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

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

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

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

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

Washington Bureau, RADIO DAILY

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

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

(Continued on Page 6)

NAB Endorses Xmas Show Plan

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Sees Postwar Prospect Of Continued Good Biz

Washington Bureau, RADIO DAILY

WASHINGTON—A telegram urgently requesting discontinuance of the private hearings on the WMCA case pending final disposition of the civil action brought by Donald Flamm against Edward J. Noble was received yesterday by Clarence F. Lee, chairman of the Interstate Commerce Commission.

"Better than 90 per cent of NBC's listeners will have heard Flamm's program during the past five years," Mr. Noble wrote.

(Continued on Page 2)

Elgin Co. Xmas Show On Full CBS Network

Elgin National Watch Company will utilize the entire CBS network for its two-hour annual Christmas Day program. The show, running from 4:30 to 6:30 p.m. on WOR, will feature the Red Cross radio program, "Christmas in a Children's Hospital," and "Christmas in a Children's Hospital," both of which will be broadcast from the New York City Children's Hospital.

"Christmas in a Children's Hospital" will be broadcast from the New York City Children's Hospital, and will feature a special program for children, with music and special effects.

(Continued on Page 5)

Finders Keepers' Company Blizzard Bound In Plane

Riding a Navy plane through a blizzard that grounded their craft for three hours at Columbus, Ohio, and then dogged the party to New York, the stars of NBC's "Finders Keepers" will be on hand at the Hotel Mayflower to open their show, "Blizzard Bound in Plane." The show will open at 11:30 a.m. on December 15.

"Blizzard Bound in Plane" will feature a reunion of the stars of the network's hit series "Finders Keepers," including Jimmy Durante, Bob Hope, and Carol Channing.

(Continued on Page 4)

Network Leaders Comment On 25th Anniversary Plans

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

Niles Trammell, president of NBC, said: "The NAB's plan for a nation-wide observance of the radio industry's 25th anniversary is a fitting tribute to the men and women who have dedicated their lives to the development of radio as a medium for the entertainment of the American people.

"The radio industry is proud of its past and is committed to a bright future. The NAB's plan for a nation-wide observance is a clear demonstration of the industry's dedication to the future."

Mark Woods, president of the Blue Network, said: "The NAB's plan for a nation-wide observance is a fitting tribute to the men and women who have dedicated their lives to the development of radio as a medium for the entertainment of the American people."

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WLAW is a penetrating power — reaches 152 cities and towns — an audience of 907,883. Advt.

Judee

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

WILLIAM S. KELLY, who has been a copy writer at the Columbia Broadcasting System for the past three years, has just been flown here from Leyte, and will bring late news of the war in the Pacific.

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

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

Of Continued Good Biz

(Continued from Page 1)

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

Winchell To Be Benny Guest

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

The Navy Calls It "Recognized Risk"

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

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

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

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

If you have a job to do in this, the 6th largest market of the country, when you choose radio... choose W-I-T-H, the successful independent station.
HERE is a program in which problems sent in by listeners are discussed and judged by a studio jury of housewives and mothers.

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

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

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

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

THE YANKEE NETWORK, INC.
LOS ANGELES

By RALPH WILK

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

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

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

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

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

Army-Navy Broadcast

Will Omit Commercials

(Continued from Page 1)

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

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

Decision Made at Costab

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

(position)

Ave Maria Hour

WMCA — Sunday — 6:30

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

PRODUCTION

Friday, December 1, 1944

RADIO DAILY

REPORTER AT LARGE...

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

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

• Nora Stirling's program, "Serenade to America," will NBCele-
brate its 1st anniversary next Wednesday . . . earlier this week we referred to it as a "commercial" . . . it isn't, but we'll never understand why . . . A former doorman at that deluxe movie palace, Glenn Langan will be seen on the Roxy Theater screen as a featured player in the flicker. "Something for the Boys." . . . Fans of Beatrice Kay's "Gaslight Gaieties," heard Saturdays via NBC, have sent her enough relics of the 'gay nineties' to fill an entire room at her Closter (N.J.) home . . . Te-Pic Syndicate, celebrating its fifth anniversary, will give stations, subscribing to its photo service, bound souvenir booklets showing actual battle scenes 'shot' on the last-fight fronts.

SOUTHWEST

CEDRIC FOSTER, of Mutual, Godwin of the Blue, and Ben- Lindsey, from "Newsweek," we among the group of topflight news-
paper and magazine writers visiting the state on a tour sponsored by the state government. The tour was organized to give the press an idea of what the state is working on in the nation's war effort, as well as demonstrating the state plans to assume during the post-war era.

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

"Finders Keepers' Compan" Blizzard Bound In Plans

(Continued from Page 1)

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

Headed by Clarence J. Means, NBC vice-president in charge of pro-
grams, the entertainers left New York Monday to participate in this drive which was conducted in conjunction with the combined auspices of station WDAF, NBC's Kansas City affiliate, and the Kansas City "Star." Marjorie Fisher, creator of "Finders Keepers," participated in staging the shows.

Two Shows at K. C.

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

At the Training Station, Nan Merriman and Bob Merrill of "Serenade" and "Serenade to America" have been a great success.

At the Auditorium, a two-hour show in the Recreation building.

Tuesday evening, the entertainers played before an audience of 7,000 at the Auditorium, gaining booking sales of $3,517,280. Millions of dollars more were raised in the auction articles which included everything from a fur coat to a live steer.

Chicago's BEST NEWS SERVICE AP-UP INS W-T-N-D 560 Kc. 5000 WATTS
Christmas Shows For G. I. Joe’s

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

The eleven stations are:

- WLW, Cincinnati
- WHOP, Hopkinsville, Ky.
- WMBO, Auburn, N. Y.
- WWNY, Watertown, N. Y.
- WBT, Charlotte, N. C.
- WKY, Oklahoma City
- WMMS, Uniontown, Pa.
- WSAV, Savannah, Ga.
- WIP, Philadelphia
- WCKY, Cincinnati
- KSTP, St. Paul-Minneapolis

The number of stations to date who have joined in holiday program planning totals 155.

Canadian Station Joins Don Lee Group Today

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

Waring On Bond Show

Richmond—The regularly scheduled broadcast of “Fred Waring and His Pennsylvanians” originated from the Mosque Auditorium and was broadcast by WRNL yesterday, as part of the Sixth War Loan Drive in this area. The big auditorium was entirely sold out well in advance of the broadcasts, admittance being the purchase of a war bond. Six boxes were purchased by a group of Richmond merchants for $2,250,000 in bonds, and were occupied by wounded overseas veterans of this area.

Berle’s Comedy Show Moving From Blue To CBS

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

“Let Yourself Go” will succeed “The Electric Hour,” which will transfer to Sunday afternoons from 4:30-5 p.m., EWT, on the network starting Dec. 7.
Flamm's Counsel Seeks End of WMCA Hearing

(Continued from Page 1)

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

Counts Noble's Charge

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

Wants Ejection in Record

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

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

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

Network Leaders Comment On 25th Anniversary Plans

(Continued from Page 1)

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

"Expand Efforts," Says Crandall

Calling for recognition of the magnitude of impending developments in the industry, Crandall, Columbia's press information head declared: "While radio broadcasting has unquestionably achieved a record that warrants celebration of its 25th anniversary in 1945, any observance of our past accomplishments should be tempered with a recognition of greater things yet to be accomplished. Broadcasting is still too young to contemplate its past with contented satisfaction. But it is not too young to meet its 25th year with a pledge to improve and expand its efforts in the interests of the nation it serves."

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

Porter's FCC Post Awaits ICC Hearing

(Continued from Page 1)

to expect serious difficulty in the appointment through. Some opposition is on the grounds of the president's previous activities—with and with the Democratic National Committee—rather than on the basis of his administrative ability. Approval Almost "Routina"

Implication by Wheeler that the appointment might have gone through as a routine matter was not for the protest by the Senate or the House. He said he had no knowledge whether the hearing would be public or executive.

Laurence Evans To Guest With Martha Deane Tonight

Laurence Evans, vice-president of Columbia Concerts, will talk for first time on the air on Friday, December 1, when he will appear on the Martha Deane program, WOR, to discuss his 25 years of experience as manager of such music artists as Amelia Currie, Yehudi Menuhin, Rose Bunton, Dorothy Maynor, Rise Stevens and Lawrence Tibbett.
December 1, 1944

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

**AGENCIES**

J Walter Thompson Company is placing for WEAF, New York, a campaign instituted by the station in November and extended through December to reach more than 110,000,000 riders in New York's underground transportation system with a car-card campaign to promote WEAF and its program features. The drive will be conducted in the cars of the Independent Subway, the Hudson Tubes and the BMT. Basic themes of all the advertisements is "WEAF—989 on your dial—for the Greatest Shows in Radio."

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

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

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

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**ROMOTION**

**COAST-TO-COAST**

**MICHIGAN**

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

**MISSOURI**

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

DISTRICT OF COLUMBIA—WASHINGTON—Two new members have been added to the staff of WJLB according to a recent announcement by K. H. Berkeley, general manager of the station. The newcomers are John S. MacKercher, who is now a member of the production department, and Albert Leitch, who has joined the news staff.

Recorded programs from the Walter Reed Hospital in which wounded men tell how they won the Purple Heart, form a substantial part of the schedule WRC has adopted to promote the Sixth War Loan. The interviews are conducted by WRC staff member Don Fischer.

The appointment of Tom Means as director of promotion and publicity for WOL was announced recently by Merle Jones, general manager of the station. Means comes to the station from CBS where he did sales promotion.

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**END BIRTHDAY GREETINGS TO—**

December 1

Bencivoci—Harry W. Connal A. Fiore Ted Hammertstein Henderson Linda Keene Martin Patricia Ryan Shahto Dave Zimmerman December 2

Thy Andrews Jesse Crawford Giaco Peter C. Goldmark Joe Judis Henry McElmore Perry Homer Smith Erce Stone Ed Burns Bill Kelso December 3

Meles F. McCarthy Luccel Engel Line Greene Kathleen Stewart Steve Boswell Charlie Pitman

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**ALL SACRIFICE VERMONT FARM FOR QUICK SALE**

Remodeled snug eight-room Vermont house, conveniences, 150 acres; tillable land—beech woods; lake site; bayside shanties; chicken house; beaver dams; fine trout; splendid fishing; excellent hunting; skiing; sheltered from wind; 5 miles to Williamsburg, 10 miles to Bennington College. Write to all reasonable offers. Write, Rural Route No. 2, Bennington, Vermont.

BROADWAY, NEW YORK 18, N. Y.
WABC-CBS, Thursdays, 10:30-11 p.m., EWT

Music: Ray Bloch
Writer: Tom Langan
Producer-Director: Frederick Bethel

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

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

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

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

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

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

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

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

Mutual President Commends Flan

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

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

NBC’s War Clinics For 1945 Planned

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

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

FMBI Asks Retention Of Levels In Spectrum

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

La Roche Meets With Press; Discusses Blue’s Planning

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

"Regular radio shows will be televised in the future," Mr. La Roche said, "and artists such as Jack Benny will learn to memorize their scripts." La Roche revealed that the Blue Network is in the preliminary stages of setting up a video department and that they hoped to collaborate with NBC for post-war television.
La Roche Meets With Press; Discusses Blue’s Planning

(Continued from Page 1)

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

“There is a great deal of interest in the motion picture industry in television,” he said. “I think that movie trailers and shorts in home markets will help the picture business rather than hinder it. Some television will create a demand to see the stars in their full length features in the theaters.”

Seek New Quarters

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

La Roche believes the public service field of the network is important and pointed to their recent tieups with the “Herald-Tribune” forum and Dr. Frank Gallup of the Gallup poll as types of programming that AFL and CIO should be given a voice in. He said that they hoped to induce Colonel Tom Lewis, now in the army, to join the Blue on the West Coast when relieved of military duty. In the production department he said they were trying to find studio and administrative quarters in Hollywood and Chicago, La Roche said that in New York they were exploring the possibilities of using the Center Theater, a unit of Radio City.

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

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

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

- - - Thursday night the 'Beard' made a guest appearance on the "Megaphone's" program and to us the result was excellent diversion . . . so we'll be at the loudspeakers again next Thursday at 10:30 p.m. when Monty Woolley returns to match wits and bon mots with Rudy Valette. . . .

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

- - - Did he 'Beir'? . . . he lives in Brooklyn so naturally that's the pronunciation of that synonym of dismay . . . but to go on with the story . . .

Milton Berle's brother Frank, decided to take that airplane trip with the Kate Smith troupe to the Chicago Navy Pier exhibit so he arose at 5 a.m. that morning, swallowed to Manhattan (an hour trip) where the 'gang' boarded a bus which took them to the undisclosed airport where a Navy transport awaited them . . . the airport turned out to be Floyd Bennett Field which is but half a block from Frank's home . . . tee-hee.

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

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

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

- - - There's a great deal of weight behind the "Gracie Fields Show." . . . sculptor Larry Marks weighs in the neighborhood of 385 pounds (on the hoof). . . . now, on the scales) and Michael Roy, who announces the program claims an even 500 pounds (to give a round figure, we take it). . . .

- - - A low Bow to Abbott and Costello for . . .

- - - Wonder why the producers of the "Cartoon of Cheers" show don't provide a better studio for the comedy antics of Henny Youngman . . .

Comic is forced to be funny in the crowded accommodations of 8G at NBC where 200 people find it hard to see what's going on. Lily Pons and hubby Andre Kostelanets were presented with a citation from the NBC where 200 people find it hard to see what's going on.

