanted from Page 1)

AUMILLER, with Pedlar, & Lusk for the past two years, has been appointed advertising manager in charge of all publication media plans for the association with Pedlar, & Lusk, M. Baumiller for 11 years.

TIAN SOAP CO., New manufacturers of Sweetheart soap, announces the appointment of Jones Company, New York advertising agency, et al.

BRENNAN has joined Doherty, Clifford and Inc., as assistant secretary.

SCHADE, well known in the field of motion picture fields, appointed Director of Radio Activities for National Assn. September 17th-23rd, asked by Harry Miller, executive director of the American Motion Picture Industry, to handle the radio activities of the association.

NYLAND has joined the staff of Berntson & Bowles, Inc., Immediately. Nyland, who is on the Bituminous Coal account, was previously the circulation manager of a similar magazine, and prior to that was in the field of advertising and public relations of the General Motors Division Chrysler Corporation.

RUTTENBERG, has had his own company, Ruttenberg Advertising, and was appointed assistant sales promotion department, Inc., according to R. J. Hensley, advertising and sales promotion manager. He formerly was with the Pratt & Whitney of United Aircraft and he has sales promotion director.

NEWSEDITORS, Radio Writers...

ONTARIO, casting and assistant producer for B. B. D. & O., has been appointed assistant sales promotion manager for the agency. Miss who replaces Han Laron, is Ted Long, who is in charge of the sales promotion department.

WANTED

Available cash for 150 foot Antenna wire and free from rust. Any interested in wire may write R. DAILY, 1551 Broadway, New York, N. Y.

WAC Advt. Budget To Include Radio Ann. For Four Weeks

RADIO DAILY

(Continued from Page 1)

first break in the controversy that followed the War Department's $1,000,000 WAC advertising budget being spent for one-minute and one station spots in Y&R and widespread resentment in the broadcasting industry came to a head. The station and found an overwhelming sentiment in favor of such advertising with other media. Previously, Radio War had excluded leading broadcasters among small and large stations, with the preponderance of opinion favoring getting its share of the paid WAC advertising.

Young & Rubicam, wire, signed by Carlos Franco, who is head of the agency's time buying bureau, tended to lay the onus of the non-radio budget on the War Department and that the schedule and stations approved by the War Department following recommendations made by the agency. Y&R wire to all U.S. stations follows:

War Department approved Young & Rubicam WAC recommendation for four-week schedule starting September 4, for one minute and one station spot, and Y&R's recommendations have been widely distributed, with the usual accompanying announcements.

Industry Reaction

Reaction in the industry and NAB spokesman that a major victory has been won and a precedent established for future controversies or situations of similar nature which may arise in course of the war and in post-war periods.

Reaction in the industry and NAB spokesman that a major victory has been won and a precedent established for future controversies or situations of similar nature which may arise in course of the war and in post-war periods.

It is estimated unofficially that something over $500,000 will accrue to radio as a result of the schedule, although it is expected some outlets will not accept the paid advertising. The great majority, however, have gone on record as accepting it.

No controversy or situations of similar nature which may arise in course of the war and in post-war periods.

Six New Canadian Stations

Since Outbreak Of War

Six new Canadian stations have been issued for broadcasting since the war started, but six have been able to obtain equipment to put stations in operation in the Transport Department official said last week.

Applications are received from time to time by the department, but doubtless many who would make applications have been discouraged because of the difficulty of obtaining equipment, said an official. Canadian electrical companies have facilities for making broadcasting equipment the official said, but at present production is outlet with orders for the fighting forces.

Six of the stations brought into operation since the war started, number 1000 watts and the other three of lesser power. All are independent stations. The CBC has erected some small relay stations and some have had power increased

Schedule Helen Traubel

"Telephone Hour" Guest

Helen Traubel, American-born Wagnerian soprano, will be the guest artist on "The Telephone Hour" Monday, August 26, over the entire NBC net. 9-9:30 p.m. EWT.

I OFFER...

TOP-RUNG RADIO WRITERS IN ALL CLASSES - CONTINUITY, NEWS EDITORS, COMMERCIAL SPOTS, COMEDY CONSTRUCTIONISTS, C A G - STERS, ETC.

FRANK McGRANN

RADIO SPECIALIST

POSITION SECURING BUREAU, INC., (Agencies)

331 Madison Ave., New York, N. Y. 2-6994

NEW BUSINESS

WPQ Q, Jacksonville: Wrigley chewing Gum Co, 10 transcribed announcements for 10 weeks, through Ruthrauff & Ryan, Inc., Chicago, IL; A. G. Spaulding & Bros, National Tennis matches, through Stanley G. Byers, Detroit, Mich.; P. Di & Sons, Inc., three spot announcements weekly for 13 weeks, through W. Earl Bothwell Advertising Agency; Republic Pictures, transcribed announcements, through Donohue & Coe, New York City; National Oats Co, five transcribed announcements weekly for four weeks, through Lew Ramsey Advertising Agency, Davenport, Iow; Newbro Mfg Co, Atlanta, Ga., three transcribed announcements weekly for 30 weeks, through Cole & Co, Memphis, Tenn.

WNEW, New York: James F. Waters, Inc. (automobile repair) six programs weekly, five weeks, through Harry A. Berk, Inc.; Castie Company, Lubricating oil, one-minute ET announcements, 22 weeks, through Keeling & Company; Hennafco Company, (shampoo) three programs weekly, 27 weeks, through Arthur Rosenberg Company; Slater Electric & Mfg Company, one program weekly, 25 weeks, through Diener & Dorakind; County Perfumery Company, five-minute ET announcements weekly, 18 weeks, through Atherton & Currier advertising agency.

WFCI, Pawtucket-Providence, announces the following new national spot accounts: Westinghouse, spots; Swift & Co., spots; Mueller's five-minute new broadcast Monday thru Friday.

WET...
Two AFM-WLB Rows Referred to Vinson

(Continued from Page 1) charged that WLB was without jurisdiction because the cases had nothing to do with the war effort.
Friday's action followed by a day the Thursday hearing at which Petriello failed to appear but at which his counsel announced that the musicians would not be able to get WLB order to lift the recording ban against Columbia Recording Corp., R.C.A.-Victor and the recording division of NBC. The unusual feature of the WLB action was that it sent the cases to Vinson rather than to President Roosevelt. This action had been taken only once previously. It bore out the reports that the labor board had hesitated to take positive action against Petriello, by committing the cases to the White House, because the public might consider the matter frivolous and petty. WLB got around this, going half way up—to Vinson.
Actual preparation of the papers certifying the matter to Vinson will take about a week, it was explained.

Special Mutual Programs Set For V-Day Festival

(Continued from Page 1) special features division, under direction of Tom Slater, has planned programs in preparation of the V-Day celebration. The broadcasts already scheduled include "Victory Salute to the United Nations" (musical), "The Nation's Capital" (narrative), "Surrender Day at an Army Camp" (narrative), and a "Memorial Service." Some of the programs in preparation of the V-Day celebration are: "Songs of Louise" (narrative, WFIA, is now being aired over KGKO on Tuesday night at 9:15. Program features Louise Mackay as vocalist and Hugh Vandall as organist. . . . TEMPLE-KTFM has added another program to its over-ground schedule of special productions by the McCloskey General Hospitals for the community, and one of the Army's six great amusement centers. The new 30-minute show, "May Poems," made its debut the second Saturdays ago in the afternoon at 4:30.

- OHIO -
CINCINNATI — "The Miss Greater Cincinnati Health, Beauty and Talent" prelim to the "Miss America" contest has moved into the final round under sponsorship of WCKY. WKRC educational department, headed by Dr. Judson J. McKeen, has published a booklet based on its 18-week "Problems of Peace" series, heard over WKRC. New member of W.L.W's staff of news commentators is Robert Parker, a European correspondent for the Associated Press for almost a decade, and author of the best seller, "Headquarters Budapest," published in June.

- VIRGINIA -
RICHMOND—Until now, WTVR has distributed 180 free cigarettes on their "Smokes for our Wounded" drive, which was begun in mid-December of 1943. Joe Brown, originator and emcee of this show, continues to bring to federal hospitals in the Old Dominion, and to Camp Lee's Regional Hospital, twice-weekly live talent variety programs, to precede his regular "Okay, America" all-soldier talent trans-scribed broadcasts, Tuesday nights at 10:30 and Saturday nights at 8. The shows are hand-to-mouth and these new broadcasts to disabled, enlisted men and wounded war veterans.

- DISTRICT OF COLUMBIA -
WASHINGTON—"Army Air Forces Band," a series of concerts presented by the Army Air Forces Band, will be heard over WWDC for the next three Tuesdays. The second broadcast on Sunday night at 8:30, WWDC will give local audiences an opportunity to hear the excellent voice of Cpl. Glenn Damer. The program features the Metropolitan Opera Company, and other artists now in the service.

RADIO DAILY
COAST-TO-COAST

- PENNSYLVANIA -
PITTSBURGH—Joseph Horne Co., of this city is producing a series of the popular "8:45 a.m. Newspaper," heard over WCAE from 12 to 12:15 p.m., Monday thru Friday. Bill Seiler brings WCAE listeners these up-to-the-minute newscasts, accompanied by special shopping suggestions from Penny Stanyon.

Another news program is being aired over WCAE by the Pittsburgh Railways from Monday through Saturday for a 13-week period. Its purpose is to influence women to become motorists on the local trolley.

- DALLAS -
Stories of the war front and home front are the weekly presentation of the War Chest of this city in a series of programs aired each week over WOR. "Songs of Louise" (narrative, WFIA) was begun in mid-December of 1943. Joe Trammell, NBC representative, has named May Poems, as organist...

- NEW YORK -
NEW YORK—Along Block, for five and a half years a staff announcer at WNYW, N. Y., has joined the announcing staff of WQXR. Helen Berk, member of WQXR subscription department, who last November, has been transferred to the publicity department as a secretary. In cooperation with the headquarters of the Federal Reserve Bank, WQXR will be preceded by an introductory notice before a new series titled "V Disk Command Performance" for airing on Tuesdays, Wednesdays, Thursdays, and Fridays at 8 p.m.

- CALIFORNIA -
SAN FRANCISCO — Bob Sweeney has resigned as KYA's chief announcer to do free lance broadcasting, . . . Byron Nelson is the new sales representative of the Blue Network, succeeding Gene Grant who has been transferred to the network's Hollywood office. Don Searle, manager of KGO-Blue, was married to Mrs. Dorothy Wilcox Will...
Post-War Development Looms Large
In Panel Discussions; Speakers
Headed by Chairman Fly

Carnegie Hall Show
Sked For Major Web

New half-hour network program originating at Carnegie Hall and featuring concert artists, plus Bruno Walter, conducting, is expected to hit the airwaves shortly, although neither web nor sponsor has been revealed.

Arrangements are being made between the manager of Carnegie Hall and Hu Chain Associates to produce the radio program which will have a

(Continued on Page 4)

NBC Reporter Trenor
Loses Life In France

Tom Trenor, NBC and Los Angeles "Times" correspondent, has been killed in France. First report of his death was received yesterday in a broadcast by the network's John

(Continued on Page 5)

CBC Shortwave Outlet
Ready For Test Nov. 1

Montreal—The shortwave broadcasting service of the Canadian Broadcasting Corp. will be ready for a test on Nov. 1, officers of the corpo-

(Continued on Page 4)

Pons And Kostelanetz Return
From 13-Week Overseas Tour

Having returned recently from a 13-week overseas USO-Camp Show concert tour, Lily Pons, Metropolitan Opera star, and Andre Kostelanetz, CBS conductor, informed a press party at the Waldorf-Astoria yesterday that they were eager to return to the various war theaters, and plan

(Continued on Page 2)

Sad Story
Lathrop Mack and his NBC Guest Relations softball team went down to another defeat Saturday afternoon at the hands of the Paramount Theater softballers. The score, 11-6. Paramount got off to a six run start in the first inning and a four-run rally by the NBC team fell short by two runs. Team was sked last night to face "Mexi-
can Hayride" cast.
RADIO DAILY

Pons And Kostelanetz Return From 13-Week Overseas Tour

(Continued from Page 1)

to do as soon as they have fulfilled the many concert engagements already scheduled in the States.

Miss Pons, Kostelanetz, Carolyn Gray, her piano accompanist, and Frank Vernici, her flutist, traveled through the Middle East, the Persian Gulf Command, Africa and the Italian Theaters of war, covering approximately 25,000 miles.

During the press interview it was revealed by Miss Pons that all her unit's performances were broadcast to the various local army camps, in addition to being played to tremendous audiences of servicemen. It was also pointed out that Miss Pons gave 28 concerts within the period of 30 days, which compares to 40 concerts she gives during an average concert tour of the States.

"Ave Maria" Favorite

The most popular request number among the servicemen was "Ave Maria" which Miss Pons sang to Kostelanetz's "servicemen orchestra." She alternated between the Gounod and the Schubert compositions, as these were considered the most familiar.

Among the other selections included in their repertoire were "The Bell Song" from Lakme, "The Blue Danube," "Estrellita," and the "Song of India." Kostelanetz's performances included songs from "Show Boat," Victor Herbert melodies, "Swanee River," "Dixie," "Rhapsody In Blue," "Begin the Beguine," "Lovin' the Gentle Lark," and the "Dancing Doll."

Kostelanetz said he had carte blanche to organize orchestrations from among the able performers in the various branches of the local fighting forces. In Cairo he was able to assemble a Spartan orchestra by combining two British bands. In Italy he assembled six GI bands, each consisting of seven men.

While in Italy they performed before 23,000 servicemen at one time, and followed this performance up with a concert in the famous San Carlo Opera House in Naples. Both concerts were broadcast to the civilian populations in Naples and Rome. Kostelanetz worked mostly with non-professional GI bands which he pointed out were wonderful. Instruments were acquired from every conceivable point—from pawn shops, police bands, local night clubs, etc. In Tehran under his baton were three professional musicians now in uniform. Sgt. Paul Brodsky, formerly violinist with the Firestone Orchestra in New York, Sgt. Frank May, formerly double bass player with the Cleveland Symphony, and Sgt. Paul Goldenstein, noted violinist.

He said that the men who came to the performance from the front lines were restless during the first two numbers, but that they calmed down after that and enjoyed the music in such an obvious way that it seemed to have a therapeutic effect on their nerves.

He reported that reaction is one they could not understand; that and enjoyed the effect on their nerves, that reaction is one they could not understand.

WALTER COMPTON

BACKGROUND FOR NEWS

add KVOE to his sponsor list

Available for cooperative sponsorship on MUTUAL.

Call, wire or write WM, B. DOLPH, WOL WASH, D.C.

REPRESENTED BY HEADLEY
The New York Times

announces the purchase of

RADIO STATION WQXR
AND ITS FM OUTLET WQXQ

We are proud to acquire a broadcasting medium which throughout its history has consistently maintained such high standards of quality in its productions.

This policy we shall continue and improve under the same management which successfully built up Station WQXR and Station WQXQ.

The best musical features will form the bulk of programs as before, and we look forward to the time when WQXR, as The Times own station, will expand its news presentation so as to be of still greater service to its listeners and our readers.
Carnegie Hall Show
Sked For Major Web

(Continued from Page 1)
different concert artist share the pod-
dium each week. Sponsorship for the
Robert Associates indicated the prop-
portion of the sponsorship needed,
pointing out that a major steel manu-
ufacturer and an oil company are bid-
ding for the contract.

When the program reaches the air.
it will go under the title of "Carnegie Hall Concerts," and include many of
the Columbia Concerts, Inc. artists in
the first dozen programs.

Protest Sent FCC
On “Money” Programs

(Continued from Page 1)
director of radio, the agency points out
that in its investigation of so-
called lottery programs, many clean-
out shows are being taken into the
general category.

Letter to the FCC members also re-
veals that the agency at its own ex-
panse offers to help stations and clients to avoid the taint of “lottery”
it its “telephone money” and similar
types of programs.

DuMont At RPI Exercises

(Continued from Page 1)
attend, the recording system involves
material for the Hollywood Palladium and the Casino Gardens, is all smiles
these days. He is producing “Swing Time” over KMTR, and on Thursday
it provided for listeners participating, with the result that the KMTR switch-
board was tied up completely for the entire hall hour (the show’s length)
as was that of H. Brook Randall, insurance agency, whose ‘phone
Hillside 6111 is so similar to that of the station, Hillside 6111. The show
consists of interesting comments on “swing” records, and the listeners were
asked to furnish the name of the record mentioned, band or singer.

☆ ☆ ☆

• • • His theory that dyed-in-the-wool radio men, who have
handled “men-in-the-street” interviews and who have a smattering of
news background would make outstanding war correspondents has
worked out in practice, G. W. (Johnny) Johnstone, director of the
Blue news and special features, told his hearers at a Hollywood
Authors club luncheon. He cited the work of George Hicks and
Gordon Fraser, and in a little confab with the writer predicted Clete
Roberts would do brilliant work in the D-Day of the Pacific.

He plans to engage a member of the staff of WENR, Chicago, as one
of his overseas correspondents. • • Charles E. Davis, president
and general manager of WWPG, Palm Beach, Fla., (“the world’s win-
ter play ground”) who is visiting in quest for a California
station has been holding a reunion with H. W. Wilson, manager of
KPPO, Riverside, who launched the Florida station for his company
in 1941. Jennings Pierce, NBC Western division manager of public
service and station relations, is vacationing at Huntington Beach.

RADIO DAILY

Tuesday, August 22

Main Street

California Commentary!

• • • Resignation of Don Gilman from his Blue Network post here
came as a surprise to both close friends and others in the industry.

Don has been a network vice-president on the Coast for many years and he
will be missed. . . . considerable speculation as to who will be the suc-
cessor in Los Angeles to direct the Blue activity in these parts, and it is
presumed the announcement will be made at Blue headquarters in New
York, as soon as feasible. . . . in the meantime, many messages of well
wishes have flooded the Gilman desk relative to his new vice-president
post with the California Oil and Gas Assn. . . . This is not exactly
a case for the FCC and Chairman Fly, but for a moment ‘tother day, we
thought CBS had a “monopoly”—on pulchritude at Birmingham’s, the Colum-
bia Square eatery. In a booth were Doris Callahan, who resembles Ann
Sheridan, but who confines her activities to CBS production department
as a secretary and three other shunting members of the fair sex, who believe
we must also be on the CBS payroll. . . . Being a stickler for accuracy
we asked Doris the names of her fellow diners, only to learn that they were
all professional models. . . . Hal Holley, former purveyor of press ma-
terial for the Hollywood Palladium and the Casino Gardens, is all smiles
today. He is producing “Swing Time” over KMTR, and on Thursday
it provided for listeners participating, with the result that the KMTR switch-
board was tied up completely for the entire hall hour (the show’s length)
as was that of H. Brook Randall, insurance agency, whose ‘phone
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KPPO, Riverside, who launched the Florida station for his company
in 1941. Jennings Pierce, NBC Western division manager of public
service and station relations, is vacationing at Huntington Beach.

Remember Pearl Harbor

The SCHOOL OF
RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
6 Weeks’ Day Course
SEPTEMBER 5
8 Weeks’ Evening Course
SEPTEMBER 19
Taught by Network Professionals, for
Beginner & Advanced students, includes:
• Announcing • Station Routine
• Newsbulletins • Advertising
• Continuity Writing • Commentating
• Voice
Co-Ed. Veterans rates. Inquire
Call or Write for Bullet R.
R.K.O. BUILDING R.CITY N.Y.
Clerk 7-0193

CBC Shortwave Outlet
Ready For Test Nov. 1

(Continued from Page 1)
ration said yesterday. The two trans-
mitters at Sackville, N. B., are now
complete but there has been delay in
getting some of the necessary gear.
Criticism is made that the equipment
and system to be used will soon be
obsolete, the new method being by
recordings. CBC officials deny this.
They state that the recording method
will be used in a supplementary
way it is also claimed that where
the shortwave is direct and immedi-
ate, the recording system involves
delays and requires a day by day ar-
Borden Moves 'Drummond'
Into 'White Lights' Spot

(Continued from Page 1)
began Sept. 4. Borden, in the
interests of Horton’s Ice Cream, also
sponsors "Bulldog Drummond." Ned
Wever stars as the British sleuth,
Captain Drummond.
Young & Rubicam is the agency
handling the accounts for the Borden
Company. Emmet Fritz is the WOR
Account Executive.

rangement. The CBC board is to
meet next Monday and the appoint-
ment of a general manager will be
considered. The appointment of a
chairman will be made by govt.
Conference Sit For November

continued from Page 17

To focusing attention on the station and its problems. In addition to demonstration of live described shows in the above category, discussions will be held around FM, television and radio leaders in each of the sessions are also being planned on management, sales promotion, audience measurement and the like. Clinics or study groups with demonstrations will be held. Several sessions of the confab will revolve around specific contro-

laboratory committee, for the conference, will include Doris NBC; Willard D. Egolf, Col. Harold Kent, War Department, U.S. Office of Education; Mr. Slattery, Mutual; Harry Blue Network; Keith Tyler, AER; Judith Waller, NBC; George KVOO, Tulsa; Chester KXOK, St. Louis; William Kegan, KINT, Des Moines; Dr. W. E. KSD, St. Louis; Dr. W. E. Carpenter, Stephens College, and Harlow, KMOX, St. Louis. Representatives from 40 different radio and governmental agencies are planning to attend the annual conference.

Reporter Treanor Loses Life In France

continued from Page 1)

As from the American sector the correspondent leaves, he leaves a wife, the Eleanor Stimson, and three dead. He lost his life when a jeep he was riding was run over by an American tank, according to the report by the correspondent, who added that the event was with an American unit driving toward Paris.

"He was where he wanted to be," said. "He was at the very front line of the American Third front rushing toward Paris. There is no doubt behind him and all that was his great ambition to be the first radio correspondent on the front and send the word of these terrible as the American sector. His family back home. Tom's ambition was to be great," MacVane's said.

Sounds like slightly screwy mathematics, so we'll explain. The voice of station WENR reaches well into four states—Illinois, Michigan, Wisconsin and Indiana. Four states—one twelfth of the 48 that make up America.

But because of the happy circumstance of these states being thickly populated it adds up to 13,000,000 Americans—and that's One-Tenth of the Nation.

This may be news to you but it's practically legendary to the host of new advertisers who have come into the WENR fold. And as far as we can make out, as happy and content a list of advertisers who ever spoke on the airways.

Why not? Besides spreading its voice to One-Tenth of the Nation WENR does so at the lowest rate per 1000 families. Worth looking into, wouldn't you say?
NAB "War Meet" Agenda

Plan Full Schedule Starting Monday Thru Friday

(Continued from Page 1) been laid out, with but few minor adjustments due on the agenda which is printed on this page.

Special luncheon speakers have been chosen for the general luncheon sessions. They are: Hon. Robert A. Lovett, Assistant Secretary of War for Air, who will be heard Tuesday, August 28; FCC Chairman James Lawrence Fly, who has accepted President J. Harold Ryan's invitation to speak, will be heard on Wednesday; at the Thursday luncheon, Paul G. Hoffman; chairman for the Committee on Economic Development will be present along with C. Scott Fletcher, director of Field Development for the Committee. Hoffman is president of the Studabaker Corp.

Post-War Panel

Of special importance is the panel discussion scheduled for Thursday when post-war developments will be freely handled, such as FM, television, facsimile, and all as well. Strong list of speakers will take part in this roundtable. Any person may make a statement from the floor during this session, provided he takes no longer than three minutes.

All of the major networks will hold affiliate meetings, as well as cocktail parties, either Monday or Tuesday.

NAB associate members, such as equipment manufacturers, transcription men, market research organizations, and station representatives are expected to have strong delegations on hand at the Conference. Most of them will probably be located on the seventh floor of the Palmer House, where the meet is being held.

Full agenda subject to last minute changes, follows:

SUNDAY, AUGUST 27, 1944

9:00 A.M. to 5:00 P.M.—Registration.

10:00 A.M. to 12:00 Noon—Committee Meetings

Legislative Committee

Sales Managers Committee

Accounting Committee

Public Relations Committee

Engineering Committee

Radio News Committee

11:00 A.M.—Broadcast Music Incorporated. Board of Directors Meeting

12:30 P.M. to 2:00 P.M.—Committee Luncheon Meetings

Public Relations Executive and Code Compliance Committee.

Sales Managers Executive Committee. Research Committee.

Your Full Agenda (Business Session to follow)

2:00 P.M. to 5:00 P.M.—Committee Meet-

ings:

Code Compliance Committee.

Labor Executive and AFM Meeting Committee.

Music Committee.

Small Market Station Committee.

7:00 P.M.—NAB Association of Women.

MONDAY, AUGUST 28, 1944

9:00 A.M. to 5:00 P.M.—Registration.

10:00 A.M. to 12:00 Noon—General Sessions

Call to Order.

"Radio Broadcasting and the War Effort," President Harold Ryan.

Announcement of Conference Committees.

NATIONAL TELEVISION COMMITTEE.

BROADCAST ADVERTISING CLINIC

Arthur Brooks, KTLA, Chairman-NAB Sales Managers Executive Committee.

Review of the Retail Promotion Plan.

Paul W. Morency, WTWG, Chairman Retail Promotion Committee.

What the Program Was Designed to Accomplish.

What It Has Achieved. (A Transcribed Presentation)

Subsequent Developments in Retail Radio Advertising.

What Is Being Done, Llewellyn Harness, Sales Promotion Manager, National Retail Council, New York.

Invited Guests of Assistant Director of Retail Radio Advertising.

Clinical Test for Joske's of Texas in San Antonio.

"If I Were Selling Department Stores," Paul McCarthy, Advertising and Promotion Director, J. N. Adams & Co., Buffalo, N. Y.

Participation in the Proprietary Association Advertising Clinic, Purpose of Promotion.

John M. Dutler, Jr., WNYC, Atlantic, Georgia.

"Post War Opportunities and Problems." T. M. Cullen, Vice President, Iowa Broadcasting Association.

Future Plans of the Sales Managers Executive Committee and the NAB Department of Broadcast Advertising, Study and Presentation to the Building and Housing Industries.

Lewis H. Avery, NAB Director of Broadcast Advertising.

General Discussion.

17:00 Noon—Recess

12:30 P.M. to 2:00 P.M.—General Luncheon.

"The Armed Forces in Sight." Honorable Robert A. Lovett, Assistant Secretary of War for Air.

1:30 P.M. to 5:00 P.M.—Public Relations Clinic.

Edgar Bill, WJBD, Chairman NAB Public Relations Executive Committee, Presiding.

Presentation of "Certificate of Appreciation" by the United States Signal Corps to a member of the NAB Administrative Staff. Colonel Leonel H. Starbird, Signal Officer, Sixth Service Command, for outstanding service.

"Broadcasters' Public Relations." Charles Francis Co., Vice-President and General Counsel, Motion Picture Theatre Owners of America, New York.

"Racketeer Must Never Fence." Honorable Beurke R. Hikkenkemper, Governor of Iowa.


Karl Konig, KMGC, Chairman.

The Council on Radio Journalism, Fred S. Sieber, President American Association of Schools and Departments of Journalism, University of Illinois.

"Listeners Activities." Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.

"Women's Role in Radio." Miss Ruth Christian, WCAU, President NAB Association of Women Directors.

Report of NAB Program Directors Committee.

Chairman, Harold Fair, WHD, Chairman.

"Planning," Clarence Messer, Vice President in charge of Programs, National Broadcasting Company.


"Radio Education," Salo Hayes, WG, Director, NAB 13th District.

"Future Interests," E. W. Combs, WLAC, Resource Panel: C. S. Young, WBOB, Jack O'Fallon, KPEL, Ralph Hardy, KSL, F. R. Robinson, WAT, Cruz Lawrence, WORM.

5:00 P.M.—Adjourned.

WEDNESDAY, AUGUST 30, 1944

9:30 A.M. to 11:00 A.M.—Station Coverage.

Report of NAB Research Committee, Hugh M. Feltis, Chairman.


Advertising Agency View. Frederick G. Grumney, Executive Assistant, Vito Vito.


Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Cappy, NSFIL.

"A Small Market Station as a Ground," William B. Bondick, "The Opportunity and Possibilities of Small Market Station Marketing as Transmitted in Previous Discussion.

3:00 P.M. to 5:00 P.M.—Public Relations Panel: E. W. Combs, WLAC, Resource Panel: C. S. Young, WBOB, Jack O'Fallon, KPEL, Ralph Hardy, KSL, F. R. Robinson, WAT, Cruz Lawrence, WORM.

3:00 P.M. to 4:15 P.M.—Music.

U. S. Signal Corps Will Give Citations to Associated Press Photographers

National Association of Broadcasters

Recess

12:30 P.M. to 2:00 P.M.—Luncheon at Reo Hotel.

Federal Communications Commission

1:15 P.M. to 2:15 P.M.—Station Panel:

"What We're Learned About the Possibilities of Small Stations." Marshall Fergus, Chairman NAB Small Market Station Committee.

"What About National Spot Bill Presentation of the Case" by the NAB Engineering Departments.


The Estimation of Priorities. Paul F. Peter, NAB Director of "Summary and Suggestions for Selling." Lewis A. Avery, Director of Broadcast Advertising.

"A Small Market Station as a Ground," William B. Bondick, "The Opportunity and Possibilities of Small Market Station Marketing as Transmitted in Previous Discussion.

For All Attendees:

DON S. ELIAS, Exec. Director, The Katz Agency.

Fourth Annual War 

DON S. ELIAS, Exec. Director, The Katz Agency.

Certificate

Donations. 

FRANK McGRANN

Radio Specialist

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, N. Y. 2-6944

And for every

For Availability:

WBYN Broadcasting Company.

"I OFFER"

SEVERAL DIRECT-PRODUCERS, 

EXCLUSIVELY 

Leslie Call. 

UNDER STUDIO AND STATION TRAINING. 

WAREHOUSE TRAINED, IDEALLY 

HARRY BAKER, 

EXCLUSIVELY 

WANTED 

EARNED 

Will pay cash for 150 foot Antenna with 

coupling unit and lighting system. One frequency monitor, one modulation re- 

ator. Interested in all or part. Write Box 74, New York Daily News, New 

York 18, N. Y.

quarter-hours we 

beam the messages of 

local and national spot 

advertisers into the 

homes of 17 counties— 

the entire Western North 

Carolina market—over

Online service from ASHEVILLE.

DON S. ELIAS, Exec. Director

Represented by The Katz Agency

SERVING WESTERN NORTH CAROLINA OF FEDERAL COMMUNICATIONS COMMISSION.
work Delegations Listed
for NAB `War Conference'

(Continued from Page 1)

(Continued from Page 1)

Noble Host at Dinner
On the evening of Monday, Aug. 28, Mr. Noble will be host at dinner to representatives of the network's affiliates. All Blue functions will take place at the Palmer House.

Network Co.; Chester LaRoche, chairman of the executive committee of the Blue Network Co.; and Edgar Kobak, executive vice-president of the network.


CBS's Top Execs
Paul W. Kessen, executive vice-president, Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president, H. V. Akerberg, vice-president in charge of station relations; Douglas Coulier, vice-president in charge of station relations; George Crandall, director of program promotion; Howard Lane, director of station relations; William B. Lodge, acting director of engineering, Howard S. Meighan, manager of eastern division WABC and WABC-FM; John J. Karol, assistant sales manager and market research counsel; Robert L. Kennett, manager of program relations division; Howard Lane, director of station relations; William A. Schudt, Jr., eastern division manager of station relations; Walter Seigal, manager of photographt; Thomas D. Connolly and Paul W. White, director of public affairs and news broadcasts.

Blue Activity
program
network has completed ar-
tial for activities which will take place at the Palmer House.

On Monday morning, there will be a meeting of Blue Planning and Advisory Council. In the afternoon there will be a general meeting of Blue executives and representatives of 100 affiliated stations. Miss Alice Beville will be featured by Mark Woods, president of the Blue Network Co.; Edward J. Noble, president of the board of the Blue.

Blue Activity

“Program Builder”

Listed To The Industry

Continue from Page 1

Letters published in Topical Section are planned for the purposes of research and promotion. On the evening of Monday, Aug. 28, Mr. Noble will be host at dinner to representatives of the network's affiliates. All Blue functions will take place at the Palmer House.

New York executives of the Blue to attend the convention are: Edward J. Noble, Mark Woods, Edgar Kobak, Chester La Roche, Robert Kintner, Robert Swezey, John Norton, Edward Evans, Stanley Plou-

Chester La Roche, manager of spot sales; William S. Hedges, vice-president in charge of advertising; C. Lloyd Egner, assistant director of advertising; E. E. Green, research; Clar-
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“Program Builder”

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What EVERY WOMAN wants to hear.

Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food! If you want women to know about your product... build your message around one of these eternally feminine subjects... grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.

Modern Romances... true-life stories from the pages of Modern Romances... exciting... warmly human dramatizations women (young and not so young) find helpful... inspiring... in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-2... or 3-week broadcast.

Let's Take a Look in Your Mirror... starring Stella Unger whose helpful hints on how to be more attractive and charming... drawn from her personal acquaintance with the great of stage, screen and radio... appeal to every woman (young and not so young)... 156 5-minute programs—3-week for 52 weeks.

Betty and Bob... people like your neighbors but they live exciting lives... convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross... memorable theme music by Allen Roth Orchestra. Starling sales record for many products. 390 5-a-week quarter-hours.

Come and Get It... first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows — ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select... all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

RADIO DAILY
PRODUCED BY THE KATZ AGENCY
RCA Bldg., Radio City, New York, N. Y... Merchandise Mart, Chicago, Ill... Trans-Lux Bldg., Washington, D. C... Sunset and Vine, Hollywood, Calif...
NAB Sets ‘War Meet’ Agenda; Record-Breaking Crowd Seen

(Continued from Page 6)

THURSDAY, AUGUST 31, 1944
9:30 A.M. to 11:00 A.M.—Labor Clinic: “NAB Labor Relations—A Look Ahead,” John Morgan Davis, NAB General Counsel for Labor Relations.

“The AFM Recording Ban,” Sydney Kaye, NAB Special Counsel.


Discussion.

11:00 A.M. to 12:00 Noon—Legislation: Report of the NAB Legislative Committee, ‘Don S. Elias, WWNC, Chairman.

12:30 P.M. to 2:00 P.M.—General Luncheon. (Subject to be announced.) Paul G. Hoffman, Chairman and C. Scott Fletcher, Director of Field Development, Committee for Economic Development, New York.

2:15 P.M. to 4:15 P.M.—“The Post War Future of Broadcasting”—A Symposium: Commander T. A. M. Craven, Presiding. A Factual Discussion of AM, FM, Television and Facsimile designed to bring before the broadcasters data which will be of value in determining post-war expansion.

Each of the following will speak for fifteen minutes:

Paul Chamberlain, General Electric Company.

Thombs S. Joyce, Radio Corporation of America.

William B. Lodge, Columbia Broadcasting System.

Niles Traill, President National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

General Discussion: Any member of the panel is privileged to direct questions to any other member. Questions may be asked from the floor of any of the members of the panel, subject to the ruling of the Chairman as to their pertinence to the discussion. Any person on the floor desiring to make a statement may do so, but such statements shall not be longer than three (3) minutes.

FRIDAY, SEPTEMBER 1, 1944
10:00 A.M.—NAB Board of Directors.

MEETINGS OTHER THAN OFFICIAL
MONDAY, AUGUST 28, 1944
2:00 P.M.—Blue Network Affiliates Business Meeting.

3:00 P.M.—Columbia Broadcasting System Districts Nos. 2 and 6—Business Meeting.

4:00 P.M.—National Broadcasting Company Parade of Stars Meeting.

Mutual Broadcasting System Affiliates Business Meeting.

5:00 P.M.—NBC Affiliates Cocktail Party.

5:00 P.M.—Blue Network Affiliates Cocktail Party.

7:00 P.M.—Blue Network Affiliates Dinner.

6. The word “tradition” is not one to be used loosely in New England, especially in Maine, but that’s what Worthen C. “BUD” Cornish has become in the twenty years he’s been Sports Editor and Columnist of the Portland Press Herald and on the air over WGAN with his lively, informative, reliable sports broadcast, “Along Maine Stem.”

His Parents call him “Worthen”
But he’s “BUD” to SPORTS FANS in MAINE

Every weekday from 6:05 to 6:15 p.m. State-of-Maine sports fans take time out to hear “Bud” Cornish give the latest local and national sports results, along with his own timely comments and reports of the behind-the-scenes activities of his listeners’ favorite sports.

If you want to make a home run in the Portland, Maine market and that of 14 counties in Maine and one in New Hampshire, “Bud” Cornish is all set to go to bat for you. We suggest you get in touch with us or our national representative . . . immediately!


FCC Rule Affects Satellite Transmitters

Washington, D.C. — The FCC yesterday approved new station rules for operating with different day and night schedules and use of alternate power sources. The new rules are designed to improve the availability of radio stations during emergencies. The FCC said the rules would be effective immediately.

FCC Chairman James L. Fly has issued a statement approving the new rules. He said the changes would make it easier for radio stations to switch to different power sources during emergency situations.

Sears Geo. Manager Of Blue Western Div.

Mark Woods, president of the Blue Network Co., yesterday announced the appointment of Don Searle as general manager of the Western Division. Searle is a long-time employee of the network and has been involved in various capacities over the years.

Lea Summons Fly

Washington — The Lea committee has summoned FCC Chairman James L. Fly to appear tomorrow for a “surprise” hearing. Fly has not been notified of the subject of the session and a spokesman for the committee would not say yesterday what it was. Most committee members are out of town. It is understood that Rep. Louis H. Miller will conduct the session.

Strong Network Shows Resuming Next Month

More than a dozen major network programs will start a new season during the month of September on the Blue, NBC and other brands. The return of seasonal favorites and other brand new shows around star personalities. Newcomers as to shows not by name are: Rudy Vallée, Ethel Barrymore and Fred Waring.

British Bureau, RADIO DAILY

London — The American Forces Network, the United States Army radio service for American military personnel in the European Theatre of Operations, which operated last year with five low-powered transmitters and 48 hours broadcasting a week to about 16 per cent of the American troops stationed.

Reconversion Staff Established by NBC

Organization of a special news staff to cover, correlate and broadcast all major developments in the country’s reconversion program was announced yesterday by William F. Brooks, director of news and special events for NBC. The special staff will be composed of Don Goddard, WEAF-NBC news reporter in New York, Richard Hark.

Pledges Radio’s Aid To 1944 N.Y. War Fund

Harold F. Lafount, representing the radio industry at the division luncheon of the New York War Fund Drive for 1944 in the Hotel Lexington.

Final Tele Seminar Session Cancelled Tomorrow Night

Final session of the Radio Executives Club television seminar scheduled for tomorrow night at the RCA building has been called off because of the inability of O.B. Hanson, vice-president and chief engineer of NBC, to be present with equipment for a demonstration of video. It was originally planned to have Mr. Hanson.

Beauty Note

Atlantic City — John B. Kennedy will introduce the title winner of the annual Atlantic City Beauty Pageant on her first nationwide air appearance on WJZ and Blue's coast-to-coast hookup just a few hours after she has been selected on Sept. 10. Also, the news commentator will present the "All-American Girl of 1944" with a diamond "Miss Victory" watch.
COMING AND GOING

DON SEARLE, who yesterday was named general manager of the Blue Network's Western Division, succeeding Don E. Gilman, and who has been in Gotham since Aug. 11, left yesterday for Chicago, where he will attend the War Conference of the NAB. He then will leave for San Francisco, with stopovers scheduled on route to Kansas City and Los Angeles.

QUINCY NOWE, news analyst on the Columbia network, has returned from a week's vacation. "PETE" JAEGER, national sales manager of the Blue Network, is back from a business trip to Boston.

R. I. ROSE, business manager of KIWO, Jefferson City affiliate of the Mutual network, has arrived from Missouri for a short visit on general business.

HENRY SOVAINES, president of the organization bearing his name, is back in town following his trip to Hollywood.

LOU STEKETEE, station manager of WKNY, Kingston, N. Y., is in town on station and network business. WKNY is an affiliate of Mutual.

ODIN S. RAMSLAND is here for conferences at the offices of CBS. He's the commercial manager of KDAL, Duluth, Minn., an affiliate of the network.

LINUS TRAVERS, executive vice-president of the Yankee Network and of WNAC, Mutual outlet in Boston, conferred yesterday at the New York headquarters of MBS.

C. LLOYD EGNER, vice-president in charge of NBC's Radio Sales Division, and WILLIS B. PARSONS, assistant sales manager of the division, plan to leave Friday for the NAB convention.

PHIL HARRIS, guest "professor" for Ray Kyser, is at Lindbergh Field, Calif., for the broadcasting of tonight's program over NBC for the entertainment of the enlisted men at the Coast Guard Air Base.

JANE-GREY DUDLEY, of the Blue Network's station relations department, is departing herself this week at Katio Mo.

JOHN CHARLES THOMAS is back from a tour of servicemen's hospitals and has returned to "The Westinghouse Program" broadcast Sundays over NBC.

JOHN W. KIRKPATRICK, assistant general manager of WSPA, CBS outlet in Spartanburg, S. C., is in New York for confabs at the offices of the network.

CLAUDE BARRERE, of NBC's Syndicated Sales, is visiting stations in Ohio and Indiana en route to the NAB convention in Chicago.

ALICE M. MADISON, former head of the Blue Network's Home Service, has joined Philco in New York as assistant to the general manager.

YODER NAMED CONTROLLER OF PHILCO CORPORATION

(Continued from Page 1)

Jennings, president of REC, announced yesterday that the first luncheon session will be announced later.

JOINS VALLEYS CAST

Edith Gwynn, Hollywood reporter, will be one of the features on Rudy Vallee's new program, which starts September 9th at 8:00 p.m. over NBC.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

MUSIC

RACE RESULTS

WAR NEWS

SPORTS

LOCAL NEWS

MUSIC

RACE RESULTS

WBYN

For Availability:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.

LOCATIONS:

1430 W.BY

1570 W.BY

1130 W.BY

1420 W.BY

1200 W.BY

1300 W.BY

1230 W.BY

1410 W.BY

1350 W.BY

... that's regular routine on the all day all "minute programming" station...

WBWN

Wednesday, August 23

GETS WHAT IT GOES AFTER

That's the Army's first fighter falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away... gets what he goes after.

That last phrase is the one I want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, the advertisers get what they go after IF they buy W-I-T-H, the independent station. Facts from our sources prove that W-I-T-H produces more results per dollar spent than any other station in this 6 largest market.

If you have something to sell, W-I-T-H can sell it better.
RADIO DAILY

Friday, August 23, 1946

AGENCY NEWSCAST

JOEL F. JACOBS, account exec., at Pedlar, Ryan & Lusk, Inc., for 13 years, has joined the staff of Dorothy, Clifford & Shenfield, Inc., in the same capacity on Bristol-Myers and Reid's Ice Cream. HERB LEEVER has been named director of "A Woman of America," a Benton & Bowles production for Procter & Gamble, according to Walter Craig, radio director of the agency.

BICKFORD OF BUFFALO, INC., has been appointed wholesale distributor of RCA Victor radios, phonographs, records, tubes and television in the Buffalo area. It was announced this week by M. F. Blakeslee, RCA Victor's Eastern Region Manager.

The territory which the new RCA Victor distributor will cover includes the counties of Chautauqua, Erie, Niagara, Genesee, Orleans, Wyoming, Cattaragus, and part of McKean County.

FORD MOTOR COMPANY has appointed J. Walter Thompson Argentina S. R. L. (J. Walter Thompson Company's Argentine office) to direct its advertising in Argentina, effective October 1. Ford has already begun an advertising campaign in Mexico through J. Walter Thompson's Mexico City office.

FREDERICK E. MAGENHEIMER, advertising director of Mason, Au and Magenheimer, confectioners of Mason's Mints, Peaks, Black Crows, Dots and other Mason's candy products, has appointed Bert Nevins Associates to develop a post-war public relations program. Bert Nevins is the account executive.

WILLIAM VASSAR, formerly with Emerson Radio and Phonograph Corporation, has returned to the company as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

O. MORLEY TANNEY has been named traffic manager of the radio department of Erwin, Wasey & Co., Inc., it was announced by C. H. Cottington, radio director of the agency.

Reconversion Staff
Established By NBC

(Continued from Page 1)

Los Angeles—Lewis Allen Weiss, vice-president and general manager of Don Lee-Mutual, left Aug. 22 for Chicago to attend the NAB convention. While in Chicago he will also attend meetings of the Mutual executive committee and board of directors.

Pat Campbell, executive assistant to the vice-president of Don Lee-Mutual, leaves Aug. 25 for Chicago to attend the NAB convention and will also attend sessions of Mutual's program planning board Aug. 31 and Sept. 1.

Weiss Leave For Chicago

WASHINGTON—The Washington staff and Louis P. Lochmer of the Hollywood staff.

This special group of "reconversion reporters" already has begun the gathering and reporting of information on the pressing problems of home economy that are emerging as the Allies move closer to Victory. Brooks emphasized that the group of reporters will study the problems of labor as well as management as they are affected by the changeover from war to peace.

SPOTS IN THE MORNING?

**FS**

**AGENCY NEWSCAST**

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By RALPH WILE

MAN of many hobbies is Cliff Arquette, star of the Blue Network's "Glamour Manor" series, aired Mondays through Fridays. Cliff is a noted amateur photographer, and makes his own motion picture shorts. He directs, acts, produces, designs the costumes and even makes the wigs for his characters.

Six of the Jimmy McHugh-Harold Adamson songs for the 20th Century-Fox production "Something for the Boys" will be telefilmed by radio thru Georgia Gibbs for the boys overseas. On this 16 millimeter film, a two and one-half hour show will fit into one shipping can for transportation abroad.

Eddie Albright, continuity acceptance director of the Don Lee Broadcasting System, has been named assistant to the program director, Tony LeFranco. Albright, who has been with the Don Lee Broadcasting System as continuity director for a year and a half, prior to that time had his own programs over KJH since 1938. He has been in radio for 20 years.

Ona Munson, hostess on CBS Open House program, is not only a great admirer of the celebrated artist Dali, and Picasso, she is also a personal friend. She has their original paintings adorning the walls of her home, which, incidentally, she has personally decorated.

Frances Scully whose program "Let's Take A Look," is now heard on KECA five days a week, will be heard by a transcription on KTAR, Phoenix, Arizona, five days a week for the same sponsor.

Closest cast members of NBC's Ginny Simms program might be dubbed Ginny's "G. I. Jeasters," for they are servicemen selected at random from the studio audience to participate in a comedy playlet. And as one show has audience participation, Ginny's show has audience participation, for the names of the boys are kept strictly a military secret until their performance. As the G. I.'s run through the playlets, the folks at home may recognize the familiar voice of a husband, brother or sweetheart. When the play is over, each of the fellows wins a phone call home.

Gale Associates

SPECIALISTS IN RADIO PACKAGES AND TALENT

48 West 48th St • New York City IO 3-0350

Notes From a Ringside Seat...?

- Three honorably discharged veterans of World War II are ready to launch their new MBShow, "Love-Downs," they are Don Ehrenrich. WOR producer and staff announcer Barry Gray and John Scott. Diane Courtney will take over the CBSsnowflakes program during the two weeks that Irene Beasley vacations down below the Mason-Dixon line...
- Ruby Newman's orchestra will play at the wedding of Alice Roosevelt Longworth's daughter, Paulina, which takes place Saturday at Magnolia, Mass. Ruby is the conductor of the orchestra, featured on the "Eddie Garr Show," CBSundays...
- We hear Hedda Hopper will remove the "kid gloves"... Ted Collins has already invested $200,000 in his own football team, the "Boston Yanks"...
- Herb Fields replaces Bob Strong's Orchestra at the Glen Island Casino... band "has that beat" to go places...
- Howard Fast, author of the book "Freedom Road," while being interviewed on her WEAF program, told Mary Margaret McBride that he was unable to obtain curtain rods for his apartment...
- The Eddie Garr Show," CBSundays...
- Returning to his first love, Radio, after several years in the Movie Capitol, Herb Polies, CBS producer, undoubtedly produces more laughs per week than any of his contemporaries...
- Herb is at the helm of three current comedy programs heard via CBS, namely, "Colonel Stoopnagle," Wednesdays, "It Pays To Be Ignorant," Fridays and "The Eddie Garr Revue" on Sundays.
- Al Borde, co-producer of the stage hit, "Follow The Girls," and at present preparing the premiere of a second Broadway musical, "Holiday For Girls," will invade the Radio Field with several ambitious package shows wherein a varied background that covers every phase of show business, Borde bids fair to assume a prominent place in Radio Row...
- Terry Allen, former vocalist with Red Norvo, Larry Clinton and Johnny Long Orchestras, will be featured on a five-day-a-week CBScheduled musical, starting September 4...
- Bill Brennan will produce...
- Lovely Irene Woods, currently featured on Paul Whiteman's "Hall of Fame." Summer series via the Blue Network, will make her nite club debut, September 16, when she opens an indefinite engagement at the Versailles in Gotham...
- Harry LeRoi, radio writer and past cast member of "Follow The Girls," has returned to the Blue Network as writer and producer of a new weekly hour show, "Sunday Night Music Hall." Ted Collins will also produce...
- Herb Fields replaces Bob Strong's Orchestra at the Glen Island Casino... band "has that beat" to go places...
- "11th Hour" on MBS will be featured...
- "The Best Market at MINIMUM COST"

WINX

Washington 1, D. C.

Represented Nationally by FORIOE & COMPANY
U. S. Transfer Okayed: Activities By FCC

(Continued from Page 1)

Neptune Broadcast to 21 stockholders to the Blue's "Spot-month," Woods announced...
Sheila Rogers and a group of Canadian soldiers from Camp Borden, Ont., on the Major Bowes show, Thursday (WABC-CBS, 9 p.m.).

Rep. Forest A. Harness, Brig. Gen. Herbert C. Holdridge, Norman Cousins and Rep. Albert Gore, discussing "should a President's Term of Office be Limited to Eight Years," on 'America's Town Meeting of the Air," Thursday (WJZ-Blue, 8:30 p.m.).

Betty Riley, interpreter of Spanish songs, on "Viva America," Thursday (WABC-CBS, 11:30 p.m.).

Admiral Chester W. Nimitz, Commander-in-Chief of the Pacific Fleet, on the "March of Time" program, Thursday (WEAF-NBC, 11:30 p.m.).

Jeanne Cagney, Jim Ameche, Harry Cool and Ray Bloch, on "Something for the Girls," Saturday (WOR-Mutual, 9 p.m.).

Rosemary de Camp, radio and film actress, on "Stars Over Hollywood." Saturday (WABC-CBS, 11:30 p.m.).

Swinderen, Consul of The Netherlands in New York, discussing Grotius' "The Rights of Man," on "Invitation to Learning," Monday (WEAF-NBC, 9 p.m.).

Margaret Harwood, director of the Russian War Relief Society, on "The Voice of Firestone," Monday (WEAF-NBC, 8:30 p.m.).

Betty Riley, interpreter of Spanish songs, on "Viva America," Thursday (WABC-CBS, 11:30 p.m.).
Promotion

Program Plug

Hillman Periodicals, in connection with the premiere of its July, August, September issue, "Real Stories from Real Life," aired on Mutual, Monday through Friday at 3 p.m., is continuing its promotion campaign. Philip Keenan, general circulation manager of this publishing firm has sent out thousands of copies of the booklet. Pointing out the favorable reaction the show has received during the first three weeks of broadcasting.

In addition, distribution supervisors of Hillman Periodicals are visiting Mutual's affiliated station managers throughout the country, attracting their attention to the finer points of "Real Story" magazine upon which the broadcasts are based.

Public Servant

Mail brochures and trade advertisements showing how radio proved a public service to the community are part of a new promotion campaign by KSD, St. Louis.

The copy emphasizes radio's role in bringing spot news of the strike to the people of St. Louis. The ads point out that radio was first with news of the emergency of a transit strike in this part of the country. The ads picture a giant hand, thumb pointing up, symbolic of the ride-thumb signal which is used in the transportation system that sprung up after the radio appeal to motorists. Mail pieces in red, white, and black feature a photo of a high point of the strike conference broadcast, showing microphone of major St. Louis stations.


definition of the AFN's schedule of programming is thereby exaggerated.

The announcers on AFN include: Pat Homan, former radio producer, produces programs on AFM; Sgt. John P. Baker, formerly with WTIT, Hartford, Connecticut; Cpl. John J. McLaughlin, formerly with WICA, Ashtabula, Ohio; Cpl. John McNamara, formerly with WNYC, New York City; Cpl. Kevin K. Jones, formerly with WATM, Mansfield, Ohio.

Starring noted actors of Broadway and Hollywood, "War Town," new series of radio drama based upon real-life stories from the records of community and war fund agencies, will bow in over WEF this morning at 8:45.

The initial drama, titled "Molly Malone," has Ralph Bellamy, Victor Jory and Celeste Holm in the cast. The war agencies include USO, United Service Organizations, China Relief and home front services which are united in the 1944 New York War Fund drive.

Final Tele Seminar

Called Off By REC

(Continued from Page 1)

present a demonstration of television together with their understanding of the technical phases of video which were discussed at the earlier sessions.

As a sequel to the Television Seminar sessions it is planned to compile a booklet on the addresses delivered before the REC group. Proceeds from these booklets will be used to defray incidental expenses of the series of seminar lectures.

Final accounting of the financial status of the Television Seminar will be made at a forthcoming board meeting of the REC. It was the consensus of opinion yesterday that the seminar had served to enlighten many broadcasters, agency executives, production men and writers on the subject of television.

Grabhorn Lauded

Members of the REC informed Radio Daily that they wished to pay special tribute to Murray Grabhorn for his untiring efforts which contributed to the success of the Seminar sessions. "Mr. Grabhorn devoted more than 20 hours each week to the purpose of making the Seminar operations a tremendous success, and he has done exactly that. The reactions from the 437 registrants who attended the series have given us every indication that they have profited greatly from the talks and demonstrations."

On "Family Hour"

Patrice Munsel, 19-year-old coloratura soprano of the Metropolitan Opera, will join the cast of "Family Hour" as prima donna when that program begins its fourth year on the CBS network this Sunday, Aug. 27, at 6 p.m., EWT. She will be introduced by Edward Johnson, general manager of the Opera House, who is interrupting a vacation in Canada especially to participate in this broadcast.

Final Tele Seminar

Called Off By REC

(Continued from Page 1)

DO YOU NEED A GIRL ON THE SPOT?

With complete knowledge of spot radio advertising, stenography, typewriting; for detail on contracts, agency contacts with time buyers, complete handling of availability for over 20 stations; station contacts. SALARY $45 per week. Am available immediately. Write Radio Daily, Box A, 1501 Broadway, New York 18, N. Y.
New York—Dr. Edward J. Byng, creator and for many years general manager of the European Continental Services of the UP, comments on the news every Thursday and Saturday evening at 10:30 p.m. on WEVD, having begun last Saturday, August 19. Yesterday a.m. over WEAIF at 9:30, Shirley Hart, head of the research and statistical division of the FHA, discussed post-war housing as a guest on Adelaide Hallow's program. Stars of "Oklahoma" will participate on WHN's "Service Unlimited" program, Thursday night at 10, August 24, for the Red Cross Gray Ladies. Harry Stockwell, Betty Garde and Betty Jane Watson will be featured. Dean Martin, returning to his WMCA Sunday evening at 7:45, with a lineup of today's and yesterday's hit parade ballads.

New Jersey—NEWARK—presented a program of recorded music flavored with popular tunes of old and new last Saturday evening at about 8 that was pleasanter entertainment.

Pennsylvania—PHILADELPHIA—WIP covered the invasion of Allies' troops in Southern France thoroughly between 6:10 and 10 a.m. of that day. At WPEN Don Frank, senior announcer, was just named manager of night operations. Another change at WPEN has brought Carlton Miller from Southern radio circles to WPEN's announcing staff. Glenn Adams, WCAU's newscaster, commutes to New York on Saturdays to handle the narrative role on CBS "This Is Maritime" show. WPEN has added to its music staff Margaret "This Is Maritime" show. WPEN has added to its music staff Margaret Crosier, ex-announcer at WSUI, University of Iowa, in its plans for general expansion program.

Massachusetts—BOSTON—cooperating with WSN, WCPG, Boston, recently started a program titled "Men of the Victory Fleet," dealing with exploits of local men in the U. S. Navy. It's service to the propaganda people. A new show, sponsored, scripted and produced at WQB, general manager, brought in a new sponsor, the Kadi's Enterprises. They are Requestly Yours, Parade of Hits, Royal Balms from the Amsterdam, and Jazz Jr. and Serenades.

Greensboro—Sgt. Frank Brine has replaced Sgt. Jack O'Keefe on the WBIG soldier reporter program of news highlights from the Atlantic Theater. He succeeded SGT. Frank Brine here. Sgt. O'Keefe was transferred to Miami.

Missouri—ST. LOUIS—Appeals by prominent St. Louisans for early fuel buying and OWI cooperation and Treasury bond spots have highlighted the commercial copy in H. V. Kaltenborn broadcast on KSD, sponsored locally by the White-Rodgers... KANSAS CITY—WBY awarded the Purple Heart recently, former KMB "Oklahoma Wrangler," Vic Willis, is recuperating in an English hospital. A shrapnel wound in the right hip took Vic from the Cherbergh area where he saw action since D-Day.

MISSOULA-KGVO is an example of radio station doing public service... purportedly the off-air Art Mosby, KGVO general manager and member of the Board of High School Students Project; while Jim Barber, KGVO assistant manager, is secretary of the Western Montana Mine Workers reporter program of news highlights, and active in other civic groups.

North Carolina—CHARLOTTE—WBV news announcer Jack Knoll was invited to participate in the panel discussion of the new book "The Time for Decision" by Sumner Welles, presented by the Charlotte Council of the Boy Scouts of America; and active in other civic groups.

Indiana—FORT WAYNE—Following up a state-wide nutrition meeting that will be held here in the Fort Wayne Civic Center on Sep. 7, WWNO will begin a series of programs for the upcoming "Story of Nutrition," to be heard Tuesday and Thursday. Aim is to give every possible aid to the homemaker in providing proper diets for her family. KOKOMO—Paul Price, ex-blowed and announcer and newscaster, recently joined... GA—Bob Wesslund is new addition to KGW's engineering staff, filing in for Carl McGee, now in the Navy... Harold Soderlund of KFAB was named awards committee chairman of the Junior Chamber of Commerce... NORTH PLATTE—Two Omaha residents have taken summer announcing jobs at KODY. They are Byron Demorest, student at the pre-med college of the University of Nebraska, and John Foley, university of Omaha. Both return to their studies in October.

Florida—MIAMI—According to WIOD's newspaper "Convalescent Chatter" patients at the AAF Baltimore Regional Station Hospital in Northeastern Gables, Fla., are the most envied servicemen in the nation. They are awakened by A1 Collins, who conducts the WIOD "Dreambalmers" show, thus avoiding the shoot of bugler blows. Most of the servicemen tune in on the show at 6 a.m. to make the recorded music plus gags program very popular.

Colorado—DENVER—"Music by Shrednik," a show that has originated from KOA to the NBC network for many years, can be heard now the network on Sunday evening at 11:30 to 11:55 WMSB, Denver, and the new KFAB, Denver, originates. The program, which furnishes dancing music and it is produced by the American Tobacco Company. Helen Marie is the vocalist.

Louisiana—NEW ORLEANS—Gordon Louden, WWL farm director, has announced that a sectional conference of the Association of Agriculture College Editors will be held here, Oct. 3 to 5. Editors and assistants from eight Southern state colleges will attend the conference, and WWL will act as host with Gordon Louden as chairman. They are James A. Noe, president of WNOE, and president of KNOE operating KJAN in Monroe. Last week that William Hedges, president of NBC, had signed an agreement placing the new radio station in Monroe on the NBC network, KJAN will be managed by James E. Gordon, who is also vice-president and general manager of WNOE.

Canada—MONTREAL—Chief news announcer at CBC's Toronto studios is Earl Cameron who is heard on the 10 p.m. National News program each night of the week.

WANTED.

Sublet small office in Ro. City. Will buy your furniture.
Either individual office part of suite. Box 200 K.

Wednesday, Aug.
**MBS publicity period and radio stations "be taken over and integrated with the national system under the CBC.**

**Radio Included**

Montreal — Canadian Congress of Labor has issued a manifesto outlining its political aims, including the provision of useful jobs for every man and woman able and willing to work. One point in the manifesto asks that privately-owned and operated radio stations "be taken over and integrated with the national system under the CBC."

**Four Web Program Renewals On NBC**

Chicago—Four leading NBC programs, including the Pepsodent show starring Bob Hope, the National Barn Dance, Alex Dreier's commentary of "The Week's News" and the Sheaffer World Parade, each has been renewed for 52 weeks, it has been announced by the web. Hope's program which will return Tuesday Sept. 12 (Continued on Page 16)

**Planning Committee To Meet In Chicago**

Chicago — The NBC station planning advisory committee will meet at the Palmer House, Chicago, Aug. 28 and 29. Niles Trammell, NBC (Continued on Page 15)
Radio Algiers To Carry Canadian Conference

(Continued from Page 1)

people of occupied countries the opening addresses of Prime Minister Mackenzie King and Herbert Lehman, Director-General of UNRRA, when the UNRRA conferences open here on September 15, the purpose of the broadcast, it was pointed out, will be to inform those who have suffered under Nazi domination that not only military help, but the necessities of life are on the way to them. It was hinted in well informed circles that Prime Minister Churchill and President Roosevelt might also meet here during the conferences.

Jitterbugs Chasing Russell

Andy Russell, featured singer on the Old Gold program heard on NBC Sundays, will be guest of Paula Stone today on her "Hollywood Digest" over WNEW from 5:15-5:30 p.m.

Bendix Guesting

Hollywood—Willian Bendix, of Brooklyn, N. Y., and star of the Blue's "Life of Riley" series, will guest star on Joe E. Brown's "Stop or Go" program, aired tomorrow night at 10:30 p.m. EWT, over WJZ and Blue Network.

Radio Daily


FRANK BURKE
Editor

MARCH 3, 1879.

111.-Bill Irvin, 4802 Dorchester Ave., Phone Wisconsin 7, 6336, 7-6337, 7-6338. Chicago (15), Greater New York, one year, $10; terms (post free) President; aging eau, Treasurer and General Manager; Marvin N. Y., by Radio Daily Corp. J. W. Alicoate, Published daily, N. J.

Radio Specialist

POSITION SECURING BUREAU, INC

20 MRS RGO Todflfy

FRANK McGRANN
Radio Specialist

20 YEARS AGO TODAY

August 24, 1924

Confused radio listener series to local newspaper follows: Fashion talk from WJZ, sold solo from WEAF, and popular music program from WHN, all of which we were forced to listen to simultaneously because our receiver was unable to separate them, surely made a maddened combination.

1 OFFER

2 YOUNG WOMEN, EXPERIENCED WITH RADIO PRODUCTION EXPERIENCE, IDEALLY EQUIPPED TO SERVE AS EXECUTIVE ASSISTANTS TO BROADCAST CHIEFS OR PRODUCERS OR DIRECTORS, SALARIES START AT $50 WEEKLY.

FRANK McGRANN
Radio Specialist

POSITION SECURING BUREAU, INC

331 Madison Ave., New York, N. Y., 2-2994

Radio Algiers To Carry Canadian Conference

(Continued from Page 1)

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Envisions Big Market After The War

It is designed to stimulate interest in making television transcriptions for the Federal Communications Commission. The survey was released last week, after the present and future survey was prospect as a market for television. The survey found that with nine stations at the present time and 57 applications pending, "it is conceivable that this broadcast network is possible," the bulletin reads. The bulletin says that the survey was conducted by W2XAO to select a symbol for television. In the W2XAO contest concluded recently, three men were the judges—but not only was the winning contestant a woman, her contest entry depicted the symbol of television as a woman, heralding the miracle of light and sound.

ATS Announces Plans For 1944-45 Awards

The American Television Society will grant more awards for 1944-45 than for any previous year, and new awards will be established for the television season. The Society has announced that the award will be given to outstanding television watches, and the winning contestants for the television season will be announced soon. The award is intended to recognize the outstanding television watches, and the winning contestants for the television season will be announced soon.

Fieldes' Views

Mr. Fieldes, President of the American Television Society, speaks about the survey and its implications. He believes that the survey is a step in the right direction and that the results will be beneficial for the television industry.

Tele Speed

Experiments in television being conducted by experts at the Radio Corporation of America are accelerating the development of television technology. The experiments are expected to yield results within 18 months, which will enable the construction of television sets that are expected to be available on the market within two years after the completion of the development. The experiments are expected to facilitate the reconstruction of television sets that are expected to be available on the market within two years after the completion of the development.

Recast Rapid Tele Expansion

Los Angeles—For those who are pacing television as the communications medium in which women share equal opportunity with men, here's an interesting sidelight, reflected from the contest just concluded by W2XAO to select a symbol for television. The contest was inspired by a group of men representing Television Broadcasters Association. In the W2XAO contest concluded recently, three men were the judges—but not only was the winning contestant a woman, her contest entry depicted the symbol of television as a woman, heralding the miracle of light and sound.

Expert Sees Many Post-War Stations In Plans

By WILL BALTIN

(Television Broadcasters, Inc.)

How quickly will television spread across the nation? This question has been asked of television pioneers, radio manufacturers, and electronic engineers many times during the past few years. The answer may be found in the number of applications now pending in the files of the Federal Communications Commission in Washington, D.C. As of July 25, 1944, 65 applications for permission to erect commercial television stations in 24 states and the District of Columbia were received by the FCC, according to records compiled by the Television Broadcasters Association, Inc. Action on the applications must await the end of wartime restrictions on essential materials.

With nine stations now televising programs in the East, Midwest and Far West, and with the large number of applications for new stations filed with the FCC, television service for a major portion of the nation's population may be within 18 months to two years after hostilities cease and manufacture of transmitting and receiving sets is resumed, industry leaders aver.

Leading manufacturers are now engaged in building experimental models of their post-war television receivers. The War Production Board recently eased its ban on restricted materials to permit construction of post-war goods embodying new devices. This action is expected to facilitate reconversion to civilian manufacture when victory on the battlefront is achieved.

Prices on post-war television receivers are expected to vary from $125 to $400, the latter sets embodying radio-phonograph combinations, as well as projection type television screens.

Continuing the survey of opinions of members of the Radio Executives club of New York City who have been attending the weekly Television Seminar throughout the summer months, Television Daily in this issue prints the highlights of answers to seven questions submitted to the tele devotees. The answers, embody the thinking of 450 topflight advertising agency executives, broadcasters, network officials, writers and technicians who have been attending the sessions. These opinions are printed on Page six of this issue.

(Continued on Page 5)
WHAT SHOULD A TELEVISION STATION COST?

Prospective station owners are fast discovering that DuMont has the answers on television... and willingly shares its "television know how" for the advancement of this magnificent new art. Prospective station operators also are discovering that DuMont telecasting equipment is "tops" in signal transmitting efficiency and effectiveness, and leads in installation and operating economies.

Eloquent evidence of DuMont leadership is provided in the design and construction of 3 of the nation's 9 television stations in service today... and in the operation (for more than 3 years) of Television Station WABD, New York. Just as DuMont's development of the DuMont Cathode-ray Tube made television commercially practical, so DuMont pioneering in station design and operation has set a pattern for profitable station management.

"Planning Your Television Station" tells how to insure a low-cost telecast operation... outlines your equipment requirements... offers you a surprising arrangement for reserving equipment now, and for custom-building your telecasting set-up and training your personnel soon after victory. Please request this booklet on your firm letterhead.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK
ATS Announces Plans For 1944-45 Awards

(Continued from Page 3)

critical analysis of individual station productions have been completed for a number of leading stations. Groups of Society members, including members of the Awards Committee, will be selected to view productions at specific television stations. These groups will be selected among several stations, when possible, with the net result that an experienced group of observers would return a critical analysis based on comparative achievement by a number of stations. Viewing groups will be selected by ATS in New York, Los Angeles, Schenectady, Philadelphia and Chicago, and any other cities where programs are produced.

"In attempting to measure television as an art form, advertising medium or vehicle for public information, many problems arise which are not readily measurable with scientific accuracy," Hutchinson said. "For example, do programs put on by a station accrue to the station, the advertising agency, the sponsor, the artist, the director, or in some proportion to each? To whom shall be given the credit for technical excellence of the program, by the engineers, the company, or the whole production? Awards Committees, making necessary the continued exploration for potential recipients, by many groups and at many levels of achievement. Awards undoubtedly serve to spur greater achievement."

Those serving in the American Television Society Awards work will have copies of the Evaluation Sheet developed by Hutchinson, chairman, Department of Secondary Teachers, National Education Association, Committee on Television, available for use. This rating sheet for television productions, originally produced in 1939 checks on the artistic, technical, and thematic excellence of a program. It should be a valuable tool for the continuing exploration for potential recipients, by many groups, for programs at many levels of achievement.

Tele Debut

War Foods Administration did its first television show over WRGB this month.

A dramatization of the story of the Willow-ware plate was recently televised by WRGB, General Electric's station.

Music Aids

Selected music in high-gear war industries lifts workers' morale, reduces fatigue and is a definite aid to production. That's the word from War Production Drive Headquarters following an extensive survey of 100 war plants, undertaken for the WPB by Wheeler Beckett, well-known conductor and composer.
TELEVISION VIEWS OF SEMINAR EXPERTS

Below are the opinions of many of the 450 members of the Radio Executives Club who have been attending the Television Seminar in New York City:

"Nothing can be done to improve the situation. We will be that much further along after the war."—J. P. Stonaton, VP & Gen. Mgr., WDAS, Phila., Pa.

"Give it to the people now and improve and change as indicated by developments."—A. Lewis King, Comm. Dir., WPAT, Paterson, N. J.

"It should go ahead; all the public want it and they want it now."—Drew Dennis, Publ. Rel. Dir., WHN, New York.

"Present form OK plus improvements which can be added within a few months."—Eugene S. Thomas, Sales Mgr., WOR, New York.

"It should not wait, yet should not be abruptly introduced on post-war technical improvements, many of which only await the end of the war to be released."—Joseph F. Lucas, Engineer, WPAT, Paterson, N. J.

"It must wait until receivers are possible to be produced."—John McNeil, Mgr., WJZ, New York.

"Can benefit from post-war improvements and should proceed cautiously for the receiver being the most important part of television can certainly become a fact quicker after the war."—Chas. Stahl, Comm. Mgr., WDAS, Phila., Pa.

"Critical Viewpoint"

"I think that Television, the way that it is produced today, is doing the industry more harm than good. Any non-television listener who has seen a screen today, becomes easily discouraged and disappointed. Their attitude is that if this is television what is all the fuss about? Television should not be ballyhooed to the public until the pictures are very much improved and there is also a great improvement in the camera technology, make-up and lighting, which today is very amateurish. Production is a very important phase of the entire venture has failed before it has even started."—Roberta J. Bard, Dir., Marschalk Corp.

"The Katz Agency, Inc.

"Let's use the present facilities, however, to afford the public the benefit that Tele already has, as a result of the rapid development of commercial tele."—Marcel Schuloff, Adv.

"I believe television should be developed in its present form with a view toward preparing for the use of post-war technical improvements as soon as they become available."—Kenneth Whatmore, Acct. Exec., J. D. Tarcher & Co.

"Let's go ahead with what we have—but improve it as we go along."—Art Sinsheimer, Dir. of Radio, Peck Adv. Agency.

"Develop television in its present form."—E. L. Larsen, John Loveton, Radio Dir., Geyer, Cornwall, N. Y.

"Let's start right now! Television is too important a medium to hold down any longer."—Jo Lyons, Radio Prod., BBD&O.

"Give Tele Greenlight"—GDJ Agency.

"Let's quit kidding ourselves about post-war television in any improvements that may have been made in the course of the war."—Leon Levy, Pres., WCAU, Phila., Pa.

"Tele should await release from military restriction any improvements that may have been made in the course of the war."—Arnold B. Hartley, Program Dir., WOR, New York.

"It should await post-war improvements—but that doesn't mean stop program development."—M. S. Novik, Director, WNYC, New York.

"The following are opinions of advertising agency people:

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FIST-WAR TELEVISION OF SPORTS

By EDWARD R. PLACE

Post-war sports boom that is based upon an intense desire on the part of millions of home-comers and times as well as the fans for recreation and entertainment, telecasts based on RCA National Laboratories will come to the world.

FIST-WAR TELEVISION OF SPORTS

The comments of Bill Klem, veteran baseball umpire, who witnessed the RCA theater-screen demonstration, gives sports fans more than an inkling of the thrill in store in the coming days of peace. Said Klem:

"With theater television you can show big league baseball games while they are being played. There are about 50,000 people in the stands for a big game, and each team plays 154 games a season. Thousands of fans find it hard to get into the ball parks, yet 60,000,000 fans see the games each year. The fans paid over $1,200,000 to see the seven games of the last World Series. When these games are shown all over the country by theater television, those millions of spectators will become billions, and what it will mean in money paid into theaters is an amount that baffles my powers of multiplication."