Mr. Swezey, who recently resigned from the Blue Network where he was the organization's Counsel and Secretary, served in that capacity from February of 1942 to the present time. Prior to that he was a member of the legal department of the National Broadcasting Company after having been with various departments of the government including the RFC and the Federal Home Loan Bank Board. A graduate of Harvard of the class of 1928 and Harvard Law School in 1931, Mr. Swezey began his professional career in private practice in Boston with the firm of Warner, Stackpole and Bradlee.
Standing Committees For 1945

(Continued from Page 1)


Marketing Committee: Chairman—John F. Patt, WGAR, Columbus, Ohio; One additional member to be added.


For 1945 Planned

(Continued from Page 1)

Sheldon Hickox; Charles P. Russell, Jr., and William H. Taylor, Jr., director of facilities development and research; and Dr. James R. Angell, vice-president, will address the New York meeting at the Waldorf-Astoria, New York, Mon., Tues., Wed., Feb. 5, 6, 7; Biltmore Hotel, Atlanta, Ga., Sun., Mon., Tues., Feb. 11, 12, 13; Baker Hotel, Dallas, Texas, Thurs., Fri., Sat., Feb. 15, 16, 17, Palmer House, Chicago, Mon., Tues., Wed., Feb. 19, 20, 21; Biltmore Hotel, Los Angeles, Mon., Tues., Wed., Feb. 26, 27, 28.

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

Schedule Outline

The 1945 schedule is as follows:

Feb. 16-17: Technical committee.
Feb. 18-20: Sales manager's committee.
Feb. 21-23: Public relations committee.
Feb. 24-26: Engineering committee.
Feb. 27-28: All-committee meeting.

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

(Continued from Page 1)
other speakers included Major General H. C. Ingles, chief Signal Officer, United States Army, and Rear Admiral John S. Reddick, director of Naval Communications.

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

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

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

We can be only Victory can reveal them fully.

Colonel Sarnoff concluded that the Radio Corporation of America began operations twenty-five years ago with 487 employees and today more than 40,000 are on the payroll, 56 percent of whom are women.

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

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

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

"During these twenty-five years your company has played an important part in achieving pre-eminence of the United States in radio. I congratulate you personally for splendid leadership. Your organization throughout the years has created new wonders and brought into being new services in all phases of radio activity for the benefit of the American people and for people everywhere.

"I wish you and all members of the RCA family continued success in pioneering. With television as a new post-war industry of great promise in the fields of employment, entertainment, and educational features, including the literature, economics, political and social sciences.

Hildegarde Lists 3 Guests
Mrs. Sarnoff mentioned 62 Charter Employees of RCA, and among guests at the speakers' table were Owen D. Young, founder and first chairman of the Board of RCA; Edward J. Nally, the first President of RCA; Will Hays, President of the Motion Picture Producers and Distributors of America, Inc.; Major General James A. Code, Assistant Chief Signal Officer, and Brigadier Frank E. Stoner, Chief of the Army Communications Service.

Participating in a special program for several hundred guests at the dinner were artists of radio, stage and opera, among them Arturo Toscanini, Dr. Frank Black, Miss Gladys Swarthout, Lauritz Melchior, Hildegarde, the Bernard Brothers and members of the NBC Saturday Symphonic Orchestra. Dr. James Rowland Angell, Publius Suetonius, vice-president of the National Broadcasting Company, served as toastmaster, and Lowell Thomas was master of ceremonies.

FM Broadcasters Get Letter From FDR

(Continued from Page 1)
FM broadcasters desire to retain their present level in the frequency bands that it is in their interest to maintain the stability of the industry decision from the FCC be reversed.

The Commission did not release details on the international matter, telling the State Department that it has plans with France before they become final.

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

UAW of CIO Seek FM Licenses In Six Cities

(Continued from Page 1)
UAW president Thomas said the UAW-CIO is eager to collaborate with all progressive elements in radio to further freedom of expression, said so much is written in the near application of ideal to labor problems only, that the greatest educational advance for the whole listening public is pointed out. According to a statement of purpose signed by Mr. Sarnoff and Dr. H. J. Hildegarde, the UAW-CIO is eager to cooperate with the FCC, the purpose of UAW to ensure FM as to concentrate on educational and cultural activities, including the literature, economics, political and social sciences.

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AN ABLE EXECUTIVE WANTS A BIG JOB!

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

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

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

Please Address "L," Box 923
RADIO DAILY, 1501 Broadway, New York 18, N. Y.
SALESMEN AN OPPORTUNITY

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

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

Address: Box 926, RADIO DAILY
1501 Broadway, New York 18, N. Y.
BEFORE the WMCA hearing went behind closed doors, accusations and denials had reached strident proportions. Leslie E. Roberts, twice ousted from WMCA managerial posts, made what appeared to be a confession of his admitted deception in connection with the station's sale to Edward J. Noble by Donald Flamm in 1940. Donald S. Shaw, former general manager of WMCA, denied all charges made against him by Leslie Roberts and, after Flamm, added that he at no time divulged any confidential figures or info except when asked for the by Flamm. Meanwhile Flamm testified that Shaw called many radio men urging them to call Flamm and advise him to sell WMCA to Noble on his terms. Whereupon Noble promptly denied any conspiracy to pressure Flamm from his station. The Lea committee will continue the hearings behind soundproof walls until it is ready to publicize its decision. As the week drew to a close, counsel telegraphed the Lea committee urging discontinuance of the hearings until the WMCA sale has been "completely appealed in the New York Supreme Court."

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

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

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

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

Policy: Edgar Kobak, president of Mutual, in discussing proposed new policies for the web, said they would be influenced to a great extent by two changes in executive personnel: programming and the office of general manager.

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

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

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

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

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Send Birthday Greetings to... December 4  Charlie Borch Helen Boylis Ann Morath Elsie Mae Gordon Eben Bannerman Isabel Redish Charles G. Burke Bill Sicier

WTAM CLEVELAND

REPRESENTED BY N B C SPOT SALES

Wrok works

Wrok works

BLUE Station • ROCKFORD, ILL.

Check with HEADLEY-REED

Millions stay tuned to the National Broadcasting Company

It's a National Habit

WHAT 1,253,600 Housewives CAN DO

... In a Cooking Mood

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

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

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

John Hymes Resigns Post In OWI Station Relations

Washington Bureau, RADIO DAILY

Washington—Resignation of John Hymes, OWI station relations director, has been announced by George Ludin, head of the OWI radio bureau. Hymes will return to New York.

Asks FCC To Restore WOI's Morning-Time

Washington Bureau, RADIO DAILY

Washington—The FCC has been urged by President James G. Patton of the National Farmers Union to reverse its two-year-old ruling denying early morning time to WOI, Iowa State College station at Ames. Patton said in a letter to Acting Chairman E. K. Jott, that the issue in the case is whether non-commercial stations' needs are to be ignored in favor of those of stations operated by the "Christmas Shows for G. I. Joe's" program.

Quentin Reynolds Signed For 'Radio Reader's Digest'

Quentin Reynolds, author and correspondent, currently on a special Navy Department assignment in the Pacific, has been signed to appear as a sustaining Corp national and regional networks in a 12-month period, 85 per cent was commercial. Figures are according to the annual program statistics report, covering 1943-44 network operations, just issued by the CBC and do not include figures for programs paid for by foreign-owned and operated stations. The public service percentage given was 15 per cent.

Big REC Attendance To Greet Lord Halifax

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

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Coming and Going

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

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

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

Longine "Symphonette" To Play For Wounded Vets

(Continued from Page 1) tory, will be assembled for the first time as a live-talent orchestra for an appearance in public. Appearance will be at the Halloran General Hospital, Staten Island, on the night of Tuesday Dec. 12, where wounded war veterans will be entertained.

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

Two Network Renewals Signed On CBS Shows

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

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

Out in the cold

That’s what’s going to happen when the chips are down ... a great many advertisers who have been buying radio time on the mass-marketing method of big-name letters and mass coverage alone.

When the chips are down ... the sellers’ market freezes up... that’s when you’ll want to remind the hard working stations of the real war.

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

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

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

Chicago’s ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

WE’RE GOING PLACES

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

How about coming along?

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

WPAT

PATerson • PARAMOUNT BLDG.

NEW JERSEY • NEW YORK

Tuesday, December 5

FINANCIAL

(Monday, Dec. 4)

NEW YORK STOCK EXCHANGE

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<tr>
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NEW YORK CURB EXCHANGE

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<td>+1</td>
</tr>
</tbody>
</table>

20 YEARS AGO TODAY

(December 5, 1924)

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

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

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

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

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

In the Distribution Decade,

Advertising Must Help Create Many New Industries

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

For, after Victory, the Nation must not only produce, but sell 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

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

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION’S MOST MERCHANDISE-ABLE STATION
California Commentary:

- W. B. "Bill" Ryan, general manager of KFI, Wednesday played host at ground-breaking ceremonies for KFI's new FM-tele transmitter site on the top of Mt. Wilson, Dr. Lee de Forest, who played no little part in development of radio, Mayor Fletcher Bowron, Charles B. Smith, West Coast representative of the RKO Television Corp., and Fred Wollcott of Gilliland Bros., were among the speakers. Bob Purcell, KFI's special events director, acted as emcee. Mayor Bowron praised Earle C. Anthony, who founded KFI as early as 1922, while the scribes and others who made the trek to the mountain top praised Mrs. Anthony, who prepared the lunches for the jazzmen whose normal appetites were increased by the mountain air. A. C. Chils, president of the Mt. Wilson Hotel Company, said that for 56 years his organization has made it possible for scientific work to be accomplished at the 8,000-foot altitude. Fifty-six years ago, Harvard University scientists established their observatory there and 40 years ago, Carnegie scientists came up to make their observations in astronomy. San Bernardino, Santa Monica, San Diego, Long Beach and Santa Barbara are among the communities that can be seen from Mt. Wilson.

- Caught up by the spirit of costuming that prevails on the "Roy Rogers Show" series on Mutual-Don Lee, Ruth Ellis, red-haired secretary to Producer Fran van Hertesveldt, surprised her boss by showing up at a rehearsal in a very smart Western costume. Our fashion informant said Ruth wore a plaid skirt, in tones of brown, and instead of a jacket, Miss Ellis used a buckskin vest of deep tan.

- Two more San Franciscans join the Hollywood scene. Helen Morgan, for years a producer and writer at S. F. NBC, and her husband, Ivan Green, a very good character on the scene.

- Our fashion informant said Ruth wore a plaid skirt, in tones of brown, and instead of a jacket, Miss Ellis used a buckskin vest of deep tan.

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

- Jimmy Durante would have really blushed with pride had he been able to hear himself praised as a great showman and swell guy by Ed "Archie" Gardner, Frances Langford, Allan Jones, Ray Sinatra and Lena Rammy, fellow performers on the Elgin Thanksgiving Day show. They were in an ante-room listening to Jimmy on a loudspeaker when they came through with their spontaneous verbal plaudits.

- Earl Carroll, whose restaurant is on Sunset Boulevard, has real competition on that thoroughfare in picking eye-filling beauties. His competition comes from Beverly McCarthy, no mean looker herself, who chooses the premiere elevator operators for the Columbia Square building.

- Sid Singer, who originated "Money On The Line," heard on CBS, and who writes the show, has written a new book, "Party Lines."

- Cottonseed Clark and his troupe of 30 entertainers entertained the servicemen at the Stockton, Califi., Air Base Dec. 3.

- First time in eight years, Sybil Chism was unable to play the theme music for Lum and Abner on the Blue. Warming up the organ 30 seconds before airtime, the dammed thing broke down with a terrible clatter. Attendents rushed in a portable organ, about three feet long, and she started to play that one, but the fan which provides the tremolo was loose, and clattered. So Lum and Abner went on the air WITHOUT A THEME.

- George Fisher, headman of KECA's "Hollywood Spotlight," has Frank Sinatra clubs listening to his show every night. The reason—George is a Sinatra fan himself—and finds a news item about Frankie, or some way of mentioning him on every broadcast! Wendell Niles has flown an equivalent of three times around the world to appear with Bob Hope in entertaining GI's. Recently he flew to Chicago and Atlanta with Bob.

-- Remember Pearl Harbor --

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**continued from Page 1**

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

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

John Hymes Resigns Post
In OWI Station Relations

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

The San Antonio Aviation Center "Skyline Patrol Orches featured on the "Skyline Radio" over WOAI and members of the Texas Quality News recently provided the dance for the public entertainment opened the Sixth War Loan Exhibit here. The orchestra is directed by Sgt. Bill Bunt, former arranger Paul Whitman, Jack Tegarden, Harry James. Featured vocalist Cpl. Andrew Gainey, former soloist.

**special tribute to SPAR**

**attitude review "Tars and Spars" appearing in San Antonio, recently aired a half-hour program from the street in front of the Majestic Theater. Local civic and dignitaries took part in the program which was emceed by Fred Harm of KONO. **

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NBC, CBS Complete Plans
For Sixth War Loan Drives

(Continued from Page 1)

Ann Sheridan, Paulette Goddard and Jerry Colonna are among stars who will appear. All have signed overseas for the benefit of every fighting front. This special broadcast, Major Wilson will conduct the orchestra, and Major Mann Holiner, on inactive duty, will produce the broadcast. Carroll Carroll is script editor with radio's top writers on the contributing end.