It doesn't make any difference what your favorite sport is, NBC will bring it to you in the post-war days. Perhaps, your college is participating in an intercollegiate rowing regatta. The races are held every other Sunday at noon, and are spread out most of the afternoon with varsity, junior varsity and freshman events. In addition to getting race scenes on your television receiver at the exact time they are run off, we can use the highlights concentrated in a newsreel of a half-hour's length several hours later in the evening. Or you can take your choice of whichever program comes at the more convenient time for you. "Live" and film television broadcasting can apply to all sports classics in which there is great public interest.

HUMAN INTEREST ANGLES

The big difference between television of sports events to date and in the post-war era will be the emphasis of human interest sidelights and happenings behind the scenes that the newswheel will make possible, supplementing the actual competition picked up by the television camera for simultaneous viewing. The television camera also will be capable of greater scope and variety in depicting the drama of sports than have been utilized so far.

Millions of sports fans are as yet unaware of the extent to which television has already covered the sporting scene in the New Yor.ar, where approximately 5,000 of the Nation's 10,000 pre-war television receivers are located.

Since April, 1940, WNBT has televised 16 basketball games, amateur and professional; 17 college and professional football games; 47 evenings of professional and amateur wrestling; 12 baseball games from Madison Square Garden; 29 intercollegiate basketball programs, also from the Garden; 17 evenings of boxing; seven afternoons of tournament tennis; 22 leading turf stakes and a dozen track meets; also other spectacles such as... (Continued on Page 13)
RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.
By HELENA RUBINSTEIN
(International Cosmetic Authority)

Problems of Make-Up

Television, an entirely new medium combining visual and audible entertainment and education, presents a whole new set of problems in facial make-up. Although we are still in the experimental stage of producing make-up in this field, we expect to attain perfection together with television itself. And we have learned a number of interesting things about television make-up in our recent work at Du Mont Laboratories. We have also recently presented a little television show of our own.

The usual grease paint, which is applied to film and stage, is not at all suitable for television, because the intensity of light required to bring the lights to the screen will make the identity and subsequent capture so much surer and quicker.

People can be taught to drive more safely if they are shown graphic pictures of automobile wrecks and sudden death. Just as the training of safety can be taught similarly.

Television producers and directors have a great responsibility in bringing the right kind of serious programs into the home. The ffiner the use they have, the more they are to be expected to meet the public's all demands.

One of the biggest problems is to get the public to make-up for television. It wouldn't surprise us if criminals not only were fingerprinted and photographed but also recorded on film. Should they be wanted, the film will be run on television. One television screen will make which will make their identity and subsequent capture so much surer and quicker.

A great many householders are interested in this procedure and have the necessary facilities to have the experiments made. The results are far different from those their car is really a success. It is not a matter of art, but of making television as a means of conveying information in a quick graphic manner. The use of television will be to the disadvantage of the students in the country, the number of which will pass along their knowledge of important subjects.

Producers

Los Angeles—Production of the third in a television series entitled "Hubbard Hunt's Tele-digest" has been started by Patrick Michael Cunningham Television Productions on Stage 8. The subjects which are on Tele-cine run 20 minutes and are involved with important news events. Hunt is directing the series.

"Get Ready for Television"

"Get Ready Now to Sell Television" is the title of a new guidebook for merchants and distributors, just issued by ASC, Inc., New York. FCC chairman James L. Fly contributes a foreword to the volume, the 180 pages of which assemble the experiences and counsel of a number of television and merchandising authorities, compiled under the editorial direction of Dr. Orestes H. Calderon, former Federal Radio Commission, and M. Clements.

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Interview Model

Jean Lindlow, "Miss Photogenic of Los Angeles," was interviewed and re-enacted her first modeling assignment before the cameras of WRGB, General Electric's station on August 17.

In Field Artillery

Doug McMullen, producer at WRGB, Schenectady, is now training in Field Artillery at Fort Bragg, North Carolina.
**TELEVISION SECTION**

**McDonald Gives Statement on Prospects of Television**

*By COMMANDER E. F. MCDONALD, JR.*

(President, Zenith Radio Corp.)

**1944 RADIO ANNUAL**

**British Tele Outlook Outlined by Engineers**

Montreal—Nation-wide television in Britain, relayed to cinemas in the form of colored stereoscopic pictures that stand out like life, is a post-war development foreseen by the British Institute of Radio Engineers, the Transatlantic edition of the London Daily Mail reveals. The institute forecasts also the extension of television to events happening across the Atlantic. It foreshadows a big increase in broadcasting services by the introduction of ultra-short wave transmission.

Home Receivers

The addition of sound equipment, possibly using part of the radio set, to home cine-film projectors may be expected, it says, and this will open up the possibility of sound films in the home, with central libraries offering a choice of all types of films.

Wireless telephone calls to New York or Calcutta, as reliable as a local call, with multiplication of the channels of international communication by using wireless as a supplement to cables, is another prospect.

Government's Role

But all these developments are, in the opinion of the institute, dependent on State controls of the ether, although it points out that control of transmission does not necessarily imply Government monopoly or radio entertainment.

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**For Complete Video Data Refer To The**

Television Section of the 1944 RADIO ANNUAL

**Invasion Pictures**

pictures of the Allied invasion coast of Normandy were rushed off to the Time U. S. Station W6XAO in Hollywood television broadcast.
WBKB
CHICAGO
CHANNEL 2
Frequency: 60000-66000 Kc.
Power: 4 Kw; 2 Kw.
Effective Signal Radiated: 7200 W.
Owned-Operated By: Barbara & Katz Corp.
Business Address: 190 N. State St.
Phone Number: 2 Franklin 1025
Transmitter & Antenna Location: 196 N. State St.
Time on the Air: Monday and Wednesday, 9:00 to 10:00 p.m.; Tuesday, Thursday and Friday, 7:15 to 8:00 p.m.

Personnel
Director of Television: Commander Wm. G. Eddy
Chief Engineer: A. H. Broly
Four Technicians
Program Director: Helen Carson
Ten Girls in the Program Department Who Operate Cameras and All Equipment.

WMJT
MILWAUKEE
CHANNEL 3
(C. F. Only)
Frequency: 66000-72000 Kc; Power: Sight, 4180 Watts; Sound, 2365 Watts
Effective Radiated Signal: 1200
Owned-Operated By: The Journal Co.
Business-Studio Address: 720 East Capitol Drive
Phone Number: Marquette 6000
Transmitter & Antenna Location: 720 East Capitol Drive

Personnel
Manager: Worthington Miner
Program Director: Gilbert Seldes
Chief Engineer: Dr. Peter C. Goldmark

WCBW
NEW YORK CITY
CHANNEL 2
Frequency: 60000-66000 Kc; Sight, 61250; Sound, 65700
Owned-Operated By: Columbia Broadcasting System
Business Address: 485 Madison Ave.
Studio Address: 15 Vanderbilt Ave.
Phone Number: Murray Hill 6-6340
Transmitter & Antenna Location: Chrysler Building
Time on the Air: 4 hours (or more) weekly

Personnel
Manager: Worthington Miner
Program Director: Gilbert Seldes
Chief Engineer: Dr. Peter C. Goldmark

KTSI
LOS ANGELES (HOLLYWOOD)
EST. 1931
CHANNEL 1
Frequency: 50000-56000 Kc;
Power: Sight, 4500 Watts; Sound, 2450 Watts
Effective Radiated Signal: 6000
Owned-Operated By: Don Lee Broadcasting Co.
Business-Studio Address: 901 Dickson Ave.
Phone Number: 796
Transmitter & Antenna Location: 128 S. La Salle St.
Time on the Air: Unlimited license

Personnel
President: E. F. McDonald, Jr.
Asst. Vice-President: J. E. Brown

WTRZ
PHILADELPHIA
CHANNEL 3
Frequency: 66000-72000 Kc; Sight, 2100 W; Sound, 1000 W.
Effective signal Radiated: Approximated
Owned-Operated By: Philco Radio Corporation
Business Address: 3690 Market St.
Phone Number: 8052
Transmitter & Antenna Location: Hahn Pa.
Time on the Air: Sunday and Friday

Personnel
Chief Television Engineer: E. J. Rabenstein
Station Manager: Robert L. Gi
Program Director: Paul Alley

WRGB
SCHENECTADY, N. Y.
CHANNEL 3
Frequency: 66000-72000 Kc; Power: 40,000 Watts, Oral, 20,000 Watts
Effective signal Radiated: Approximated
Business Address: 75 State St.
Phone Number: 3723
Transmitter & Antenna Location: New Haven, Conn.
Time on the Air: Unlimited license

WABC
NEW YORK CITY
CHANNEL 4
Frequency: 78000-84000 Kc; Power: Sight, 5000 Watts; Sound, 1500 Watts
Owned-Operated By: Allen B. Du Mont Laboratories, Inc.
Business-Studio Address: 515 Madison Ave.
Phone Number: E. 6540
Transmitter & Antenna Location: Same
Time on the Air: 6 Hours Per Week, Tuesday, Wednesday and Sunday evenings

Personnel
President: Paul Harris
Vice-President: Bernard Goodner
Vice-President: Y. Frank Preus
Director of Television: Klaus Lamont

ACTIVE EXPERIMENTAL STATION
W 6 X Y Z
HOLLYWOOD
(Paramount Studio Lot)
CHANNEL 4
Frequency: 78,000-84,000 Kc; Power: 1,000 W; Oral: 500 W
Owned-Operated By: Television Productions, Inc.
Business Address: 5451 Marathon, Hollywood 38
Phone Number: Hollywood 2
Transmitter and Antenna Location: 5451 Marathon St., Hollywood
Time on the Air: Six Hours Per Week

Personnel
President: Paul Harris
Vice-President: Leon Schell
Vice-President: Y. Frank Preus
Director of Television: Klaus Lamont
**Television Section**

**Tele View of the Month**

"Miss Television of 1945" was the title won by Miss Pat Goghan, a Conover model, in a contest sponsored by WABD, DuMont station in New York, recently. Miss Goghan was picked from three hundred girls who auditioned for the title. She received a $100 War Bond, a screen test and a television contract as well as a contract as featured model with a Chicago mail order house.

**Shoe Company Buys Television Period**

To touch off their first radio advertising campaign for the promotion of Air-O-Magic shoes for men, Marion Shoe Division, Inc., has scheduled a television program at the DuMont Television Station, WABD, in New York on the night of Wednesday, August 26th. It is believed that this is the first time a manufacturer of men's dress shoes has used television commercially.

A visual quiz will be conducted by Dr. Sigmund Spaeth, the "tune detective" who has been appearing for the past three years on the Metropolitan Opera Forum Quiz; guest participants will be Jessica Dragonette, well-known star of radio; Elizabeth Jane-way, popular author who has appeared as a guest on "Information Please" three times; Walter Dorwin Teague, outstanding industrial designer; and Jerome S. Meyer, grand-daddy of the quiz, who has written more than a dozen books on the subject of home entertainment.

Advertising for Air-O-Magic shoes is handled by Norman D. Waters and Associates, New York agency. The television program will be directed and produced by Norman D. Waters, assisted by the Television Workshop.

**Change Firm Name**

**Sport Forum, RADIO DAILY**

Los Angeles — Name of Patrick Michael Cunning Television Productions has been changed to Patrick Michael Cunning Teleproductions owing to a conflict with the Paramount subsidiary known as Television Productions. The Cunning organization has its headquarters at Stage 8 on Sunset Boulevard.

(Continued from Col. 3) are completely lost. Most television directors seem to forget that in fashions the audience is interested in the article worn rather than the model. We are all prone to try and get as much of a person into a close-up as possible. This is bad artistically, and particularly so, because of the fact that in many of our present-day receivers the best picture is in the center of the tube. That is where the object we are trying to see should be.

No one needs to be told that medium shots, with two artists at the extreme edge of the picture is bad from every angle, yet we see many shots of that kind. And above all television programs need rehashes if we are to try and present more than a speaker or a singer.

Apparently television directors are ignoring proven production techniques that could be easily followed if they took the time to analyze the camera angles in any good moving picture. It is about time that television productions began to improve instead of continuing to make the same mistakes over and over. The more programs the television audience sees, the more has he habit to demand, and today's programs are a long way from what they should be. If we expect to hold our audience we should begin to produce better programs.

**Production**

**Races Sports World**

(Continued from Page 7) the rodeo and Westminster club's annual dog show. The inaugurred public television service and offered commercial advertising sets to the public in 1944.

NBC television the opening: of the New York Fair on April 30, 1939, and television milestone was the film,"the diamond," the base of the film, "the diamond," the base of the film. In New York on May 17, a major league baseball game was the Brooklyn game, televised by NBC on August 25, followed that year by the first college football to be telecast-Fordham vs. Notre Dame, on September 20. Hockey was televised for the first time by the NBC camera in Madison Square Garden, on February 29, 1944, at the first basketball game on the air on February 29, of NYU vs. Georgetown and Fordham. A few months later, on March 2, the first intercollegiate track meet at Madison Garden was televised.

Frigon in British Columbia during the past week on an interview with CBC officials and proposal to lengthen the system now in operation. August 24, 1944.

**Official Sees**

J. S. Leading In Tele

(Continued from Col. 3) the production of good television studio programs is not going to be easy. The necessity of more experience and the advisability of gaining that experience just as soon as possible have been more than proved by the caliber of television programs that are on the air today. It is true that today's television director has plenty of alices but that doesn't help the finished product. Too many of us are forgetting that in general a good radio program is not a good television idea.

Most of today's programs suffer from poor program material and very bad studio operation. It is not enough merely to turn a camera on an artist. More thought should be given to helping the television audience see the thing that is of visual interest at the moment. If we are looking at a dancer we should have a long shot and not a medium close shot cutting the dancer off at the knees. If we are to have a close-up we should see her face, possibly her hands, perhaps her limbs, but never merely her waist line. If we are looking at hats—let's have close-ups, not pictures taken back so far that details of the article become blurred.

**Studio Tele Production**

By THOMAS H. HUTCHINSON

(Production Director, RKO Television Corp.)

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Super-FM Soundproofs the Air

THUNDERSTORMS charge the atmosphere with static . . . man-made static may also cause interference on the standard broadcast waves . . . but listeners to FM (Frequency Modulation) hear each musical note or spoken word as clearly as though in a sound-proof auditorium. Using very high frequencies—tiny wavelengths—FM brings perfection into radio reception under all atmospheric conditions.

For many years, RCA Laboratories have had a constant interest in the technical development of FM. Research in this field continues, but most of it is related to the war effort and is of a military nature . . . Prior to the war RCA manufactured and sold FM broadcast transmitters. After the war RCA will manufacture and sell a complete line of FM transmitters as well as high-quality super-FM receivers, utilizing a new type of circuits.

When peace comes RCA will use its background of experience and engineering facilities in the broadcast transmitter and receiver fields, to build the type of apparatus broadcasters will need and receiving sets which will reproduce all broadcast programs with utmost realism and tonal quality.
Radio Shows Herald Liberation Of Paris

(Continued from Page 1) and in some instances they were scheduled for presentation later in the week.

"Salute to Paris," was the title of a special show aired by WOR-Mutual between 8:30 and 9 p.m., which featured the voices of Martial Singer, baritone of the French Opera Com-

Downey's Serenade

Morton Downey is credited with being the first entertainer to musically announce the Liberation of Paris. Morton dedicated his program to the Paris liberators over the Blue Network at 3 p.m., yesterday, singing such songs as "La Marseillaise." "Pack Up Your Troubles in Your Old Kit Bag" and a new tune, "Let's Sing a Hymn For G. J. Jim." company, Paris, and Enny D'Vries, French soprano. Earlier in the day, at 3 p.m., Morton Downey was heard in a special musical program on the Blue WQXR musically celebrated on the "Symphonic Matinee" yesterday afternoon.

CWS Special Program

Another special program Paris is Free was presented by CBS at 10:30 last night, and was a documentary program from the fall of Paris to the liberation.

All of the networks and news services gave the flash at about the same time, from 6:30 to 6:40, and the stations augmented the original flash with reports from their various correspondents in London and both Northern and Southern France.

WNEW, New York station, plans a special program Paris is Free which will be presented today from 10:30 to 11 p.m. Program will feature short-wave pickups from London and Paris as well as studio dramatizations.

This evening at 7:00 the Blue Network will present a program along the same general theme as the other special programs, titled "Bench on the Quai," which will describe life under Nazi rule.

Planning Committee To Meet In Chicago

(Continued from Page 1) president, representatives of the eight NBC districts and other NBC executives are expected to attend the session. According to A. J. Kaney, NBC central division station relations manager.

Coast Show Sold

Los Angeles—The Wilshire Oil Company, through the Dan B. Miner Co., has signed a 32-week contract for a novel 15-minute program titled That's A Good Idea on KNX and the California Network starting Saturday, September 2, 6:30-6:45 p.m., PWT.
Everson Would 'Junk' Broadcasters' Code

(Continued from Page 1)
under the station's new policy, most of the deletions would not be made. Everson was on the stand most of the day at the opening of the second week of hearings on the UAW petition to lift the station's license on charges of anti-labor bias.

"Under the new policy," Everson explained, "we will not censor for libel any matters causing political distrust." He said he believed that part of the controversy, script of Richard Frankensteen, vice-president of the UAW, would have caused "political distrust" and was wisely censored. He referred to portions linking Senator Burton K. Wheeler (D., Mont.) and Gerald Nye (R., N. D.) to "isolationists.

"Use of such terms as 'sneaking appeasers' and 'Fascist'." Everson said, not only caused "political distrust" but appeared to fit the "new policy," he continued, "opens up a wide vista. We can do many things now that we could not do before." Everson was under cross-examination a considerable time by Ernest Goodman, CIO attorney. Everson admitted that some of the scripts by Fulton Lewis, Upton Close and others carried over WHKC as a Mutual affiliate under the station's new policy, most of them presently on different stations.

Standard Radio Busy

Los Angeles—Standard Radio was the busiest news and entertainment station on the West Coast yesterday and Friday, when Jack Richards, Standard's production head leaves for the NAB convention in Chicago.

Yost NBC's New Choral Head

Appointment of Ben Yost as choral director and supervisor of choral music activities for NBC on Aug. 24 was announced by L. L. Messner, vice-president in charge of programs, yesterday. Yost has organized and directed choral units that have performed for USO-Camp Shows, Inc. all over the country.

RADIO DAILY

Four Network Programs
Sign Renewals Over NBC

(Continued from Page 1)
for a new season again will be sponsored by the Pepsi Cola division of the Lever Brothers Company. The new contract, through Poote, Conley and Belding, is effective Sept. 9 on the full network. The National Barn Dance sponsored by Miles Laboratories, Inc. has been renewed on 63 stations effective Sept. 30. The program will continue to be heard Saturdays 9:45 to 10:00 a.m., with a repeat from 11:00 to 11:15 a.m. features Dreier with guest news analysts in a weekly news roundup. The Sheaffer World Parade was renewed for 52 weeks on the full network effective Sept. 17 by U. S. Sheaffer Pen Company through Russell M. Seeds Company, Inc. The program starring commentator Upton Close, singer Curt Massey and Roy Shields, and his orchestra is heard Sundays from 2:00 to 3:30 p.m., CWT.

Miles Laboratories, Inc., on Kilkart, Ind., has renewed its sponsorship of the Quiz Kids program and the Lam and Aberner series for another 52 weeks, it was announced this week by E. K. Hartenbower, sales manager of the Blue Network's central division. The Quiz Kids are heard over 140 stations of the Blue each Sunday at 6:30 to 7:00 p.m., CWT with a recorded repeat for the West Coast at 10:30-11:00 p.m., CWT. The Lam and Aberner series is broadcast via 124 stations Monday through Thursdays at 7:15 to 7:30 p.m., CWT with a live repeat for the West Coast at 10:15 to 10:30 p.m., CWT. The Quiz Kids renewal is effective Sept. 24 and Lam and Aberner Sept. 25.

Both programs are handled by the Wade Advertising Agency, Chicago.

Bulova Veteran School
Dedicated Over WNEW

The Bulova School of Watchmaking, of Woodside, L. L. established to aid physically handicapped veterans without charge to them or the federal government, held dedication ceremonies over WNEW Wed. Aug. 24, from 1 to 1:30 P.M. Included among the speakers were mayor F. H. LaGuardia, Lt. Gov. Joe R. Haney, Queens Borough President James Beve, and John H. Hallard, Bulova sales director. School trustee. The school will have courses in all phases of watchmaking and retailing.

New Application Filed

The Glen Falls Broadcasting Corp., of Glen Falls, N. Y., with frequency 1220 kc., and 250 watts day and night, filed an application late last week with the FCC in Washington, D. C. The applicants are H. Scott Killgore, president; William F. Rust, Jr., vice-president, and Robert A. Pederson, who will devote his full time to servicing Blue advertising forces...

GOB Buying Time
For Network

(Continued from Page 1)

The foregoing will be a preview of six talks to be made by Gov. Dewey and three talks by Mr. Bricker of Ohio at an undeclared campaign meeting to follow.

Mark Larkin, formerly of the CIO Hays organization, has telephoned radio publicity director of the national campaign, it was closed by Turnbull. Radio directors of the National and Northern Atlantic Cos. have been invited to attend a meeting which will be held at the Roosevelt Hotel; and the campaign headquarters.

Gop gets Blue Post

Los Angeles—Ed Egan made sales promotion map of the Pacific Blue, succeeding Ed Egan, who will devote his full time to servicing Blue advertising forces...

WANTED...

Sublet small office in Radio City. Will buy your furniture. Either individual office or part of suite. Box 200 K.
Get WAC Spot Contracts

Stations In New York Accept Campaign Under Advertising Budget Revised By Young & Rubicam Agency

First spot announcement contracts for radio's participation in the WAC recruitment budget were placed with broadcasters in New York City yesterday by Young & Rubicam, Inc., agency handling the $5,000,000 budget for the War Department.

Contracts are for a period of four weeks effective September 4th and call for 10 announcements weekly, minute and station break transcribed spots Monday through Friday. Radio has been allotted $500,000 in a revised

Collingwood's Story
A Parisian Mystery

Mystery of Charles Collingwood's whereabouts was just as much a mystery to CBS last night as his story was to other networks who looked with dismay and then disfavor at the foreign correspondent's relayed story of Paris being freed and reprinted in such dailies as the New York "Times" and others throughout the country. Understood

WLW Executives To Attend NAB War Conference

Cincinnati—A large group of WLW executives will attend the NAB executive war conference in Chicago, August 28 to August 31. Included in

Behind Scenes Tele-FM Battle Slated For NAB Convention

Keystone Network
Totals 209 Stations

With the addition of nine new stations to its affiliation list, the Keystone Broadcasting System now has 209 stations. The nine new affiliates

Kill 3 birds with one stone! Reach important parts of Mass., N. Y., and N. with WLAW! Advt.

Service!

Syracuse—The service rendered by Al Friedlander, salesman at WFIL, to his accounts is the very best possible. While attending to a service call recently, his customer was taken ill suddenly with appendicitis and was rushed to a hospital for an emergency operation. Al took charge of a substitute was found, and gave his usual service to customers.
FRANK BURKE: Editor. MARVIN KIRSCH: Business Manager.

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FINANCIAL

NW YORK STOCK EXCHANGE

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20 YEARS AGO TODAY

(August 25, 1924)

When the Prince of Wales arrives on the Berengaria this week, King George and Queen Mary may learn exactly how he was received if they tune in on WJZ, New York, England will also get a word-picture of the liner leaving for a cruise to quarantine, and of the Prince's disembarking amid the greetings of a distinguished reception committee.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

BLUES & THE BAY AREA BUY!

RADIO DAILY


COMING AND GOING

LINTON RAGG, vice-president of WPOQ, virtual network outlet in Jacksonville, and ROBERT R. KIRK, manager of the station, are here from Florida for conferences with their national representatives and for talks with officials of the web.

W. H. SUMMERVILLE, general manager of WWI, Columbia network affiliate in New Orleans, is in town this week for visits at the CBS headquarters.

JOHN E. O. SAU, general manager of KTUL, Tulsa, Okla., is in New York on station and network business. The outlet is affiliated with CBS.

O. B. HANSON, NBC vice-president and chief engineer, leaves today to attend the board of directors meeting of the Television Broadcasting Association at Schenectady, Saturday, August 26. He will then go to Chicago to attend the NAB Convention.

PAUL WHITE and MRS. WHITE—she is the former Margaret Miller—have returned to their respective duties at CBS following a brief honeymoon. Mrs. White is a documentary program script writer while her husband is director of public affairs and news broadcasts for the network.

VICTOR A. BENNETT, vice-president in charge of national sales at WATT, left over the weekend on a trip through the midwest, ended up at the NAB convention in Chicago, where he will join IRVING ROBERT ROSENBAUM, vice-president and general manager; AL SCHILLING, vice-president in charge of local sales, and FRANK W. BREMER, technical director, chief of the national broadcasting association.

MARGARET SNIDER, secretary and continuity writer in the farm department of WEAF, has returned to New York after spending a few days in New Brunswick Tuesday to attend open house sales, in charge of the network's New York office.

Blanche Wolfe, magazine editor for the Mutual network, is returning to the network's Dallas headquarters by way of Chicago, following a short business trip to New York.

DON PUYOR, CBS news reporter located in the network-owned station in the nation's capital, WTOP, vacationing this week in Gotham.

ELMER HANSON, commercial manager of KLO, Grand Forks, N. D., a caller this week at the New York offices of the station's national representatives. He's returning here the rest of the week.

OWI BEAMS DETAILS OF WASH. CONFERENCE

(Continued from Page 1)

small all over the world on a round-the-clock basis.

On being queried as to the nature of the broadcasts of officials of the OWI replied: "We are playing it straight. In other words, factual information regarding the conference, as well as reactions to it by prominent people here and abroad is being supplied without supplementary comment, analysis or interpretation by the Office of War Information."

AVAILABLE SEPT. 1st

Advertising
Promotion
Publicity
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background.

Box M75, Radio Daily, 1501 Broadway, New York, 18, N. Y.

WILLIAM WYSSE, owner of KWBW, Hutchinson, Kans., who has spent the major portion of this week in Chicago, plans to leave over the weekend for the Chicago and the NAB "war conferences."

JACK ROURRE, producer of "Happi Time for Hires" for N. W. Ayer agency, left yesterday for Washington, from where the show will originate Monday night.

SAM HARRINGTON, manager of the Chicago office of the National and Artists Corp., has returned to Chicago after spending a few days in New York on business.

CHARLES MICHIELSON, of the transcription firm bearing his name, leaves over the weekend for the Chicago meeting of the NAB, after which he will visit Cincinnati and Richmond, Ind.

JOSEPH B. CARRIGAN is in town. He's the president of KWFT, Columbia's outlet in Wichita Falls, Tex.

ALEX KIESE, sales manager of the Taylor-Howe-Snowden Group, of Texas, is returning to the network's Dallas headquarters by way of Chicago, following a short business trip to New York.

DOUG PYER, CBS news reporter located in the network-owned station in the nation's capital, WTSP, vacationing this week in Gotham.

BLANCHE WOLFFE, magazine editor for the Mutual network, is returning to the network's Chicago office Monday following an exciting two weeks in Chicago, including her return home at the network headquarters.

EMER HANSON, commercial manager of KLO, Grand Forks, N. D., a caller this week at the New York offices of the station's national representatives. He's returning here the rest of the week.

KEYSTONE NETWORK TOTALS 209 STATIONS

(Continued from Page 1)

include WELO, Tupelo, Miss.; KEGK, Sterling, Colo.; KGKB, Tyler, Texas; KPLT, Paris, Texas; KRKC, Beaumont, Texas; WDWS, Champaign, Illinois; and WHOP, Hopkinsville; WSON, Henderson; WPAD, Paducah.

TRICK STUFF

That kind of picture stuff cashes in on a circus... but we don't have tricks in radio selling.

That's why radio station W-I-T-H sells only on facts. And lots of them. That's why advertisers get the biggest results per dollar spent when they use W-I-T-H.

If you'll take the big face of radio stations in use in selling time now you'll come up with pop, power, production and cost. Don't take them over time. But look at all three. That's what makes a common denominator gives to the answer advertisers look for most for their money.

In Baltimore there is no answer... if you want the best results per dollar spent... you buy W-I-T-H, the successful independent station.
LINNEA NELSON, CARLOS FRANCO and FRANK SILVERNAIL

SELECTED CJAT

IN CANADA, CJAT, Trail, was acclaimed top station in Billboard's seventh annual promotion survey.

Linnea Nelson of J. Walter Thompson Company; Frank Silvernail of Batten, Barton, Durrstone & Osborn; and Carlos Franco of Young & Rubicam, Incorporated, were the judges.

We were not surprised, nor were the Station's executives. They've long been recognized as prime promoters. We are proud to have CJAT on our list of top Canadian Stations.
WILL YOU SPONSOR DEMOCRACY?

On election day in 1940, more than 30,000,000 Americans stayed away from the polls.

Another election year is here. It is a year when Americans are laying down their lives for the right to vote. There must be no repetition of the disgraceful performance of 1940.

Every American must realize that in a democracy all citizens have not only the privilege but the duty to vote. There is no more sacred obligation of citizenship.

You believe in America. You believe in "the way of the ballot box." You have a responsibility.

Will you sponsor democracy? Will you use your programs to awaken our fellow citizens to their responsibilities? Will you tell them where and when to register? Will you urge them to get out and vote?

Our Radio Division will be happy to provide non-partisan material—scripts, transcriptions, music—for your programs. If there is anything we can do to help you get your message across, let us know. We want to help. We want help.

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

Hon. George W. Norris
Honorary Chairman
Sidney Hillman, Chairman
James Patton, Vice-Chairman
Freda Kirchner, Vice-Chairman
Clark Foreman, Secretary
R. J. Thomas, Treasurer
James McGill, Comptroller

205 EAST 42nd STREET
NEW YORK 17. N. Y.

REPORTER AT LARGE . . . !

- Radio is rapidly taking on the proportions in the Motion Picture Exec's scheme of things, it rates . . . . M-G-M mogul seems to have a fine package in its "M-Scree test program," as a distinct medium to dispense entertainment thus earning the appreciation of many millions of listeners and it should discover a wealth of new talent for its studios . . . . Universal Pictures, too, has hopped aboard this latest "kilocycle wagon" and has made a deal with NCAC, sponsoring the latter's Blue Net packey, "On Stage Everybody," produced by Lou Goldberg and directed by George Weist . . . heard now Saturday mornings at 11 a.m., the program will move to the 7:30 p.m. slot, Saturdays, starting September 16. . . . Key Stevens, vocally featured on the WHN "Gloom-dodgers" program, rates time on the networks. . . . The Sammy Timbers (he's the former Rose Marie Sinnott, "Ziegfield Follies" Dolly) were Blessed-Svented last week. . . . "Effie Klinker" will be the name of the new feminine character who will be added to Edgar Bergen's "Holywood Heads." Mrs. Robert Hartel of Milwaukee, who submitted the name is the winner of a $100.00 Win Bond. . . . Martin Starr, United Artists radio director, starts a new WMCA series today. . . . Kenyon & Eckhardt has tripled its floor space at 247 Park Ave, during the past year and half.

Beatrice Kay, singing-comedienne, currently in Hollywood, will guest tomorrow on Benny Baker's program. . . . Gale Associates are handling screen star Olivia de Havilland for radio appearances. . . . Bob Hope will be profiled in the October issue of Readers' Scope. . . . A Sporting Goods firm wants Jim Falkenberg to give a series of lessons via an air program, on tennis, swimming and archery.

- Sotto voce to J. McKay: Shap's low score represented only "Nine Holes" in the tournament, but you didn't say so . . . and is he embarrassed. . . . When the Koussevitsky-conducted "Boston Symphony" returns to its regular Saturday at 8:30 p.m. spot on the Blue Net, starting early in September, the format will remain unchanged . . . we'd like to continue to hear the mellow tones of Don Lowe who did such a fine announcing job last year.

Chris Cross and his Orchestra leave the Hotel Edison tomorrow for a two-week engagement at the Million Dollar Pier at Atlantic City thence to the Hotel Biltmore in Gotham with Blue Network airings . . . his new vocalist, Allan Kay, is going places.

Ralph Dunke, WEA Featured every morning as the "two-minute man," will portray an important role in the Broadway production, "Sadie Thompson," which goes into rehearsal next week.

Dick Byron, baritone heard on the "Roth Revue," via WEA, will do a repeat-guest-shot next Wednesday on the CBSquib musical.

Jack Haley and a troupe including Mary Brian, Frances Faye, Betty Yeaton and Jodie Manners, have reached Gotham after an 18,000-mile overseas entertainment tour . . . . Haley returns to the NBCast-to-Coaster, "Joan Davis Show with Jack Haley" Thursday.

Ed Saulpaul will produce the new series of musicals which will start Sept 5 and ethered every Tuesday at 11:30-11:55 p.m., via the Blue . . . . Whitman will baton the first four programs, followed by Joseph Stopak, Paul Lavalle and Theodore Weingand.

- There is plenty of harmony, musical and matrimonial, in Clarence Fuhrman's new orchestra at KYW in Philadelphia . . . . three of his gal muscians are wedded to three of his bandmen. . . . Groucho Marx is mulling an offer to head another other comedy session. . . . J. Walter Thompson and the Blue Net will host Thursday at a cocktail party at the Rainbow Room in honor of Fred Waring, whose Pennsylvanians will start a new series of musicatures Sept. 7, for Owens-Illinois Glass . . . .

---

Remember Pearl Harbor ---
"ON STAGE EVERYBODY!"

The Blue Network's Sensational Opportunity
Show now opens even wider the doors
to Fame and Fortune for Radio and Screen
"Big Names" of tomorrow through a
GREAT 26-WEEK CONTEST

EVER since the Blue Network Company was formed, it has been the opportunity network for radio artists. One important contribution has been the program, "On Stage Everybody!", which during the last 30 weeks has provided opportunity for countless professional singers, actors, and other artists to air their talents coast to coast.

Beginning October 7th, "On Stage Everybody!" proposes to give aspiring talent an even more profitable opportunity by staging a unique 26-week contest which offers the winners opportunity not only in radio but on the screen as well!

HERE IS HOW THE CONTEST WILL OPERATE:
1. Each week for 26 weeks, "On Stage Everybody!" will present a group of "acts"... carefully and impartially auditioned from professional talent.
2. The ten most talented acts will be given contracts to appear in the full-length picture, "On Stage Everybody!", to be produced by Universal Pictures, one of Hollywood's top five studios.
3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network's Program Department for complete details.

"On Stage Everybody!" emphasizes the Blue Network's policy that radio must discover and develop talent of its own. We believe that this new contest feature of "On Stage Everybody!" is an even bigger step in the right direction.

"ON STAGE EVERYBODY!" is for sale!
The inherent commercial strength of this program, combined with the possibilities of the contest feature, provide an unusual vehicle for the alert advertiser. FOR FURTHER INFORMATION: Blue Program Sales or National Concert and Artists Corporation.

The Blue Network
AMERICAN BROADCASTING SYSTEM, INC.
Collingwood's Story
A Parisian Mystery

(Continued from Page 1)

a confidential check is being made by one of the press associations to learn just what happened to bring forth the story "with the Eighth Step"? Whether Collingwood was in Paris or not was still unknown up to last night. CBS has been unable to contact from him, and it is believed that he may be in the city, but other wires are inclined to believe otherwise. Most credit explanation seems to be that Collingwood did the story in advance and it was released too soon. At any rate CBS yesterday issued the following statement:

"This is what CBS has been able to learn today concerning the Charles Collingwood story, datelined 'Paris,' and carried on this wire last night.

"The story reached London by courier plane toward midnight, Lon- don time, upon the statement of London time. It was in typewritten form courier plane toward midnight, Lon- don time. It was in typewritten form courier plane toward midnight, Lon- don time. It was in typewritten form courier plane toward midnight, Lon- don time. It was in typewritten form"

CBS Group Attending
NAB Meet Announced

(Continued from Page 1)
sory Board who will meet with CBS executives. The list follows.

WABC, New York; Arthur Hull Hayes, general manager.

WBBM, Chicago—H. Leslie Atlas, vice-president in charge of Central Division and general manager; J. L. Van Volkenburg, assistant general manager; Walter Preston, program director.

WOR, New York—Kelly Yoder, manager of CBS Radio Sales; J. J. Be- ionguy, Central division operations engineer and chief engineer; Jonathan Snow, promotion manager; Florence Warner, educational director; Shepard Chertock, director of press information and Public events; Ralph Forster, director of the station relations department.

WNET, New York—Donald Roberts, western sales manager, and Robert Buckley, as- sistant western sales manager.

WBT, Charlotte, N. C.—A. D. Wil- lard, Jr, general manager.

WOCO, Minneapolis—Paul—Austin E. Jocelyn, general manager, and Hugh McCarty, chief engineer.

WEAI, Boston—Harold E. Fellows, general manager.

KMOX, St. Louis—Merle S. Jones, general manager.

"It was in the story of Charles Collingwood in the Missus Goes A-Shopping program, 6:30 to 6:45 a.m., EWT, Mondays, Wednesdays, and Saturdays, Neff, May 4, Abraham's stores.

Brooklyn department store, will re- new sponsorship of "Missus Goes A-Shopping" with John Reed King from 6:30 to 6:45 a.m., EWT, Mondays, Wednesdays, and Saturdays. The account was placed through M. H. Hackett, Inc.

"Once a story is written, they will be conducted efficiently. They will be conducteffiY

UAW Witness Heard;
WHKC Sessions End

(Continued from Page 1)

UAW programs relating to the attacks.

On the stand all afternoon was Mil- ton Stewart of the Bureau of Applied Social Research, Columbia Univer- sity, who testified he had analyzed the scripts of Fulton Lewis, Jr., Cecil Brown, Boake Carter and Upton CHAPMAN, who were tried by WHKC as a Mutual affiliate. Ste- wart said that 175 programs showed that those portions devoted to opinion were generally inadequate to labor, to the unions and to the CIO Political Action Committee. Philip Weiss, WQXR, has been called by the WAC recruiting campaig...
WORDS AND MUSIC

BY HERMAN PINCUS

FIREMAN, SAVE MY (brain) CHILD: Most everyone with even the slightest knowledge of Tin Pan Alley or its inhabitants, knows, or at least has heard of Johnny Tucker. This songwriter, has long been a New York City fireman (writing ditties between fire alarms). One day last week, while music publisher Jack state was demonstrating a new song titled, "Tore The Sun," there was some of the CBS "stoppage" program. Tucker walked into the office and had just about wedged his 230 lbs. of good nature onto the softest chair in the office, when the siren of a fire engine was heard from the window facing Broadway. Quick as a flash, Tucker ran to the window, his eyes scanning the famous thoroughfare, seeking the flames. This is merely to introduce Johnny so that you'll appreciate the story which is a "Ripley" if there ever was one.

Back in 1921, when Johnny Tucker was little more than a youthful recruit-fire-eater, (and we might add a few pounds less in the avocadopotes department) he dreamily polished the slide-pole at the fire-station, engrossed in pleasant thoughts of the royalties that he "was going to earn" from a new song he had written titled, "Maggie—Yeth Mam" when the alarm sounded.

Into his boots, down the pole and atop the hook 'n ladder hastened Tucker and the apparatus sped northward on Broadway. By the time they reached 47th Street, his buddies sensed Johnny's nervousness but when they stopped at 49th Street in front of the Hilton Building, they realized the cause of his despaired expression. The fire was located in the office and stock room of Clark & Leslie, PUBLISHERS OF HIS SONG.

Tucker was the first to climb the ladder to the window ledge of the burning office, disappeared for a few moments and then reappeared with several books in his arms. When he got down to the ground, he hastened to Edgar ("Among My Souvenirs") Leslie, who was in the throne watching and said, "Ed here are your books. I didn't want anything to happen to the royalty records on my song."

comes September 4 and once again the families of farmers of the mid-west states of Nebraska, Minnesota and South Dakota, will assemble at Yankton, to be greeted by their respective Governors, Dwight Griswold, Ed Thye and M. Q. Sharpe and learn who had been named "The Typical Mid-West Farmer" of the year in this WNA sponsored contest. Never has the importance of food been universally recognized as being so vital a part in the war effort and Phil Hoffman's staff is to be congratulated on the results of their efforts towards teaching the most up-to-the-minute methods of tilling the soil, caring for the livestock and harvesting of richer crops.

Governor John Moses of North Dakota and Governor B. B. Hickenlooper of Iowa have signified intentions of attending at least part of the ceremonies and the guest artists include "The Lone Ranger" and his horse "Silver," Parks Johnson and Warren Hull of "Vox Pop" fame, Bob Chester and His Orchestra and the famous WAC Military Band from Des Moines, Iowa.

TIN PAN ALLEY OOPS: One of the stem's youngest and most promising composer-arranger is a lad named Mill Overt, whose arrangements for Chris Cross' Hotel Edison Orchestra "really send"... and get an enviable of his latest composition, "Whipitool," published by Lewis Music... Paul Pioneer Music Co. have a likely looking ditty in "Paris Will Be Paris Once Again," written by Jack Rosenberg, Ira Schuster and Paul Cunningham... Musical Directors are beginning to write in for the increasingly popular ballad, "Seven Days A Week." Musicraft Records report that it has back orders for 400,000 platters for the Joan Brooks recording of it.

---Be A Rational National---

Radio News Bulletin

Servel, Inc., of Evansville, Indiana, manufacturer of the Servel Gas Refrigerator, is posting daily throughout the plant bulletin that contain the latest news of the individual progress on all fronts gathered from the two local stations, WGFB and WEOA. The news is recorded by a stenographer and when she has transcribed it, she has the news forwarded to the mailing department for reproduction and distribution.

Begun as a promotional feature of the Fifth War Loan Drive for the employee, the notice was then named "Invasion News." Now it has been resumed on account of the employees' requests as "Radio News Bulletin." Although this service is performed once daily, Servel has arranged with the two stations for "spot news" transmissions when they occur.

Dunninger's Challenge

Dunninger, the Master Mentalist, who is managed by National Concert and Artists Corp. of New York City, has issued a challenge to anyone to duplicate him in his recent performances of reading a person's mind without any writing having been submitted to him. The prize is $10,000 which the loser must pay to any recognized charity. The challenge is being publicized on larger sheet posting duplicate copies of comments expressed by the celebrities who have been on the "Brainbuster's" radio programs. These noted people of different professions were stunned at Dunninger's ability to read their minds without having them divulge their thoughts via writing or speaking.

County Fairs Coverage

Having covered the recent county fair at Xenia, Ohio, WIX, of Dayton, O. will resume this year coverage of all fairs within the neighboring counties. At the fair, WING's special events department arranged exhibits and wrote copy each day. The on-floor setup rarely changes. Traveling from county to county, the station's Mobile Unit attracted the attention of rural sightseers. It participated in all the parades and festivities. The shows were sponsored by the Dayton Coca-Cola Bottling Co. and the Bryan Motor Sales, distributors for Ford-made tractors.
**NEW YORK**

HAVING returned from Hollywood, where they went for a motion picture assignment, Al Trace and his Silly Symphony are being heard once again over WNEW from the Hotel Dixie... Charlotte Keane, a rising young radio-actress, has joined the cast of "Aunt Jenny," heard over WABC-CBS Mondays through Fridays, at 11:45 to 12:00 Noon, EWT. To entertain wounded soldiers WNY's "Little Review," a children's show aired Saturdays from 10:30 to 11:15 a.m., played its second visit to Mitchell Field hospital Tuesday, Aug. 22.

**FORT WAYNE**

The 154th anniversary of the founding of the U.S. Coast Guard was celebrated over WOWO with interviews of SPAR members by Rosemary, and the swearing into the service of a Fort Wayne SPAR tourist of Memphis, she visited the places of interest, and declared to have a real vacation.

**BEPHER MARSHALL WILKENS, JR.,** born June 29, 1918, in Fort Wayne, Ind., is the father of Kern-De Forest and Olive Humble, former SPAR members. Mr. Wilkens was a member of the SPAR organization and later became a member of the Kappa Sigma fraternity.

**OHIO**

CLEVELAND—Richard A. Beach, announcer and promotion manager of WMNR, Marion, Ohio, is now serving as air director of the new station. He has also been engaged in radio work for WMNR for two years, has returned to the station as control supervisor. Best WRRA activities include: He is chief of WBBL Grace Covenant Church, in this city.

**VIRGINIA**

RICHMOND—Rudolph W., chief engineer for WRNL for two years, has returned to the station as control supervisor. Best WRRA activities include: He is chief of WBBL Grace Covenant Church, in this city.

**CANADA**

TORONTO—The program "Radio Readers Digest" will start on the Dominion Network of the CBC on Sept. 10, in the interests of Campbell Soup, and will be heard Sundays from 9:00 a.m. to 9:30 p.m. The account was handled by Ward-Wheeler Public Relations.

**HALIFAX**

BERMUDA—The CBC has never been granted permission to operate in Bermuda.

**NEW JERSEY**

NEWARK—Most worthwhile projects after a WAAT "Coffee with Norman" according to emcee Norman was the placing of eight foster homes. The Children's Aid Society of Newark made the announcement after which members of the public and audience immediately adopted the foster homes.

**TEXAS**

SAN ANTONIO—Bud Thorpe, under the sponsorship of Heysters Heat Powder will do the quarter-hour "Strictly Swing" show Saturday afternoon over WOAI. Ms. Hume has joined the staff of XMCA as secretary to merchandising manager Bud Lutz.

**COLORADO**

DENVER—KOA has sold a schedule of announcements to the Union Pacific Railroad in behalf of this company's unclaimed and refused freight auction... KLZ is broadcasting a new Sunday evening series titled "Your Best Friend" for the Do Do Dog Food Co. of this city.

**CONNECTICUT**

HARTFORD—As a new service to listeners, on the Strictly Swing" show, new Saturday afternoon over WDBR, emcee Jim Garrett plays a tape recording of a children's show "Little Review," a children's show aired Saturdays from 10:30 to 11:15 a.m., played its second visit to Mitchell Field hospital Tuesday, Aug. 22.

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Ryan Keynotes NAB Meet

**Electronics Park" Set**

**Huge G. E. Project**

**To Address NAB Folk**

**Chicago—Charles Francis Coe, vice-president and general counsel of the Motion Picture Producers and Distributors of America, will arrive from New York today and tomorrow will be one of the principal speakers at the afternoon session of the NAB War Conference. Mr. Coe, the first motion picture executive ever to address the broadcasters, will speak on the subject of "Broadcasters' Public Relations."

Mr. Coe is widely known as a writer and orator. He is a leading attorney at Palm Beach, Fla., and is nationally known as a writer of special articles on crime.

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**Gubb Plugs Tele**

In an address before the North-eastern Farm Bureau Conference at the Hotel New Yorker, Larry E. Gubb, chairman of the board and directors of Philco Corp., predicted that in post-war America television would be among the many industries that will play an important part both from an employment and a merchandising and marketing standpoint.

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**Coe First Movie Exec. To Address NAB Folk**

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**Mutual Sponsors Okay Fall Programs**

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**Safe**

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**Watermelon**

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**THE WEEK IN RADIO**

**NAB's Post-War Session**

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**THE WEEK IN RADIO**

**NAB's Post-War Session**

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**TEN CENTS**

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**NEW YORK, N. Y., MONDAY, AUGUST 28, 1944**

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**SALES AND NAB ON TO VICTORY...**

---

**WAR CONFERENCE, CHICAGO, AUGUST 28-29.**

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**More Than 1,000 Broadcasters Gathered For Executives War Conference; Important Speakers Sked**

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**Govern't On 'Farm Hour' To Use Wire Recorder**

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**Chicago—For the first time in history, the U. S. Department of Agriculture will make use of the magnetic wire recorder for farm radio programs when it starts a series of grass-roots recordings for spot broadcast.**

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**Leaver Brothers Adds CBS Outlets For Two Programs**

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**New Commercial Show Debuts On Blue, Oct. 6th**

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**"The Doctor Talks It Over." will bow in over the Blue Network Friday, October 6, 10:30-10:45 p.m., EWT, for the American Cyanamid Co.**

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---

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Radio Daily Headquarters


Coe First Movie Exec. To Address NAB Folk

(Continued from Page 1)

with a high rating as a penologist and criminologist. He is known to friends in the motion picture industry as "Soccer" Coe—a nickname given him when he was an amateur boxer.

In his present executive post with the Motion Picture Theater Owners of America, Mr. Coe handles the public relations policies of the movie industry.

New Commercial Show Debuts On Blue, Oct. 6th

(Continued from Page 1)

Goddard's Survey Shows Post-War Veteran Plans

(Continued from Page 1)

The broadcast, which centered around the post-war plans of the oil and petroleum industry, further stressed that many phases of the trade-like petroleum chemistry through expansion will offer new products in the field of plastics, textiles, and synthetics—thus making available new jobs. Also, the post-war plans will allow for a large number of people who will be entering the petroleum industry for the first time.

WPAI Signs AP

Portsmouth, Ohio—WPAI has contracted for the special AP radio wire through Press Association Inc., according to an announcement made yesterday by Paul Wagner, manager of the station.

Two Mutual Sponsors Okay Fall Programs

(Continued from Page 1)

ship of Dubonnet Wine Company.

The other show, titled "Steel Horizons" and sponsored by Allegheny-Ludlum Steel Co., is a series of semi-classical musical programs with a new talent-twist and will be heard Sun., Oct. 1. A woman guest-vocalist will appear every week, selected through auditions to be held in various large cities, and brought to New York with all expenses paid. It is hoped that quite a bit of as yet unrecognized professional will be unearthed through these auditions.

Gary On Joke Quiz

Arthur Gary last Saturday replaced Doug Brown as hitch-hike announcer on "Can You Top This," heard over NBC from 10:30-11 p.m.
The story behind the W·I·T·H “News Room”

W·I·T·H is recognized as the NEWS station in Baltimore. W·I·T·H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W·I·T·H “News Room” is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that packs into each period all the vital news.

Do you see now, why W·I·T·H delivers more audience for the dollar spent? We’ve got the hard as nails facts, if you want them.

W·I·T·H

Baltimore, Md.

Tom Tinsley, President - Represented Nationally by Headley-Reed
Office of The Governor

Dwight H. Green
Governor

Mr. J. Harold Ryan, President of National Association of Broadcasters
Washington, D. C.

Dear Mr. Ryan:

I would like to be present in person to welcome the National Association of Broadcasters when it holds its war conference in Chicago, August 28 to 31, but a previous engagement will not permit me to do so. Therefore, please permit me to use this means of extending a cordial welcome to Illinois.

The members of your Association are doing an outstanding job in connection with the nation's war effort. Not only are you keeping the American public constantly informed of momentous events in every theater of war, but you have given invaluable aid to make the war loan, salvage and other home front campaigns successful. I am glad at this opportunity to express my appreciation of your wartime services.

Please convey my most cordial greetings and good wishes to all the officers and members of the National Association of Broadcasters, together with my hope that this Chicago meeting may be well attended and thoroughly enjoyable.

Sincerely yours,

Dwight H. Green
Governor

NAB War Conference Opens Today In Chi.

(Continued from Page 1)

chairman of the FCC. Honorable Robert A. Lovett, assistant secretary of war for information, was the first of the important speakers to be heard. Frances C. Feltis, vice-president and general counsel, Motion Picture Producers and Distributors of America and Paul G. Hoffinan, chairman of the Committee for Economic Development, will high-

light the convention. Chairman Fylly's address is scheduled for the Wednesday luncheon meeting while Secre-

tary Lovett will be heard at the noon luncheon session tomorrow. Mr. Coe's address is scheduled for the Tuesday afternoon session and Mr. Hoffman will be heard on Thursday.

Post-War Planning

Post-war planning promises to be one of the most important subjects to come before the convention. This session, titled "The Post-War Future of Broadcasting," is scheduled for Thursday afternoon. It will be in the nature of a symposium with Commandant of AAFM, General Prentiss, presiding. Speakers will be heard on the subjects of television, frequency modulation and facsimile and broad-

casters will be invited to submit questions.

The Thursday afternoon meeting and the pending report of the "Post-War Planning Committee" under the chairmanship of J. Harold Ryan are expected to shape the activities of the broadcasters in the year to come.

Members of the committee are as fol-


Web Affiliates To Meet

Aside from the general convention sessions a heavy schedule of network affiliate meetings, station rep cock-
tail parties, and regional net meet-

ings are scheduled. NBC Planning and Advisory committee will meet this afternoon and Sunday and today the web's "Parade of Stars" promotion display opens at the Palmer House. CBS has scheduled a dinner meeting of the Columbia Affiliates Advisory Board at the Palmer House for tomorrow even-

ing and the Blue Network, as well as Advisory this morning.

Officials of the Mutual network have planned a real party for the Friday night dinner party of directors meeting which will be held at the Drake Hotel and many of the broadcasters affiliated with the CBS will take an active part in the NAB convention.

Your N. Y. Dept. Stores Buying Time On WNEW

(Continued from Page 1)

have been on the station for a con-

siderable period. The Rogers store,

located in the Bronx, began to broad-

cast over WNEW two years ago, and

has been heard uninterruptedly since,

using from three to five 15-minute programs weekly. WNEW is the only radio outlet used by Rogers.

Macy's began an institutional ad-

campaign on WNEW in May, 1943, and recently renewed for another year. Macy's is now using 31 CBC stations.

The Hearn account started this month with six quarter-hours on the "Make Believe Ballroom."

Gimbel's Starts Sept. 9

Gimbel's starts Saturday, September 9 from 8:45 to 10:00 a.m. for a period of 13 weeks. It will feature "Calling All Girls," a transcribed program for teen-age girls. "Calling All Girls," presented in cooperation with the magazine of the same name, will feature dramatized stories and games, in addition to interviews with name band leaders and topflight male sing-

ers. "Calling All Girls" also presents a special fashion chat by Nancy Pe-

per, fashion editor of the magazine,

Lever Brothers Adds CBS Outlets For Two Programs

(Continued from Page 1)

has increased the number of CBS out-

lets for their two programs, "Lux Radio Theater" and "The Frank Sinatra Show," on CBS.

When the "Lux Radio Theater" show will begin its 10th year on Sept. 1 at 9 p.m., the following six stations will be added: WHUB, Cookeville, Tenn.; WENT, Gloversville, N. Y.; WKMO, Kokomo, Ind.; WSAU, Wau-

sau, Wis.; KSJB, Jamestown, N. D., and KTTS, Springfield, Mo. The pro-

gram is produced and directed by DeMille, and is heard also on 31 CBC stations.

The "Frank Sinatra Show" returned on CBS Aug. 16 at 9 p.m., when on that date, these six stations were added: WKMO, Kokomo, Ind.; KTTS, Springfield, Mo.; KEYS, Corpus Christi, Tex., and KGGB, Harlingen, Texas. KSJB, Jamestown, N. D. and WSAU, Wausau, Wis. It features Sinatra as emcee and star, Eileen Barton as vocalist, a choral group and Axel Stordahl's orchestra.

Tom Shirley as announcer; Linda Al-

ler, national director of the "Calling All Girls" Club, and comedy by "Jennie Jabberwocky."

"Electronics Park" As Huge G. E. Project

(Continued from Page 1)

between $7,000,000 and $8,000,000

hailied the step on the week's new-

opening a new chapter in the field

of electronics, including tele-

for at Liverpool will be central

of the organization's activity in

The new development will be

important in physical and scien-

cial and manufacturing at

Dr. Baker's Headquarters

GE will establish in the new

additional channel for trans-

back of the GE plant in connection

Although no definite

which, when the plant finally

GE would build its new

in Pennsylvania, it is also expected that GE would open a station in the

will be available on the week-end,

view that GE would build its

out that the plans for a main

station, which have been

ly by GE at press conferences on other occasion, will unde-

"Farm Hour" To Use Wire Record

(Continued from Page 1)

over local stations and record-

ing over local stations and

for at Liverpool will be cen-

the new development there, and Bair

occupied, and it is expected that the

the Department of Agr

that GE would establish in the

For the Department of Agricul-

the Department of Agriculture

in the weeks that followed the

 GE will develop a huge new

armament and equipment

the Department of Agriculture

with the Armour Research

in Chicago, which develop-

recorder. The recorder being

tically on the spot on spools of fine

be used by GE at the new plant

wire recordings can easily be trans-

(Continued on Page 34)
WJJD

Is Happy to Announce

the Appointment of

PAUL H. RAYMER CO.

As Exclusive

NATIONAL REPRESENTATIVE

Effective Immediately
E R N E S T A D A M S, W H I O ; M o r t Adams, KBS; Pat Adelman, KTBC; Herb Akerman, CBS; Mr. & Mrs. E. A. Alburtz, WHBIQ; John Alexander, KDDY; Walt H. Allen, KALB; Frederick L. Allman, WSVA; Miss Armstrong, WMMD; Mr. & Mrs. C. E. Arney, Jr., NAB; A. L. Ashby, NBC, Alfred Ashcroft, Radio Daily; Leslie Atlass, CBS; Ralph L. Atlass, WIND; Ellis Attbrewer, KCND; Lyle Backer, Fed. Tel. & Radio Corp., Bill Bailey, Broadcasting Magazine; George Baille, WMSD; Owen H. Balch, KSAL; John M. Baldwin, KDKL, A. C. Baltimore, WBRE; Glenn Bannerman, CAB; Charles Barbe, Sesac, Inc.; Charles Bartham, WCHV; John L. Barnes, WGAC; Claude Barrere, NBC; Miss Betty Bartlett, KFRE; Paul J. Bartlett, KFRE; Robert T. Bartley, NAB; Ralph Bateman, Katz Agency, Inc.; Robert Baumstein, WISH.

Ben Baylor, WMAL; C. K. Beaver, KARK; Wally Beavers, WCOL; Mrs. Aurelia S. Becker, WTBX; J. Behr, Radio Eng. Labs.; Leroy W. Beiter, Presto Recording Corp.; John C. Bell, WBRC; Andrew W. Bennett, WWPG; Samuel H. Bennett, KMBC; Mr. & Mrs. Bernard Berk, WAKR; Edwin Berr, WBB; Mr. & Mrs. Edgar L. Bill, WMBD; F. D. Biggs, WLABC; Frank Bishop, KFEL; George Blackwell, WBLK; Milton Blink, Standard Radio; W. C. Boehman, WCOS, L. F. Bockhoven, Western Elec.; Hugh K. Boice, Jr., WMBD; George W. Bolling, John Blair & Co.; George M. Bonner, WHO; H. H. Born, WBHL; Judge G. Borra, WSMB; Mr. & Mrs. F. W. R. Borton, WQAN; R. L. Bowles, WCKY; Miss George Bowman, Am. Red Cross; Quincy A. Brackett, WSPR; Mr. & Mrs. H. H. Born, WHBL; Judge G. Borra, ATS, WMC; Ralph L. Atlass, WIND; Alfred Ashcroft, RADIO DAILY; Leslie Atlass, CBS; Ralph L. Atlass, WIND; Ellis Attbrewer, KCND; Lyle Backer, Fed. Tel. & Radio Corp., Bill Bailey, Broadcasting Magazine; George Baille, WMSD; Owen H. Balch, KSAL; John M. Baldwin, KDKL, A. C. Baltimore, WBRE; Glenn Bannerman, CAB; Charles Barbe, Sesac, Inc.; Charles Bartham, WCHV; John L. Barnes, WGAC; Claude Barrere, NBC; Miss Betty Bartlett, KFRE; Paul J. Bartlett, KFRE; Robert T. Bartley, NAB; Ralph Bateman, Katz Agency, Inc.; Robert Baumstein, WISH.

Mr. & Mrs. William H. Cate & daughter, KBPM; Mr. & Mrs. Clifford M. Chafey, WEEU; Paul R. Chamberlin, General Elec.; Ted Chapeau, WJHP; A. L. Chilton, KSKY; Ruth Chilton, WCAU; Arthur B. Church, KMBC; Wells, Church, Rep. Natl. Committee; D. Claraburg, CBS; Flex Clark, KFDC; Donn Clayton, KSJR; Marie E. Chayton, WHFC, Mr. & Mrs. George Clinton, WPAR; Roger W. Clipp, WFIL; Regina Chough, Tide Mag.; W. E. Cobb, WMAL; L. Dale Coffman, WGY; L. T. Cohen, Am Society of Composers, Authors & Publishers; Herbert Cole, Fed. Tel. and Radio Corp.; George D. Coleman, WGBI.

Sam Collins, WCED; James Collins, Blue Network Co.; Tom Connolly, CBS, Frank Conrad, Blue Network Co.; Nathan W. Cook, WIBX; Clyde F. Coombs, KARM; Richard B. Coon, WKIP; Helen Cornelius, NAB; Emile Cote, Langworth Transcriptions; C. H. Cottington, Erwin, Wasey & Co., Inc.; Charles W. L. Coulson, WHAS; Douglas Coulter, CBS, Edwin W. Craig, WSM; W. F. Craig, WLBG; George Chandall, CBS, Mark Chandall, KFEL; George Cranston, WBAP; KGNO; Mr. & Mrs. Guy Cresselius, WGBF; S. E. Crew, WCBY; Wayne G. Cribb, KHMJ; John M. Croft, WPJA; Frank Crowther, WMAL; Claude C. Culmer, Sesac, Inc.; George Cushing, WJRR; Mr. & Mrs. Howard Dahl, WKBH; Harben Daniel, WSAS, J. A. Davenport, WATL; W. R. David, Genl. Elec.; Donald Russell Davis, WBB; Harold Davis, WCAU.

Mr. & Mrs. John H. Davis and 7 yr. old daughter, NAB; William M. Dawson, WARM; Lorraine Dean, The Advertiser; R. E. Dean, Genl. Elec.; W. C. De Hority, WAML; Mr. & Mrs. Herbert Denny, Standard Radio; George DePue, WKRE, Robert Dettman, KDAL; Otis Devine, WSM; Dietrich Drags, KDRI; Everett L. Dillard, Commercial Radio Equipment Co.; Merwin Dobyns, KGHR; C. W. Doheny, Standard Rate & Data; Dorothy Doran, WAKR; W. Van C. E. Hooper, Inc.; Wm. M. WJHP & WCOA; M. KFPR; Willis Dunbar, Blue Network Co.; Mr. & Mrs. F. J. Evans, Mr. & Mrs. R. Evans, WJBY; Charlotte W. Fair, WHD; Harold Fair & Son, WJBY; Mr. & Mrs. James Fay, WHAM; Harold Fair & Son, WJBY; Mr. & Mrs. James Fay, WHAM; Harold Fair & Son, WJBY; Mr. & Mrs. H. H. Born, WHBL; Judge G. Borra, ATS, WMC; Ralph L. Atlass, WIND; Alfred Ashcroft, RADIO DAILY; Leslie Atlass, CBS; Ralph L. Atlass, WIND; Ellis Attbrewer, KCND; Lyle Backer, Fed. Tel. & Radio Corp., Bill Bailey, Broadcasting Magazine; George Baille, WMSD; Owen H. Balch, KSAL; John M. Baldwin, KDKL, A. C. Baltimore, WBRE; Glenn Bannerman, CAB; Charles Barbe, Sesac, Inc.; Charles Bartham, WCHV; John L. Barnes, WGAC; Claude Barrere, NBC; Miss Betty Bartlett, KFRE; Paul J. Bartlett, KFRE; Robert T. Bartley, NAB; Ralph Bateman, Katz Agency, Inc.; Robert Baumstein, WISH.

**City of Chicago**

**Edward J. Kelly**  
Mayor

**August 16, 1944.**

Mr. J. Harold Ryan, President of National Association of Broadcasters, Washington, D. C.

**Dear Mr. Ryan:**

I note with interest that the National Association of Broadcasters is to hold its War Conference at the Palmer House the latter part of this month.

You may be sure that the delegates of this important conference will receive a hearty welcome. All Chicago will consider it an honor to play the host to a group who have performed such an outstanding public service.

I hope to have the pleasure of a visit with you while you are in Chicago.

Sincerely,

**Edward J. Kelly**  
MAYOR
buy spots by the “Rule of 3”

Your selection of a radio station in any one market is solved simply and sensibly by radio’s “Rule of 3”. If you have a spot announcement schedule to place, there are three important things a radio station has to offer you. They are 1) coverage, 2) programs and 3) rate. In the Hartford Market, you get the most attractive combination of these three on WDRC.

BASIC CBS FOR CONNECTICUT

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM
E. B. MARKS Delivers
3 GOLDEN JUBILEE SPECIALS
Now the Grandest Hit to Hit the Nation
WHAT A DIFFERENCE A DAY MADE
And a Grand follow-up to Paper Doll and Poinciana

Authentic PETER MAURICE EDITION
The Great Hit Song of World War II
LILLI MARLENE
(My Lilli of the Lamplight)

ISLE OF THE MIDNIGHT RAINBOW
Hawaiian and Lovely
The Great Hit from "HATS OFF TO ICE"

The hallmark of accuracy in Radio Station measurements for the past eight years.

MARKET ANALYSES • MAPS
PROMOTION — AM. FM. TELEVISION
More than 300 Radio Clients
WALTER P. BURN & ASSOCIATES, INC.
7 WEST 44TH STREET • NEW YORK 18, N. Y.
902 AMERICAN RADIO STATIONS

with

AMERICAN MUSIC FOR TODAY AND TOMORROW

from its storehouse of more than

100,000 COPYRIGHTED COMPOSITIONS

of

AMERICA’S FINEST PUBLICATIONS

THE BEST MUSIC

IN

AMERICA

Answer to your music problems

SESAC PROGRAM BUILDER!

In mails Now!! Watch for it!!

Over 600 SESAC tunes recorded

on commercial and library

transcriptions in one month.

475 FIFTH AVENUE
NEW YORK 17, N. Y.
Sponsors and Agencies

Big Contributors in Blue’s Growth to Man-Size in Three Years

Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier “To Do Business with Blue.” Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President

Right after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: “The Blue is now a mature network.” Allowing for bias in our favor, we like to think our station is right—that we are now man-size.

Let us see how the Blue measures up to “man-size”—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here’s a medium that may soon fit into your marketing plans.

Big Handling of Big News

Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a “name,” and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of Time and Life (“Time Views the News” program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers’ platform; Martin Agronsky and Harry Wismer on the convention floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Bakhague, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of Time and Life. They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder Variety said that the Blue had the “best all-around coverage” of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kiernan and by Clete Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur’s headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for Newsweek, did the summary after each session exclusively for the Blue.

More Stations, More Coverage

From the viewpoint of stations and coverage, we believe the man-size fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 23 new programs to old advertisers. When we turn to our list of new and old advertisers, we invite your attention to two factors:

1—the importance of the advertisers who are on BLUE (figure for yourself whether they are sorts who would buy a network because they think we have the salesman’s hair-cut, or because they want results)

2—the type of program and the caliber of the audience it attracts (more and more, advertisers are investing more money to insure good shows—knowing that people listen to programs, not kilocycles)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are 23 new and 45 old advertisers whose 68 programs were so ordered.

Never Too Young or Too Old

In addition to all this we believe we are doing a man-size job of covering listeners' interests every month from January, 1944, on, but didn’t happen by virtue of one program worth—the average, but by virtue of an existent performance all through the money.

And it begins to look as though in the autumn, we are going to duplicate our money performance.

Another program point: Since January, 1942, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or money; but simply that we are honest enough to admit we haven’t such a corner and welcome brains when they appear.

Advertisers Find Net Man-Size

Now comes the crucial question: do advertisers think we have grown to man-size? Let us just say what we think; they think as they do what they order. When they buy BLUE, part of the reason may have been that there was no time elsewhere; when they renew and stay on the Blue, there must be because the Blue delivers audiences at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have an 11 new programs to old advertisers. When we turn to our list of new and old advertisers, we invite your attention to two factors:

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Man-size networks, so to speak. Sponsors whose 45 programs were so ordered.
they are (almost) never too young or too old get pleasure out of tuning to the BLUE.

For kids of preschool and school age, we ve the biggest block of children s programs any network, for the "hobby box" age we ve the top name bands of the country, Spot聽t Band; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue s summer schedule—the new comedy town make us perhaps the No. 1 comedy net- work in the summer with a challenge to old me comedy programs returning in the fall. Fan-sire? You be the judge.

Now, how about the part our network is laying in the industry: let us be content with sing the fact that at the Conference of Educa- tion by Radio, held in May at Columbus, O., or representatives were far from silent. We have also been vocal about the rating service ete. And we think that we were pioneering all radio when we entered the International Children s Broadcasting Conference in April, and we think that the best possible all-roun American Broadcasting System, Inc. Our slogan "listener-relations" project designed to benefit the industry needed and would benefit from m, we think. We have long believed that the tional program and its ads have a great deal to play and interest. In other words, a job for tivity. It is also a great deal to the advertising man, for the fine art of copywriting comes me copywriting, and the copywriter who is interested in radio and television has a great deal to learn and to do. It is a job for the man who is interested in advertising, and who is interested in people.

Living Up To A Slogan

We are in the business of advertising, and our slogan is "Living Up To A Slogan." We believe in it, and we live by it. We are not satisfied with "just being in the business of advertising," but we are in the business of helping people to live better lives. We are in the business of making people happy, and we are in the business of helping them to be successful in their work.

We believe in the power of the spoken word, and we believe in the power of the written word. We believe in the power of the printed page, and we believe in the power of the radio broadcast. We believe in the power of the television screen, and we believe in the power of the movie screen. We believe in the power of the print ad, and we believe in the power of the radio ad. We believe in the power of the television ad, and we believe in the power of the movie ad. We believe in the power of the newspaper ad, and we believe in the power of the magazine ad.

We are in the business of advertising, and we are in the business of helping people to live better lives. We are in the business of making people happy, and we are in the business of helping them to be successful in their work.
(Continued from Page 8)

NAB Registrations
(Palmer House)

(Continued from Page 16)
The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made outside the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this outside half.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, with 36 local stations, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper in 3 weeks.

If you want to woo and win both halves of the Pacific Coast, buy Don Lee!
Get the gleam in this farmer’s eye... the happy mixture of pride and awe.

He is a sales cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%! 
Over all, he's been sowing lots more seed every year, with more and more and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and more and MORE stations. Up to 182 today.

And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1943</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL ADVERTISING</td>
<td>$388,000</td>
<td>$892,000</td>
</tr>
<tr>
<td>PERCENT IN MUTUAL</td>
<td>39%*</td>
<td>65%</td>
</tr>
<tr>
<td>NUMBER OF STATIONS</td>
<td>10</td>
<td>178</td>
</tr>
<tr>
<td>NET SALES</td>
<td>$991,000</td>
<td>$4,206,000</td>
</tr>
<tr>
<td>NET PROFIT (before tax)</td>
<td>$209,000</td>
<td>$1,831,000</td>
</tr>
<tr>
<td>HOOPERATINGS (same period each year)</td>
<td>4.4</td>
<td>10.3</td>
</tr>
</tbody>
</table>

*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1940

We're withholding this man's name at his request. But we can tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more MUTUAL, the more sales" (you should see the happy glint in their eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what you can raise from MUTUAL'S air acres.

This ... is MUTUAL
RUSSIAN HOOPER-
(Free Translation):
"Year after year, C. E. Hooper, Inc., and other impartial surveys have established WMC, Memphis, Tenn., as the Station in the Memphis area most people listen to most."

*5000 WATTS DAY & NIGHT
*NBC NETWORK
*OWNED AND OPERATED BY
*THE COMMERCIAL APPEAL
*Represented Nationally by the BRANHAM COMPANY

---

**Financial Report**

ALTHOUGH the books of NAB are kept upon a year basis, we have had compiled a statement of the income and outlay of the Association for the entire period from April 1, 1943, to June 30, 1944. The books are audited and independent certified public accountants and copies of the report are submitted to all Directors. Following is a financial statement:

**National Association of Broadcasters**
**Statement of Income and Expense**

*For the Period April 1, 1943, to June 30, 1944*

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on Hand, April 1, 1943 (as reported at 1943 Convention)</td>
<td>$36,998.49</td>
</tr>
<tr>
<td>Less: Accounts Payable, March 31, 1943</td>
<td>$9,634.69</td>
</tr>
<tr>
<td><strong>INCOME</strong></td>
<td><strong>EXPENSES</strong></td>
</tr>
<tr>
<td>Receipts from all Sources</td>
<td>$499,223.87</td>
</tr>
<tr>
<td><strong>GENERAL ADMINISTRATIVE</strong></td>
<td><strong>448,446.43</strong></td>
</tr>
<tr>
<td>President's Department</td>
<td>$57,774.96</td>
</tr>
<tr>
<td>Treasurer's Department</td>
<td>$31,556.17</td>
</tr>
<tr>
<td>Research</td>
<td>$21,532.28</td>
</tr>
<tr>
<td>Public Relations</td>
<td>$25,644.16</td>
</tr>
<tr>
<td>Labor Relations</td>
<td>$6,720.58</td>
</tr>
<tr>
<td>Legislative</td>
<td>$24,644.35</td>
</tr>
<tr>
<td>Engineering</td>
<td>$10,419.14</td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>$16,933.65</td>
</tr>
<tr>
<td>Promotion</td>
<td>$11,356.83</td>
</tr>
<tr>
<td>New York Office</td>
<td>$66,340.75</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>73,777.80</strong></td>
</tr>
</tbody>
</table>

Add: Accounts Payable, June 30, 1944 | $85,789.74

Cash on Hand, June 30, 1944 | $32,012.74

If any members desires more complete information, reference to any of the activities or the finances of NAB, information will be cheerfully given.