Motor Wilson Scheduled

One of the day—Buy More Bonds to be hammered home on every network broadcast. A 8 a.m. to midnight, and will be intensified in special-produced programs—produced in an accounting of the struggles and sacrifices, and told to the nation's surging will to lift, total victory.

Among these special programs are, "The Job," with actor Ralph Bellamy, as narrator (CBS, 8:00 to 8:55 EWT); and "Freedom In Their Eyes" actress Mady Christians will recite a dramatic monologue, "Look Up My Child," by Mari Yanofsky about a group of English children killed when a robot bomb hit their schoolhouse.

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

Eight "Jobs" Listed

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

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

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

Films Use More Radio

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

(Continued from Page 1)

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

Warren Jennings, president of the REC, will preside at this meeting which will also feature talks by OWI Director Eimer Davis, John Salt, North American Director of the BBC, and Ralph H. Hulfman, the British Ambassador to the United States.

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

Advertising Panel Set

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

The suite to be covered for the forthcoming TBA meet will include: "How One Agency Looks At TeleVision Commercial Programming," by Herbert J. Leder, tele director and program specialist of Benton & Bowles, Inc.; "Commercials In Relation To Sports," by Don McClure, tele director of N. W. Ayer & Son, Inc.; "What The Time Buyer Wants To Know," by Frank Silvernail, chief time buyer of BBDO.

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

Thirty Tele Receivers
To Display Programs

(Continued from Page 1)

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

The program was originated from the studios of WABD and WNBT, and will be picked up by the thirteen suppliers, supplied by Du Mont, RCA Fada, Philco and General Electric, grouped in the center of the floor in such a way that everyone will be able to see the performers. The engineer of the Philco Radio and Television Corporation, will be in charge of receiver installation and grouping, while program chairman Ralph B. Austen, executive vice-president of the RKO Television Corporation, will arrange the details of the presentation.

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Asks FCC To Restore
WOI's Morning-Time

(Continued from Page 1)

for private profit. His letter follows:

"Farmers of the nation are waiting with interest the decision of the Federal Commission in the case of station WOI, the Iowa State College of Agriculture Station at Ames, Ia.

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

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

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

Jean Wright Named
New NBC Picture Editor

Jean Picus Wright, former Picture Editor of MCA Sweden, has been appointed to the post of Picture Editor of the NBC Television Network, Mr. Paul G. Whiteman. In the interest of the company's new television studio, she will work with the Picture Editor of NBC.

Jean Wright will be one of the new Picture Editors for the NBC Television Network. She was formerly Picture Editor of MCA Sweden, and is the former Picture Editor of the NBC Television Network. She has been appointed to the post of Picture Editor of the NBC Television Network, Mr. Paul G. Whiteman. In the interest of the company's new television studio, she will work with the Picture Editor of NBC.

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Public Service Type Shows Lead CBC Programming

(Continued from Page 1)

Quentin Reynolds Signed For 'Radio Reader's Digest'

(Continued from Page 1)

Continue WMCA Hearing Behind Locked Doors

Washington Bureau, RADIO DAILY

Washington—Locked door hearings of the Lea committee of the WMCA transfer continue with a strong possibility that they will run through the entire week and to the end of the present Congress. Members are puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now "very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by NBC. This incident is slated for study, although at least two members are by now 'very puzzled to know how they can expect to bring out a report, or how they can investigate the Upton Close firing by B
Thank You, Gentlemen!

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

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

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

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

"GRIFFIN REPORTING"
New AFM Strike Threat

East Coast Transfers;
Other Station Deals

Washington Bureau, RADIO DAILY

Washington—Transfer of control of
western stations was submitted
in a letter to the FCC for approval yesterday
by Edward N. Scheiberling, manager of Variety's radio department
in New York for the Office of War In-
formation. An executive, who has a strong background
in network radio and in station management, was for 13 years
of Variety's radio department
(Continued on Page 7)

Boyce Joining Blue;
Will Work With Josseloff

Boyce, of the J. Walter Tomp-
son agency, has been transferred to the office of Josseloff,
the New York offices for the agency.
(Continued on Page 7)

Oklahoma Tele Tour
Is Big WKY Promotion

Oklahoma City—WKY, Oklahoma City, NBC affiliate, yesterday shipped
back to Television City, after a successful tour of the television
in the city for the benefit of local television stations.
(Continued on Page 7)

Dr. Stanton Approves Xmas Plan

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

"Special days—such as Christmas—offers special events—such as
the Holiday Specials—are an excellent way for radio to reach
its audience. And, as radio is the most popular medium for entertainment,
we can expect a tremendous response.

The "Christmas Shows for G.I. Joes" plan is a perfect way to
reach our armed forces with the spirit of Christmas.

Edward R. Murrow, CBS' chief of
the European staff in London, told
the Army-Navy Game-focus special attention on radio's world-
wide audience of Americans in service. On such occasions, radio
is rightfully expected to contribute something
special of its own.

"But when this war is over, radio will be judged,
on the merits of its once-in-a-while performance,
but on how it discharged its day-to-day obligations. While I heartily endorse the plan
of Christmas Shows for GI Joes, I am at the
same time reminded of a letter CBS received months ago from a military hospital—a letter
that had the following to say about radio.

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

Platter Turners Issue May Involve Three Webs

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

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

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in the city for the benefit of local television stations.
(Continued on Page 7)

Flammond Attorney Decrees Corcoran's "Methods"

Washington—Following another
million-dollar suit yesterday by the Select
Committee investigating the FCC,
Colin Campbell Ives, of Handeltnah
& Ives, attorneys for Donald Flammon
former owner of WMCA, gave out
(Continued on Page 6)

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Surrealism

Ruth Ray, currently with WOV,
who has worked as a surrealist painter,
also may appear at the exhibition. Her "one-man show"
will be viewed at the present time
at the Norty Gallery. Although
have been sold, the
entire exhibit goes
(Continued on Page 7)

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

As a result of Radio Daily's suggestion
for special holiday broadcasts
emanating from veterans hospitals or
servicemen's centers, Tom Slater,
Mutual's Director of Special Features,
is planning a special program
on Christmas Day from a hospital
center. This program will be built
around the participation of the men,
and will be carried by the full network.
The program will be Mutual's
(Continued on Page 7)

Tell it to thousands! 907,283 to be exact. And the station is WLAW! Coverage map on re-
quest. (Continued on Page 7)

Come out from the sidelines! Sell to Northern New England over WLAW. Send for coverage
map. (Continued on Page 7)

Theater Company Provides For Tele

Washington Bureau, RADIO DAILY

Washington—Plans to install rear-
screen projection provisions for tele-
vision are included in the proposed
2,000-seat theater which will be erected by the Trans-Lux Radio City Corp.,
in a new 13-story office building here.
"Trans-Lux has definite plans for
entering the television field which
will be disclosed when present negoti-
ations with one of the major net-
works for the leasing of broadcast-
(Continued on Page 6)

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Come out from the sidelines! Sell to Northern New England over WLAW. Send for coverage
map. (Continued on Page 7)
Coming and Going

James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, and Robert E. Dunville, vice-president of the organization and general manager of WLW, Cincinnati, will spend this week in New York.

Herbert J. Leder, television director of Radio City, Inc., has been given a six-week vacation which took him to the West Coast.

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

Richard H. Roffman, publicist, is back from Atlantic City, where he attended the World Jewish Congress. He'll now do a series of articles for the Journal- mechanical.

Shouse Outlines Series

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

"In the 10 years following V-Day, characterized as 'the Distribution Decade,' commodity distribution and advertising will be the highlight of the country's magnificent war production record has proved conclusively that America has the capital, man-power and machinery to produce the goods. Only by facilitating the movement of products to the ultimate user can we have a high level of employment and prosperity. Competent authorities estimate that our post-war consumption will have to surpass pre-war consumption by as much as 40 per cent to keep our industrial machine running on all cylinders."

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

MBS In Western Canada

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

In announcing the affiliation H. R. Elphicke, manager of CKWX, stated that it would place the station in a more favorable position to create an international post-war service. The station will broadcast programs originating with both Mutual and the Don Lee-Mutual system.

Calling more radio equipment than any other station, CKWX has launched an extensive advertising campaign in most of the trade journals as well as many local newspapers.

Cover the day.

To serve intensive over-the-air Pat Hepdahl's Outstanding Full-Time Independent Station on the Pattern Broadcasting service.

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

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

Cover the 3-d LARGEST MARKET IN THE COUNTRY'S GREATEST SALE OVER STATION WAYS ROCHESTER N.Y.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REID

Pretty good, too!

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

"The PV-1 carries 'ash cast depth charges or torpedoes. It's the first sub-hunter in production to fill the Navy's needs. Lighter, better-planned, a land-based aircraft with a defensive range plus both offensive and offensive armament. The Ventura is bigger, far faster, more heavily armed and able to pack a smaller explosive wallop than the famous Focke stock. But the Hudson, it closely resembles. Yet it retains all the study qualities of the Hudson, known to the R.A.F. as 'Old Bommber' because of its ability to return to base."

"Carrying more radio equipment than any plane Vega or Lockheed has ever built, as well as of the 20% range, the PV-1 constitutes a far greater menace to enemy submarines and torpedoes than any land-based aircraft yet built in this country."

There's a ship that's ahead of the game. And in Baltimore radio it will be well-adapted for the kind of head-to-head game service you get from W-I-T-H. That's the successful independent that delivers more sales at the lowest cost of any station in Baltimore. Pretty good—too!
NOW! AT ALL TIMES*
Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America's 4th Largest Market
than any other station—
including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”
Notes From A Ringside Seat . . . !

- - - This ringsider finds it gratifying to see such glowing tributes from radio bigwigs all over the country on our Alma Mammy's baby, "Christmas Shows of G.I. Joe's" . . . we can NEVER do enough for them but at least we can try . . . Judge Roy Hofheinz personally presented his radio baby, station KTRT, born after a four year battle before the FCC, to agency time buyers at a luncheon yesterday at the Park Lane in Houston . . . in just four short months, under capable management, this $25 Watter has made rapid strides . . . Joe Weed and Grace Henneyesey hosted . . .

- - - Encore Truman Bradley has been signed to narrate Paramount's trailer on the forthcoming thriller, "The Unseen," starring Joel McCrea, Gail Russell and Herbert Marshall . . . With experience gained while editing the N. Y. University Campus Bus, Irving Lester's Weinow feature, "Kampus Kornor," especially designed for High School and Collegiate audiences, shares the box office with Bobby Sox appeal . . . A Disc Jockey Jerry Lawrence's idea of presenting a different Cover Model on his WMC Activities rots as a low bow . . . each day, the highest War Bond bidder receives from the model herself an item of merchandise, nylon hosiery, lip stick, hand bag, hat or perfume, for which she posed in the newspapers or magazines . . .

- - - NCAChef of sales Dick Dubois, at a recent BBC Christmas party for wounded Yank here, proved himself a magician of no mean ability . . .

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

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

- - - Eddie Rogers, after six months of careful planning, has finally completed his new 'singing strings' aggregation (acquired his sister, Vera Rogers from the D'Artega Band) and opens with plenty of air time at the swank Del Rio Nitery in Washington . . . booked by Ed Kirkeby . . . Lt Jack Banner has been promoted, is now Lt Comm. and assigned temporarily in Gotham as Regional Public Relations Officer . . . Connie Mendle, (beauty and brains wrapped up in one), secretary to Earl Mullin, Blue Net Press Chief, has been voted "pin-up girl of the 73rd Troop Carrier Squadron in England" . . . her picture, in a frame made from a shot-down German bomber, hangs in the Squadron recreation hall . . . New femme singerwoman, Paula Baron looms large on the music horizon . . her latest, written with Mary Lou Williams, titled, "How Long Will The Train Be Gone?" is headed for the 'Hit Parade.' . .

- - - CBSongstress Joan Brooks (one of this scribbler's discoveries) has been voted third place among female radiojocks, in a recent radio poll just completed by a local research agency . . . Perry Como, with Ted Steele's Orch, starts a new musical series Monday (7-7:15 p.m.) for NBC! Chesterfield Cigs. Bob Moss will produce-direct this Newell-Emmett package which will feature guest stars . . . Ted Collins will be interviewed Friday by WORacle Martha Deane.

- - - Credit Bob Johnston, Ilene Woods and a 30-piece orchestra, conducted by Theodore Weingard, for an enjoyable half hour of music, Sundays via WJZ . . . Pequeen Fitzgerald is ailing . . . hubby Ed is trying to fill her spot (a tough job) with guests . . . When Lt. George Fulsom, USMC arrived in Washington to report for duty, the first person he met was his former praise agent, Lt. (jg) Jane Bartos, USNR who is currently publicizing the activities of 13,000 WAVES in the Capital . . . Mickey Alpert and his musical crew open tomorrow at the Walton Room in Philly . . . Violin Virtuoso, Yehudi Menuhin reports to the Paramount lot January 16 for an important role in the Archie Gardner vehicle, "Duffy's Tavern".

- - - Remember Pearl Harbor
DON BECKER
announces the formation of
DON BECKER PRODUCTIONS INC.

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

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

Exclusive Sales Representation

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

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

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

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

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

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

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

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

Warren Jennings, president of the REC, presided over the organization's largest turn out and most ambitious session to date. Jennings introduced the guests on the dais who included Lawrence Tibbett and Lucille Norman who sang "God Save The King." Proceedings were broadcast at different periods by stations WJZ, WNYC and WINS.

Pinch Hitting

Erica — Radio pinch hitted for press during the recent blizzard in Syracuse when WSYR volunteered to take broadcast highlights of the "Post-Standard's" morning issue. The newspaper, because of heavy snowfall, found it difficult to get distribution and WSYR the extra emergency traffic. The upstate news is some of New York State's heaviest snowfalls.