Respectfully submitted,

C. E. ARNEY, JR.,
Secretary-Treasurer

August 8, 1944.

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**NAB Registrations**

(Continued from Page 13)

- Loren Watson, WMBD
- Early Willson, KABC
- Willson, Howard H. Wilson Co.
- Wilson, WCKY
- Wilson, KABC
- KABC
- A. K. Wing, Jr., Federal Tel. & Tel. Corp.
- Wingard, WGAR
- Earl W. Gooden
- WDDO
- Mr. & Mrs. Lewis
- Communications Magazine
- Wirth, WFHR
- William Wood
- WOW
- Robert F. Wolfskill, Commercial
- Radio Equipment Co.
- Radio Equipment Co.
- Jan
- Woods, WMRF
- Woody Woods
- Milton W. Woodward
- Commercial
- Radio Equipment Co.
- Ralph Marston
- WGAR
- Mr. & Mrs. C. J. Ugel
- WPOR
- O. R. Wright
- KOZ
- KAZ
- WAG
- Lee Wynn, KGRR
- William Wood
- KWBW
- KJ
- Ed Yocum
- XKRO-KGHL
- Young, WDBZ
- Dr. Gene
- Young, WDBZ
- G. E. Zimmer
- KARK
- Mr. & Mrs. Frederic
- Frederick W. Ziv Co.
What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 146 stations, affiliates of the National Broadcasting Company . . . are what make this network work.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "The Network Most People Listen to Most."
Our Business
Is Building
For These Stations

PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES
In Kansas City

The Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB...for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Station Daytime... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities, "phone DON DAVIS"

KANSAS CITY — Scarritt Building — Harrison 1161
NEW YORK CITY — 507 Fifth Avenue — Vanderbilt 6-2550
CHICAGO — 323 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
Kansas... Kansas... Kansas... Kansas

MONTHS: APRIL-MAY, 1944—KANSAS CITY

ROOHopper Station Listening Index
TOTAL COINCIDENTAL CALLS—THIS PERIOD 13,954

MORNING INDEX MONDAY THRU FRIDAY 8-12 A.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>WHB</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.0</td>
<td>9.9</td>
<td>26.7</td>
<td>15.6</td>
<td>32.5</td>
<td>6.4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AFTERNOON INDEX MONDAY THRU FRIDAY 12-6 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>WHB</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.3</td>
<td>5.8</td>
<td>17.1</td>
<td>30.7</td>
<td>25.5</td>
<td>5.4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

General Committee

Housing Committee
Chairman—William E. Hutchinson, WAF, Chicago; Gil Barry, WENR, Chicago; J. V. Van Volkenburg, WBBM, Chicago.

Reception Committee

Elections Committee
Chairman—Felix Hinke, WBBG, Canton, Ohio; E. Randall, KDKA, Pittsburgh, Pa.; Earl W. Wisner, WOOD, Chattanooga, Tenn.

Resolutions Committee
Chairman—H. K. Carpenter, WHB, Cleve- land; Oliver A. Faw, WJZ, New York; V. Y. Winks, WJZ, New York; Miss. A. E. Young, KBUR, Pueblo, Colo.; John A. Mason, WHB, Whiting, Green Bay, Wis.

Sales Managers Committee
Chairman—Chester P. Horton, WEMP, Bos- ton, Mass.; Dist. 1—John A. Bacon, WGB, Buffalo, N. Y.; Dist. 2—Thomas E. Prinz, WWBS, Pittsburgh, Pa.; Dist. 4—Stanton B. Reynolds, WJW, Columbus, Ohio; Dist. 5—Frank Crowther, WMAX, Maco., Ga.; Dist. 6—C. H. Baer, KAKE, Little Rock, Ark.; Dist. 7—Joseph Esten, WHAS, Louisville, Ky.; Dist. 8—H. J. Loeb, WHKF, Flint, Mich.; Dist. 9—Edward C. Allen, WADA, Madison, Wisconsin; Dist. 10—Bale Bondurant, WHO, Des Moines, Iowa; Dist. 11—Lee Walter, WJMN, Erie, Pa.; Dist. 12—Charles L. Myers, WRIA, Kansas City, Dist. 13—Alex Kocsis, KGNC, Amarillo, Texas; Dist. 14—E. Warren, EDY, Salt Lake City, Utah; Dist. 15—Clyde F. Coombs, KARM, Phoenix, Calif.; Dist. 16—Fred W. Rosenthal, Los Angeles, Calif.; Dist. 17—Chet Wheeler, KWL, Allentown, Pa.

Sales Managers Exec. Committee
Chairman—Fred Durr, KTRI, Sioux City, Iowa; Dist. 1—C. B. Warrington, KBB, Little Rock, Arkansas; Sam H. Bennett, KMBG, Kansas City, Missouri; Arthur H. Hayes, WARC, New York, N. Y.; James V. McConnell, NBC, New York, N. Y.; Dist. 2—R. T. Mahan, WAB, Atlanta, Ga.; W. B. Stauth, KOMO-KKJL, Seattle, Wash.; Dist. 3—Lyle H. Hartz, WFLA, Philadelphia, Pa.; Dist. 4—Walter Johnson, WJAT, Hartford, Conn.

Small Market Stations Committee
Chairman—Marshall Pender, KRKN, Rose- burg, Ore.; James H. Curtis, KFRO, Long- view, Texas; Robert T. Mason, Marion, Ohio; Fred Schubel, Knoxville, Tenn.; James A. Bierling, Allentown, Pa.

NYAF Convention Committee
22nd Annual Meeting

AFTERNOON THRU FRI.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

(Afternoon)

-22nd Annual Meeting

MONDAY, AUGUST 13

WEDNESDAY, AUGUST 15

(Continued on Page 22)
Announcing the forthcoming publication of

RADIO ADVERTISING
FOR RETAILERS

by C. H. SANDAGE

Visiting Professor of Business Research, Harvard University Graduate School of Business Administration to be published by the Harvard University Press

The study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case study of the experience of more than 1,000 typical local and small business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of the Harvard Business School, says, in part:

"Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising, although considerable research has been conducted on the use of radio for national advertising. Heretofore few studies have been made of the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by local businesses and other local advertisers."

"When industry again becomes dependent on its demand... a large volume of production and a high degree of employment can be maintained only if production and sales promotion are effective. Then the result of such studies as this one on local advertising will be especially useful..."

The study and report were completed by Prof. Sandage under the guidance of an Advisory Committee consisting of Professors Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanley F. Teele, all of the Harvard Business School. The book will be published about November 1. Its price will be between $4 and $5.

Printing conditions are such that it may be advisable for those who wish early copies to write their reservations to Division of Research, Harvard Business School, Soldiers Field, Boston 63, Massachusetts.

The format and typography of the book have been conceived and directed by Mr. W. A. Dwiggins. It is profusely illustrated with charts which summarize the findings.

The topics discussed are implied in the following chapter-titles: Extent and Character of Radio Use by Local Business Firms * Radio as a Medium for Selling Specific Merchandise * Radio as a Builder of Good Will and Store Traffic * Factors Making for Success or Failure * The Radio Audience * The Radio Program * Spot Announcements * The Commercial Message * The Radio Station * Advertising Agencies and Other Service Organizations * The Regional Advertiser.
The combination of JOE and RALPH are doing a dynamic selling job in this great market 3½ hours daily, six mornings per week!

It's The FROLIC in the DETROIT AREA!

Union Guardian Bldg., Detroit
J. H. McGillivra, Inc. Representative

5,000 WATTS
D AY and NIGHT
800 Kc.

MUTUAL BROADCASTING SYSTEM
STEP OUT ON THE AIR THIS FALL

WITH YOUR OWN BRAND-NEW SHOW

Planning Fall Schedules? Want to build your campaign around a brand-new show boasting top-notch talent, writing, production? Ravel your brain no more! NBC Radio-Recording Division brings you costly, expertly produced shows that you can maintain on a minuscule budget through NBC’s share-the-cost-plan whereby the expenditure is divided among many non-competing advertisers throughout the country. THE SHOWS...

Destiny Trails ... brings to life the immortal classics of James Fenimore Cooper. First, The Deerslayer ... 39 programs colorfully depicting the spirit of adventure that is our American heritage. Next, The Last of the Mohicans ... 39 programs. 78 quarter-hours ready for release Sept. 15 for three-a-week broadcast.

Come and Get It ... first recorded audience participation show, radio’s newest quiz mixes food facts and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to “Board of Experts.” Alma Kitchell, well-known for her Woman’s Exchange program and Gaynor Maddox, whose syndicated food articles are read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—ready for release about Sept. 1.

Ned Jordan—Federal Ace ... thriller with a new twist for family audience ... woven from swift-action facts, sans fantasy ... facts from government agencies, military journals, foreign office studies, secret memoirs, international claims trials and pithy “insiders” on underground activities ... frequently “beating the headlines.” Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger, with all-new material. 52 half-hour shows ready for release about Sept. 15.

Happy the Humbug ... adventures of that fanciful hybrid of the Animal Kingdom, named Happy, and his fascinating animal pals ... whimsical adventures brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations to start Jan. 1. Two series, available separately or in combination.

The Christmas Window ... Dramatizing Children’s stories both old and new, such as A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Fir Tree (Andersen) and the Shoemaker and the Elves (Grimm). Each acted by a superb cast ... all offer a direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

The Weird Circle ... modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. A record of results for wide variety of advertisers! 13 brand-new adventures bring program total to 65 half-hours.

Stand By For Adventure ... exciting happenings in far places among strange people ... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Carefully cast and expertly produced. 52 quarter-hours for one- or-two-a-week broadcast.

Effective promotional material furnished with each show to build your own audience. Pick your own time ... choose your own stations ... select an NBC Recorded Program ... step out proudly on the air this fall. Write, wire, or phone for detailed information and audition records.

See us at NAB War Conference
PALMER HOUSE, CHICAGO
AUGUST 28—AUGUST 31

National Broadcasting Co.

RCA Bldg., Radio City, New York, N. Y. Merchandise Mart, Chicago, Ill.

RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
# Station Analysis

<table>
<thead>
<tr>
<th>Clear Channel:</th>
<th>NAB Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited (50kw)</td>
<td>47</td>
</tr>
<tr>
<td>Part-time (50kw)</td>
<td>4</td>
</tr>
<tr>
<td>Unlimited (5 to 25kw)</td>
<td>29</td>
</tr>
<tr>
<td>Part-time (5 to 25kw)</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional Channel:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited</td>
<td>269</td>
</tr>
<tr>
<td>Limited and Day</td>
<td>41</td>
</tr>
<tr>
<td>Part-time</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local Channel:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited</td>
<td>428</td>
</tr>
<tr>
<td>Day and Part-time</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Commercial, Operating in Continental U. S.</th>
<th>NAB Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>866</td>
<td>579</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>32</td>
</tr>
<tr>
<td>Territorial</td>
<td>14</td>
</tr>
<tr>
<td>Construction Permits</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Standard Broadcast Stations</th>
<th>Frequency Modulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>924</td>
<td>592</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total NAB Stations</th>
<th>Associate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>596</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Membership in NAB</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>624</td>
<td></td>
</tr>
</tbody>
</table>

## School Broadcast Conference

August 8, 194

Mr. J. Harold Ryan, President
National Association of Broadcasters
Washington, D. C.

Dear Mr. Ryan:

It was only yesterday that the problems of peace seemed extremely remote; today, the problems of peace are already with us. The National Association of Broadcasters is to be commended for its forward looking Conference to discuss the problems which peace will bring to every broadcaster. And the problems are numerous, as we all know.

Radio can and will aid in solving the problems of peace with the same alacrity and same results as in solving the problems of war. Through continuing to present the best in programs of all kinds, radio can and will keep the American public the best informed group in the world.

Very truly yours,

George Jennings, Director
School Broadcast Conference

---

**THE MIRAGE OF MONEY PROGRAMS**

Heres are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

<table>
<thead>
<tr>
<th>STATION</th>
<th>BEFORE “MONEY MAN”</th>
<th>DURING “MONEY MAN”</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAI</td>
<td>24.0</td>
<td>31.8</td>
</tr>
<tr>
<td>A</td>
<td>16.5</td>
<td>17.8</td>
</tr>
<tr>
<td>B</td>
<td>13.0</td>
<td>13.3</td>
</tr>
<tr>
<td>C</td>
<td>12.2</td>
<td>10.9</td>
</tr>
</tbody>
</table>

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

---

**KMTR News**

ESPECIALLY EDITED

**EVERY HOUR ON THE HOUR**

**24 HOURS DAILY!**

K. LOUIS FLATAU
KMTR’s Distinguished
News Analyst and
Authority on
European Affairs.
5:45 P.M. Daily

KMTR HOLLYWOOD - TOP OF THE DIAL

570

KMTR

The West’s Greatest News Station
Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That’s what we mean by WNEW IMPACT . . . the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on regularly scheduled WNEW programs!

What’s the name of the book? What time of day, how many days a week was it mentioned? We’ll gladly give you complete details of this absolutely unprecedented radio sales record if you’re interested.

But even without them, it’s easy to see that WNEW has the “listener confidence” that makes people buy, sight unseen, the products advertised on this station . . . the IMPACT to move such products fast!

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

*This campaign is still on the air . . . still pulling strong.
Today’s Convention Agenda

MONDAY, AUGUST 28, 1944

9:00 a.m. to 5:00 p.m.
Registration

10:00 a.m.
Committee Meetings:
12:00 Noon
Legislative Committee
Sales Managers Committee
Accounting Committee
Public Relations Committee
Engineering Committee
Radio News Committee

11:00 a.m.
Broadcast Music Incorporated
Board of Directors Meeting

12:30 p.m.
Committee Luncheon Meetings:
2:00 p.m.
Public Relations Executive and Code Compliance Committees
Sales Managers Executive Committee
Research Committee
Clear Channel Group
(Business session to follow)

2:00 p.m.
Committee Meetings:
5:00 p.m.
Code Compliance Committee
Labor Executive and AFM Steering Committees
Music Committee
Small Market Station Committee

4:00 p.m.
NAB Association of Women Directors

7:00 p.m.
Dinner Meetings:
NAB Board of Directors
Program Directors Committee

Today’s Unofficial Activity

MONDAY, AUGUST 28, 1944
P.M.

2:00—Blue Network Affiliates Business Meeting.

3:00—Columbia Broadcasting System Districts Nos. 2 and 6—Business Meeting.

4:00—National Broadcasting Company Parade of Stars Meeting.
Mutual Broadcasting System Affiliates Business Meeting.

5:00—NBC Affiliates Cocktail Party.
CBS Affiliates Cocktail Party, Grand Ballroom, Drake Hotel.
Blue Network Affiliates Cocktail Party.
Mutual Broadcasting System Affiliates Cocktail Party.

7:00—Blue Network Affiliates Dinner.
WBAL promotion is building more and more listeners for your advertising.

WBAL—50,000 Watts . . . One of America’s Great Radio Stations

SIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

HALTIMORE
**Listener Activity**

From the Report of Dorothy Lewis, Coordinator of Listener Activity

**MEASUREMENT of accomplish-**

ment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Department can report that work is carried on under several divisions, as follows:

**Association of Women Directors**

This organization with an accredited membership of 600 women on staffs of NAB stations has completed a significant year. Several studies were made concerning the character of local women's service programs and of the releases received from commercial organizations. A letter from President Ryan with a statement from the Sales Managers' Committee reached each member. AWD held a successful session at the Ohio Institute with well-known speakers as well as conducted its annual meeting where constitution and by-laws were adopted. Regional conferences have been held. Quarterly issues of the Beam were edited and released. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Department of Agriculture, government agencies, and the Association of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course being inaugurated to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 30,000,000 persons. These groups sent three specially prepared spot announcements to each AWD member. The campaign opened with a brilliant luncheon and NBC network show in February. It closed with a Blue Network program in July. Considerable newspaper publicity and much appreciation from national leaders attest the effort. Another campaign is contemplated for next year.

**Radio Councils**

The development of Radio Councils continues both through new organizations and the strengthening of an expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 5,000,000 have gone on record for the American System of Broadcasting and are along local stations through program promotion, distribution of material on radio evaluation, radio education, survey, children's programs, tree time requests, etc. Increased prestige in personnel and projects characterize the year's activities. Matters pertaining to Radio Councils were considered at the NAB Public Relations Committee. A panel discussion on Radio Councils and community radio projects was scheduled at the NAB 1944 War Conference.

**Children's Programs**

NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. Many invitations to speak on the subject are received. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a resume of various types of children's programs adaptable to local station production, is in process. Contact is maintained with organizations such as the American Library Association, Children's Bureau, Junior League, Parent-Teacher, etc. At the request of the Children's Bureau, Department of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts for local use.

**National Organizations**

Close contact is maintained with national organizations on the local, state and national levels. Services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Since there are almost 70,000 radio stations and, frequently, this process of education is of strategic importance to the broadcasters. Great strides have been recently made through the cooperation of national women's groups and AWD of NAB in the American Service Campaign. Each went on national radio to join with local station promotion and leadership. Several national organizations passed resolutions endorsing "freedom of the air" industry-wide. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on work to be done in post-war. Radio was the industry present.

Radio Education

Through personal contacts into radio educators and visits made to education centers, reasonable cooperation is available from headquarters. Attendance at Radio Education Conferences and Workshops has been maintained. Cooperation with the Stephens College Radio Councils and the Association for Education in Radio also is continued.

**Material**

During the year, Mrs. Lewis and Mr. Milburn addressed about 30,000 persons at conferences, conventions, clinics, institutes, colleges and schools, as the broadcast of major stations has travelled over 20,000 miles over major cities from coast to coast.

**Speakers**

Lists of speakers on radio are also available to the public.

Acting as liaison between radio and industry, the history of radio department holds an enviable record of harmonious relationship. Its objectives are concerned with a national program for the public and the principles of the American System of Broadcasting, with emphasis on the responsibilities of listening to its democratic process. Increased service will be available to state and local organizations and individuals in national and community radio programs in the use of radio to the public interest. Continued effort will be made to bring added prestige to the industry.

Compliments

MARVIN MUELLER
NBC-CBS-Blue

**THE LIFE OF RILEY**

Every Sunday Night

Blue Network

Monday, August...
Department Stores WILL USE RADIO...

... 88 of America's great department stores are currently sponsoring "CALLING ALL GIRLS". Such outstanding stores as Gimbel's in New York, Philadelphia and Milwaukee; O'Neil's of Akron; D. H. Holmes of New Orleans; Hecht's of Washington; J. N. Adams of Buffalo, and many others have found that they can merchandise their stores by radio if the program is right.

CALLING ALL GIRLS is the Right Program!

When 88 stores agree on a radio show, it must be good! Top flight casting and production beamed to the teen-agers, has won enthusiastic support for "CALLING ALL GIRLS". Backed by an outstanding promotional set-up for the teen age departments, this phenomenal program has a 98% renewal history.

Now Comes PARENTS' MAGAZINE ON THE AIR

... Bringing to department stores the prestige and authenticity of America's leading magazine on rearing children. Sponsorship of "PARENTS' MAGAZINE ON THE AIR" gives the local advertiser a magnificent network-caliber program, the right to be known as official headquarters for PARENTS' promotions, and a host of other pre-tested features.

Produced by

FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, OHIO

NEW YORK HOLLYWOOD
GREETINGS TO THE NAB CONVENTION

JACK CARSON

Member

Technical Manpower Status

From the Report of Howard S. Frazier, Director of Engineering

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians who expressed their desire to secure a position with a broadcasting station and filled a formal application with NAB setting forth their qualifications and other information desired by employers. A substantial portion of this number has already been placed with broadcasters. It is impossible to determine the exact number of new technicians brought to the industry as many stations and applicants failed to report their employment to NAB.

A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the Federal Communications Commission and NAB. NAB cooperated by furnishing the needed personnel to address the postal card questionnaire and also distributed the names of operators who reported a desire to obtain employment.

Students Recruited

The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. The Board of Directors appropriated 1/10th of 1% of the gross income for practice use. RCA Institutes of Chicago, New York, and the recruiting of students was begun.

The training program was carried out in the New York City area where training facilities were available and the general labor situation was less critical than in other populous centers. The four national networks cooperated in the training program by supplying experienced lecturers and studio control facilities for practice use. RCA Institutes of New York coordinated the training activity and furnished an instructor who was present with the class at all times. Thirteen women were selected from more than 1,000 original applicants. Twelve of these women were graduated from the class after a part-time instruction period of twelve weeks. Nearly all are now employed by broadcast stations. At the time the original experimental class was graduated, the manpower situation had eased somewhat and it has therefore not been considered advisable to train additional women through this cooperative industry program.

The training course and the methods of instruction have been made available to many stations upon request, and it is believed that this training has resulted in the placing of many competent women operators with stations.

In recent months the military through the Selective Service System, has concentrated on the induction of younger men. This fact together with regulations of the War Manpower Commission has tended to stabilize technical employment in the industry.

Materials

Due to the adoption by the industry of conservation measures, the work of the Radio and Radar Division of WPB, the repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air longer than a brief period, because of the lack of replacement tubes and parts. At the present time, we expect replacement tubes, parts and equipment to gradually become available in greater quantities. It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations which have equipment needing replacement.

Allocation Problems

Post-war allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to Government and commercial organizations engaged in radio communications. The Inter-Departmental Radio Advisory Committee is the group that evaluates the requirements of Government and commercial interests for specific portions of the spectrum space. This committee recommends frequencies to be assigned for Government use and certain bands of frequencies for assignment by the Federal Communications Commission to non-Government organizations. The Department of State is the agency responsible for American participation in international radio conferences held for the purpose of determining the international aspects of technical policies and operating practices.

The radio industry through the NAB Technical Planning Board and its panels is now attempting to determine the allocations for non-Government use and to arrive at a compromise where conflicting interests originate within industry for various radio services.

Thus the allocation problem requires the closest cooperation between Government and industry. There is now every indication that the Federal Communications Commission, Department of State, and the Departmental Radio Advisory Committee and the Technical Planning Board will cooperate to assure the smooth operation of the possible post-war allocation of frequencies. It has long been felt that this allocation cannot be made available to the various services until all of the frequencies that are requested. Already the demand for frequencies below 5 megacycles exceeds the space available in this portion of the spectrum. That can be hoped that is an allocation which will provide frequency for the minimum requirements of radio service.

NAB Associate Members

Equipment Manufacturers

Anampex Electronic Corp., Brooklyn, N. Y.
Audio Devices, Inc., New York, N. Y.
Colgate Recording Corporation, 111 Broadway, New York, N. Y.
Federal Telephone & Radio Corp., New York, N. Y.
Freeland & Otishe Prodcuts, Inc., 301 Orleans, La.
Gorham Electric Company, Radio Service, New York, N. Y.
Graybar Electric Company, Inc., 40 Broadway, New York, N. Y.
Hosmer & McGivney Company, 1214 Royal Street, New Orleans, La.
Inter-Departmental Radio Advisor, Radio Corporation of America, Inc., New York, N. Y.
Kaiser-Frazer Corporation, 50 Rockefeller Plaza, New York, N. Y.
Market Research Organization

N. A. T. A. Research, Inc., New York, N. Y.

Station Representatives

John Blair & Company, Chicago, Ill.
Frederick Sands, Inc., New York, N. Y.
Howard H. Wilson, Company, Chicago, Ill.
Alan M. MacGregor, Chicago, Ill.
1914! The Kaiser is plotting to rule the world...Americans are happily whistling Victor Herbert's new "Sweetheart" and the lively hit "When You Wore A Tulip." In New York, 116 song writers and 18 publishers are gathered to study the future of their craft...in terms of production, distribution and use. They find that their interests, aims and problems are similar. They form an American Society of Composers, Authors and Publishers...inviting their fellow craftsmen to join them.

The fact that, today, it is THE American Society of Composers, Authors and Publishers is glowing evidence of thirty vigorous years of intelligent service to its members and to a music-loving America. The problems of radio, sound-pictures...and now the tremendous field of industrial music...have been met, in turn, with considered workable solutions. New public services have been developed. New uses of music encouraged. Of the more than 900 ASCAP-licensed radio stations in this country, 600 are using ASCAP's Radio Program Service, made available without cost.

Music has grown in these thirty years. So has ASCAP. More than 1800 members are freely associated in its work today, providing musical pleasure through more than 28,000 licensed establishments.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS and PUBLISHERS

THIRTY YEARS OF SERVICE TO THE AMERICAN PUBLIC
Greetings NAB Gang

Hal (GILDERSLEEVE) Peary

KFWB

Radio News Committee

From the Report of Willard D. Egol
Director of Public Relations

The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings...have been held since, the personnel now being:

Harold Fair, WHO, Chairman; Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, WHAS; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Irving Abeloff, WHVA, and Robert Evans, WSPD.

The main objective of this Committee is the maintenance of high program standards, in education of programming personnel and close cooperation with station management.

The Committee has given constant attention to the problems of wartime programming while pursuing its outline for industry improvement.

On January 11-12, 1944, in New York City, special attention was given the problem of labor programming, when more than a score of A. F. of L. and C.I.O. representatives met with the Committee and discussed at length the ways and means of preventing labor to the public through the vehicle of radio. Mutually satisfactory conclusions were reached.

Series of Articles

At this same meeting a series of articles was outlined for NAB Reports which could be bound into manager's handbook. Irving and George Sutherland were appointed as a sub-committee in charge of preparations. With a number ready, the first article printed was a bulletin panying NAB Reports of July, 1943. "Foreword," by Harold Fair Program Manager's Obligation and Audiences." By Irving Abeloff. Additional articles scheduled for release are "The NAB Conference," by Edgar L. Breed, WMBD, former Code Chairman; "The Program Manager Looks at the Technical View," by Robert DeHaven, and "The Technical Editor's Place at the Program Department" by Reed Snyder, WHO. The Handbook covers all phases of program activities and responsibilities, including radio music, copyrights and underwriting of unions.

Small Market Stations

At the request of the Small Market Stations Committee, the Research Department undertook a study of small market stations in the nation. For the purposes of the study, the market was defined as being located in a community having less than 50,000 population, or the geographic limits of metropolitan districts as defined by the U. S. Bureau of the Census, and operating with less than 50,000 population. Under this definition, 379 standard broadcast stations were classified as small market stations.

From the calculated radio furnished by the Director of Engineering the Research Department plotted the calculated one-half millivolt contour of each of the 379 stations on individual minor civil division State map based on the geographic limits of each minor civil division or part thereof included in the station's coverage, and tabulated the population for each state. The detailed figures by states will be incorporated in a presentation to be made during the War Conference.

Radio Market Data Handbook

The NAB Radio Market Data Handbook, the first such publication issued by the Association, was released in October, 1943, after nearly a full year of exhaustive work by the Research Department in calculating and compiling the facts and figures. A complimentary copy of this 261-page handbook was sent to each NAB member. The book is available to others at a printing cost price of $1.50 per copy.

The primary use of the Radio Market Data Handbook is probably for promotion of the sale of broadcast advertising. However, it is filled with all branches of the industry...
Advertisers like to keep their programs on the Baltimore station that does the job!

Real friends stick with you through the years. And when that happens in radio ... when advertisers renew contracts year after year ... look for two big reasons—service and listeners!

WFBR has been delivering plenty of both in Baltimore for a long, long time ... that's why advertisers stay with us!

Here are the facts!

A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years ... then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3 for six years. These are just our oldest consistent advertisers. The great majority of WFBR's advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along ... that in Baltimore, a market of a million, it's just good business to put your shows on WFBR.

* ANOTHER GOOD REASON WHY

WFBR IS YOUR BEST BALTIMORE BUY!

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
NAB's Post-War Set

(Continued from Page 4 of this section)

Chicago

The NAB Warms To Its 22nd Meet !!!

• • • Once again the stage is set and all behind-the-scenes arrangements are complete for the opening session of the NAB's Executives War Conference, opening today at the Palmer House. On no less an authority than C. E. Arney, Jr., secretary of the organization, registration is complete, except for the usual last minute stragglers. Arney and his staff have been here working like beavers for the past week, ironing out the hundred and one details incidental to the proper organization of an NAB convention.

Assisting Arney in settling up the meet is Art Stringer (back in his old stamping ground) but still a very active Director of Promotion and Circulation for the trade association and Mrs. M. O. Hathaway, auditor. President J. Harold Ryan, Lew Avery, director of Broadcast Advertising and Paul Peters, Director of Research, arrived on the scene Saturday evening. But yesterday was when it really began to show up strong and the majority of the registrants checked in.

• • • Many familiar faces and personalities without which an NAB Convention would not be a Convention... filled the lobby and dining rooms. Gene O'Fallon, fresh as a daisy and filled with that good ole Denver (KFEL) ozone, as usual knows what's in and out of the NAB... some of the web and other big and small station execs hied out to the golf clubs yesterday for a little exercise before the actual business sessions start... And if Walter Damm and John Shepard III, were to be seen in a huddle, you don't need an FM receiver to know what they are talking about... George Crandall, CBS head of the web's information bureau, wisely spots himself facing the door of the dining rooms he frequents... so as not to miss saying hello to friends in the industry... but those cocktail parties this afternoon... who's going to who's and when... they run concurrently and it looks as though the fellers will try to make at least two out of the three... NBC, CBS and Mutual are holding forth come 5 p.m... also the Blue, and the latter is planning on a dinner for the affiliates at 7 p.m... in other words it will be continuous... Mark Woods and Edgar Kobak will be near the door for shaking hands for the Blue... Jim O'Bryon recently appointed publicity head for Mutual will make his debut as a cocktail party host at NAB Time... Frank Mullen subs for Niles Trammell of NBC at the Thursday roundtable for post-war radio discussion.

• • • Seventh floor of the Palmer House is the bee-hive dept. and housing many associate members and exhibitors... these include Mickey Silberman, of Keystone Network; Loren Watson, of Spot Sales; also John Blair's men... Paul Raymer is at the Drake where he acted as a gracious host last night with an excellent example of how to throw a good cocktail party... Fred Brokaw, his New York able man was on hand of course... Joe Weed, jovial as ever among the station rep. attendees... Oliver Gramling of AP and Al Harrison of UP, much on the job for their respective news associations... Charlie Hammond of NBC has something to get excited about with his "Parade of Stars" exhibit... many of the Blue web folks are more or less new to NAB gatherings, such as Chester Lo Roche, Ed Noble and the newest Blue vice-president Robert Kintner... Kati Agency has open house at the Palmer, with Eugene Katz, George Brett and Steve Rintoul on hand... Not a few faces will be missed this year... many now in the services, serving Uncle Sam overseas... and many stationed in the U.S. are unable to make the trip... Local web key stations and indies are pitching in to make the visitors' stay as pleasant as possible.

Gov't On 'Farm Hour' To Use Wire Report

(Continue from Page 4 of this section)

farm experts and educators members on their families, 4-H Clubs and others can hear farm news, farm developments, and experiments, or discuss ag topics on the air without the ternity of traveling to the broadcasting studios. Among the radio directors and educators connected with Bond in the initial radio and broadcasters are: KPAB, Nebraska; William McDona, director and George Rodenberg, editor, University of York; Extension Service; WCCO, Minn.; Larry Haag, president of American Association of Farm Directors; WASK, Purdue University; WHBF, Lafayette, Ind.; James Miller, radio director, Agricultural Extension Service; WLW, Cincinnati; Mason, farm program director; William Zipf, associate exten- to, Ohio State University; WCCU, Columbus, Ohio. People: Don Searle, president of the Western Blue, Jack Allen, publisher of Film Daily and Radio, appointed chairman of the Programs Committee of the Division of Motion Pictures, the... People: Don Searle, president of the Western Blue, Jack Allen, publisher of Film Daily and Radio, appointed chairman of the Programs Committee of the Division of Motion Pictures, the... People: Don Searle, president of the Western Blue, Jack Allen, publisher of Film Daily and Radio, appointed chairman of the Programs Committee of the Division of Motion Pictures, the... People: Don Searle, president of the Western Blue, Jack Allen, publisher of Film Daily and Radio, appointed chairman of the Programs Committee of the Division of Motion Pictures, the... People: Don Searle, president of the Western Blue, Jack Allen, publisher of Film Daily and Radio, appointed chairman of the Programs Committee of the Division of Motion Pictures, the...
"AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending."

ANDREW JACKSON
First a Weed & Company, the line that advertiser
man was there with data and time buyers know
on the market, the station, and the time. And that you know means
the Weed & Company, more business — "Nam-
man was there first, too. tionally represented by
Put on your letterhead Weed & Company."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Record-Breaking Attendance Of 1,200
Settle Down To Business Sessions
Many Problems For Discussion

By FRANK BURKE, Editor, RADIO DAILY

Chicago—With a record-breaking attendance of over 1,200 radio and allied industry men and women, the NAB’s Executives War Conference, finished up preliminaries yesterday and this morning. J. Harold Ryan, president, formally pounds the gavel calling to order the first official session. Following additional registration yesterday morning, various committee meetings were held throughout the day, culminating in the board of directors dinner meeting last night.

Board discussed among other things the AFM disk-ban situation; political aspects such as the CIO and other time seekers, and the WAC budget. Blue Network gathering, apart from NAB official business, served to introduce Chester LaRoche and the new vice president Robert Kintner to the executives of affiliated stations.

(Continued on Page 27)

Allocation Suggestions
Outlined At TBA Meet

Schenectady, N. Y.—The board of directors of the Television Broadcasters Association, Inc., meeting here late last week at the Mohawk Golf Club, unanimously adopted a resolution establishing principles to guide its representative on the Radio Tech.

Seven Network Programs
In Current Schedule Of GOP

Coincidental Survey Disk
Exhibited By C. E. Hooper

Chicago—Thirty-minute record of coincidental telephone interviews prepared by C. E. Hooper, Inc., is being exhibited at the NAB Executives War Conference, as a means of

(Continued on Page 25)

TEN CENTS
First a Weed & Company the line that advertises
man was there with data and time buyers know
on the market, the sta-
tion, and the time. And that you know means
the Weed & Company more business — "Na-
man was there first, too. tionally represented by
Put on your letterhead Weed & Company."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
NAB Formally Under Way

WEBBC Shows Renew 2-Week Contracts

WEBBC programs have been renewed 52 weeks, four of them in September and one in January. Clients are the Pepsodent Co. (Lever Bros.); John Morrell & A. Sheaffer Pen Co.; Miles Laboratories and Emerson Drug Co. (Emerson Seltzer).

Radio Postwar Angles Discussed By Craven

Chicago—In a speech given this morning at the NAB War Conference, T. A. M. Craven, former FCC Commissioner, and at present vice-president of the Iowa Broadcasting System, reviewed the post-war opportunities and problems faced by radio and its related industries. After the war, Craven said, radio will be confronted with various new developments, such as television, frequency modulation, facsimile broadcasting, radio news, and problems faced by radio and its allied industry advisory committee. In addition, radio will be confronted with various new developments, such as television, frequency modulation, facsimile broadcasting, radio news, and problems faced by radio and its allied industry advisory committee. After the war, Craven said, radio will be confronted with various new developments, such as television, frequency modulation, facsimile broadcasting, radio news.
Allocation Suggestions Outlined At TBA Meet

(Continued from Page 1)

nical Planning Board in establishing allocations for post-war television.

The resolution, endorsed by all directors present, including representa-
tives of NBC, CBS, Philco, General Electric, Du Mont, Hughes Prod-
tions and Television Productions, Inc., subsidiary of Paramount Pictures, de-
clared that the following points are considered the major premises in-
volved in the matter of allocations.

1. The directors of TBA are convinced that the public interest requires that television be allocated 30 six-megacycle channels as nearly con-
tinuous as possible starting at approx-
imately 40 megacycles and extend-
ing to 250 megacycles.