De Mille Asks Court Ruling To Halt AFRA Enforcement

West Coast Bureau, RADIO DAILY

Hollywood — Cecil B. De Mille, radio and movie producer, yesterday filed suit in Los Angeles court to prevent the American Federation of Radio Artists from removing him from his $5,000 a week Lux radio show because of his refusal to pay a $1 assessment. Court action is an injunction suit by AFRA to prevent De Mille from being suspended until the issues have been decided by the courts. De Mille has been given until next Monday to pay the $1 assessment levied by the AFRA or become ineligible to appear on the radio.

To halt AFRA enforcement, De Mille declined to pay the $1 assessment as proposed by the AFRA board for the purpose of opposing Proposition 5.

(Continued on Page 6)

Agency Air Credits Planned By WNEW

CREDITING THE agency as well as the sponsor will be innovated on the new WNEW program "Around the World In 30 Minutes," which premieres Sun., Dec. 10, 6-8:30 p.m., EWT. The sponsor will be Crawford Clothes and the agency, providing the personalities, was Radio Daily's proposal to the broadcasting industry.

(Continued on Page 7)

TBA Registration

Heavy For Meeting

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

(Continued on Page 5)
Coming and Going

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

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

WICK CRIDER, publicity director of J. Walter Thompson Company, takes his first vacation away from the agency in five years beginning Friday. He'll be away from his desk for one week.

GABRIEL HEATTER, Network commentator, is on the West Coast whipping "the show into shape for the initial broadcast." Heatter and Lang-News, Inc., is on the West Coast whipping the show into shape for the initial broadcast.

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

A Young Strong Man

...that's what sponsors call WPAT...one of America's most successful radio stations. Want to know the secret of our strength?

It's an intangible. It's made of loyalty, selfish interest, a yardstick with a constant fence between "takings"...The Hampton Singers quartet receive more requests for encore songs than they can satisfy.

A Lovely Old Nursery Rhyme

The nursery rhyme goes like this.

We know we have that in our hands and examine and the way we've consistently kept our programs at a high entertainment level. Programs like LUNCHEON WITH HELEN, MUSIC A LA MOOD and BOB BRIGHT'S BANDSTAND create intelligent customer-listening audiences. That's why, young as we are, we're right up at the top.

Heatter And Lang—News, New MBS Program-Title

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

BING CROSBY First Guest On Nash-Kelvinator Show

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

Exclusive!

BEARS FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

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

W-P-A-T
PATerson • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK

WHO HAS SEEN THE WIND?

A lovely nursery rhyme, seems to us, pictures the power as if you pick up a slide rule, better than a slide rule calculation... , a thumb-nail on a map...what a time buyer reads in a data book.

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

There's something about a "radio audience" that you can't look up in the dictionary or a dictionary. It's the word "audience" that you can't pick up in a dictionary or a dictionary. It's the word "audience" that you can't look up in the dictionary or a dictionary. It's the word "audience" that you can't look up in the dictionary or a dictionary.
How to Have Fun with a Hooper
[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

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

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

<table>
<thead>
<tr>
<th>SCOREBOARD: QUARTER HOURS DAYTIME DURING NOVEMBER</th>
</tr>
</thead>
</table>
| Blue gained listeners with 32, lost listeners or
  stood pat with 8. |
| CBS gained listeners for 26, lost or stood pat
  with 14. |
| NBC gained listeners for 24, lost or stood pat
  with 14. |
| Mutual gained with 14, lost or stood pat with 26. |

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

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

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

1. Hooper puts us far out ahead of NBC or CBS or
   MBS on weekday mornings, and from 9:00 to
   10:00 P.M.* Sunday night, and in other slots dur-
   ing the week when we have top shows.

2. In 561 U.S. counties where 81% of drugs are sold,
   and 77% of food; where 74% of the radio families
   reside; wherein are virtually all of the nation's big
city areas, Blue has 90.4% coverage. NBC beats us
   with 98.3% coverage. But CBS is third with 89.9%
   coverage (all primary).

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

<table>
<thead>
<tr>
<th>Network</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$11,996.00</td>
</tr>
<tr>
<td>CBS</td>
<td>$10,886.00</td>
</tr>
<tr>
<td>Blue</td>
<td>$ 7,412.00</td>
</tr>
</tbody>
</table>

See what we mean about the Blue being good
business?

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

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

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
The Earl Of Halifax Addresses REC
As New York Pays Tribute To BBC

(Continued from Page 1)ment. Elmer Davis, was introduced by President Jennings on turn brought on Lord Halifax. Davis paid a short but glowing tribute to the spirit of cooperation widely prevalent between the BBC and the various U. S. agencies both military and civil. Halifax generally, in his talk lauded free radio, what it stands for and the democratic objectives it attained under such management. The BBC be said, “has always been extremely sensitive to any charge that it was trying to influence the public mind in one particular direction, or that it was the voice of the British Government, or that it was out to repress opinions it disliked, or indeed as a body it had any political purposes of its own at all.” Halifax also pointed out that presenting both sides of the case was a more delicate problem with the BBC than in America where several competing networks and many independent stations offered people their choice of either or both sides of various questions.

Radio’s Valuable Work
“By and large” said the Ambassador, “it would be hard to over estimate the value of the work which radio has done, in your country and mine. It has educated public opinion on the issues and progress of the war; it has brought hope and encouragement to hundreds of thousands of people in the countries of occupied Europe, who, at the risk of their own lives, listened in night after night to voices from a free world.” As a force for educating the people of all countries toward the creation of a lasting peace, Halifax said: “It would be hard to overestimate the value of the work which Radio may do, in both our countries, to educate public opinion in the tasks of peace. For one thing is quite certain in the years that are to come, we may prepare the most admirable schemes for disarming the aggressor nations, but if we set up the most perfect machinery for the prevention of war. We may reinforce that machinery with every sort of political and economic arrangement that the wit of men can devise. But unless all that we can do has behind it the power of an informed public opinion, all that we can do will not be enough. The schemes will be waste paper, and the machinery will be scrap.”

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

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

“But you will allow me to mention two enterprises for which I believe Radio to have been of special value during the war. The first is the admirable weekly American commentary, sponsored by the Foreign Affairs Club luncheon honoring Earl of Halifax and the BBC. Haley’s greetings to the REC were heard from London by the guests in the grand ballroom of the Roosevelt Hotel.

Listeners are getting more just a history of American broadcasting via this new series, getting a very realistic picture of now people’s living conditions—progressed ever since early American settlement. Priscilla Kent, writing the first script, did not see her barbed pen. Her thumbnail scenes of the President’s servants and their unremembering delight for the more luxurious accouterments of the home were very vivid. Intelligence, a this to convey she has drawn them with a compass of sympathy. She has simultaneously deflected the hardships of earlier First Ladies’ reigns, and the White House refurbishing to be.

This department was puzzled about the title of the gram, since it suggests that the four will be ‘another of mother’s little bibles’ have been ‘a powerful contribution, that subsequent broadcasts will be more directly and constructively the average homemakers’ problem intelligence, a must to convey she has drawn them with a compass of sympathy. She has simultaneously deflected the hardships of earlier First Ladies’ reigns, and the White House refurbishing to be.

Don Goddard, as narrator, put the listeners on a very pleasant mood of the White House. The other participating actors and actresses gave Miss Kent’s character equally good broad interpretations. Maude Schearer, Katherine Donald, Beatrice Miller, Oliver, and Thelma M. Lunsford, Jimmy Rich helped to set the events with a chorus of solo organ-musical transitions.

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

(Continued on Page 7)
Ed Murrow Present
Edward R. Murrow, chief of the CBS European staff in Lon-
don, was among the guests at the BBC party of the Radio Execu-
tives Club yesterday. Murrow told his friends he was going to Wash-
ington and later to the west coast where he would remain for a month.

SAN FRANCISCO RADIO
Basic Blue Network
5000 WATTS * DAY & NIGHT

(EContinued from Page 6)

strengthened by the REC function then taking place.

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

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

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

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

Salt gave an excellent description of
how the co-operation works both
ways, citing two examples of the past week. After explaining how
smoothly collaboration was taking
place between the BBC on one hand
and the FOC OWI, the U.S. Army
and Navy as well as the broadcasting
industry here, Salt told how it was
the desire of the Army to get some
news broadcasts to soldiers in India,
etc. Direct beam to India from the
U.S. was somewhat difficult he said,
due to the straight line being over
the North Pole and its attendant at-
omospheric conditions. The BBC
worked this out, said Salt, and the
soldiers in India are now hearing broadcasts as desired.

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

Various other phases of collabora-
tion particular in the war effort were
cited by Salt.

Consensus of those attending the
luncheon session was that a smooth
administrative job had been done.
Attendance was by radio men from
various parts of the country. Those
attending included: Francis E. Evana, British General Consul of
N. Y.; Wythe Williams, president of
the Overseas Press Club of N. Y.;
and to confer with Dr. Virgil
Kaiser. In projecting the program sound
effects will be used to convey realis-
tic atmosphere as the above speakers
and lecturers describe settings, people,
situations, etc. The program will be
in the form of "dramatized lectures,"
said Cott.

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

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

Add to your Yuletide enjoy-
ment by listening to the new
song hit

WHEN
CHRISTMAS
COMES
by Joe Seiferth and Dick
Charles on WJZ and The
Blue Network as featured by:
ILENE WOODS
CLIFF EDWARDS
JACK BENNY
KAY ARMEN
THE SOUTHERNAIRES
LUCIENNE DELVAL
AIR LANE TRIO
CHET GAYLORD
WHISPERING JACK SMITH
MADGE MARLEY
JOSEPHINE HOUSTON
VERA BRYANT
COAST-TO-COAST ON A BUS
WIN (Detroit)

Nat.

Zenith Radio

Du Mont

Stewart - Warner

RCA First

RCA Common

Philco

General Electric

Crosley Corp.

CBS A

scored a big success in the recent

reviewed in coaching and conducting the

Thursday, has just completed writing

Jack Haley, which is heard over NBC

wood Canteen."

Lee star, in his recent film, "Holly-

Roy Rogers, another KHJ-Mutual Don

Virginia" broadcast, was featured by

"DON'T Fence Me In," a tune Vir-

ing to the letters, ever since its pub-

favorite in the Spanish City, accord-

of Sonny Dunhan disc of "Georgia

Barcelona, Spain, requesting copies

A Major in dramatics and the lead in

Gage, actress, graduate of UCLA,

Ceremonies on "Kwiz Kollege" on

Dave Street, featured vocalist on the Joan Davis Sealtest Show with

For the first time since its organiza-

McGee cast on Monday.... What a gal!..

on Friday and the Gildersleeve broadcast (from Chicago) on Sunday,

show on the Coast on Sunday, the Fibber McGee and Molly program

plane trying to do three broadcasts from here and two from the

Costelló's manager, talked over Borde's three-picture offer to A & C here

Al Borde, Chicago producer, and Eddie Sherman, Abbott and

Costello's manager, talked over Borde's three-picture offer to A & C here

Sunday... 

Hidegarden goes into the Empire Room of the Palmer House

Dec 26 for a 12-week engagement. She'll originate her

Chicago

Frank P. Schreiber, manager of WGN, is serving as radio counsel to

the publicity division of the Chicago and Cook County War Finance Com-

mittee for the Sixth War Loan...

Bob Hope's sponsor, Charles Luckman,

Peopled prox, is chairman of the publicity division... That was

Tom Wallace, Blind Date impresario, formerly with Russell M. Seeds agency,

receiving acquaintances around town the past week...

Dan Thompson, director of radio for the National Safety Council, is receiving congratulations

on his promotion to assistant manager of the Council's Department of Public

information under Paul Jones, whose Mack Miller, personal rep of Eddie

Cantor and other top-notchers, taking in the night spots... Cantor, by the way,

found it hard to hold back the tears when telling about the blind

soldier he encountered on his tour of the Purple Heart circuit. Eddie waxed

eloquent about the sightless GI when he spoke at the NBC luncheon at

the M & M Club, outlining his plans for a national organization to provide

year round entertainment for hospitalized veterans.

***

Champeen, transcontinental traveler during the final

week of the Navy Pier broadcasts was Shirley Mitchell, who made

two round trips between Hollywood and Chicago aboard a Navy

plane trying to do three broadcasts from here, and two from the

Coast in one week... By means of some hectic shuttleting back

and forth Shirley managed to appear on the Great Gildersleeve

show on the Coast on Sunday, the Fibber McGee and Molly program in

Chicago on Tuesday, the Jack Carson airing in Hollywood

Wednesday and the Joan Davis-Jack Haley funny, also in Holly-

wood on Thursday, the Jimmy Durante-Garry Moore show in Chicago on

Friday and the Gildersleeve broadcast (from Chicago) on Sunday,

and then back to Hollywood for the first script rehearsal of the Fibber

McGee cast on Monday.... What a guy!...

An "invite" from Tom

Peterson, manager of the Chicago office of Taylor-Howe-Snowden

Radio Sales, to a cocktail party Friday (Dec. 9) at the Drake,

starts off with "Ever taste a 'Tequila Daisy?' " "Ever top it off

with a savory hot Tortilla ... served by a bona fide Mexican in a

straw Sombrero!" Tom promises all that and a bit of Southwestern

"Ever taste a 'Tequila Daisy?' " "Ever top it off

with a savory hot Tortilla ... served by a bona fide Mexican in a

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atmosphere 'round about "milking time" Friday.