2. They further are convinced that the public interest requires that television be allocated 30 sixteen- to twenty-megacycle channels as nearly continuous as possible starting at approx-
imately 40 megacycles and extend-
ing to 2,000 megacycles.

3. It is further convinced that ade-
quate relay channels such as sug-
gested in the RTPB report of Panel 5, dated April 14, 1944, should be al-
located to television service.

Allen B. Du Mont, president of TBA, represents the broadcasting association on the Radio Technical Planning Board. The next meeting of the RTPB will be held in New York City on Sept. 14, 1944.

The directors of TBA at last week's meeting also moved to change the date of its first annual conference from Dec. 7 and 8, as previously announced, to Dec. 11 and 12. The conference will be held at the Hotel Commodore in New York City, according to Will B. Balton, secretary of the TBA.

Waring Rehearsals Start

Rehearsals have already been started by Fred Waring and his Penn-
sylvaniaire for his new show, which will be sponsored by Owens-Illinois Glass Co. and will make its debut Thursday, September 7, from 7:00 to 7:30 p.m., EWT, over the Blue Net-
work. The program will be heard every Thursday for a year, and there will be a rebroadcast for the West Coast. Bill Blevins will probably do the announcing.

MBS Completes Deal

For Cleveland Symph

After a lengthy series of consulta-
tion, arrangements for the fall and winter concerts by the Cleveland Symphon Orchestra over Mutual have been completed. This series, which starts Sunday, October 15 from 7:00 to 8:00 p.m., EWT, will mark its second year on Mutual.

The conductor for most of the concerts will be Vladimir Golschmann, director of the St. Louis Symphony. Other guest conductors will be George Szell, Fritz Reiner, Eugene Goossens, Dr. Frank Black and Cor-
poral Eric Leinsdorf.

Hook them then boat them

A fish that hasn’t come to the boat is still a long way from being in the boat. And a radio audience that doesn’t produce sales at least misses the boat too.

Advertisers and buyers once

time are taking a new look tree-
figures all over the country. And when they look at Baltimore, W-I-T-H gets the okay once

often.

The shrewd radio advertiser has found a common denominator for smarter time buying... he’s looking for coverage, popularity, and pop-
Using that same 3-way yardstick, Baltimore, they’re finding that W-I-T-H produces the greatest results per dollar spent.

If you have something to sell to this 6th largest market... W-I-T-H is your best bet.

RUSSIAN HOOPER

(Free Translation):

“Year after year, C. E. Hooper, Inc., and other impartial surveys have established WMC, Memphis, Tenn., as the Station in the Memphis area most people listen to most.”

* 5000 WATTS DAY & NIGHT
* NBC NETWORK
* OWNED AND OPERATED BY
* THE COMMERCIAL APPEAL

* Represented Nationally by the BRANHAM COMPANY

Vol. 28, No. 41 Tues., Aug. 29, 1944 Price 10 Cts.

JOHN W. ALICOATE Publisher

FRANK BURKE Editor

M A R V I N K I R E C H Business Manager

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Published Vol. 28, No. 41

JOHN W. ALICOATE

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

BLUE'S KGO IS THE BAY AREA BUY!
"... more than his belly can!"

That old limerick is red hot news... now. You remember how it goes... "Oh, a strange bird is the pelican... his bill holds more than his belly can!"

That, to us, is the radio business today. Time for one is a rarity. Orders come in over the transom. Everyone is holding more than his belly can.

But there's going to come a time when we'll all go back to the days when advertisers will again ask... how much for what?"

We welcome those kind of questions again. For W-I-T-H was started during the times a station had sell goods.

Knowing our coverage, our popularity, and the cost of doing business, we have no fear of what the smart buyers of time will do.

The big buy in Baltimore has been W-I-T-H, the successful independent, for a long time. You'll find it true tomorrow as you found it today and yesterday.

W I T H

Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed
Today's Convention Agenda
Tuesday, August 29, 1944

9:00 a.m. Registration
9:30 a.m. to 12:00 Noon General Session

9:00 a.m. Call to Order.
"Radio Broadcasting and the War Effort" President J. Harold Ryan
Appointment of Conference Committees

12:00 Noon Recess

Announcements
Broadcast Advertising Clinic
Dietrich Dirks, KTRI, Chairman, NAB Sales Managers Executive Committee, Presiding.
Review of the Retail Promotion Plan, Paul W. Morency, WTIC, Chairman Retail Promotion Committee.

What the Program Was Designed to Accomplish. What It Has Achieved.

Subsequent Developments in Retail Radio Advertising.
Introduction of Assistant Director of Retail Radio Advertising.

Clinical Test for Joske's of Texas, in San Antonio.
"If I Were Selling Department Stores"
Paul McCarthy Advertising and Promotion Director, J. N. Adams & Co., Buffalo, N. Y.
Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB, Atlanta, Georgia.

"Post War Opportunities and Problems"
T. A. M. Craven, Vice-President, Iowa Broadcasting System.

Future Plans of the Sales Managers Executive Committee and the NAB Department of Broadcast Advertising.
Study and Presentation to the Building and Housing Industries
Lewis H. Avery, NAB Director of Broadcast Advertising.

General Discussion.

12:00 Noon Noon Recess
12:30 p.m. to 2:00 p.m.

"The Air Forces Look to the Future"
Honorable Robert A. Lovett, Assistant Secretary of War for Air.

2:15 p.m. to 5:00 p.m.

Edgar Bill, WMBD, Chairman NAB Public Relations Executive Committee, Presiding.
Presentation of "Certificate of Appreciation" by the United States Signal Corps to a member of the NAB Administrative Staff.
Colonel Leland H. Stanford, Signal Officer Sixth Service Command.

"Broadcasters' Public Relations"
Charles Francis Coe, Vice-President and General Counsel, Motion Picture Producers and Distributors of America, New York.

5:00 p.m. Adjournment.

Today's Unofficial Activity
Tuesday, August 29, 1944
4:00 p.m.

4:00—Keystone Broadcasting System Affiliates Business meeting.
6:00—Columbia Broadcasting System Advisory Board Dinner.

Lewis H. Avery, NAB director of advertising; George Carpenter, chief time buyer of the Compton agency and O. P. Capelle, director of merchandising for another 39 weeks "Captain Midnight" which has been sponsored by the station by the Hughes-Downtown Co.

WXYZ-theater Co-Cop, of Chicago, for Ovaline cereal, has renewed on the Blue for another 39 weeks "Captain Midnight" which has been sponsored by this same firm on the Blue since Sept. 28, 1942. Beginning Sept. 25, the 15-minute program will be heard at 5:45 p.m., EWT, Monday through Friday, on 84 Blue stations. Hill Blackett & Co., Chicago, handles Wander's account.

Blue Show Renewed
Wander Co., of Chicago, for Ovaline cereal, has renewed on the Blue for another 39 weeks "Captain Midnight" which has been sponsored by this same firm on the Blue since Sept. 28, 1942. Beginning Sept. 25, the 15-minute program will be heard at 5:45 p.m., EWT, Monday through Friday, on 84 Blue stations. Hill Blackett & Co., Chicago, handles Wander's account.

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OF THE PRESS

Henry T. Gorrell

Gorrell was the first war reporter to file a dispatch from the Norman beachhead, first to enter Cherbourg, first to send a story direct from France to the U. S. since before Paris fell to the Germans.

Recipient of the U. S. Army Air medal for gallantry on a bombing mission, Gorrell earlier covered the Mediterranean sea and air war, the British campaigns in Greece and North Africa and the Allied offensives in Italy.

This is typical of U. P. correspondents on every front—and it is the central figure in one of the latest of U. P.'s transcribed shows, "Soldiers of the Press."

The dramatic impact of this episode, typical of the best of U. P.'s transcribed shows, "Soldiers of the Press," makes clear anew why "Soldiers of the Press" is broadcast by more stations than any other war show in the world.

UNITED PRESS
Where to Go and What to Do in Chicago

SUPPER CLUBS
Brown Derby, Wabash and Monroe. An all-laugh show of gay proportions with Ted Smith, Phil D’Rey, and Tommy Raft.
Chez Paree, 610 Fairbanks Court. Most pretentious of expensive productions, with Lena Horne starred. (Gold Coast)
Latin Quarter, 28 W. Randolph. Broadway in character with solid revues. Ted Lewis, his band and show are current sensation.
Morocco Theatre Cafe, 11 N. Clark. Frankie Quartell presents a variety floor show and music for dancing.

LATE SPOTS
Club Alabam, 747 Rush. Flaming crater dinners and similarly sizzling shows share attention. (Gold Coast)
Backstage, 935 Wilson. Show is not for the prim-minded or the easily shocked. (North)
Flamingo Club, 1359 W. Madison. A sizeable modern setting for sizeable sophistication. (West)
L & L Cafe, 1316 W. Madison. Flo Whitman’s revue tells the adult story. (West)
Liberty Inn, 70 W. Erie. Show and disposition of this late spot are dedicated to the daring. (Gold Coast)
Playhouse, 350 N. Clark. Oldest of Chicago’s risque centers with a long line of feminine performers. (Gold Coast)
Silver Palm Stage Lounge, 1117 Wilson Ave. 2 sophisticated shows of the exotic order. (North)
SO-HO Club, 1124 W. Madison. Intimate revues of the girls—emcee pattern. (West)
Trocadero, 525 South State. Intimate night spot with girl shows and dancing.

MUSICAL BARS
Airliner, State and Division. Show-lounge that gives a stratospheric sensation in its elaborate design. Musical varieties of the swing order. (Gold Coast)
Admiral Lounge, 24 S. Dearborn, popular loop spot with instrumental entertainment.
Clover Bar, 172 N. Clark. One of the town’s most popular late spots, under Galvin-Collins management and with their well-liked staff together. (Loop)
Crystal Tap, Hotel Broadway, 120 W. Madison. Historic circular setting for informal congeniality. (Loop)
Minuet Club, 939 Rush. Frank Sherman’s friendly spot for the best in food and pleasing continuous entertainment. (Gold Coast)
Preview Cocktail Lounge, State and Randolph. New and super gorgeous cocktail rendezvous with excellent music. (Loop)

RESTAURANTS
Cafe de Paris, 1260 N. Dearborn (Whi. 5620). The original Henri Charpentier, world’s greatest food artist, presides at this colorful rendezvous of gourmets.
Colony House, 744 Rush St., brand new, featuring 25 of the world’s most famous dishes, coffee by Jules Lautre, soft string music and atmosphere of relaxation.
Eastgate Dining Room, Eastgate Hotel, Ontario and St. Clair Sts. (Superior 3880.) Noted for good food. A popular place both for dinner and late snacks.
885 Restaurant, 885 Rush (Del. 0885). Smart, with notable cuisine of enviable reputation. (Gold Coast)
Eitel’s, in the Field Building, 130 S. Clark St. (Franklin 1892). A distinguished restaurant, serving fine food in delightful surroundings.
Eitel’s Old Heidelberg, Randolph St. near State St. (Franklin 1892). Enjoy real food, music and entertainment in the Main Dining Room and Rathskeller.
A Bit of Sweden, 1015 Rush St. A typical old 18th Century inn serving hot and cold delicacies from their famous Swedish board. Delightful atmosphere.
Agostino’s Restaurant, 1121 N. State St. An attractive restaurant and bar with novel marine decorations.
Monte Cristo, 645 St. Clair (Del. 9647). A continental dinner, serving excellent Italian-American cuisine; dancing provided in the evening to Raby Cummings’ music.
The Nankin Restaurant, 66 W. Randolph St. (State 6888). Extraordinary Chinese and American food served nicely.
Sweden House (est. 1927), 157 E. Ohio (Del. 3688). A restaurant dining experience. Here the authentic Swedish Sigmatic Luncheon and Dinner.
The Ranch, 123 East Oak Street (Del. 2794). Western atmosphere and reasonably-priced good food make this a popular dining address.
Tiffany Room, Hotel Chicagoan, 67 W. Madison (And. 0202). This is a cheerful dining room for enjoying good food and popular prices.

(For Dancing)
Bismarck Hotel, Randolph and La Salle. Benny Strong orchestra in the Walnut Room with revue; Allen Eizen orchestra in the Tavern with featured acts; and Lois Weld in the Bismarck Inn. (Loop)
Blackhawk Restaurant, Randolph and Wabash. Carl Ramsey and his orchestra, plus other entertainers. (Loop)
La Salle Hotel, La Salle and Madison. Pan-American Cafe Latin-American atmosphere and dancing to Ralph Morn orchestras. (Gold Coast)
Sherman Hotel, Randolph and Clark. Jerry Wald and his orchestra in the Panther Room. (Loop)
Stevens Hotel, Michigan Ave. and 7th. Carl Schreiber and his Gendron orchestras in the Park Row Room.

(Airport)
Blue Danube Cafe, 500 W. North. European mood and made by Bela Babai’s Hungarian gypsies. (North)
Don The Beachcomber, 101 W. Walton. Southsea scene with rum-based cocktails and excellent Cantonese cuisine. (Gold Coast)

Don The Beachcomber, 101 W. Walton. Southsea scene with rum-based cocktails and excellent Cantonese cuisine. (Gold Coast)
Racing
Washington Park, 175th and Halsted, Route 1—First race weekly days at 3:00 p.m., Saturdays at 2:15 p.m.

CIRCUS
Soldier Field—Ringling Brothers and Barnum and Bailey’s. Twice daily, matinee and night.

THEATRES
(Legitimate)
Selwyn—“Ramshackle Inn.” You will die laughing at Zu Pitas outsmarting the mobsters. Joe Downing is feature—Harlan Briggs and Cora Witherspoon support.
Erlanger Theater—“Oklahoma!” The Theater Guild’s national Company in the nation’s musical sensation.
Blackstone Theater—“Early to Bed.” Broadway musical hit.

(Continued on Page 23)
One Time-Buyer Tells Another:

"DOLLAR FOR DOLLAR YOUR BEST BUY IN AMERICA’S 4TH LARGEST MARKET!"

National Representatives: Spot Sales, Inc.

NEW JERSEY’S FIRST RADIO STATION
Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

AND YET THE COST OF MUSIC TO THE INDUSTRY TODAY — INCLUDING ALL SOURCES — IS LESS THAN BEFORE THE INAUGURATION OF BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!
In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE
William Green On NBC With Labor Day Talk

A Labor Day address by William Green, president of the A. F. L., at a lunch-time mass meeting of employees in the yards of the St. Johns River Ship Building Co. near Jacksonville, Florida, will be broadcast by NBC Monday, Sept. 4, at 12:30 p.m., EWT. James C. Merrill, president of the company, will also speak. Green will be introduced by M. G. Boyce, president of the Jacksonville Central Labor Union.

Vets' Halloran Hospital Given Costly Radio System

A $16,000 centralized radio system was presented to Halloran General Hospital by Lt. Gen. James G. Harbord, U.S.A. (retired), and chairman of the N. Y. Chapter of the American Red Cross yesterday in ceremonies featuring an acceptance address by Brig. Gen. Ralph G. De Voe, commanding officer of the hospital. Head-sets, on extension cords, enable bed patients to plug in for programs on radio stations or from the hospital recreation auditorium. Of the 21 wards so equipped, 16 were furnished by the chapter, three by the Goldman Foundation.

McCloskey South. Region Radio Sales Rep. For S-C

Appointment of Frank J. McCloskey, of Irvington, N. J., as southern region radio sales representative of Stromberg-Carlson Co., of Rochester, N. Y., by Clifford J. Hunt, sales manager of the firm's radio division, enabled the company to place its post-war sales development plans on a concrete footing. McCloskey will represent the radio division in the southern and southeastern states, extending south from North Carolina, west to Tennessee, and southwest to Texas, contacting distributors and key dealers of Stromberg-Carlson products.

THE TREND

is toward BETTER MUSIC

Radio statistics prove the public wants it and —

AMP Has It

AMP has the largest catalog of outstanding works by the world's greatest composers.

AMP is continuously adding the best in contemporary music.

AMP is steadily increasing its catalog of distinguished works by American composers.

AMP is constantly enlarging its already famous list of works by Latin American composers.

AMP has added this year 500 valuable new compositions to its catalog of over 18,000 copyrights.

Public demand makes the trend. The trend makes an

LICENSE A MUST

ASSOCIATED MUSIC PUBLISHERS, INC. • NEW YORK

"INQUIRING PARENT"

Sustaining
WMCA, Fridays, 1:15-1:30 p.m., ET
Featuring: Dr. Ernest Oakes
Producer: Walter From

At a first hearing, the "Inquiring Parent" gives one the impression that WMCA is trying to prevent a generation from making mistakes that would ultimately befall them to A. Alexander's Jazz Band. However, if one would measure the number of programs aired per month, which is probably forty, and include those of problems that can be discussed by Dr. Ernest Oakes, the professor of education at Columbia University, during a 15-minute session, one comes to the conclusion that a great many parents are going to go unsolved, children are going to grow up, obeying the proverbial wrong things that we're back to where we started weren't we?

"Inquiring Parent" is simply what the title connotes. Parents are asked to send their troubles they're thinking of to their children to be borne. He, in turn, analyzes the situation on the air in an informal fashion with Lillian Okun, who plays the part of a parent whose problems turn out to be litically. At this point, we'd like to do a little analyzing ourselves, with the production in general.

As everyone knows, parents are usually precocious enough to make interesting conversations, unless they're discussed by love. Which is by way of saying that a program could stand a dramatic phasis. If dramatization of this nature was less complicated, perhaps having an animated, stimulating script would do the same. This would, no doubt, dispel the somewhat stereotyped conception that transpires between the child and the parent.

The foregoing is not to be taken as a dissenting commentary of the program. On the contrary, we feel the program is a most constructive and progressive one. It merits a new audience.

WSB Promotes Downie To Commercial Manager

Atlanta, Ga.—Tom Downie has been named commercial manager of WSB, Atlanta, General Manager Outler. Downing has been affiliated with WSB since 1941, when he went on the announcing staff. Until lately he was with the Army Air Corps, from which he received his honorable discharge.

A native of Kentucky, Downie attended the University of Kentucky, before joining the staff of WSB, which was connected with stations in Kentucky and Ohio.
Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.

"HOOPER Reveals Something SUPER"
Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.
NOW ON WPAT

Helen Taylor
Brilliant Champion of Women's Rights

Listen to LUNCHEON WITH HELEN 12:35 to 1 P.M. DAILY

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

RADIO STATION WPAT | PATerson, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

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PROMOTION

Color

Farnsworth Television & Radio Corporation's new promotion brochure is a humdinger. We're not referring to the pretty girls that grace the both the cover and the inside pages. We refer to the beautiful artwork in general, and the gorgeous coloring in particular. The rainbow is the theme of the production, with the various hues and values carried out separately on other pages.

Photographs show how television has improved. Other illustrations show the sound transmitter, image producer, Farnsworth plants, the magic eye, home audiences, etc.

The closing words, by James L. Fly, chairman of the FCC, point out that "there is no reason now apparent why we should not aim at a $50,000,000-set television industry mirroring the present $50,000,000-set standard broadcast industry."

Programs For Victory

Realizing the necessity of financial aid for the servicemen to win the war, the radio stations of San Francisco, Calif., contributed more than 120 programs to the promotion of the Fifth War Loan Drive, during the month of July. Added to the Treasury transcription and special network War Loan programs, the total amounted to over 300. In time value, these broadcasts would have cost conservatively estimated, about $75,000 as the gift to the campaign by the San Francisco stations.

Program Schedule

WNAX, the Cowles station at Yankton, South Dakota, and Sioux City, Iowa, has distributed a neat folder listing the schedule of the new programs for a three-week period to their listeners and business friends. The cover contains a tribute to H. J. Grenchel, head of the Katz Agency accounting department, including a photo of him. On the inside spread the sponsor of each program is listed directly above the show in clear light type. The folder will help considerably in keeping WNAX listeners and professional associates informed of the programs aired on its station.

Keystone Plans Dinner At NAB Meet Today

Chicago—A special dinner meeting of Keystone Broadcasting System sponsors and affiliate stations will be held in the Crystal ballroom of the Palmer House on Tuesday at 6:30 p.m., as the highlight of KBS participation in the 1944 NAB convention. Speakers at the dinner will stress the present and post-war activity in the beyond-metropolitan markets of America. Headquarters of Keystone will be in suite 726-741 at the Palmer House, Michael M. Sillerman, president of KBS, announced.

Commencement Program

WLW, of Cincinnati, Ohio, ran a special program for the University of Cincinnati School of Law, on Monday at 8 p.m., to present the degree of Doctor of Laws in honor of an outstanding alumnus returned from his former alma mater for commencement exercises. A special dinner meeting of the Civic Club of Cincinnati was held at Van Aken and Duke, and a special program, "A Day of Celebration," was radioed over WLW.

Color

Farnsworth Television & Radio Corporation's new promotion bro-

EXCLUSIVE WHITE SOX BASEBALL

EXCLUSIVE CHICAGO BEARS FOOTBALL

EXCLUSIVE 24-HOUR NEWS SERVICE

EXCLUSIVE BLACK HAWKS HOYCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS • 160 Kilocycles

W-I-N-D

RADIO DAILY

Tuesday, August
A Natural in New York.....

YOU can "fade" your competition with confidence if your New York sales promotion includes a WOV schedule. WOV has the combination that makes this important station a natural for a continuous listener audience... night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV covers more metropolitan homes than any other New York independent station... at less than half the cost of the next ranking station. Around-the-clock, WOV is a natural in New York.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.
QUALITY

AP NEWS FOR RADIO IS AVAILABLE EXCLUSIVELY THROUGH
EMERSON DRUG COMPANY announces the appointment of McCann-Erickson, Inc., as its advertising agency.

RUSSELL WERTZ, sales manager of the printing division of C. E. Shepard Co., Long Island City, has been appointed chairman of the War Activities Council of the Advertising Club of New York, it has been announced by Allan T. Frey, president of the club. He succeeded Carl J. Balliett, the retiring chairman of the board, Morse International, who is leaving New York.

A. R. WHITMAN, a vice-president of Benton & Bowles, Inc., has returned to active work with the agency following an 18-month leave of absence during which he worked with the OWI and the OPA in Washington.

DOHERTY, CLIFFORD & SHENFIELD, INC., have named Chester MacCracken radio program director. He was previously associated with Pedlar, Ryan & Lusk for three years.

GEORGE SCHECK and LOU DAHLMAN, producers of the Blue's "Swing Shift Frolics," have moved their offices to 259 Madison Avenue.

LESLIE N. DANIELS, JR., formerly of Blackett-Sample-Hummert, Chicago, and Benton & Bowles, New York, has joined the copy staff of the Duane Jones Company.

Olsen & Johnson's Show Will Be Launched In Fall

Olsen & Johnson are scheduled to make their appearance in two productions via two different media during the month of November. They are radio and the Broadway stage.

Although formulas and formats for the radio program are still in the nebulous stage, Ward Wheelock, the agency in charge of the program for Campbell Soups, announces that all indications point to it shaping into a musicomedy variety show. The time and network have not been set as yet; however, it is understood that the show will either replace the Jack Carson show heard Wednesday, 9:30-10 p.m., CBS, in which case the Carson show would be moved to another slot. Another possibility is the "Radio Readers Digest" program heard Sundays, 9-9:30 p.m., EWT, over CBS. Others signed for the Olsen & Johnson series are Eugene Conrad, script writer; Don Voorhees and his orchestra.

"Laughing Room Only" is the title of the Broadway production the Shuberts are contemplating for Olsen & Johnson. This is expected to go into rehearsal in two weeks, with tryouts scheduled for October, and the New York premiere tentatively set for early or middle November.

By actual count 48.7% of WIP hours on the air are devoted to MUSIC...for music is what the 8,000,000 potential listeners of WIP want. Use the Station that gives its listeners what they want and your sales results are assured!

Represented Nationally by GEORGE P. HOLLINGBERY CO.

MUTUAL BROADCASTING SYSTEM
The biggest news stories of our time are just ahead.

Listeners today are demanding absolute accuracy in reporting them.

Be Right—Be First with INS

INTERNATIONAL NEWS SERVICE

—you can depend on INS.
THE BLUE BEETLE
THRILLING DRAMA
of the
AVENGING GANG SMASHER
TWICE A WEEK — 15 MINUTE
TRANSCRIBED RADIO PROGRAM

MERCHANDISING
1—FREE PROMOTION AND PUBLICITY IN FOX COMIC
GROUP MAGAZINES WITH NET PAID CIRCULATION
OF 1,800,000.
2—PRESS RELEASES — MATS FOR NEWSPAPER ADS, ETC.
3—TIE-IN WITH EXCLUSIVE 16-PAGE GIVE-AWAY BOOKLET, "RADIO COMICS."
4—BIG TIME PROMOTION IDEAS FOR LISTENING AUDIENCE.
5—FREE DISTRIBUTION OF TRUCK BANNERS, DISPLAY CARDS, WINDOW AND COUNTER CARDS.

SEE HARRY S. GOODMAN
AT N.A.B. CONVENTION
HEADQUARTERS AT PALMER HOUSE

Harry S. Goodman
19 East 53rd Street at Madison Avenue, New York City

NAB Membership by Network Affiliation as of August 8, 1943

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<tr>
<th>Network</th>
<th>Total Network Affiliates</th>
<th>Blue</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>Less Duplicates</th>
<th>Non-Affiliates</th>
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* Duplicates:
  Blue and MBS: 31 (26 NAB members)
  Blue and NBC: 2 (1 NAB member)
  CBS and MBS: 5 (4 NAB members)
  NBC and MBS: 8 (5 NAB members)

NAB Membership by NAB Districts

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<td>Associate</td>
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Total 526 624

Contact with Membership

The weekly NAB REPORTS constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these REPORTS many special bulletins have been issued. These special bulletins are designed to carry to broadcasters complete information on important developments in the many fields in which the Association is active. Following is a list showing the title and number of special bulletins issued in the period since April, 1943:

The Beam (Association of Women Directors) 5
Special AFM Bulletin 14
Broadcast Advertising Bulletin 13
Legislative Bulletin 30
Special Information Bulletin 13
Broadcast Engineering Bulletin 3
Special Music Bulletin 1
War Bulletin 21
Swap Bulletin 21
Supplements to Selective Service Handbook 14
Retail Promotion Bulletin 7
Tax Bulletin 3
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.
WFIL offers no "Open Sesame" to the Bagdad Market!

WFIL makes no grandiose claims about coverage! It has but one job to do—and it does that well. Volume sales are made through selling mediums which cover mass markets. WFIL more than adequately serves the gigantic, bustling Philadelphia Trading Area.

Ofttimes the selection of a radio station is the result of habit, impulse or impression rather than a cool analysis of facts. Surveys on radio listening in the Philadelphia Trading Area indicate more and more people listening more and more to WFIL. The rapidly mounting number of advertisers, new to WFIL, is reflected in this increased station popularity.

If you desire more sales in the Philadelphia Trading Area—and not in the Bagdad market—then we cordially invite you to make use of the selling facilities of WFIL—Philadelphia's Most Progressive Radio Station.

WFIL is represented nationally by the Katz Agency.

From the Report of Lewis H. Avery
Director of Broadcast Advertising

FOLLOWING the NAB War Conference in April, 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed a Small Market Stations Committee. The members of this Committee include:

Marshall H. Pengra, KRNR-Roseburg, Oregon, Chairman.
James R. Curtis, KFRO-Longview, Tex.
Robert T. Mason, WMRN-Marion, Ohio.
Fred Schelplin, KFAM-St. Cloud, Minn.
William B. Smallin, KIEM-Eureka, Calif.
James W. Woodruff, Jr., WRBL-Columbus, Ga.

Few NAB standing committees, in the experience of the Director, approach their task with more enthusiasm or more determination than the members of this group. While the accomplishments of the Small Market Stations Committee have received less publicity than those of some other committees, the nearly 400 small market stations in the United States are deeply in the debt of this group.

Director's Thanks

The Director, too, takes advantage of this opportunity to express his sincere thanks to the members of this Committee for their untiring efforts in behalf not only of the stations they directly represent but also in the promotion of broadcasting and broadcast advertising generally.

Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties:

1. Lack of new revenue
2. Lack of manpower
3. Need for full exploitation of small market potentials

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult of solution because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has presently disappeared through the operation of the Selective Service System.

The Committee recommended a twofold approach to this problem. It urged every small market station to key its program to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When this goal is accomplished, it is the responsibility of the station to tell news of its service to the community, together with market data on coverage, is constantly and carefully exploited.

Small Market Defined

For the purposes of the study requested by the Committee, small market station was defined as a station in a community of less than 50,000 population, and operating with less than 5,000 watts power. Using this definition as a basis, Howard S. Duryee, NAB Director of Engineering, calculated the mechanical coverage of Paul F. Peter, NAB Director of Research, estimated the market of the 379 so-called small market stations.

The results of this comprehensive study were presented to the Committee at a second meeting, held in Indianapolis on May 22 and 23, 1943. As a result of the discussion following that presentation, the Committee decided to present this detailed study at the NAB Executives War Conference.

Committee Explores FM

The Committee also explored developments in FM and television. They are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence, Chairman of the FCC. (A digest of this meeting appeared in the June issue of the NAB REPORTS.) Although the Committee had discussed at some length the advisability of a Small Market Stations Counselor on the NAB staff, it decided to defer a request for such representation until a later date. Meanwhile it urged all small market stations to make fuller use of the facilities and personnel at the headquarters of the trade association.

(Continued on Page 21)
Radio Daily

August 29, 1944

All Market Outlets

(Continued from Page 20)

Other Activities

Assistant Director of Retail Radio

Meetings: Under a supplementary

approval of the NAB Board of

Directors and President Ryan at a

meeting in Washington in May, an

director of broadcast advertising

will shortly be employed to con-

tinue on the further development

of radio advertising. Several

candidates have been interviewed, and

it is expected the individual selected

will be announced and introduced at

the Executives War Conference.

OPERATION WITH NRDGA:

With the generous cooperation

of the National Retail Dry Goods

Association, the Retail Promotion Plan

received the enthusiastic

endorsement of the Board of

Directors of the Sales Promotion Di-

vision of the National Association of

Dry Goods Advertisers. This endorse-

ment will have all of the

impact of that month's outstanding radio programs

being used by different stores

throughout the country.

An adjunct to this bulletin, and

at retail stores and radio sta-

tions, may hear the complete program

in a manner in which it is pre-

sented, the Sales Promotion Division

having started a library of these pro-

grams broadcast by the stations from

which they were broadcast.

Department stores that have al-

tered (or transcriptions to us have

permission to forward

recordings to any radio station

department store that is con-

templating a new program. Their

only condition is that they would like

us to see the radio station or depart-

ment store respect their copyrights,

not copy any of these programs

for word without express per-

mission from the store that originated

the program. This activity has and

continued to be worked out with

the NAB Director of Broadcast Ad-

vertising.

WHY IS "MINUTE PROGRAMMING"

SO POPULAR?

Because of the minute spot-

ting of A.P. and I.N.S. war

news—exclusive racing results

—late sports—local news be-

tween pleasant music all day

long.

YES, WBYN, TELLS ITS STORY TO

ALL NEW YORKERS IN A BIG WAY

On the sports and radio pages of

daily papers WBYN tells its "Min-

ute Station" story daily

through its

ads.

For Availabilities:

WM. NORINS, Gen. Mgr., WBYN,

1 Nevins Street, Brooklyn, N. Y.

Write for our 1944 Brochure! You’ll

be surprised at the coverage per

dollar!

Don't "dodge" Brooklyn! — Make a

"homerun." With WBYN as your bat

you're bound to hit a "homer" every

time you broadcast. We mean you

reach all the family. WBYN gets them

by the ear with its practical "minute

programming."

Don't dodge Brooklyn's major cover-

age solution. WBYN is Brooklyn's only

full-time radio station. Brooklyn is too

big not to be covered individually. Its

three million population is greater

than Boston, Los Angeles and even

Philadelphia... And as added cover-

age WBYN reaches out to all the other

Boroughs, too.
WELL ROUNDED HALF HOUR OF
SOUND EFFECTS AND MUSIC
UNIQUE
ENHANCED WITH
CURRENT COMIC STRIP
ADVENTUROUS
FUNNY PAPER CHARACTERS
YOUR FAVORITE
UNCLE GE AND AUNT GE GE
PEARSON
AND
SHOW...
TESTED AND PROVEN
AND WANTS A
YOUNG AND GROWN UP KIDDIES
HAS A PRODUCT
WHO
TO A
WM. MORRIS AGENCY
special reports secured from individual
station's, and network and national spot
allocation reports prepared by the
Office of War Information. NAB's
station figures are compiled on a
sample basis, and projected nation-
ally. The committee analyzed in de-
tail the nature of radio sustaining
time to determine where similarities
existed between such time contrib-
uted by stations and the editorial con-
tent of newspapers and magazines.
It was agreed that radio sustaining
time devoted to messages that deal
with a specific home front campaign
requested by OWI or some other gov-
ernment agency, and furnished to
the stations in the form of either scripts
or transcriptions, quality as war ad-
vertising contribution of the medium.
On the other hand, newscasts, home
service programs, dramatic programs
with a general war background, and
similar features would not qualify
as an advertising contribution.

Method of Support
"Radio support of war themes will
be computed as follows:
(a) Announcements and programs which
originate locally, apply average gross rates.
(b) Network and national spot programs,
up to the overall cost of the program
(time and talent) the ratio between the
amount devoted to a war message and the com-
mercial copy limitations for individual length
programs established by the NAB Code. For
example, the Code establishes three minute-
length programs as the maximum for a
half-hour night-time program. If, on such
a program, one minute of time is devoted
to a war message, the war theme contribu-
tion is regarded as one-third of the total
amount devoted to the program. If the war
message occupies a half-minute, the war theme
contribution is one-sixth, etc.

OWI Focal Point
"Inasmuch as OWI is the focal point
for network and other allocation pro-
grams, the implementation of the
latter procedure is dependent on OWI
cooperation. The problem has al-
ready been discussed with officials of
the Radio Bureau and they have ap-
proved the procedure in principle.
NAB will work out the details with
OWI.

"In those instances where a war
theme receives thematic treatment
on a network program the full cost
of the show will be credited as a war
advertising contribution. This tech-
nique has been used effectively by
such performers as Fibber McGee
and Mollye, Jack Benny, Fred Allen
and others.

The Research Department has also
furnished the Treasury Department
with estimates of radio's war bond
advertising during the War Bond
Drives. These estimates have been
released in the NAB Reports.

THE NAB Research Department has
analyzed and tabulated the monthly
War Effort reports received from
stations. It has calculated the adver-
tising value of the contributions of
radio broadcasting by advertisers and
broadcasters to the war effort. The
source of the NAB estimates is three-
told. The first phase is based on
these monthly reports from broadcast
stations listing the war effort broad-
casting originated locally by the sta-
tions. The second phase of the esti-
mates utilizes the OWI allocations
plan for national and regional net-
works and network and national spot
advertisers. The third phase of the
estimates involves special reports from
the networks giving the amount of
time devoted by networks to the
war effort. This is in addition to
their own and their advertisers' con-
tributions under the OWI allocations
plan.

Co-op With Council
The Director of Research has
worked closely with the War Ad-
vertising Council in releasing figures of
radio's part in the war effort.

The War Advertising Council ap-
pointed a Media Committee consisting
of a representative from Outdoor Ad-
vertising, Periodical Publishers Asso-
ciation, National Association of Broad-
casters, and the American Newspaper
Publishers Association, with an ex-
 officio member representing the Coun-
cill, to recommend a formula satisfac-
tory to all media for compiling the expenditure figures on war effort
advertising. Mr. J. Harold Ryan rep-
resented the NAB. This committee
called in the research specialists of
each of the media groups and Paul
Peter served for NAB. This commit-
tee was able to present a specific
formula for such compilations, backed
unanimously by the representatives
of the major advertising media and
the formula has been approved by
the War Advertising Council. The
committee was convinced that no sin-
gle rigid procedure could be formu-
lated which would be applicable to
all media. Differing media charac-
teristics make essential separate yard-
sticks which take these peculiarities
into account. The section which has
particular reference to radio is as
follows:

War Ad Figures
"War theme advertising figures will
be furnished by the National Associa-
tion of Broadcasters on the basis of
special reports secured from individual
stations, and network and national spot
allocation reports prepared by the
Office of War Information. NAB's
station figures are compiled on a
sample basis, and projected nation-
ally. The committee analyzed in de-
tail the nature of radio sustaining
time to determine where similarities
existed between such time contrib-
uted by stations and the editorial con-
tent of newspapers and magazines.
It was agreed that radio sustaining
time devoted to messages that deal
with a specific home front campaign
requested by OWI or some other gov-
ernment agency, and furnished to
the stations in the form of either scripts
or transcriptions, qualify as war ad-
vertising contribution of the medium.
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service programs, dramatic programs
with a general war background, and
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as an advertising contribution.