***

Since Orson Welles couldn't get to Chicago himself to audition

for a prospective sponsor (an automatic pencil maker) he made a

transcription of his sales talk and sent it here via his manager, Jack

Leightner,.. The Bennett Sisters, WBBM's newest singing stars, bit

the jackpot with a CBS contract on their first try. The gals, Irene and

Inez—identical twins—and Marie are natives of Nebraska. Until a couple

months ago Inez was an Omaha bank clerk, Irene a war plant worker

and Marie a civilian employee at Fort Warren in Wyoming. The twins

convinced Marie that they should come to Chicago as a singing trio. They did,

auditioned at WBBM and, presto, another radio trio was born.

***

Remember Pearl Harbor—
Mille Court Action
Over Tax of AFRA

Follow-Up
Remember when we mentioned the going on of postcard that said: "A guaranteed minimum rating of 5.0 in a national show of 5.0. Five dollars for your product for $2,500 a year complete"? Well, the follow-up is a promotion piece from Robert C. Griffin of Redbook magazine who discusses the potentialities of the magazine as a radio program. The "brochure," in black and white, showing a New York skyline on the front page and a Redbook cover inside. Copy is informative.

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

There's No Shortage of Tobacco
At Kinston, North Carolina

World's Foremost Tobacco Center
WFTC is located in the center of the largest cigarette growing area in the world. Over 52 million pounds sold this year. A 10-week period for the farmer for over 22 million dollars.

We Can Sell Your Products
Contact Born-Smith Company
WFTC
KINSTON, NORTH CAROLINA
A BLUE AFFILIATE

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

The position of Mr. Flamm was clearly stated in a telegram which you published in your issue of December 1st, 1944. I there protested 'the continuation of these hearings in Executive Session.' I have consistently been of the opinion that if there is any Congressional investigation at all it should be in public hearings and not in Executive Session, where anyone's perjury can be cloaked with secrecy." - PHILIP HANDELMAN.
(Continued from Page 1)
ment. Elmer Davis, was introduced by President Jennings who in turn brought on Lord Halifax. Davis paid a short but glowing tribute to the spirit of cooperation widely prevalent between the BBC and the various U.S. agencies both military and civil.
Halifax generally, in his talk lauded free radio, what it stands for and the democratic objectives it attained under such management. The BBC he said, "has always been extremely sensitive to any charge that it was trying to influence the public mind in one particular direction, or that it was the voice of the British Government, or that it was out to repress opinions it disliked, or indeed as a body it had any political opinions of its own at all." Halifax also pointed out that presenting both opinions of its own at all. Halifax indeed as a body it had any political democratic objectives spirit of cooperation widely prevalent to voices from a free world."

"By and large" said the Ambassador, "It would be hard to over-estimate the value of the work which radio has done, in your country and mine. It has educated public opinion on the issues and progress of the war; it has brought hope and encouragement, or both sides of various questions. Radio has done, in your country and Europe, who, at the risk of their own lives, listened in night after night to the message of Radio reaches its listeners, in their own homes, by their own firesides. It comes into an atmosphere more favorable to quiet thought than the turmoil of a great public meeting. The minds to which radio speaks are not drugged by the artifices of rhetoric or swayed by the fervor of a meeting room."

"Goodwill Medium"
On the subject of cooperation and goodwill, Halifax remarked: "I am deeply convinced that, while we shall have our arguments and our differences—it would be a dull world if we didn't—there is nothing on which with good will and a readiness to understand each other's position, we shall not eventually be able to reach a settlement."

Radio's Valuable Work
"And I would not be surprised to see the American Broadcasting Corporation, in which my friend Mr. Elmer Davis has taken so prominent and useful part. The other is the rebroadcasting in this country on D-Day of the British Broadcasting Corporation's invasion service. Both the BBC and by the thought that the enterprise, as it seems to me, is the noblest in the history of the world."

"Home-Audience an Advantage"
"And let us remember always that the message of Radio reaches its listeners in their own homes, by their own firesides. It comes into an atmosphere more favorable to quiet thought than the turmoil of a great public meeting."

This was the admirable BBC in London, excellent program, good reception, or so I have been able to ascertain when I returned to England."

Warren Jennings

"Home is What You Make It"
Public Service
NRC University of the Arts
NBC-WFAB, Sat., 9-30 a.m. Ew.
Writer: Priscilla Kent
Director: Anton M. Leader
Music: Jimmy Rich

Listeners are getting more to just a history of American home making via this new series. They're getting a very realistic picture now people's living conditions by progressed ever since early American settlement Priscilla Kent, writing the first script, did not get her barbed pen. Her thumb scenes of the President's garret, wives and their unremittent demand for the more luxurious accommodations of the home were very handled. In this to convey what she has drawn them with a comp. With this lack of sympathy. She has simultaneously disclosed the hardships of earlier First Ladies' reigns, and the White House refurbishing of to be.

This department was brought about the title of the program, since it suggests that the home will be another of mother's little bitters. What we have been able to ascertain is that subsequent broadcasts will be more directly and constructively average homemakers' problem. With doubts, however, whether Kent will have the opportunity to push her tongue through her cheek, inasmuch as future programs may have to be bent on a more serious intent. If the first program designed to stimulate interest and the listeners, it has that more. Miss Kent has credited daytime listeners with a great deal of intelligence, a rare move for a time program consumption.

Don Goddard, as narrator, took the listeners on a very pleasant tour of the White House. Other participating actors and actresses gave Miss Kent's character equally broad interpretations. Claude Scherer, Katherine Donahue, Beatrice Miller, Oliver W. dell Holmes, Gene Leonard and Jewett. Jimmy Rich helped to set the evening with a choice of organ-musical transitions.

"HOME IS WHAT YOU MAKE IT"

Chicago's Best News Service
AP-UP-INS
W-I-N-D
560 Kc.
5000 WATT

W-E-V-D
ENGLISH・JEWISH・ITALIAN
5000 WATTS 1330 Kc.

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

Send for "WHO'S WHO" on WEDV
REVD - 117 West 46th Street, New York, N. Y.
Iv Ford Show Debuts

San Francisco Radio

Washington, D.C., December 7, 1944

Consensus of opinion is that the measure submitted by Senator Arthur H. Vandenberg of Michigan, which seeks to place the powers of the AFM and its affiliates under the control of a principal organization as such, has an excellent chance of being passed this session. This belief has been shared by the members of the Senate Interstate Commerce Committee, unanimously voting to report favorably on a bill, which will be acted on during the current session, would terminate the ban imposed by Petrilio on the high school bands, and which assemble annually at Interlochen, Mich., for two weeks of training under expert direction. Two years ago Petrilio imposed a national broadcast by a group of musicians from Interlochen, the desire of the Army to get some British radio to pool all resources, all men and materials, all effort. But this cooperation did not go on until the final entry into Berlin. Thus within a couple of days after the BBC went on the air in England were enabled to learn just what takes place. Various other phases of collaboration particular in the war effort were cited by Salt. Consensus of those attending the luncheon session was that a smooth administrative job had been done. Attendance was by radio men from various parts of the country. The program will feature Frances Niles Drummond of NBC, Mark Woods, of the Blue; Edgar Kobak, of Mutual; Dr. Frank Stanton of CBS, all of whom were on the dais. Also to WLM and the many independent stations, went greetings.

Salt Reveals Collaboration

John Salt, heading the BBC in North America, was presented with a scroll by Warren Jennings on behalf of the REC, the citation being for the splendid spirit of co-operation and services rendered to American radio by Salt and his organization working out of New York. Salt gave an excellent description of how the co-operation works both ways. Two examples of the past week. After explaining how smoothly collaboration was working place between the BBC on one hand and the FCC, OWL, the U.S. Army and Navy as well as the broadcasting industry here, Salt told how it was the desire of the Army to get some news broadcasts to soldiers in India, etc. Direct beam to India from the U.S. was somewhat difficult he said due to the straight line being over the North Pole and its attendant atmospheric conditions. The BBC worked this out, said Salt, and the soldiers in India are now hearing broadcasts as desired.

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

Coast Television Producer Opens Frisco Studios

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

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

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

WHEN CHRISTMAS COMES

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

ILENE WOODS
CLIFF EDWARDS
JACK BERCH
KAY ARMEN
THE SOUTHERNERS
LUCIENNE DELVAL
AIR LANE TRIO
CEIL GAYLORD
WHISPERING JACK SMITH
MADGE MARLEY
JESSIE JETSON
VERA MARSH

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

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CONNECTICUT

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

MISSOURI

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

MASSACHUSETTS

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

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

INDIANA

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

COLORADO

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

IDAHO

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

GEORGIA

SAVANNAH—Effective December 7, William Willis Wilder, a newscom-on radio, joined the staff of WSAY as account executive. He was formerly sales manager for the Southern Eu-iron Roofing Company.

OKLAHOMA

OKLAHOMA CITY—WKY has reviewed some of the 97,000 people who walked past the exhibits of a superfortress and a Norden bomb sight after buying war bonds. The interviews were carried by the station as a remote direct from Tinker Field.

TULSA—L. W. Stinson, engineer of KVVO, has just returned to the station after an eight month leave of absence, during which served with the overseas branch of the OWI. Stinson spent most of his time on duty in the Italian and Mediterranean theaters.

TEXAS

DENTON—Utilizing the facilities of KDNT which were turned over to the local Sixth War Loan Committee by Denton County raised its quota in one week by three hours and ten minutes. LAM—Mrs. Donie Chapman announced recently that she has taken over the duties of general manager of KPAB. Raymond is no longer with the air having accepted a position with KXIE El Paso.

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Hint Given On Allocations

Six NAB Committees Announced By Ryan

Personnel of six or more NAB standing committees was announced yesterday in Washington by J. Harold Ryan, president. This brings to 12 the number of standing committees which will function for NAB until its next annual convention. Personnel of the newly announced committees follows:

Executive Committee—Chairman—Porter Houston, WCBM, Baltimore; O. B. Hanson, NBC, New York; Karl B. Hoffman, WGN, Chicago; William B. Loden, CBS, New York; J. B. Fuqua, WGAC, Augusta; Insurance Committee—Chairman—(Continued on Page 7)

Bristol-Myers Renews Allan Young On Blue Network

Bristol-Myers has renewed the Allan Young show on the Blue Network for another 13-week period, effective Jan. 2. The comedian is reported as having been given a seven-year contract at the same time by a sponsor, and some of the writing chores as well, done in association with his gag writer Jay Sommers.

All New York Stations In "Pearl Harbor" Drive

All of New York City's stations participated in yesterday's Pearl Harbor War Bond spot announcements campaign effected by William Harris, chief of the radio section of the Treasury Department of the far Finance Committee, and-col-

Purple Heart Day

Philadelphia — WFIL designated yesterday "Purple Heart Day" as a Bond sales promotion for the Sketh War Loan. Throughout the day—from 7 a.m. till midnight—holdings of the Order of the Purple Heart told their stories over WFIL, asking listeners to phone the station immediately for Bond purchases, stressing the date as Pearl Harbor anniversary.

Two-Week Status Quo For AFM Disk Turners

Platter-turner situation wherein the AFM plans a showdown with NBC and the Blue Network for AFM men to be used exclusively, will continue status quo for at least two weeks. This was the opinion of a spokesman for the musicians' union.

Move by James C. Petritto, president of the AFM to force the networks to use AFM men as platter-turners at their key and owned and operated outlets, follows the recent decision of the War Labor Board in

(Continued on Page 6)

Cooke Heads Division Of Press Wireless, Inc.

M. G. Cooke, former assistant general manager of Press Wireless, Inc., was named manager of the Inter-American Division of the company yesterday by A. Warren Norton, president. Mr. Cooke joined the staff of Press Wireless in 1923 as an operator in the San Francisco office;

(Continued on Page 4)

Corcoran On Stand Today In Lea Committee's Probe

Washington Bureau, RADIO DAILY

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(Continued on Page 6)

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One of the most important functions of an agency is buying, he asserted, adding that there are far too

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Raising Of FM Band Reported Settled With Full Approval Of The IRAC;
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(Continued on Page 7)

Court Slays AFRA In Tiff With DeMille

West Coast Bureau, RADIO DAILY

Los Angeles—A temporary order restraining AFRA from suspending Cecil B. DeMille as a member for his refusal to pay a one-dollar union assessment was issued yesterday by Superior Court Judge Emmett Wilson, who set Dec. 15 as the date for a hearing on the application for a preliminary injunction.

St. Louis News On Air As Strike Hits Papers

St. Louis — Contents of the St. Louis "Post-Dispatch" and "Star-Times," even including the comics, were broadcast fully yesterday by KSD and KXOK when the city's

(Continued on Page 7)

Top Rung
Regina Resnik, New York soprano who made a short notice debut at the Metropolitan Wednesday, is another graduate of Major Bowes' CBS amateur program who has made good in a big way. Starting with the Major in 1937, she returned as a guest last Spring after having won an operatic contract thru the "Metropolitan Auditions of the Air."

(Continued on Page 7)
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FM Future On Agenda Of Mutual's Board

When Mutual board members gather in New York tomorrow for a two-day meeting at the Ambassador Hotel it is anticipated that the web's participation in FM expansion will be one of the important subjects on their agenda.

It is known that Edgar Kobak, new MBS president, is interested in FM developments and his views are shared by WGN, Chicago, pioneer station in the FM field. John Shephard, III, general manager of the Yankee Network, Boston, is also an active FM devotee, who has definite views on frequency modulation's future.

Lewis Allen Weiss, vice-president (Continued on Page 5)

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

**CONNECTICUT**

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

**MISSOURI**

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

**MASSACHUSETTS**

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

**NEW YORK**

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

**INDIANA**

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

**COLORADO**

DENVER—Latest addition to the staff of KLZ is Elmer Switzer, who has gained a local reputation for announcing at other Denver stations. ... Hal Benolet, director of KOA’s Agriculture department, will be the guest speaker at the State Grange, December 22. He will outline the “Mile Hi Farmer” program heard daily over KOA.

**IDAHO**

POCATELLO—A serviceman’s “morale” program was transmitted for exclusive release to KSEI, from XEW in Mexico City, last week. The program was directed to members of the Mexican 201st fighter squadron now in training at Pocatello Army Air Field, and was arranged by Juan M. Duran of XEW and Harry H. Fletcher, general manager of KSEI.

**GEORGIA**

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

**OKLAHOMA**

OKLAHOMA CITY—WKY broadcast some of the 57,000 people who walked past the exhibits of a superfortress and a Norden bomb sight after buying war bonds. Interviews were carried by the staff as a remote direct from Tinker Field.

**TULSA—**L. W. Stinson, the engineer of KVOO, has just returned to the station after an eight month leave of absence, during which he served with the overseas branch of the OWI. Stinson spent most of that time on duty in the Italian and Mediterranean theaters.

**TEXAS**

DENTON—Utilizing the facilities of KDNT which were turned over to local Sixth War Loan Committee of Denton County raised its quota in three hours and ten minutes. ... L.A. ... Mrs. Donna Chapman announced recently that she has taken over the duties of general manager of KPAB. Enid Boushey is no longer with the station, having accepted a position with KDXX in El Paso.

**VADEBONCOEUR OVER WSYR FIRST USED SLOGAN “REMEMBER PEARL HARBOR” ONE AND ONE-HALF HOURS AFTER ACTUAL ATTACK**
Hint Given On Allocations

Six NAB Committees Announced By Ryan

Personnel of six or more NAB standing committees was announced yesterday by J. Harold Ryan, president. This brings to 15 the number of standing committees which will function for NAB until the next annual convention. Personnel of the newly announced committees follows:

Engineering Executive Committee—Chairman—Clifford Boston, WCNM, Altimore; O. B. Hanson, NBC, New York; Karl B. Hoffman, WGN, Buff.; William B. Lodge, CBS, New York; J. B. Fuqua, WGC, Augusta. Insurance Committee—Chairman—(Continued on Page 7)

Bristol-Myers Renews Allan Young On Blue

Bristol-Myers has renewed the Allan Young show on the Blue Network for another 13-week period, effective Jan. 2. The comedian is reported as having been given a seven-year contract at the same time by a sponsor, and some of the writing is done in association with his gag writer Jay Sommers.

New York Stations In "Pearl Harbor" Drive

All of New York City's stations participated in yesterday's Pearl Harbor War Bond spot announcement campaign effected by William Norris, chief of the radio section of the Treasury Department, and officials of the Finance Committee, and col-

Purple Heart Day

Philadelphia—WTIL designated yesterday "Purple Heart Day" as a Bond sales promotion for the Sixth War Loan. Throughout the day—from 7 a.m. till midnight—holdovers of the Order of the Purple Heart told their stories over WTIL asking listeners to phone in station immediately for Bond purchases, stressing the date as Pearl Harbor anniversary.

Bean Geste

Philadelphia—Stoney McLinn, sports director of WIP, is in Doctor's Hospital, Philadelphia, with arthritis. Pinchhitting for him while he is on the sick list will be all the sports editors from the Philadelphia and Camden dailies as well as some of his competitors. Pinchhitters are on their own expense.

Raising Of FM Band Reported Settled With Full Approval Of The IRAC; Expect FCC Report In January

Washington Bureau, RADIO DAILY

Washington—Although it may be several weeks yet before the full chart of the post-war spectrum is released by the FCC substantial agreement on several major problems—including the position of FM—has been reached. Not only has the problem been worked out by the Commission, it has also been approved now by IRAC. Conflicts with government frequencies were one of the

FM Future On Agenda Of Mutual's Board

When Mutual board members gather in New York tomorrow for a two-day meeting at the Ambassador Hotel it is anticipated that the web's participation in FM expansion will be one of the important subjects on their agenda.

It is known that Edgar Kobak, new MBS president, is interested in FM developments and his views are shared by WGN, Chicago, pioneer station in the FM field. John Shephard, Ill., general manager of the Yankee Network, Boston, is also an active FM devotee, who has definite views on frequency modulation's future.

Lewis Allen Weiss, vice-president Corcoran on Stand Today In Lea Committee's Probe

M. G. Cooke, former assistant general manager of Press Wireless, Inc., was named manager of the Inter-American Division of the company yesterday by A. Warren Norton, president. Mr. Cooke joined the staff of Press Wireless in 1932 as an operator in the San Francisco office.

Corcoran on Stand Today In Lea Committee's Probe

Washington, D.C., Dec. 7.—Tommy Corcoran, former "braintrust," is slated to be quizzed today in executive session by the committee. Questioning of William Klopowitz, attorney, who with William Dempsey, has been described as Corcoran's "front man," will function for NAB until the next annual convention.

Criticizing networks and independent stations alike, as well as advertising agencies, for the disorganized approach to the problems of time-selling and buying, George Bolling, vice-president of John Blair & Company, station representatives, told attendants of the last of the 1944 AAA luncheons that the Broadcast Measurement Bureau was headed in the right direction. The American Association luncheon took place yesterday at the Murray Hill Hotel in New York.

One of the most important functions of an agency is buying, he asserted, adding that there are far. too few

Your product will get attention in New England's Third largest concentrated audience if you use WLAG.

Top Rung

Regina Resnik, New York soprano who made a short notice debut at the Metropolitan Wednesday, is another graduate of Major Bowes' CBS amateur program who has made good in a big way. Starting with the Major in 1937, she returned as a guest last Spring after having won an operatic contact thru the "Metropolitan Auditions of the Air."
TOMAS MUNIZ, secretary and manager of WJAC, San Juan, has arrived from Puerto Rico on a short business trip.

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

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

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

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

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

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

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

Carlin Takes New Post At Mutual Next Week

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

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

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

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

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

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

JERRY KING in New York this week on standard radio business.

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

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

Radio Talent To Aid Police Benefit Show

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

HOME TOWN BOYS MAKE GOOD AND HOW?

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

...but you can't, etc.

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

But not any more!

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

There are a lot of sales performance facts to prove our W-I-T-H point ... but there's nothing so satisfying as seeing it work for your own product.
Can You find the FIRE, the SKELETON, the HORSES, the RAIN...in this Picture?

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

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of broadcasting—another reason why NBC is "The Network Most People Listen to Most."

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

The National Broadcasting Company

America's No. 1 Network—A SERVICE OF
Radio Corporation of America
A pair of orders were taken care of by the Binghamton Broadcasting Co., Monday, Nov. 30, when two babies were delivered to the wives of two executives of the Lion Lee Broadcasting system. A son was born to Mr. and Mrs. Sydney Gaynor, a daughter was born to Mr. and Mrs. Harry L. Studebaker runs over in the Interior Building is expecting FM to be the big school service. Despite all the furor over the dropping of Upton Close, important government people are tickled pink—and not only Democrats. Close’s reference to FDR’s Chicago listeners as “fresh from the warm baths of the immigration stations” made Close more enemies than any other quota.

Washington

- Charter Heslop is really getting into his MBS assignment here. His missus was quite impressed, as Charter explained how it would be his job to line up senators, generals and cabinet members. He came home after lining up his first show, timidly told the wife he had arranged his first appearance—a squirrel! Charter’s still moving on the history of radio news broadcasting, but slowly.
- NAB insists 1945 is the 25th anniversary year for broadcasting, but the records still say KDKA went on the air in 1910. Look for a senatorial study of the radio activities of Pappy O’Daniel.
- Much interest in WMCA’s decision to broadcast congressional debate excerpts.
- Biggest radio party of the season so far was the Carlton stag thrown by WOL for the Cowles Brothers. More senators, congressmen and bureaucrats jumbling each other in the ribs to get at the wonderful shrimp oyster and French pastry layout—on which no local hostelry can match the Carlton.

FM-Standard Outlets

In New Applications

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

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

Pons-Kostelanetz Leave Air

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

Dr. Jordan Honored

Dr. Max Jordan, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.
I went on to point out that Man man's time goes for naught áób, Indie Method Of Time-Buying I the same mistakes for the have minutes available, thus aothering to find out whether encies plan, sell and produce edule is not bought correct - "set of instructions, or the ign of transcribed minutes, added.

to agency's ideas, all of the has to justify ess the timebuyer titles may open up this morn -
e they see it, and they must 91 they are gone by this afternoon, All of the company's plans,

to to buying more effectively for experience and his imagination he use his own personal judgement, his (Continued from Page 1)

to anything less than a Hooper rating of 100," instead of being permitted to use his own personal judgement, his experience and his imagination in order to buy more effectively for their clients, he asserted.

Flexible Rates?

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

The very limitations imposed by formula buying leads to some of the criticisms and abuses we are hearing about today. A wave of house cleaning seems to be sweeping the radio business as a result of these criticisms. Several stations have al-ready taken a position against transcribed announcements and for that matter, against other types of announcements. "One pioneer station in the middle West has made a blanket indictment against all recorded announcements. I cannot help but agree with this station's objective but I feel that the methods used to reach their objective are faulty. There are good recorded announcements and bad ones. Some fit and some are mis-fits, but they are not all bad.

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

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

Criticizes Tele Research

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

"Present day radio research can merely point a trend, it cannot be used as a definite value with any fixed degree of accuracy. The very fact that we are using last Summer's research, for this Winter's selling, should indicate the fallacies of taking present day research at face value.

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

### "BROADWAY BARN DANCE"

**Sustaining**

WOW, Sat., 9:30 p.m., EWT

**Producer-Director: Zeb Carver**

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

The format of the program doesn't profess to be very different from most music-variety programs. There is a generous number of competent guestings in addition to other regularly featured vocalists and instrumentalists. The program we listened to for review had Chester and Lester Buchanan singing "Mama, I'm Sick"; Julie-B, Chuck & Ellie Story tripped "Dust"; Julie-B soloing with raucous enjoyment "Love of My Life"; accompanying herself on the guitar, without which, they say, hillbilly isn't hillbilly; Carver, via improvised instruments of auto horns, cow bells and a washboard, did justice to the popular "Trees." Johnny Newton accompanied himself on the guitar, with "I've Got a Washboard Down in the Yard." On "Round the Mountain" as it would be interpreted in China, mystic India, Spain and Scotland; it provoked many belly laughs. The investigating participating regularly on the program.

The guesting included Donald Bain, a fabulous imitator of noises and sounds, who reproduced animal grunts, calls, chirps, etc. He also imitated a cat-and-dog fight, giving it obvious human connotations. We could go on and on to yodel the praises of this program, but space does not permit it.

The idea of an all-girl orchestra was born in the mind of Mr. Spitalny that night as he set listening to Evelyn and her magic violin and thus was brought about the turning point in her life. A student of the violin since an early age, Evelyn was graduated from the Juilliard School of Music and is the proud owner of numerous awards. Phil Spitalny attributes the success of the orchestra to Evelyn's superb management. In return, the program has contributed much to her fame for she's been heard every Sunday night for the past eight years.

### Two-Week Status Quo

**For AFM Disk Turners**

(Continued from Page 1)

Corcoran On Stand Today

**In Lea Committee's Probe**

(Continued from Page 1)

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

For AFM Disk Turners

(Continued from Page 1)

WEOF received an invitation to "Luncheon With Helen" at WPAT in Paterson. But this means an excursion across the river and right now we're up to our neck. So we'll just read our invitation which came in the form of a booklet and, having done so, thank our hostess, Helen Taylor, and acknowledge a well-thought-out little promotion ... Helen Taylor, according to the text, is "champion of women's rights" and "conductor of 'Luncheon With Helen,'" the station's feature female program. She doesn't tell her listeners how to cut their hair nor does she give recipes. Her topics, it says, are of national and international import. On the first airing she jumped right into a discussion of American women at the peace conference, and 400 women sat down afterwards and wrote rave letters. The booklet goes on to say Helen Taylor, graduate of Syracuse University, was formerly a high school teacher, traveler and confidential secretary. What the sponsors say about her is introduced also, the display advertising of her program pictured, and conclusion is reached on a tune-in-and-be-converted suggestion to Mr. Time Boger.

So you think you're a busy bee? Well, listen to this. She's out of bed at 5 a.m., studio at 6, on the air 6:15 to 7, home for a change of clothes, back in the studio at 9 to go through and answer the mail, and write script for her daily show. Then there's the weekly evening broadcast, services to the southwest, for a tune-in-and-be-converted suggestion to Mr. Time Boger.

Ten years ago about this time a young lady violinist appeared in a recital at Carnegie Hall in New York City. A certain musical gentleman happened to be in the audience that night. After the concert he had a few words with her. Today that same girl is first violinist conductor of the "Hour of Charm" All Girl orchestra heard over WEAF and NBC under the baton of Phil Spitalny who, as you may have guessed, was the musical gentleman. The idea of an all-girl orchestra was born in the mind of Mr. Spitalny that night as he set listening to Evelyn and her magic violin and thus was brought about the turning point in her life. A student of the violin since an early age, Evelyn was graduated from the Juilliard School of Music and is the proud owner of numerous awards. Phil Spitalny attributes the success of the orchestra to Evelyn's superb management. In return, the program has contributed much to her fame for she's been heard every Sunday night for the past eight years.