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amount devoted to a war message and the com-
mercial copy limitations for individual length
programs established by the NAB Code. For
example, the Code establishes three minute-
length programs as the maximum for a
half-hour night-time program. If, on such
a program, one minute of time is devoted
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message occupies a half-minute, the war theme
contribution is one-sixth, etc.

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the Radio Bureau and they have ap-
proved the procedure in principle.
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such performers as Fibber McGee
and Mollye, Jack Benny, Fred Allen
and others.

The Research Department has also
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with estimates of radio's war bond
advertising during the War Bond
Drivers. These estimates have been
released in the NAB Reports.
THE PULSE, INC.

announces

The First Report

(July-August Listening)

in

Its Co-operative, Continuing Study Of Radio Listening In The Philadelphia Area.

Stations Subscribing Include:

WCAU • WDAS • WFIL • WIBG • WIP • WPEN

THE PULSE, INC.

DR. SYDNEY ROSLOW, Director

500 Fifth Avenue

New York City

Where To Go And What To Do In Chicago

(Continued from Page 6)

From Opera House—"The Merry Widow." The Shubert production of Franz Lehar's world-famous operetta, as originally adapted for the English stage. Great cast of favorites and a singing chorus.

From Theater—"Kiss and Tell." George Abbott's current Broadway smash of modern youth classifying love as ammunition essential to the war effort.

PLACES OF INTEREST

- Planetarium, off Grant Park.
- G. Shedd Aquarium, off Grant Park.
- Jackson, 22nd and Wentworth.
- Chicago Public Library, Michigan and Randolph.
- Chicago Historical Society, Lincoln Park.
- Museum, Roosevelt Road and Field Drive.
- to, Maxwell between Halsted and Jefferson.
- Highland Park, lake shore from North Ave. to Diversey.
- Museum of Science and Industry, Jackson Park.
- Stock Yards, between Pershing Road and 47th St.

"CLASS SPOTS"

- Dellia House, Drake Hotel, Michigan and Walton. An ornate hunting for society to enjoy music for dancing by Les Osley and songs by Patricia Gilmore. (Gold Coast)
- Nine Dining Room and Beach Walk, Edgewater Beach Hotel, 60 Sheridan Road. Emil Vands' music—Dorothy Hild's production. Nightly at 8, Sundays at 6, Mondays "Band of the Week." (North)
- El Restaurante, Lake Shore Drive Hotel, 181 E. Lake Shore drive. Colonel Yaschenko's Russian jewel, with gypsy music by George Scherban's ensemble. (Gold Coast)

Editor's Note: RADIO DAILY is indebted to Marion Omdorf, editor of THIS WEEK IN CHICAGO, for the foregoing information.

Philco Servicing Sets Among Mexican Owners

(Mexico City Bureau, RADIO DAILY)

Mexico City—Philco is doing its bit to keep as many American radio receivers as possible functioning south of the border by conducting classes for local repairmen at its new "Model Service Shop" in this capital.

The courses are open not only to the company's own distributors and agents but also to any technician in the field.

SALESMA: 9 years good experience—successful record. Now Commercial Manager small stations— desires change for good reasons. Hard worker, go getter, ideas—could direct station and handle sales. Present earnings above $100. Wa. Wants to make lots of money but not seeking a pension. Write, Box 891, Radio Daily, 1501 Broadway, New York 18, N. Y.
SOUTH BEND IS AS FAR FROM CHICAGO

SOUTH BEND is an independent market just as the cities listed above are independent markets. You can't adequately cover South Bend with a Chicago station. Indeed, this area can be dominated only by using WSBT, an affiliate of the Columbia network ... This station reaches—in addition to South Bend's population of 112,000—27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes ... War workers in this rich market are making big money and saving a lot of it for Post-War use. In every war bond campaign since Pearl Harbor, including the Fifth War Loan, South Bend has more than reached its quota. WSBT—1000 watts at 960—is 22 years old, truly a pioneer station.
NBC Shows Renew 52-Week Contracts

Continuing from Page 1, the article discusses NBC's renewal of contracts with various sponsors and agencies. For example, Foote, Cone and Belding is effective Sept. 9 on a full network contract. Morrell and Co. sponsors Alex Morrell and Co. is effective Sept. 30, also on a network contract. Dreier's soap advertising is heard Saturdays, 9:00-9:30 a.m., EWT. Red Heart Dog Food's product advertised.

Coincidental Survey Disk Exhibited By C. E. Hooper

(Continued from Page 1) Coincidental Survey Disk was exhibited by C. E. Hooper at the NAB Convention. The recording was made in New York and since state laws prohibit the recording of actual telephone conversations, the recording made by a Hooper representative of people while they are carrying on their household duties. The interviewing was performed by Mary McMahon, veteran Hooper interviewer, in the borough of the Bronx, New York City on the night of Friday, June 16, from 9:02 to 9:30. Tom Rees, purchasing agent at Hooper's, conducted the recording.

Louis Calhern Signed To Emcee RCA Program

Louis Calhern, veteran actor, has been signed as emcee for "Music America Loves Best," the RCA Victor-sponsored program over NBC, beginning Sunday, Sept. 3, 4:30-5:00 p.m., EWT. Others to appear on this first program will be Jan Peerce, Metropolitan Opera tenor; Sigmund Romberg, composer, and Martha Stewart, vocalist.

Gigantic Building Program Planned

By 48.9% of Kansas Farm Families*

A new state-wide survey shows almost 50% of Kansas farm families already have "definite plans" to build homes, barns, sheds and granaries at the very first opportunity.

WIBW can help you lay the foundation for future sales of lumber, concrete, hardware, paint, equipment, and fixtures for these buildings.

NO PIPE DREAM

If you did not get your free copy of this exclusive 55-page survey with charts and complete breakdown of these planned expenditures, a few copies are still available. Then let the friendly voice of WIBW get busy with some of the hardest-hitting selling you've ever seen in this six-state area.

*Page 33 "Post-War Plans of Kansas Families" By Dr. F. L. Whan, University of Wichita
Victory Of Broadcaster Seen In WMAL Edict

(Continued from Page 1) WMAL and much of the credit for the aggressive stand taken on the matter is attributed to E. H. Berkeley, general manager of the Blue's Capital outlet.

The directive order, which gives WMAL staff announcers an increase of $50 per month retroactive to October 15, 1943, but denies the "Pay within pay" appeal of AFRA, was signed by Lewis N. Gill and Frank P. Graham, representing the public and Fred S. Olimer and Charles S. Roberts, representing industry. J. A. Brownlow and Carl J. Shipley were of record representing labor and dissenting on denial of union's request for a fee schedule relative to assigned commercial broadcasts.

Bundy's New Show

A new twist in the way of audience-participation programs was aired over WOR recently when Jack Bundy, radio-emcee for the Village Barn staged a corn-husking contest in which the guests shucked corn to the musical accompaniment of his band of a Million Friends. During the contest Bundy gives a running commentary for the benefit of the radio audience. The program is aired three times weekly over Mutual.

Today, Chicago Is A Busy Place! !

! ! ! Crowded trains, impatient passengers in stations, share-the-ride taxicabs and long lines at the reservations windows of the Palmer House were some of the sights that greeted travel-worn broadcasters arriving in the Windy City yesterday for the NAB Executives War Conference. Rewarding the arriving guests for their inconvenience was the weatherman who dished out real comfortable Fall time temperatures the past weekend. Judge A. L. Ashby, general counsel of NBC, was among the early arrivals. I. Harold Ryan, president of NAB came early too; he was on deck with C. E. Arney, Lewis Avery, Willard Egolf, and other NABers as they greeted the registrants at headquarters over the weekend. Proxy Ryan smiled and said nothing when an inquiring reporter asked if he would be a candidate for the presidency succeeding himself. He smiled too when told of the broadcasters support of the WAC fund controversy. Marshall Penna of KRRN, Roseburg, Ore., champion of the small stations group, seen carrying a typewriter as he edged his way into a crowded Palmer House elevator close behind him was Ben Judy of Topake, and his charming wife, Alex Sherwood of Standard Radio, bustling about as he set up headquarters. Busy too was Bill Parsons and Lloyd Egner of NBC recording Attleboro Beverly Kelley, radio director of the Ringling Brothers Barnum & Bailey Circus, passing out circus tickets to broadcaster friends and blaming the Chicago Park board for the special service charge attached the "big show" paste boards. Charles Hammond, advertising director of NBC, receiving the congratulations of friends on the "Parade of Stars" promotion. Bill Gill Berry, national spot and local sales manager of the Blue's central division, and Ben Baylor, assistant general manager of WMAL, Washington, seen lunching in the Empire room with Marvin Kirsch of Radio Daily. At the next table was Mayor Edward J. Kelly chatting with his son and nodding to broadcaster acquaintances Paul Roymer, popular station rep., greeting friends on the mezzanine of the Palmer House.

! ! ! Miller McClintock, president of the Mutual, and Mark Woods, president of the Blue, registered at Michigan Boulevard's Drake Hotel. Smiling Don McNell huddling with Blue executives on a special show which was presented Monday night at Edward J. Noble's dinner. Frederick Ziv in from Cincinnati after stopping off for a week-end rest following a strenuous business week in New York. Peggy Byrne, up and coming WBBM publicist, greeting old N. Y. Radio Daily associates and furnishing Ye Ed with a typewriter, pencils and paper. Stanley Hubbard, the Northwest's militant crusader, in from KSTP, St. Paul, with word that he has returned to the ranks of NAB members. Stan's pet subject is the musicians strike situation in St. Paul and if he has his way it will become a convention issue... Many newspapermen shocked to learn that Al Fuller, popular Palmer House publicist, is seriously ill with pneumonia. G. W. Grignon, general manager of WISN, Milwaukee, among early arrivals... ditto Arch Shawd, the beau brummel of WTL, Toledo... Dorothy Doran, radio editor of the "Akron Beacon Journal," adhering to the convention to do a daily column for her paper... Raymond Jeffers, of Russel Seeds agency, in the Palmer House lobby singing the praises of the Brown and Williamson account... Carl Haverlin of Mutual, renewing old acquaintances among the music publishers... Jim O'Bryan, Mutual publicity director, doing a passout from McClintock suites at the Drake... El Henry, Blue publicist, Jack Ryan of NBC and Shep Chartoc of WBBM talking about in the interest of their networks. Ralph Well, WOV, stopping at the Stenea.
Radio Post Angles

Discussed By Craven

Ted Allen, who recently resigned as commercial manager of WFCS, Pawtucket, R. I., has been appointed Radio Director of the Rhode Island Republican State Committee. He was in New York confering with Republican National headquarters concerning policies and other matters pertaining to the campaign.

In a recent interview with the author of this book, Allen expressed optimism that the broadcast stations, on behalf of the NAB, for the tremendous support they have given in all of these undertakings, will continue until the close of the war. The co-operation of those broadcast stations, on behalf of the NAB, for the tremendous support they have given in all of these undertakings, will continue until the close of the war....
Associated gets to "Berlin" first!

ASSOCIATED LIBRARY FIRST TO PRESENT BRAND NEW IRVING BERLIN HIT...

"There Are No Wings On A Foxhole"

Composer personally supervises dramatic session as Barry Wood and Ray Bloch's 25-piece orchestra and 12-voice glee club give brilliant performance

It reads like a Hollywood scenario, this striking example of how ASSOCIATED again "gets there fustest with the bestest."

When Irving Berlin recently returned from personal appearances abroad in "This Is The Army," he invited Ben Selvin, ASSOCIATED'S vice president and recording director, to a private demonstration of the new song his overseas experience had inspired, dedicated to the men of the infantry.

Such enthusiasm was generated during this meeting that at midnight, that same evening, Berlin and Selvin met again, with Barry Wood and Ray Bloch, to plan immediate action. Nothing was to be spared to make the ASSOCIATED transcription of There Are No Wings On A Foxhole an unforgettable production.

In just three days, the song was arranged, rehearsed by the elaborate group of top radio talent, and recorded in a thrilling session—with Irving Berlin right there in the control room.

Only four days later, the finished discs were rushed to ASSOCIATED subscribers throughout the country as a special release.

That's action for you. Action that scooped the entire transcription and recording field. Action that proves again: ASSOCIATED IS AMERICA'S FINEST, MOST PROGRESSIVE, MOST USEFUL PROGRAM SERVICE! Investigate ASSOCIATED now.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music ... Represented by Loren Watson of SPOT SALES, Inc.
NAB Mulls Coverage Plan

Views Relations

Radio And Movies

Chicago—In an address before the Blue Network Conference yesterday, Francis C. O'Neal reviewed the relation between radio and movies in connection with the over-all part played by the networks in the entertainment media. During the course of his talk he made the point that every effort should be made to win public opinion, in view of the ever-increasing competition placed by television and by outside agencies. Favorable public opinion, secured in part by outside agencies, would be an advantage for the networks in their efforts to win the public in its relations to radio and its programs.

CBS Appoints Yocum To Head New Office

Chicago—With the establishment of a new office to handle CBS station relations and as a service for the network's affiliates, Ed Yocum has been appointed to direct the office effective Nov. 1. Announcement of this move was made yesterday by Joe Ream, vice-president and secretary of the station. The new policy, in its CBS programs, WLAW prides itself on its "market-wise" local features!

Telegenic

Telegenic is getting letters on the television program on "Life Like" which enabled the viewers to watch the OWI-produced film picture of Arturo Toscanini conducting the NBC Symphony in performance of Verdi's "Rymo of the Nations," with Jan Peerce as tenor soloist. The film, running minutes, was made primarily for showing to servicemen abroad.

Board Adopts Proposals For Standard Method Of Research To Determine "Circulation" Of Stations

Programming Faults Analyzed By Menser

Chicago—Taking network programming departments to task, Clarence L. Menser, vice-president in charge of programming for the National Broadcasting Company, yesterday asserted before the NAB that there is a great need for a professional attitude in all aspects of programming, pointing that "such an attitude does not exist at the present time." The program people themselves are

(Continued on Page 2)

Ed Yocum

First Co-Operative Study Released Today By 'Pulse'

The Pulse, Inc., today announces the immediate release of the first report in its co-operative, continuing study of radio listening in the Phila-

(Continued on Page 4)

Hager Urges Greater Effort In Educational Air Shows

Hat Firm's Radio Debut With Lomax Sports News

Chicago—While lauding the progress achieved by radio councils in education via broadcasting in many states of this country, Kolon Hager, NAB board member and general manager of WGY, of Schenectady, N. Y., urged all stations throughout the nation to organize a council devoted.

(Continued on Page 14)

For Morale

Five thousand beauty kits, gifts of Mrs. Constance Luft Huhn, president of the George W. Lufts, makers of Tanpre cosmetics, headed for all war sectors served by the American Red Cross, will be presented to a Red Cross workers' tonight on the regular sponsored program of "Band of the Week" by WTOP, Washington, D. C., at 6:30 p.m., EDT.
Woods Sees FM Leading As Affiliate Problem

(Continued from Page 1)

ments for FM, Woods said that there will be 20,000,000 sets in operation within four years after the war. The transition from AM to FM will be gradual and the complete changeover will take from five to 10 years.

Urging all 10 Blue affiliates to make immediate application for FM permits, place orders with FM manufacturers in order to assure priorities; and use the Blue for schedule once their stations have been established, Woods stated that the Blue has FM transmitter licenses on file in New York, Chicago, and Los Angeles, and will petition for a license in San Francisco.

Kiggins in Chair

The meeting of Blue affiliates was presided over by Keith Kiggins, vice-president in charge of stations, who stated that the main purpose of the gathering was to introduce some recent additions to the Blue's executive staff, namely Chester LaRoche, chairman of the executive committee, and Lieutenant Colonel Robert Kintner, vice-president in charge of public service and public relations. Also at the speakers table were Edward J. Noble, chairman of the board, and Edgar Kobak, executive vice-president.

The meeting was concluded with a short address by Edgar Kobak, who expressed satisfaction with the sound and progressive job that the Blue Network is doing in the field of radio. Kiggins announced a list of Blue outlets who headed the promotion efforts and LaRoche was optimistic on future Blue web biz.

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettlinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

CBS Appoints Yocum To Head New Office

(Continued from Page 1)

war problems of frequency and allocation plus new developments in broadcasting, justified the establishment at this time, of a new office in the Capital.

Yocum, who resigned as NAB director for the 14th District, is manager of KGHL, Billings, Montana, and it is not known at this writing whether he is resigning this post or taking a leave of absence. It is presumed that he is leaving the station.

WTHT Airs Wallace's Reception

Hartford, Conn.—WTHT arranged with little advanced notice for broadcast of the reception accorded Vice-President Henry A. Wallace here the past Monday. Stopping in this locality on his tour of New England, the Vice-President was guest of former Congressman Herman P. Koppelman, who once more is the Democratic candidate in the First Congressional. Many local prominent Democrats welcomed Wallace at the broadcast handled by WTHT assistant manager Fred Bieber.

Pretty good, to

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

"The PV-1 carries twice the depth charges or torpedoes, the first sub-buster in production for the Navy's needs for twin-engine land-based aircraft with a range plus both defensive and offensive armament. The Ventra is bigger, faster, more heavily armed and capable to pack a deadlocking offensive wallop than the famous Hudson which it closely resembles. Yet it retains all the high qualities of the Hudson, notably the R.A.F. or "Old Hudson" because of its ability to reach its base.

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

There's a ship that's ahead of the game. And in Baltimore radio it compares with the kind of shows the game service you get with W-I-T-H. That's the success story that delivers moments at the lowest cost of any station in Baltimore. Pretty good—too.
Pick out the work boat

It's easy to by-pass the glamour cruise ship in that"teature above. You can spot in a flash the hardworking, power-slugging work boat.

And down here in Baltimore radio it's just about easy to spot the hard-working, sales-producing dependent station that does the man-sized sales in this, the 6th largest market.

There's not much glitter to W-I-T-H. No glamour as call letters. No sing-song network identification. If... none of that.

Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have... few radio stations have come so far, so fast.

W'I'TH

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
NAB's Coverage Plan Presented To Members

(Continued from Page 1)

General Dwight D. Eisenhower, Supreme Commander, Allied Expeditionary Forces, yesterday sent the following message to the NAB's Executives War Conference.

"I am happy to have this opportunity to extend my personal greetings and that of my command to the National Association of Broadcasters.

"We have come to regard the radio reporters in the field as staff members. They have measured up in the fullest sense to the high standards of courage, coolness and initiative demanded of the men in our armed forces.

"No commander can fail to comprehend the vital importance of an informed and understanding civilian population. The people must know what we in the field are doing, how we are doing it, and why we are doing it. Official communiques must of necessity be brief and formal. It remains for your correspondents to give them substance and perspective; to transmit the fury of the battlefield, its problems and demands, intact and promptly to your millions of listeners. This task they have most ably performed."

"We soldiers, too, are well aware of the great part Radio has played in the double battle of production and morale on the home front. The inspirational programs, the dramatic presentations of our needs overseas, the time allotted to the various Arms and Services of our vast military organization for the clarification of their tasks—all these are contributions whose value cannot be measured by the cost of their commercial cost. They may be called one more demonstration of the high spirit of unity between the civil and the military segments of our country."

Support of the Four A's and the radio business was reported by NAB executives in the campaign to inaugurate the new plan.

Yesterday, RADIO DAILY, interviewed several agency executives in an effort to get opinions on the NAB plan. These expressions follow:

"I think it's a swell idea," declared Jack North, president of the Radio Management Club of Chicago and an officer of Aubrey, Moore & Wallace Advertising Agency. "Stations have to do something uniform and regardless of their doings, it's better than nothing. Magazines, billboards and other media have a uniformity and radio certainly should have. I am all for it and so is the Management Club."

"Whereas the Research Committee has presented to the board its methods of measuring station circulation and its plan of procedure to effectuate that method, and,

"Whereas, the board has approved the methods recommended without passing finally on any plan,

"Now, therefore, be it resolved that the chairman of the Research Committee be instructed to present the plan in full to the conference provided that it be made clear that the board is of the opinion that there should be full disclosure of all research data authorized under the plan as adopted."

The resolution passed with one dissenting vote, that of Nathan Lord, WAVE, Louisville, Ky.

Importance of the plan as a convention topic was indicated yesterday when the membership of the NAB Research Committee under the chairmanship of Hugh Feltis, KFAB, Omaha, held a huddle yesterday and took steps to pass the word along to all broadcasters that the entire plan would be discussed at this morning's meeting of the convention. The committee declined to release a copy of the plan yesterday and declared it would be unfair to offer only "the highlights."

Industry Reaction

Coop-Op With Press

British Engineers Ponder Post-War Tele Progress

(Continued from Page 1)

control of the ether. But the demand for State control does not mean—involve a Government monopoly of radio entertainment which they prescribed to leave open. The British attitude to the post-war period as planned by this recognized that nation-wide television should be established in Britain with an extension across the Atlantic to the American coastline, following intensive research; colored stereoscopic television relayed to cinemas; short-wave transmission broadcasting to be used to immensely increase radio activity; an increased use of sound films in the home and of gramophone recordings to be used in conjunction with cine cameras.

See Wireless Phone Advance

The institution anticipates wireless telephone calls to New York or California as easily and clearly as we now get a local call with multiplication of channels of International communication, by using wireless as a supplement for cables.

In making these proposals the Institution urges that the home programs mapped out are too ambitious on a question of cost. It is also urged that a statement of policy must be issued by the Government war advance of any mass production of short-wave receivers since otherwise the manufacturers might gamble as to the future broadcasting problems, from the technical angle where they should really be entitled with enough information intelligently plan their future production along the same lines as it had been indicated to the makers.
nationale 'names' sponsored LOCALLY

...make WXYZ a great station!

First in California, then in Chicago, and now in Detroit... EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.
RADIO DAILY

Today's Convention Agenda

WEDNESDAY, AUGUST 30, 1944

9:30 a.m. to 11:00 a.m.

Station Coverage Method:
- Report of NAB Research Committee, Hugh M. Feltis, KFAB, Chairman.
- Report of NAB Sales Managers Executive Committee, Dietrich Dirks, KTRI, Chairman.
- Advertising Agency View, Frederick R. Gamble, President American Association of Advertising Agencies.

Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Clipp, WFIL.

Bureau of Standards for Audience Measurement:
- Progress Report, Hugh M. Feltis, KFAB, Chairman NAB Research Committee.

11:00 a.m.

Business Session of National Association of Broadcasters:
- Nomination and Election of Directors at Large.
- Consideration of Proposed Amendments to NAB By Laws.

Recess

12:30 p.m. to 2:00 p.m.

General Luncheon

"Broadcasting Faces The Future"
Honorable James Lawrence Fly, Chairman Federal Communications Commission.

2:15 p.m. to 3:15 p.m.

Small Market Station Panel:
- "What We've Learned About the Problems and Possibilities of Small Market Stations" Marshall Pengra, KRRN, Chairman NAB Small Market Station Committee.
- "What About National Spot Business," a Chart Presentation of the Coverage Study by the NAB Engineering and Research Departments.
- "The Determination of 1/2 mmv Contour Lines," Howard S. Frazier, NAB Director of Engineering.
- "The Estimation of Primary Coverage," Paul F. Peter, NAB Director of Research.
- "Summary and Suggestions for Group Selling," Lewis H. Avery, NAB Director of Broadcast Advertising.

"A Small Market Station as a Training Ground," William B. Smullin, KIEI.


Discussion

(Continued on Page 11)
That's what happens to sales when you advertise on WPEN.

THE STATION THAT SELLS

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
NBC Radio-Recording Division has done all the hunting for you... has in captivity a new, super collection of sensationally cast, written and produced shows that mean sales. Write today for full information, availability and audition records. 

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KYW, Philadelphia: Esquire, Inc., through Schwimmer & Scott Agency, Chicago, 14 announcements in five days; Coronet Magazine, C. R. Corron, 12; Gifford Laboratories, Inc., St. Louis, 10; Popular Science, S. M. Cahn, 6; Towne & Webster, 5; J. F. Cohn, 5; American Broadcasting Company, Inc., 5; RKO Radio Pictures, Inc., 5; NBC Radio-Recording Division has done all the hunting for you. 

---

Happy The Humbug... whimsical adventures of that fanciful beastie and his fascinating animal pals... brimming with experiences of little boys and girls. 15 quarter-hours for Christ- 

---

Destiny Trails... brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, The Deerslayer... 39 programs stampeding with adventure. Next, The Last of the Mohicans... 39 programs. 78 quarter-hour three-a-week broadcasts ready for release Sept. 15. 

---

Ned Jordan — Federal Ace... thriller with a new twist... woven from swift-action facts, sans fanfare... facts from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours ready for release about Sept. 15.

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STAR CHRISTMAS TIE-INS! 

Happy The Humbug... worthy of mention among many non-competing advertisers throughout the country. To wit: 

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Come And Get It... new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts". Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-a-week shows — ready for release about Sept. 1. 

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Portland, Ore.—Herman Kenin of Portland for almost 10 years attorney and district manager for Ascap has resigned. Kenin is also president of Ladd-Coleman Shepard, recently of New Orleans, has been named Kenin successor.

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Windfall for FALL Program Hunters

NEW BUSINESS

KYW, Philadelphia: Esquire, Inc., through Schwimmer & Scott Agency, Chicago, 14 announcements in five days; Coronet Magazine, C. R. Corron, 12; Gifford Laboratories, Inc., St. Louis, 10; Popular Science, S. M. Cahn, 6; Towne & Webster, 5; J. F. Cohn, 5; American Broadcasting Company, Inc., 5; RKO Radio Pictures, Inc., 5; NBC Radio-Recording Division has done all the hunting for you.

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WNEW, New York: Ronzoni Carboni Co., one studio program weekly, 52 weeks, through Emil Magil, Inc., Wright Aeronautical Corporation, (help wanted) 18 one-minute announcements, 52 weeks.

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Bendix Radio Division To Make Civilian S

Baltimore—The Bendix Radio Division of the Bendix Aviation Corp., which has been manufacturing precision radio, radar and other communications equipment for air and military purposes, will enter the first time the production of home radio sets for civilian consumption. When the military situation allowing, Bendix will extend the firm's branch, according to the statement by its President Ernest Breech, issued over the week-end.
It's a Blue Program at the Top of all programs on the air

CAB JULY-AUGUST RATINGS GIVE BLUE THE LEAD AMONG LEADERS

The CAB report for July-August places the Jergen's Journal at the top of all programs on the air. This emphasizes two points which we on the BLUE have long pointed out:

PEOPLE TUNE TO PROGRAMS... meaning that people will seek out a show which appeals to them — no matter what the network.

THE BLUE DELIVERS RATINGS... the BLUE'S program policies in the past two years have created for the Network an increasing listening habit. Given a popular program, the BLUE delivers ratings that mean listeners and sales.

Here you have further proof that there is a change in the broadcasting picture... with the BLUE's role assuming increased importance... day by day.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
COAST-TO-COAST

NEBRASKA—Dorothy Coopswell, for 10 years with WOW here and later with NBC in Cleveland, is a onetime radio artist now turned war production exec. She is now in charge of "status of production" for artillery ammunition for the Cleveland ordnance district. NORTH PLATTE—KODY has won a soft spot in the hearts of many servicemen and women. Recently the station requested over the air letters to a serviceman or woman, and received 3,100 letters, from western Nebraska, which were handed to each man and woman stopping at the local Canteen, some envelopes containing money and others including a plain note of cheer.

PENNSYLVANIA—PHILADELPHIA—To aid the local Department of Public Health in combating the spread of polio which has recently broken out in eastern Pennsylvania, WPEN aired a special 15-minute roundtable discussion at 9:15 p.m., Friday, Aug. 25, with three of the city's leading medical authorities on this disease. The 86th Birthday of the American Red Cross was saluted Tuesday, Aug. 22, over WIP with a dramatized version of the conversation between Clara Barton and Abraham Lincoln, urging him to sign the United States into the organization. A recent bridgeboard was Hal Barkas, WCAG announcer, who married Ruth Cookerly, from Baltimore's Radio Row, on August 6. Carroll Allcott, WCAG news analyst who spent 17 years in the Orient as a newsmaster and radio commentator, is hard at work on his second book on the Far East, titled "Sons of Heaven."

MISSOURI—KANSAS CITY—Augmenting the original limited broadcast schedule of KMB-C FM, started last June 24, FM transmission goes on the air now at 12 noon, Mondays through Saturdays, thus giving a 12-hour FM service throughout the week. On Sundays the schedule is from 7 in the morning to signoff at 12:05 a.m.

MONTANA—MISSOULA—Two national sports figures, Gil Dodds and Gregg Rice, met almost coincidently at KGVO, and, after being at KGVO for a few months, Dodds, famous runner, who is touring the nation in behalf of a Youth Movement, was booked by KGVO for an interview in connection with his visit here. Rice, native Missoulan, and another crack cracker, track rival of Dodds, was home on furlough from the Merchant Marine. Rice accepted the invitation to participate in the interview and, with Dodds, reminisced about their former meetings on the cinder path.

KENTUCKY—LOUISVILLE—Through personal effort, Harry McTigue, manager of WINN, has learned that radio is the most effective medium of advertising. After trying to lease his farm, where he and his family were living and having exhausted all other channels of search for another dwelling, he resorted finally to speaking on his own station WINN. McTigue succeeded in finding a desirable home in the same section of the city the second day.

MASSACHUSETTS—BOSTON—Bob Downey, discharged honorably from the Navy, is new control operator at Dorothy Myles was added to the staff of artists and is heard Monday, Wednesday and Friday at 7 a.m. WEER at 4 p.m. during the "Sky" program. On TFR—Wisting's base in WTAG announcer Henry was married to Lucille, 27, a local girl.

CALIFORNIA—HOLLYWOOD—Bob Shames of WHBY-WTAG, Appleton, Bay, Wis., has joined the W2VK staff. LOS ANGELES—of the Labor Day holiday the no tele-broadcast over WXXD, Harry E. Luke Jr. announced. Regular Monday tele-broadcasts will be resumed on Sept. 11.

OKLAHOMA—OKLAHOMA CITY—KXO director Bill Bryan, took Charles Parker and a truck unit, and promotion mamas, Wolfe brought along a camera and drone staff of artists and is going to be here next week. The record of the burning gas well being drilled in Oklahoma is going to be shown on the screen and the dangerous job was made picture. The record of the burning gas well was shown on the screen. The record of the burning gas well was shown on the screen.

NORTH CAROLINA—ASHVILLE—Don Walker, Blue Ridge Boys, heard on WWCN's "Farm Hour," are a collection of their most interesting to oil-conscious men and served to explain the difficulties and method and gas drilling to the these people who have become this State via war industry.

AIDS in Radio Programs

The creation of a Women's Division of the Institute of Life Insurance in under the supervision of Mrs. Stevens Eberly was announced Friday, Aug. 18, by Holger As-son, president of the Institute's new branch will cooperate with national women's groups in planning for local units and in the preparation of radio "women's panel" programs. It will function as an educational tool to inform women of the facts and fulfill data about life insurance.

NEW FASHION TREND FOR FEMININE TIME BUYERS

It's a smart woman who knows her trends...and the trend is definitely toward buying the Beeline this fall. This group of long-established stations covers 41 primary counties in southern California and western Nevada—ranking in population with Los Angeles and greatly exceeding San Francisco in retail sales.

NO. 1 IN A SERIES OF FASHIONS FOR FEMININE TIME BUYERS

McClatchy Broadcasting Company
Sacramento, California

Reno - Koh
Sacramento - KFBK
Stockton - KWN
Fresno - KMI
Bakersfield - Kern

Sheath-like dinner dress for that slim-trim look. Long gloves for accent.
Today's Convention Agenda

(Continued from Page 6)

3:15 p.m. to 3:30 p.m.

Music Clinic:
Report of the NAB Music Committee, Campbell Arnoux, W TAR, Chairman.
Broadcast Music Incorporated, Merritt Tompkins, Vice-President and General Manager.
Discussion:
Adjournment.

THE TREND
is toward BETTER MUSIC

Radio statistics prove the public wants it and —

AMP has the largest catalog of outstanding works by the world's greatest composers.
AMP is continuously adding the best in contemporary music.
AMP is steadily increasing its catalog of distinguished works by American composers.
AMP is constantly enlarging its already famous list of works by Latin American composers.
AMP has added this year 500 valuable new compositions to its catalog of over 18,000 copyrights.

Public demand makes the trend. The trend makes an

LICENSE A MUST

ASSOCIATED MUSIC PUBLISHERS, INC. • NEW YORK
WORDS AND MUSIC

BY HERMAN PINCUS

Truth Is Stranger Than Fiction—

YESTERDAY, Joe Dunninger, mental wizard of the "Kemone Program," was aboard a Madison Ave. bus and nearing 50th Street, he started towards the front door, thinking that the driver would make a stop there. When the bus driver went on past the corner, Dunninger said, "I wished to get off at 50th Street, why didn’t you stop?" Answered the driver, "How was I to know do you think I’m Dunninger?" "No," was Joe’s reply, "because I happen to be Dunninger." "Yeah," retorted the b. d. "If you’re Dunninger, I’m the president of this company."

P. S. Dunninger got off the bus at 57th Street.

Maestro Paul Lavalle’s war plant employees, currently engaged in making Radar equipment, have been assured of employment when the peace has been won. Lavalle has contracted to manufacture television sets. • The Christmas Party show, next Thursday on the "Joan Davis-Jack Haley" NBCream program, is a thoughtful stunt to remind listeners to mail their Yuletide Gifts and greetings to men overseas right away to insure "delivery before Christmas." • When Charlie Barnet’s band opens Friday at the Gotham Strand, he’ll feature Peanuts Holland, sensational negro trumpeter.

Jay Jostyn is the proudest Radiolite in Kilicycle Lane, since his "Mr. District Attorney," copped first honors in the latest survey and is writer-director Jerry Devine beaming? wouldn’t you? • CBSongstress Joan Brooks returns to her regular five-night-per-week songfests at 11:15 p.m., starting September 11. • Paul Creston’s second symphony has been completed and will be conducted by Artur Rodzinski at Carnegie Hall in October and while on the "long-hair stuff," CBS is nibbling for Shostakovich’s "Ninth Symphony" which the Russian Composer has recently completed. • Jerry Kanner of Top Music Co. publishers of the stirring song "France Shall Rise Again," which General DeGaulle has accepted in the "Name of Free France," assures us that it was an oversight on the part of Sesac, which resulted in the soldier-songwriter’s name appearing on the copies along with the writer-director Jerry Devine beaming? wouldn’t you? • CBSongstress Joan Brooks returns to her regular five-night-per-week songfests at 11:15 p.m., starting September 11. • Paul Creston’s second symphony has been completed and will be conducted by Artur Rodzinski at Carnegie Hall in October and while on the "long-hair stuff," CBS is nibbling for Shostakovich’s "Ninth Symphony" which the Russian Composer has recently completed. • Jerry Kanner of Top Music Co. publishers of the stirring song "France Shall Rise Again," which General DeGaulle has accepted in the "Name of Free France," assures us that it was an oversight on the part of Sesac, which resulted in the soldier-songwriter’s name appearing on the copies along with the writers, Avenir de Monfred and Louis Verneuil.

TIN PAN ALLEY-OOPS: Not only does she sing a swell song on her early morning programs via NBC but good-looking Alice Cornell writes songs besides—she just placed two songs, "Thanksgiving At Home" and "You’re Everything I Dreamed You’d Be" with Shapiro-Bernstein and Dawson Music Co., respectively. • Buck Ram and Hal Kanner have completed the score for the new Versailles Club floor show which will be presented September 12. • Ginny Simms’ new Columbia disc, "I’m Glad There Is You," backed by "Chinese Lullaby," which will be released late this week, should click. • Gus Levene, ace arranger and composer, has placed his bright rhythm tune, titled, "Face The Sun" with MeloArt Music Co. • The song is the answer to many a musical director’s prayer, for a bright opener. • It’s a very nice thing to do— we mean Hildegarde’s wiring a dozen roses to the wife, mother or sweetheart of the servicemen who appear on her "Raleigh Room," NBCiggie show. • Alice Remsen has a likely ditty in "The Dream I Dreamed Last Night," which she wrote with Allan (Be Still My Heart) Flynn. • The wonderful news from France brings to mind the lyrics of Maurice Baron’s publication, "Friar Jacques," to wit: quote—mighty powers are blending, fear and slavery ending, France shall live, live again—unquote. • Whenever Maestro Emil Coleman at Hollywood’s famed Mocamba wishes to remind a movie star patron that there’s a shooting schedule on the morrow, he faces that luminary while the orchestra plays "Seven Days A Week"—subtle—eh wot? • George Goodwin’s efficient Tune-Dex service enters its third year next week.
Regards from Hollywood

ES MITCHEL

Regards from Hollywood
and

BOB SWAN
KFI - NBC

Best of Luck to

NAB

ISH

Kay Kyser's Kollege

NBC

Greetings From Hollywood

DAVE VAILE
CBS
Staff Producer and Announcer

Urges Greater Effort
In Educational Shows

(Continued from Page 1)

to the programming and other activities dealing with education via the airplanes, in an address delivered to the attendees at the NAB Conference yesterday afternoon being held in the Palmer House here.