**RADIO DAILY**

Friday, December 8th

### WOMEN IN RADIO

**By Mildred O'Neill**

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**ARTHUR W. RHINOW,** long associated with commercial radio and sound reproduction business, has been named assistant vice-president in charge of public relations for several Telephone and Radio Corporation, an affiliation of the National Telephone and Telegraph Corporation. Rhinow formerly was sales manager of Thomas A. Edison Inc., and publicity man for Mr. Edison.

**RICHARD MANVILLE** continues mass response announcement of his move to One East Second Street, New York.

**JOANNA SCOTT** has joined J. Young, Jr., radio station representatives. She was formerly manager of Joseph Hershey Murray, Inc.

**JOHN E. PEARSON** Company has been named as national sales representatives for WOW, exclusive of the metropolitan area, where it handles its own business.

**CAROLINE FLEISCHER** has been added to the staff of Walter Zebrowski Placement Agency. She will handle special assignments for the employment of artists and layout men.

### All New York Stations

**In 'Pearl Harbor' D**

(Continued from Page 11)

**LATER**

LATER, the program has contributed much to her fame for she's been heard every Sunday night for the past eight years.

**RADIO DAILY**

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**In 'Pearl Harbor' D**

(Continued from Page 11)
WORDS AND MUSIC

By HERMAN PINCUS

BORROWING a phrase from Kipling, now that "the tumult and shouting dies," we look back on the recent Presidential election and recall a forecast prediction, made fully three weeks prior to November 7, by Johannes Steel, WMCA news commentator on one of his up-to-the-minute programs, who said and we quote:--"Roosevelt will win the election. It will be an electoral landslide and Roosevelt will have a minimum of 400 Electoral Votes and probably 425."... unquote... Steel almost hit the total which actually was 432 Electoral Votes for FDR. For the past seven years, he'll start his eighth consecutive year on WMCA. (late this month!) Johannes Steel, with his list of predictions and news-beats, has amazed Radiologists and today is the desired possessor of one of the highest Hooper Ratings of any local (New York) news commentator... (New York) news commentator... he estimated that his listener audience on WMCA is ten times the WMCA average... back in 1933, in an article, "Hitler as Frankenstein," Steel tried to warn an unsuspecting world of the diabolical schemes of the Nazi Mad Man and also predicted the assassinations of Chancellor Doltuss of Austria and King Alexander... in his book, "The Second World War," published in 1934, Steel predicted an attack upon the United States by Japan... the international scope of his ideas on world problems is understandable in the light of his travels which took him to all parts of the world, after having been educated at the Universities of Heidelberg, Geneva and Oxford.

... Of Scots-German descent, Johannes Steel, an American citizen and his newest tome, "The Future of Europe," now is being published by Henry Holt.

RADIOLOGY—Eddie Cantor's singing discovery, Nora Martin, has a most retentive memory... at a recent hospital appearance, the radioliorie sang about fifty songs without once having to refer to the music or lyric sheets... Eric Allen Johnston, Presxy of the U.S. Chamber of Commerce spoke on a most important subject, namely, "Job opportunities in the post-war era." when he guested November 14 on Edwin C. Hill's "Human CIBside of the News."... Lovely John Jacobs, singing star of "Your Hit Parade," not only appeared on the Arlene Francis "Blind Date" but following the program, accompanied the G.I. contestants to the Stork Club. Add Perfect Casting: a recent "Fannie Hurst Presents" script called for a big, fat and lovable character, whose love for canines was paramount... so Craig McDonald was called in for the role. Craig who answers the description to a T-bone steak, said after the broadcast, "I'm big, fat and I love dogs, so I didn't have to act."... Lang-Worth has resumed its Dance Band Popularity Poll.

TIN PAN ALLEY OOPS—About a year ago, in this column, we ran a piece about 'name singers' identified by certain songs and to refresh your memory we'll list a few: Al Jolson, "Sonny Boy"; Fanny Brice, "My Man"; Kate Smith, "When the Moon Comes Over The Mountain"; Morten Downey, "Carolina Moon"; Bing Crosby, "Blue of the Night"; Rudy Vallee, "Deep Night";... Orchestra Leaders include, Benny Goodman, "Jersey Bounce"... Glenn Miller, "Tuxedo Junction"; Ted Lewis, "When My Baby Smiles At Me"; Artie Shaw, "Begin The Beguine";... now we find a new name added to this list... the name of Al Trace who discovered and finally made... and in turn was 'made' by the song, "Marry Dots"... Al and his 'Silly Symphonists,' currently featured at the Hotel Dixie in Los Angeles, has since made two films for Columbia Pictures, has recorded hundreds of new novelty tunes and is definitely headed for the Big Time... LONE STAR WESTERN HONOR—Bob Hope, in a program recently presented to the people of Hollywood, has announced that he has received a battery of letters reading from the "Post-Dispatch" that "The 957th Day," the second in a series of three Sixth War Loan films was telecast Monday evening over the NBC tele-station WNBT. The film was a record of the 957th day of the war in the Pacific, and an appeal for the purchase of bonds by a Navy official. The third and last in the series will be telecast Saturday, December 9.
**RADIO DAILY**

**ARIZONA**

PHOENIX—Richard O. Lewis, general manager of KFBR, will head an Arizona delegation to the NBC station manager's conference in Los Angeles, December 6 and 7. Going with him will be R. B. Williams of KVOA, Tucson; Harold Ritter of KYCA, Prescott; and Ray Smucker, of KYUM, Yuma.

**MINNESOTA**

MINNEAPOLIS—WLOL is carrying not only the Treasury Series but the OWI programs and many spots as well during the current Sixth War Loan Drive. The report states that each of the programs and ten live spots per day throughout the drive are being sponsored by various business firms in the city.

**NEBRASKA**

OMAHA—Van F. Graber, formerly in the advertising department of "The World Herald," owners of KOWH, has been promoted to a new position, where the major portion of his time will be devoted to the study of television and other new developments in radio.

**DISTRICT OF COLUMBIA**

WASHINGTON—Bill Herson, WRC timekeeper, again is bringing his annual "Message To Santa" early morning children's show to the air every week-day morning children between the ages of two and seven will "speak to Santa" informing him of the gifts that they desire.

**WEST VIRGINIA**

CHARLESTON—Several changes in the staff set-up of WGBK have been announced. Paul Havens, formerly with WIRE in Indianapolis, has joined the announcing staff. Ernie Saunders was recently made production manager, and has been assigned several new shows; Al Stein, WGBK staff announcer, was recently made musical director of the station.

**NEW YORK**

The first broadcast period, at which time the inaugural broadcast of the WHN "Wishbone Party," was probably for Columbia and Republic.

**PHILADELPHIA**

NEWRELL—Newest rewrite man in the WCAU newsroom is Kent Stoddard, who, until his recent medical discharge, was a member of the staff of the Philadelphia "Stars and Stripes." 8:30.

**ASHINGTON**

SEATTLE—Addition to the staff of KIRO is Sue Kearns. A newcomer to the radio field, Miss Kearns has been made a member of the KIRO music department.

**KENTUCKY**

LOUISVILLE—Joe Denton, known on the West Coast for his tenor voice on his nightly program over KPO in San Francisco, has joined the program staff of WHAS.

**LOUISIANA**

NEW ORLEANS—WWL has just concluded a service for the OWI by making the last of a series of recordings at the recently concluded convention of the A F of L. The station also originated an address by William Green, AFL president, for CBS.

**SYRACUSE**—M. E. Atwood completed 20 years as control room engineer for WFBF this week... MIDDLETOWN—New additions to the staff of WALL include Judy and Bette Greene, sisters. Judy comes to the station with considerable newspaper experience, and will be in charge of gathering and editing local news. Bette is a newcomer to radio, and joined the station in the capacity of control engineer and announcer. She will also conduct her own "Musical Matinees" program daily.

**SOUTH DAKOTA**

YANKTON—A recent visitor to WNAX was John E. Ridley, Australia, prominent Australian radio executive, who chose WNAX to study from the standpoint of a farm station. While spending several days at the station, Ridley was taken on several visits to outlying farms where remote areas were made. He stated that he plans to adopt many WNAX techniques in his own Australian station.

**NEW JERSEY**

NEWARK—Hy Derwin, formerly a staff announcer on WOLF, Syracuse, recently joined the "swing shift" all-night show, as an announcer, on WAAT.

**NORTH CAROLINA**

RALEIGH—Last addition to the staff of WPTF is Tom Stone, former radio, also as an announcer, and Mary Morton, a newcomer to radio, also as an announcer, and Mary Morton, a newcomer to radio, also as an announcer.

**WISCONSIN**

MILWAUKEE—Lord Halifax, British Ambassador to the United States, made one of his rare radio appearances over WTMN last week, when he was interviewed by Lindsay Hoban, of the Milwaukee "Jour- nal" editorial staff.

**TENNESSEE**

NASHVILLE—George D. Hay, veteran manager of audience relations at WSM, resigned last week, in order to take his wife to the coast for her health. While there, he plans to do character parts in motion pictures, probably for Columbia and Republic.

**CALIFORNIA**

SAN FRANCISCO—A total of $160,000 for a "FLORIDAS VIEW" education program was included in the biennial budget for the State Department of Education. The budget will be added to the general fund, if approved, and if the money is available. Ray Cartmell, formerly with KSRO, Santa Rosa, has joined the announcing staff at KFRC.

**NEW YORK**

NEW YORK—The new edition of the WHN "World News Roundup" starts Saturday afternoons.

**FRIDAY**

Guatemala City.

**PORT**

Guatemala City.

**NEW YORK**

Guatemala City.

**NEW YORK**

Guatemala City.

**NEW YORK**

Guatemala City.

**NEW YORK**

Guatemala City.
Koenberg Re-elected President Of AFM-802

The hottest and most closely contested election in its history, Local 802 of the American Federation of Musicians whose jurisdiction covers New York City area, Jacob Rosenberg was re-elected president along with William Feinberg as secretary-treasurer. Harry Suber as treasurer. This leaves the Blue, or Admission Ticket as against three states in the field. In the past, the Admission Ticket has been the main opposition, but this year in addition to the Admission Ticket there is a Square Ticket as well, with the heaviest in any 802 election ever, with a total of 17,800 ballots.

Joining B & B As Vice-President

E. Lusk, formerly of Pedlar & Lusk, Inc., will be associated with J. W. Donlon & Bowles, Inc., as vice-president in charge of radio and television. This adds a public relations department British Columbia's annual dinner. "Thousands of new jobs will be created by new industry," said Cun-ningham, head of the production organization bearing his name, in addressing Hollywood Junior Chamber of Commerce's annual dinner. "Thousands of new jobs will be created by new industry," said Cunningham.

T Spokesman At Odds With Webs

Continued on Page 2)

IRE Announces 1945 Meeting Plans

The 1945 Winter Technical Meeting of the Institute of Radio Engineers will be held in the Commodore Hotel in New York, commencing January 24 and continuing for four days. During this time, reports by various committees will be given, and exhibits will be shown.

First Convention Of Tele Broadcasters

Starts Today At The Commodore; Video Trade Leaders Attend

First annual conference of the Television Broadcasters Association, Inc., gets underway at the Hotel Commodore in New York City this morning, with approximately 700 registrants expected to be on hand for the opening session of the two-day meeting.

Register, which includes television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, indicates widespread interest in the post-war planning of television. Included among the registrants are representatives from three

Postwar Video Jobs

Forecast by Speaker

NAB Friday released its schedule of district meetings, including also the itinerary for the national officers planning to attend these sessions during the first three months of next year. The schedule follows:

- Dist. 6, Memphis, Jan. 15-16;
- Dist. 13, Dallas, Jan. 17-18, Baker Hotel;
- Dist. 16, Los Angeles, Jan. 22-23; Dist. 15, San Francisco, Jan. 25-26;
- Dist. 17, (Continued on Page 7)

25th Anniversary

Plans Get Underway

Washington Bureau, RADIO DAILY

Washington — All-out promotion of the radio industry, on the occasion of its 25th anniversary, is called for in a special NAB bulletin mailed members Friday. In addition, this special publication goes to all licensed broadcasters, all nets, manufacturers, agencies, government offices and many others interested in radio. This mailing will be followed tomorrow by a meeting in New York of heads of the four nets with NAB President J. Harold Ryan and Public Relations Director Willard Egoff to discuss plans for network observance of the anniversary year and the immedi-

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As Vice-President

E. Lusk, formerly of Pedlar & Lusk, Inc., now known as Ryan, Inc., will be associated with J. W. Donlon & Bowles, Inc., as vice-president in charge of radio and television. This adds a public relations department.

Conservation

Washington reports that the FM band will be moved up in the spectrum, permitting police service to fill the present FM band. However, it will be several weeks before the announcement becomes official. Story substantiates the claim by announcing that the TRAC has approved the various solutions concluded by the

Emergency

KSD broadcast full contents of "St. Louis Post Dispatch" Friday as Pressroom Paper Handlers' strike continued for second day, shutting down all three local dailies. Station cancelled 17 NBC and eight local programs for news service, and broadcast news summaries on hour and half-hour Friday night.

Arthur J. Kemp, CBS Detroit manager, network sales, will join McCann-Erickson, Inc., in executive capacity on Jan. 1, it was announced over the weekend by Lloyd O. Coulter, vice-president in charge of radio.