Cites Several Examples

Speaking specifically on the topic "Radio Education," Hager pointed out several examples of jobs well done; a radio division set up in Texas as part of the State Department of Public Instruction, Colorado's tie-in with its Rocky Mountain Radio Council, California's specially-equipped radio room, Ohio's project of school broadcasts through its State University, and the progress made by Iowa, Illinois, New York and New Jersey above the average with the cooperation of their radio advisory boards.

"It is estimated that two million persons are now enrolled in Radio Councils over the nation," Hager further stated. "Most significant fact that comes out of this data is that in cases where outstanding radio education results were reported you'll generally find an alert and progressive Radio Council or comparable group sharing the responsibilities," WGY's official also emphasized.

No WJR Clients Lost
Because Of New Policy

(Continued from Page 1)
effective Sept. 1, as announced by WJR. Vice-President Leo J. Fitzpatrick, eliminates the middle commercial and adopts a format providing for not more than 45 seconds of opening and 75 seconds of closing announcements on quarter-hour newscasts.

Lists Sponsors in Agreement

Burke said the following sponsors will be conforming with the new WJR policy beginning Sept. 1:


"The Shadow" Returning

"The Shadow," the crime-does-not-pay series, returns to Mutual for the ninth consecutive year starting Sunday, Sept. 24, 5:30-6 p.m., EWT, under the banner of Blue-Coal on 29 stations of MBS. While the title role hasn't been selected yet, Marjorie Anderson will resume the feminine lead, a role she has played for the past five years.

WOL

Affiliated with Mutual

New York, Chicago, San Francisco

C. P. MacGregor

at

NAB CONVENTION

SUITE 1472W

PALMER HOUSE

CHICAGO

CHATTANOOGA

IN THE HEART OF TVA

POWER

EMPIRE

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.
AFRA Elects Tibbett
To 5th Term As Prexy

Cleveland—Elected to his fifth term as president of the American Federation of Radio Artists was Lawrence Tibbett, radio, screen and opera star, at the closing sessions of the group's sixth annual convention recently.

The organization approved a report by a committee sanctioning a merger with the Actors Equity Association, the Screen Actors Guild, the American Guild of Musical Artists and the American Guild of Variety Artists.

Howdy Folks!
STUART HAMBLIN
"Cowboy Church"
(Sundays)
"Lucky Stars"
(Week Days)
KFWB

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT
48 West 48th St. • New York City
LO 3-0350

The NAB War Conference Scene! ! !

• • • Maxine Keith, Mutual commentator, pleading with a Palmer House reservation clerk for a room which was reserved three weeks ago . . . . Quin Ryan, veteran Chicago broadcaster, greeting friends at NAB headquarters . . . Rumored about that Abbott and Costello have completed deal purchase of the Steel Pier at Atlantic City making $500,000 cash down payment . . . . Henry Youngman, comedian. Carol Bruce and an unnamed orchestra, set for a "Beat the Band" replacement show this Fall . . . . Mark Woods, Ed Kobak and Edward J. Noble sharing a cab with two air corps men while on route from the Drake to Palmer House . . . . C. L. Menser, NBC program chief, greeting old friends at the Drake and working on his speech for today's afternoon session . . . . Will Whitmore, brother Gene Whitmore, editor of "American Business," in town on a publicity relations assignment for Western Electric . . . . Reported that Joe Hartenbauer, Blue Network sales executive for the Central Division, may succeed Jack Stewart as general-manager of KCMO in Kansas City . . . . Stewart at the NAB convention, has several offers, and is considering sales manager's post with a regional network . . . . Judith Waller, NBC director of women's affairs in the Central Division, one of the convention's busiest women . . . . Miss Waller is trying to find positions for many of the graduates of the Northwestern University, NBC Summer Radio Institute . . . . Willard Eloquent of NAB polling the lobby of the Palmer House for a box of 100 thumb tacks . . . . needed them for NAB display.

• • • Frank Stanton, CBS vice-prexy from New York; H. Leslie Atlass, Chicago CBS V.-P., and George Crandall, CBS publicity director, in a huddle at the CBS cocktail party in the Grand Ballroom of the Drake . . . . By the way, ask Atlass to tell you about his three Guernsey cows . . . . That serious huddle of Mort Henkin, manager of KSOO, Sioux Falls, and Harold Fair, program manager of WHO, Des Moines, was not about ratings or cover but whether no. 5 or 6 shot was best on a pheasant . . . . Paul Raymer holding convention confabs in his Tribune Tower offices . . . . Bill Lewis greeting old friends at the CBS party . . . . Art Shawd, general manager of WDTL, Toledo, and Mrs. Shawd, and Art Simon, general manager of WIFN, Philadelphia, were glimpsed at the Ringling Brothers and Barnum & Bailey Circus in Soldier Field.

• • • With Gardner Cowles registered at the Blackstone, the rumor's around that new network is in process of formation . . . . there was a representative turnout of network and agency execs, and station reps, at the Keystone Broadcasting System's dinner Tuesday night at the Palmer House . . . . Radio friends congratulations first Lieutenant Paula T. Amrein, radio officer of the Sixth Service Command Public Relations Office, on her promotion to Captain . . . . John D. Hynes, deputy chief of the OWI domestic radio bureau at the convention reviewing old radio acquaintances and beaming over the broadcasters reaction to the WAC recruitment budget crusade . . . . J. D. McClean, sales manager of television equipment for G. E. modestly states that advance orders for tele equipment "ran into the millions." Healthy advance orders reported by Ralph Powell, Presto Recording Co., who means the fact that they are way behind in production . . . . George Burbach, KSD, St. Louis, greeting many friends on the convention floor . . . . Kenneth Hance of KSTP, St. Paul, arrived Tuesday morning and Stanley Hubbard returned home to watch the musicians union situation.
gramming Faults

(Continued from Page 1)

responsible, but the management is responsible. Their most im-
portant function is to develop and maintain the standards that
directors wish to set. However, when they have developed a prog-
gram structure, the management has to accept responsibility for
their program.

Post-War Audience

Post-war audience will be different from any audience that
has been heard on radio before. Life as we knew it will be
largely gone; we will have to get used to a different way of
living. The world will be a different place.

Post-war audience will be interested in things that are new
and different. They will want to hear about things that are
important to them. They will want to hear about things that
are new and different.

First Co-Operative Study Released Today By 'Pulse'

(Continued from Page 1)

(Pulse) Trading Area. Stations sub-
scribed include: WFIL, WCAU, WIP,
WDBS, WPEN, WIBC. Area surveyed
are the counties of Philadelphia, Buc-
s, Montgomery, Chester, Delaware,
Pa., and Camden, Burlington, Glouce-
ster, and Camden counties in New Jersey.

Each report, issued every two months,
is based on 129,600 quarter-hour reports of listening. A true, sta-
istical cross-section of population and economic strata is reached by
personal interview, roster method.

The Pulse for the past three years
has studied the radio listening habits
in the New York market where it is
subscribed to by New York stations,
advertising agencies, and advertisers.

This program is a great improvement. But no program manager
in the world should be expected to turn out really creative results with
a staff which is forced to dash from one studio to the other, to keep up
with the schedule," Menser said.

"The post-war era will see the re-
turn from the wars of men and wo-
en capable of making great con-
tributions to radio. Writers will have
discovered that they really have
something important to say. Experi-
ences in camp and in the battle lines
will have given new impetus to the
imagination and a thousand human
interest stories upon which that
radio program must be creative if it is

Brownell Protest To Webs Re Roosevelt's Speech

(Continued from Page 1)

this was political and feel that
then in time, the public will come to
accept this change in our thinking on
radio, that they will want to hear
about things that are new and differ-
ent. They will want to hear about things that are important to them.

Publicity directors of the four major
networks met with Ted Church, as-
sistant radio publicity director of the
National Republican Committee yest-
derday to determine coordination
methods in handling Republican pub-
licity through network channels.

The Eversharp quiz program "Take
It or Leave It" with Phil Baker, re-
newed effective Sept. 12. It is car-
ried by Columbia outlets in Hono-
rulu and Hilo. "Take It or Leave It"
is broadcast Sundays from 10-10:30
p.m., EWT. The agency handling the
account is The Blown Company, Inc.

With its renewal effective Oct. 1,
Admiral increases the network of its
"World News Today" program from
government and corporate sources.
Simulcasts were broadcast from 2:30 to
2:55 EWT to 37 cities. In addi-
tion to being heard on the full United
States CBS network, the program is
carried by Columbia outlets in Hono-
rulu and Hilo.

The announcement said MBS for
August 30, over MBS, 8:15-8:30 p.m.,
EWT; Sept. 8, NBC and CBS, Gov. T.
E. Dewey, Republican presidential
candidate, 6:30-7:30 p.m., EWT; Sept.
12, NBC and CBS, President Harry
S. Truman, 7:00-8:00 p.m., EWT; Sept.
19, NBC and CBS, Gov. T. E. Dewey,
4:15-5:00 p.m., EWT.

You have just received a message
from the White House, which was
disclosed yesterday following a
luncheon meeting of the Execu-
tives, Members of the Board of
Directors, and Directors of the
company. The message, which
was delivered to you by Mr. White-
hall of the White House, said:

"We are pleased to inform you
that your request for additional
information has been granted.

The message said that the White
House is committed to the pub-
lication of all information that
will aid in the American public's
understanding of its role in the
world's affairs. The message also
noted that the White House is
ready to provide any additional
information that may be required.

The message concluded with a
statement of appreciation for your
support and cooperation. The
message was signed by the Presi-
dent of the United States.

Curtis & Eger handles the account.
There's a woman in Bergen's life!

She'll be introduced to radio society Sunday September third... on the Chase and Sanborn program... N.B.C.
NAB Adopts ‘Yardstick’

Membership Takes Decisive Action On Station Coverage Proposals After Receiving The Full Details

The Attendance
Chicago—Record attendance at the NAB War Conference is putting to officials of the broadcasters’ organization. Every effort was made to keep the attendance down because of travel inconveniences. The broadcasters however, elected to come and at midnight Wednesday it was estimated that 1,500 broadcasters, network executives, agency representatives and others were in attendance.

Lea Committee Probe Will Resume Tuesday

Washington, D.C.—Public hearings by the Lea Committee on FCC exercise of its licensing power will get under way next Tuesday, John J. Sirica, committee counsel, revealed yesterday. Sirica said he is not yet certain which cases will come up first, but he is believed ready to investigate half a dozen station files.

The plan, which embodies the adoption of a standard method of measuring circulation so all stations are comparable, was voted unanimously at yesterday morning’s session of NAB with nearly 1,000 broadcasters on hand to learn first hand details of the plan which had been the all absorbing item of discussion at the convention the past twenty-four hours. It now goes to the directorate.

The plan, which embodies the adoption of a standard method of measuring circulation so all stations are comparable, calls for balloting radio families of the urban, rural non-farm and rural farm areas. It is the opinion of the research committee after consultation with such experts as Dr. Paul Lazarfeld, head of the Office of Radio Research, Columbia University.

UP Adds 25 Stations; Now Has 600 Subscribers

Additional of 25 new clients to the United Press radio wire was announced yesterday by radio sales manager A. F. Harrison. This brings the total number of United Press radio clients to well over 600—the highest in UP history.

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KBS Client Optimistic On Network’s Future

Chicago—“I know that every station manager has his problems, but if Keystone will continue its present operating methods, I say to you that your franchise as an independent station will be of ever-increasing value,” O. B. Cappelle, sales promotion manager.

More Network Stations Added By G. E. -Prudential


Fly Sees Fast Tele Progress With Military Lifting Ban

Dick Haymes To Continue On ‘Everything For Boys’

Chicago—Forecasting that the military restrictions on the development of television may be lifted at an early date, James Lawrence Fly, chairman of the FCC, addressing yesterday’s luncheon meeting of the NAB, indicated that post-war electronic developments would not be hampered by

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Get’s Around

The two-reel movie of Tom Slater’s “This Is Fort Dix” Mutual network feature, sure is getting distribution. Yesterday Ed Franke dropped into Tom’s office to tell him of seeing the short in England. While sitting there, a letter from Italy was delivered to Slater’s desk telling of the enthusiastic reception accorded the film in the Mediterranean theater of war.


Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y. by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, $15. Subscription by mail with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone 1501 Broadway, New York (18), N. Y. Phone 437-8. \$10; to central and western Canada, where he was named as one of the 25 outstanding young men of the nation. Alicoate, vice-president of Radio Daily, has returned from vacation in the company of Anne Rogers, of the O'Cedar Corporation, Chicago, who will return from a vacation in Hollywood. The Chicago outlet of Radio Daily has been awarded scholarships. WACD (Baltimore) 175/e 37/8 427/8-7/8 163 -I- 3/4 + 1/8.

Walter Tibbals, radio producer for BBDO, has left for the Coast, where he'll spend the coming week in programming work. GLENN DOLBERG, DON MATHERS, RALPH WENTWORTH and SAM ROSS, of the Blue Network's three television licenses per licensee which he divided between the Mutual and National broadcasters at Sande.

WILLARD SHIDEL, correspondent for CBS stationed in London, has arrived in the U. S. today. He'll be heard on next "Report to the Nation" program.

H U. CHAIN, of the agency bearing his name, is spending several days in Weynton, West Va., on business.

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C. H. COTTINGTON, radio director, and FRANK HAAS, time buyer, both of the WNBK network, has returned from vacation in the company of Anne Rogers, of the O'Cedar Corporation, Chicago, who will return from a vacation in Hollywood. The Chicago outlet of Radio Daily has been awarded scholarships. WACD (Baltimore) 175/e 37/8 427/8-7/8 163 -I- 3/4 + 1/8.

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ALMA KITCHELL, WIB's woman commentator whose program is heard on the Blue Network, is vacationing at her summer studio on Lake St. Catherine, Wells. VT. Return is set for Labor Day.

Denver-Frisco Tele Move Withdrawn by NBC Web

(Continued from Page 1)

and Los Angeles. At the same time, the Commission announced that it has decided to consider the NBC petition against the former limit of 22,000,000 pounds of dehydrated food sold during 1944, of which only a small portion, specifically 27,000,000 pounds, will be available to civilians, the rest going to the armed forces.

5000 WATTS 1320 KC.

ENGLISH - JEWISH - ITALIAN

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

Send for WHO'S WHO on WEDV

WEDV - 117 West 46th Street, New York, N. Y.

C. P. MacGregor

at

NAB CONVENTION

SUITE 1472W

PALMER CHICAGO

ChICAGO

Shirley Temple to Guest With Paula Stone Sept. 6

Shirley Temple, currently featured as an ingenue in the film "Since You Went Away," will make a radio appearance as guest next Wednesday, Sept. 6, on Paula Stone's "Hollywood Digest." Miss Stone's program is heard over WNEW from 5:15-5:30 p.m. EWT.

C. P. MacGregor

HAMBURG, N. Y.

C. P. MacGregor

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C. P. MacGregor

at

NAB CONVENTION

SUITE 1472W

PALMER CHICAGO
UP Adds 25 Stations; Now Has 600 Subscribers

(Continued from Page 1)
Bridgeton, Connecticut; RID, Idaho Falls, Idaho; WAC, Chicago, Illinois; WWDJ, Washington, D. C.; KFAB, Lincoln, Nebraska; WKBB, Dubuque, Iowa; WPEC, Sylacauga, Alabama; KMLB, Monroe, Louisiana; WBFR, Baltimore, Maryland; WJR, Detroit, Michigan; WCLA, Ludington, Michigan; WKNY, Kingston, New York; WIBX, Utica, New York; WAKR, Akron, Ohio; WMOH, Hamilton, Ohio; KBWD, Brownwood, Texas; KHTM, Houston, Texas; KRBA, Lubbock, Texas; KNET, Palestine, Texas; WWA, Madison, Wisconsin; WBL, Stevens Point, Wisconsin; KSO, Des Moines, Iowa; and WTCN, Minneapolis, Minnesota.

NBC Skeds Labor Men Back From War Areas

(Continued from Page 1)
Sunday, Sept. 3, over NBC at 3:30 p.m. They are R. J. Thomas, president of the United Automobile Workers; CIO; A. L. Wegener, assistant to the president of the International Brotherhood of Electrical Workers, AFL; David J. MacDonald, secretary-treasurer of the United Steel Workers, CIO; S. H. Dairymple, president of the United Rubber Workers, CIO; Frank Fenton, director of organization for the AFL, and Eric Peterson, vice-president of the International Association of Machinists, AFL.

A message to American workers from a commanding general in a combat area also will be heard.

Dick Haymes To Continue On 'Everything For Boys'

(Continued from Page 1)
Boys' (Tuesdays, 7:30-8:00 p.m., EWT)
Haymes originally joined the program for the Summer season only, but the listener response was so much that the Electric Auto-Lite Company was prompted to hold him over through the Fall and Winter.

Gordon Jenkins continues as conductor, and the program policy of two-way shortwave overseas talks between service men and a feminine song star as guest will be retained.

Philadelphia Orchestra Starts Sept. 30 On CBS

(Continued from Page 1) the concerts are to be broadcast from 5:00 to 6:00 p.m. EWT.

Ormandy, who has been in Australia this Summer conducting a series of concerts sponsored by the OWL, will direct the opening concert on CBS and the greater part of the others in the weekly series, which extends through April 14.


Have you ever twisted your dial to Steve Ellis' all-night show, "Moonlight Saving Time," on WOR between the hours of 2:00 to 5:30 A.M. You have! Then, sir, you're one of more than a quarter-million people who enjoy this great show nightly.

The program is, of course, almost a day's radio crammed into three and a half hours of moonlight. It's orchestras; name orchestras, we mean; quizzes, star-studded recordings, sports news, the dipsey-doodle chatter of Steve Ellis. On the more serious side, "Moonlight Saving Time" is world news fresh from the ticker, on the hour and half-hour... almost everything that radio can offer!

And what it does for sponsors is no longer a secret, but a simple matter of turning night into hay.

SAMPLERS:

* One man offered a free package containing 4 razor blades. It cost him $20.00 to do this. He received 308 requests.

* Another offered a small pack of tobacco and a pouch. The 3 announcements to make the offer cost him $60.00. The result—1,344 requests for the tobacco and pouch.

We could go on talking. But why don't you go on "Moonlight Saving Time?" The cost is so very small; the results are so very great.

Ask us to tell you more. Our address is
WINDING UP IN THE WINDY CITY!!

- Carrying an armful of press hand-outs, programs and other convention data, Jo Ranson, assistant special events director at WNEW, New York, making the rounds...
- Harold Latourn to return to New York Wednesday night...
- Glen Bannerman of the Canadian Broadcasters' Association, greeting his many friends among the NBC.
- One broadcaster, leaving the Fly luncheon yesterday, was heard muttering: "So long as you punch holes in the screen--the Fly will come in"...
- Kent L. Jeffrey, commercial manager of WFIL, Findlay, Ohio, liked NAB's stand on the WAC budget--Ditto for another Jeffrey.
- John J. Jeffrey of WKMO, Kokomo, Ind.
- Lavinia S. Schwartz, OWI radio director for the Midwest, and Harry Levin, OWI rep. in New York, among governmental agency group in attendance at the convention...
- George Crandall, CBS press chief, renewing acquaintance with Ted Weber, Chicago "Sun" amusement director...
- The convention, formerly with CBS in New York...
- Keith Kings of the Blue, one of the busiest men at the convention...
- Edgar Kobak, v.p. of the Blue... John D. Byrnes, deputy chief of the Radio Bureau of Domestic OWI, celebrating a birthday in Chicago yesterday and radio and agency friends showered him with congratulations. John is the government agency executive who supported the broadcasters in the WAC budget controversy. He is here conducting a regional meeting of OWI radio executives...
- Chairman Fly was in great shape and unusually jovial mood. He was wildly cheered at the session which hailed his speech and the Chairman really liked it. Judging by the broad grin... at his press conference he easily handled all questions and believed that after the war, the public should seek to have manufacturers make an all-inclusive type of receiver that would include all modern developments, apart from AM such as FM, television, phonograph, etc. One comprehensive set is his motto... and let's hope they do it so that we poor guys can also buy one...
- Last line is our own quote in the "pipe" intimidating him might change his job... and no doubt Earl Mullin must be glad that he remained in New York.
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- Last line is our own quote in the "pipe" intimidating him might change his job... and no doubt Earl Mullin must be glad that he remained in New York.
- William Norins, Gen. Mgr., WBYN, Brooklyn, N. Y.

RADIO DAILY

By RALPH WILK

AFTER a two week visit on the coast, George W. "Johnny" Johnston, Blue Network director-news and special events, left for Chicago to attend next week's meeting of the National Association of Broadcasters. While on the Pacific Coast, Johnston arranged with details for the departure to the Southwest Pacific of Blue Network war correspondents Clete Roberts and Arthur Feldman. Johnny's move back in New York...

J. Carol Naish has acquired an option on "Here Comes Pancho Villa," a novel by Louis Stevens, and plans to star in the radio program based upon the material. Several prospective sponsors are showing interest in the series.

Ira Cook has been signed to replace Bill Hay on the Music Box program over KMPC at 7 p.m., PWT daily except Sunday starting this week. Show is sponsored by Washington Motors and handled by Smith and Bull Agency.

Effie Klinker was officially chosen "Girl" on the Skippy Hollywood Radio Theater.

- Don Douglas' capable "make-believing" in various types of radio roles, has rewarded him with a regular job on the M-G-M-MBScreen-test program.
- inaugural-Satur (Victor Borge, returns to the "Basin Street" Blue Net program, October 1...
- Maggi McNellis, WEAF's cornet, couldn't attend the United Artists party last week at which the plaster cast was removed from June Havoc's broken leg... while shopping for a gown to wear at the party, Maggi fell down a stairway with the result that her own left foot was encased in a cast...
- Tony Lane of the Airplane Trio, is concocting a book that will "rib" Mother Goose... swing versions of the nursery rhymes...
- An important new advertising agency will soon announce its adoption of an internal policy which will give every employee, from the office boy to the highest-bracketed executive, a share in the company's profits....
- In referring to the NCAC package, "On Stage Everybody," we had it that Universal Pictures is the program's sponsor... in truth, we really meant to write that this flicker company intended utilizing the program to seek talent for its planned picture of the same name... sparkling program is available to a sponsor...
- Penny Youngman, chain cigar-smoking comedian, has been signed to NBC's new variety show for Raleigh Cigarettes starting Wed., Sept. 13, 8:30 p.m...
- Carol Bruce and Phil Brito (one of our favorites) will do the vocal honors...
- Remember Pearl Harbor...
School Broadcasts

Stations interested in educational programming should scrutinize CBC's booklet entitled "Young Canada Listens to School Broadcasts 1944-45." The NAB has in store. I'd like to be the cent of our total population. The results of this survey are still a testimonial for Keystone Cappelle.

The NAB, regional business for the Department of Commerce, H. Avery, director of advertising for General Electric, said Cappelle.

In Network's Future

Salient Optimistic

At the meeting and the speakers, who in addition to Cappelle, Mur-Center, radio time buyer for Advertising Agency, and G. Perry, president of the Associated General, addressed the meeting and the speakers, were.

'If you're planning to go overseas with a program, it's not a straight talk?' he said. "It's not a straight talk? We are here briefly."

On July 9th, Correspondent Baylor's short report from Europe via BBC facilities. David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

More Network Stations Added By G. E. Prudential (Continued from Page 1)

More Network Stations Added By G. E. Prudential

have increased the number of CBS outlets for the two shows. "The Family Hour" added stations on August 27. "The World Today" picks up seven more outlets, as of August 28.

Prudential's increase places the program on a total of 122 stations, 90 percent of the full United States CBS network. Advertising Prudential services, "The Family Hour" is heard Sundays, 3:00 to 3:45 p.m., EWT. The program began its fourth year on CBS August 27, when Patrice Munsel, 19-year-old coloratura soprano of the Metropolitan Opera, joined the cast. She will be heard weekly along with baritone Reed Kennedy, Al Goodman and his orchestra and chorus, and tenor Jack Smith. Benton & Bowles, Inc., handles the account.

The seven stations added to General Electric's "The World Today" are: KEYS, Corpus Christi, and KGBS, Harlingen, Texas; WENT, Glensville, New York; WEAN, Danville and WDWS, Champaign, Illinois; WLBC, Muncie and WKM0, Kokomo, Indiana. The program is heard Mondays through Saturdays from 6:45 to 6:55 p.m., EWT, with CBS news correspondents stationed in this country and overseas presenting a round-up of the latest news. For many years an outstanding CBS sustaining program, "The World Today" was purchased by General Electric in May of last year. Commercials are institutional. Maxon, Inc., the agency placing the business.

Reference Manual

The Associated Program Service, of New York City, has just issued a manual "Most Hours of the Best Radio Music" which serves as a reference, while stressing the advantages of the Associated Library's wide range, high fidelity, vertically-cut transcriptions for AM and FM broadcasting.

Attractively dressed in two colors and containing 24 pages, the manual relates the entire history of the Associated Library and what it offers the nation's stations.

Included in this reference are a list of the organization's talent roster, a special section on opportunities by FM, and authentic information on the basic library and supplementary re-

WAR CORRESPONDENT

David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

WHEN David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly, starting Sunday, July 9th, Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over Radio Station WGAR. By prearranged notice to the families of men who will be interviewed, scores of times now are hearing the voices of their fighting men for the first time in many months. And, with a recent shift to 1920 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and daddies, wives and sweethearts of the boys whose voices have "come home" over WGAR.

Lea Committee Probe Will Resume Tuesday

(Continued from Page 1)

er were in Florida last week, reportedly studying the affairs of WFTL, Fort Lauderdale, which was sold by Ralph Horton to Fort Industries.

They returned, it is reported, by plane on short notice in order to be on hand for the questioning of FCC Chairman James Lawrence Fly by Rep. Louis E. Miller of the committee. Miller, however, was indisposed and the hearing was put off indefinitely.

Barger, Garey Appointee, Resigns From Lea Comm.

Attorney Harry S. Barger has resigned from the Lea committee, last of the legal appointees of former counsel Eugene L. Garey.
Today's Convention Agenda

THURSDAY, AUGUST 31, 1944

9:30 a.m.

Labor Clinic:
"NAB Labor Relations—A Look Ahead," John Morgan Davis, NAB General Counsel for Labor Relations.

The AFM Recording Ban," Sydney Kaye NAB Special Counsel.

The AFM 'Platter Turner' Situation," a Report.


11:00 a.m.

Thursday, August 31, 1944

Adjournment.

11:00 a.m.

Legislation:
Report of the NAB Legislative Committee, Don S. Elias, WWNC, Chairman.

12:00 Noon

General Luncheon

2:15 p.m.

"The Post War Future of Broadcasting"—A Symposium:
Commander T. A. M. Craven, Presiding.

4:15 p.m.

Frank E. Mullen, Vice-President and General Manager, National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

General Discussion: Any member of the panel is privileged to direct questions to any other member.

Questions may be asked from the floor of any of the members of the panel, subject to the ruling of the Chairman as to their pertinence to the discussion.

Any person on the floor desiring to make a statement may do so, but such statements shall not be longer than three (3) minutes.

In scope this symposium will cover present developments and what may be expected in the future from AM, FM, Television and Facsimile broadcasting.

Adjournment.

Friday, September 1, 1944

10:00 a.m.

NAB Board of Directors

RADIO DAILY

Standard Coverage Yardstick

Unanimously Passed By NAB Board of Directors

University, Dr. Raymond Franzen, research consultant and Dr. George Gallup, president, American Institute of Public Opinion, that an overall sample requirement will be 1,000,000 ballots mailed.

When the experts complete the sample allocation by county and cities over 10,000 population, there may be some adjustment of this figure, but not much," the report states. Based on previous experience with this method—controlled-sample mailed ballots—the cost is $1 per ballot sent out. This means $1,000,000 for each complete measurement and such studies, according to the committee, should "be conducted every year.

Report Presented

The report, as presented to the convention by Hugh Feltis, KFAB, Omaha, chairman of the Research Committee, details the plan and points to the approval received from the Four A's, the Chicago Radio Management Group, and representatives of the agency group. This report, in part, is as follows:

"It is estimated that the industry now spends between $500,000 and $700,000 every 30 days for such purposes, for this same type of information which is non-standard and has long been under severe criticism by agencies and advertisers.

"The job of mailing ballots is not as simple as it sounds. It. It is before the broadcasters data which will be of value in determining post war expansion.

Each of the following will speak for fifteen minutes:

Paul Chamberlain, General Electric Company.

Thomas S. Joyce, Radio Corporation of America.

William B. Lodge, Columbia Broadcasting System.

Frank E. Mullen, Vice-President and General Manager, National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

Korn Kobblers Renewed

The "Korn Kobblers" have been signed to a new long-term contract by Frederic W. Zilv as a result of their great success in the transcription scored under the previous agreement.

July Sales Up At Westinghouse

In a business report for the month of July, the Westinghouse Electric & Manufacturing Co. indicated an increase of 17 per cent over July of last year for net sales billed for war equipment, during July, amounting to

Premiere Shifted

Premiere of "Terry Allen & Three Sisters," previously announced for Monday, Sept. 4, has been postponed until Monday, Sept. 11. The program will broadcast over CBS days through Fridays, 5:30 p.m., EWT.

The release of information—there is no further general type to be developed.

We have some thoughts on broadcasting and advertising.

We ask our board to approve the following as a general procedure:

1. Circulation figures by county, state and country for all stations.

2. "The Challenge to Post War Broadcasting"—A Symposium: Any person on the floor desiring to make a statement may do so, but such statements shall not be longer than three (3) minutes.


4. "The pattern is set for us in other media," "It is obvious to us—we need a bureau of radio research," "When the experts complete the sample allocation by county and cities over 10,000 population, there may be some adjustment of this figure, but not much," the report states. Based on previous experience with this method—controlled-sample mailed ballots—the cost is $1 per ballot sent out. This means $1,000,000 for each complete measurement and such studies, according to the committee, should "be conducted every year.

Each of the following will speak for fifteen minutes:

Paul Chamberlain, General Electric Company.

Thomas S. Joyce, Radio Corporation of America.

William B. Lodge, Columbia Broadcasting System.

Frank E. Mullen, Vice-President and General Manager, National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

Korn Kobblers Renewed

The "Korn Kobblers" have been signed to a new long-term contract by Frederic W. Zilv as a result of their great success in the transcription scored under the previous agreement.

July Sales Up At Westinghouse

In a business report for the month of July, the Westinghouse Electric & Manufacturing Co. indicated an increase of 17 per cent over July of last year for net sales billed for war equipment, during July, amounting to

Premiere Shifted

Premiere of "Terry Allen & Three Sisters," previously announced for Monday, Sept. 4, has been postponed until Monday, Sept. 11. The program will broadcast over CBS days through Fridays, 5:30 p.m., EWT.
Fly Sees Tele Progress

Network Tele Sure With Coverage Nationwide

Continued from Page 1

The prospects of television broadcasting since its static-ridden, squeaky-voiced beginnings in 1920 have been one of uninterrupted improvement and uninterrupted expansion. Revenues and profits have grown year after year; technical improvements have been introduced in a continuous procession; and, subject perhaps to a few minor qualifications, program quality has kept step with the onward and upward progress of the art.

* Points to Tremendous Progress *

The history of radio broadcasting, since its immediate post-war period, has been one of expansion far superior to any known before will be possible, and where there will be plenty of room for considerable improvement. By harnessing this new knowledge of television immediately, it may be possible really to live up to the potentialities of the future, 'you have with a television receiver.' One application already filed with the Federal Communications Commission calls for a television picture far superior to any heretofore known, and it is contemplated to put it on the air within a matter of months after the current fiscal year.

Quotes British Group

In a recent report, the British Institution of Radio Engineers makes this observation: "It is suggested that the immediate post-war television standard will, in fact, be permanent, therefore, desirable that these standards should not be "frozen" at a level that is below the technical and economic limits of the present time."

"Where improvement is so needed, and where respectable engineering practice is obtainable, it is obviously of the utmost importance that the fullest possible experimentation be undertaken as rapidly as possible, in order to get the right thing by and to get them promptly. Neither the broadcasting industry nor the public in general can expect any broadcasting Commission to prepare such experimentation on the highest frequencies to the fullest extent possible, in order that the final decision on post-war television standards can be made in the light of all the facts at the earliest feasible date...."

"Another important problem in the offing is to afford the means for the development of television networks. The vision of important events will be such that few local stations will be able to do the job effectively without network affiliation."

"Co-Operation Needed *

"Much depends of course, upon the direction taken by our entire economy. However, we cannot get together to engineer a smooth transition from war to peace, not even to those that will be needed to maintain full production and full employment. Such a transition cannot be achieved throughout our entire economy, if segments of our society do not work together in harness towards the common goal, then difficulties will be encountered. But the experience of the war years has certainly shown that there is no need for such internal strife. We can all pull together; and if we do, all will benefit."

"Let me talk from such long vistas to the immediate future—broadcasting between now and the Tuesday after the first Monday in November. As you know, the Communications Act is quite explicit with respect to broadcasts by candidates for public office. Section 315 of the Act provides:

Quotes from Communications Act

"If any licensee shall permit any person who is not a legally qualified candidate for any public office to use the air facilities of such licensee, such licensee shall forfeit:

"Responsibility "Aw-Inspiring *

"We must keep in mind that for the first time in history the people's basic right of free speech has a practical working mechanism. Yours is a task to see that it is most adequately adequate to the needs of a free people. You are the trustees of this powerful mechanism, holding it and guiding it for the benefit of the public. This is an awe-inspiring responsibility. Basic principles of fairness and adequacy are controlling. So long as you fully and consciously assume this responsibility, you can stand aware against all the ill winds of doctrine and conflict. Radio has been preserved as a free institution. It has done a grand job in most difficult times. Today it has reached a fair degree of maturity and it stands poised to move onward to greater things.

"Tlenvo-may I repeat the thought expressed at the San Francisco convention. The faith I then held I still hold. But the radio must stand as the cornerstone of our Democratic Institutions."
SAN FRANCISCO—“Bill Baldwin’s Night Club,” to be auctioned on September 6, to its new owner George Fenneman, who will carry on over KFRC. During Baldwin’s tour of duty as a war correspondent in the South Pacific, he was a frequent speaker at the KFO-Stanford University Radio Institute was John W. Elwood, manager of KFO. Jacqueline Wilson has been appointed promotion publicity director of KFRC.

OAKLAND—Latest addition to the KSL staff as of September 1st, will be Marcia Walton, formerly of KPO FREddy—Two new additions to WNG’s staff are Julian A. Flint, Shirley Cantor, Jack Davis and Otis Faculty.

OHIO—CINCINNATI—WKY announced recently that Herb Munseel has joined their staff. Every month WLW picks out a type of food and features it on its “Home Forum” program. Store displays, mat for newspapers and price cards are supplied to dealers as tie-ins. In the August issue of “Chain Store Age,” Penny Pruden of KWC food scout, was the subject of a feature article. COLUMBUS—New head of the WCOL publicity and promotion department is James L. Renick, formerly director of athletic news service at Ohio State U.

MARYLAND—FREDERICK—The new program director of WFMD is Bill Larner. It was announced recently. Larner, who recently joined the staff of WFMF in charge of special events, publicity and promotion, will continue to handle those departments in addition to his new duties.

ALABAMA—BIRMINGHAM—Several new additions to WSJN’s staff are Julian A. Flint, Shirley Cantor, Jack Davis and Otis Faculty.

GEORGIA—MACON—A new fast-talking show heard over WBBM has been announced. It consists of a long known co-ed who gulsers and bobs the inside dope on the men from the Armed services.

MILWAUKEE—WMTM, the Milwaukee Journal FM station, aired for the first time this week a new popular ballad program called “Concerning Love” with music by Wanda Arnold and publication by BMI.

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