Kemp To McCann-Erickson In Executive Capacity

Dr. Allen B. du Mont

WASHINGTON reports that the FM band will also be boosted, most likely at 84 to 86 megacycles, with FM raised at 88 to 108 megacycles. It is explained that the plan calls for the raising of the amateur service as a temporary measure with FM eventually to begin at 84 megacycles. (Continued on Page 6)

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THE WEEK IN RADIO

FM Band May Go Higher

By CHARLES MANN

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In Northern New England's WLAW—Reaching a radio audience of 907,255 people. Send for coverage map.

Is WLAW on your schedule? It should be if you want to sell Northern New England! Advt.
20 YEARS AGO TODAY

(December 11, 1924)
Station WEEI's Big Brother Club of which Bob Emory is emcee, coach, producer, announcer and "big brother" is fast becoming one of radio's most popular features. A certified membership of over 50,000 youngsters is looked forward to.

FINANCIAL

RADIO DAILY's Financial Section will be found today on Page 6.

Will Free Lance

Rosemary Roth, WABC woman's program scripter, has resigned from the staff of the station to devote her full time to free lance writing assignments.

A YOUNG STRONG MAN

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

W-1-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-

Like the rushing of mighty waters

Three years ago, when W-1-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years here's a radio day time picture of W-1-T-H listening audience based on a common denominator of Coverage Popularity-Cost:

- W-1-T-H leads Station A 25%
- W-1-T-H leads Station B 25%
- W-1-T-H leads Station C 25%
- W-1-T-H leads Station D 25%

W-1-T-H leads all stations at trading area.

Wait until you find out how W-1-T-H has so far so fast. If you want your dollar to work more efficiently than ever Baltimore...W-1-T-H is your best bet.
run to 108, FCC's final report is expected early in January.

**REC-BBC:** Last week's REC gathering of distinguished guests and guest speakers punctuated the most ambitious meeting of the radio executives to date. The Earl of Halifax, British Ambassador to the U.S., was the chief speaker. Others were: Emerson Davis of the OWI, John Sait of BBC and Warren Jennings, REC proxy.

**Threat:** A new strike threat loomed with James C. Petrillo and the AFM threatening to call musicians if REC, Mutual and Blue do not use musicians as platter turners. Sessions between the union and network officials are going on behind closed doors.

**Analysis:** Of the 53,000 programs broadcast over CBC during a period of 12 months, 85 per cent was public service and sustaining shows, and approximately 15 per cent was commercially sponsored. These percentages do not include programs aired locally from CBC-owned and operated stations.

**Pruse:** Brig. Gen. David Sarnoff, president of RCA, paid high tribute to the radio industry for its unprecedented wartime service, reminding the gathering at the 25th anniversary dinner of RCA of the future of television and other electronic developments.

**Disorganization:** A rude awakening affected the entire industry, as it pertains to stations, networks and advertising agencies, when George Bolling, V-p of John Blair & Company, criticized it for the disorganized manner in which the problems of time-buying and selling were handled. He pointed out that both manufacturers and advertising agencies are exploiting the business with an intensity never before witnessed. During the past six months, dozens of important executives have inspected my facilities at our advertising potentialities division, Cunning stated, peering into a degree attained by vision. "So far," he said, "this phase of television is lagging in an area to which programming must be given more attention." Television must step off on its feet by providing programs that grasp audience attention, otherwise its technical skill and talent will be wasted. 

**'Tele Type' Acting Likes** "Tele Type" acting is the one area where the problems of time-buying and selling do not exist. Acting in a medium which is inclined to allow their top executives to work in a medium which moves so highly competitive, Cunning asserted, "Furthermore I feel that my high in government circles haven't been heard yet."

**Committees:** NAB President J. Harold Ryan has revealed the personnel of six or more NAB standing committees, bringing the total to 12, to function until the next annual convention. They are: Engineering Executive, Insurance, Legislative, Sales Managers Executive, Small Market Stations, Program Directors, Public Relations.

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In a big town like New York there's a great deal of radio listening AWAY FROM HOME. While there are adequate surveys of radio listening in the home, little has been told about listening in stores, shops, places of employment, automobiles. This is the first report made by Field Interviewers on 500 premises in 8 Manhattan, 11 Brooklyn, 6 Bronx and 7 Queens business centers.

### What Program or Stations Do Your Customers Ask For Most?

Out of 591 mentions the percentage and numbers show a preference for WBYN... more than 100% stronger than for the second mentioned station!

<table>
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<tr>
<th>Station</th>
<th>No.</th>
<th>%</th>
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<tbody>
<tr>
<td>WBYN</td>
<td>76</td>
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<tr>
<td>WNEW</td>
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To get the immense impact of the WBYN "minute-programming" idea just look at this ad—one of the many daily N. Y. newspaper ads promoting and publicizing WBYN on a grand scale—unequaled by any other independent station.

### WBYN LISTS ITS MINUTE VARIETIES:

- **NEWS MINUTES:** Instantaneous all day
- **RACE RESULT MINUTES:** exclusive... 12 to 6:00
- **SPORTS REPORT MINUTES:** spotted ever so often...
- **MUSIC MINUTES:** continuous, hour after hour

The Station That Changes The New York Daytime Coverage Picture
There men get their shaves and haircuts... where Mr. and Mrs. have their cars serviced... where they discuss their sports interests and the late war news over a drink... that is, in Cafe Restaurants, in Barber Shops, in Garages and Filling Stations, DEFINITE PREFERENCES have been established for the AFTERNOON HOURS, details of which are respectfully submitted for your enlightenment, here and now.

WHAT STATION DO YOU USUALLY TUNE IN DURING THE AFTERNOON?

Out of 716 mentions, a greater number dialed to WBYN, second only to WNEW and WOR and far ahead of all the others.

<table>
<thead>
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<td>WMCA</td>
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<td>WINS</td>
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<td>WQXR</td>
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<td>WNYC</td>
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<tr>
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<td>20.3</td>
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</tbody>
</table>

WBYN IS ALREADY IN 3rd PLACE AND MOVING UP DAY BY DAY!

THE MINUTE STATION

More afternoon listeners in public places dial 1430 than any other station!
PEPSODENT COMPANY of Canada, Ltd. has named Ruthrauff & Ryan, Inc. as advertising agency for Peepsodent Tooth Paste and Tooth Powder, effective January 1st.

KINSEY DISTILLING CORP., Linfield, Pa., through J. D. Tarcher & Co., has inaugurated an extensive campaign to advertise its gin.

J. WALTER THOMPSON COMPANY has added to its copy staff Joseph Buckley, formerly with General Electric in Bridgeport, Conn.

DON BECKER has organized his own producing firm and has made Music Corporation of America his exclusive sales representative, it has been announced. Becker's former affiliates have been Trans-American Broadcasting & Television Corp., and WLW in Cincinnati.

JOHN E. PEARSON COMPANY has been appointed national sales representative of WOV, effective this week, for representatives of WOV, effective this week.

Broadcasting & Television Corp., and exclusive sales representative, it has announced. Becker's former affiliates have been Trans-American Broadcasting & Television Corp., and WLW in Cincinnati.

SALES MAN

W ith a Capital 'S'

It valuable experience and a background of success in network and local sales—means anything to you—then I'm your man. Station, agency or representative office in New York preferred. Present employer knows of this ad. Please Write—RADIO DAILY, Box 923 1501 Broadway, New York 18, N. Y.

Memos of an Innocent Bystander . . . .

We're going to reveal the story of how the thrilling news of Gen. MacArthur's invasion of the Philippines was originally beamed to the world . . . . Somewhere in the jungles of New Guinea, Corporal Art Ross, who before donning khaki was known as the youngest emcee in Radio, doing the honors on the CBSHOW, "March of Games." WNEW's "Small Fry Club," WOR's "Moonlight Saving Time," and WTJZ's "The Game Parade." I called together several G. I. buddies, including M/Sgt. George Kaplan and Plc. Wm. Robinson. Jack Keener and Bob Arnold, asked the C. O. for permission and constructed from worn-out parts and borrowed amplifying equipment, a 75-Watt station, KEDW . . . . It was this same "slapped together and housed-in-a-tent" station which was the first to electrify the outer world with the news that we were fighting—The Philippines are now being invaded by U.S. Forces . . . . a little RADIO experience, a little ingenuity, a little courage to overcome obstacles and the combination scored one of the greatest "Beats" in modern history . . . . Thus a 50,000-WATT SALUTE to that 75-Watt station and its "five "Exes." . . .

. . . . Thrush Lucy Monroe, en route to the recent REC luncheon, honoring Lord Halifax, held at the Roosevelt, got into a cab and inadvertently told the driver, "The Waldorf-Astoria"—remembering her table number, Miss Monroe seated herself at Table 8 and by the time the demi-tasse course was served, discovered she was at the annual luncheon of the National Association of Manufacturers. The (Lucy) Monroe Doctrine, to wit: "make the best of every situation" was lived up to, nevertheless she had a swell meal with some of RADIO'S best customers, members of NAM . . . . Starting January 4, the Fred Waring show will be heard at 10 p.m. with no repeats . . . . Milton Berle's rehearsal of his "Let Yourself Go," program last Tuesday, wasn't exactly stymied, but was "Blocked"—there was Hal Block, scripter-producer of the show, Ray Bloch, the orchestra leader and Block & Sully . . . . About two years ago, we heard and raved about a new program written by and starring Irene Beasley—thus it was pleasant, while tuned in one afternoon last week to WRVA, Richmond hearing the show, CBSponsored by Wesson Oil with the orchestra leader and Block & Sully . . . .

(Continued from Page 1)

Portland, Oregon, Jan. 29-30, Bonne Hotel, Dist. 14, Salt Lake City, Feb. 1-2, Utah Hotel; Dist. 10-12, Kansas City, Missouri, Feb. 7-8; Dist. 11, Minneapolis, Feb. 12-13; Dist. 3, Pittsburgh, Feb. 15-16, William Penn Hotel; Dist. 1, Boston, Mar. 9-10, Dist. New York, Mar. 8-9; Dist. 5, Jacksonville, Florida, Mar. 12-13; Dist. 4, Savannah, Virginia, Mar. 16-17, Howard Hotel; Dist. 7, Cincinnati, Ma. 19-20, Gibson Hotel; Dist. 8-9, Chicago Mar. 21-22.

sell Durham county's 100,000 people with WDNCh

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.
Convention Of TBA Opening Today With Close To 700 Delegates Listed

(Continued from Page 1)

The immediate post-war prospects for expansion of television are expected to be revealed after the Conference begins when Dr. W. R. G. Baker, vice-president of the General Electric Company and E. W. Engstrom, director of research at the RCA Laboratories in Princeton, explore the "New Horizon in Television." Three top executives in the video industry who have had their fingers on the programming pulse of the industry will tell the Conference assemblage of plans formulated for post-war television programs, both on the individual station basis and from the network point of view. They include John F. Royal, vice-president in charge of television at NBC; Robert L. Gibson, General Electric Company executive and Thomas H. Hutchinson, in charge of production at RKO Television Corporation.

Tele Network Discussion

How rapidly the expansion of network television facilities may be expected will be outlined by Harold S. Osborne, chief engineer of the American Telephone and Telegraph Company, who will illustrate his talk with a series of slides showing the difference between coaxial cable links and radio relays.

At noon today Lewis Allen Weis, vice-president of the Don Lee Broadcasting System, will speak on "Television and the Broadcaster," stating personal experiences operating the first television station on the west coast. Mr. Weiss is also vice-president of the Television Broadcasters Association.

Panel Meetings

Panel meetings to discuss the role of the broadcaster, manufacturer, producer, advertiser, newspaper, performers and theater in television are listed this afternoon, to be followed by a cocktail party and banquet tonight. Paul Raibourn of Paramount Pictures, Inc., heads the awards committee, who will present several gold medals and plaques to television leaders at tonight’s banquet.

Commander William C. Eddy, United States Navy, authority on radar, will speak at the 10 a.m. session tomorrow morning on "The U.S. Navy’s Electronic Training Program and Its Relation to Post-war Television." At 10:45 a.m., the Technical Roundtable Discussion and Question and Answer Period will be conducted with Dr. Alfred N. Goldsmith, vice-chairman, RTPB, as moderator.

Stars of radio, stage and the movies are scheduled to entertain at tomorrow’s luncheon. At 2 p.m., the annual meeting of the Television Broadcasters Association, Inc., gets under way and the rest of the day will be devoted to visiting television studios of Columbia Broadcasting System, National Broadcasting company and the DuMont station—WABD.

Kobak Talks At Dinner On Nobel Anniversary

Providing a national educational committee consisting of leaders in religion, education, politics, economics, industry, independent scientists, thinkers, writers to draw a blueprint for mass education for peace in the post-war world, radio has proved itself a powerful vehicle with the ability to inculcate ideas and promote ideals; and the capacity to enlighten and inspire. What radio is doing in the war effort, it can do to aid education for peace," Kobak declared.

Navy Film Recorders Are Made By N. Y. Firm

Navy film recorders manned by Tim Leimert, CBS correspondent, Gene Rider, CBS and Marine Sergeant Alvin M. Josephy, made the record of the first actual bombings of Japan by B-29’s, it was disclosed here yesterday. The recording, aired by the network pool, was made by Recordographs manufactured by Frederick Hart & Co., Inc.

Cincinnati’s LEADING DEPARTMENT STORES choose WSAI for their TOP PROGRAMS

Basic Blue 5000 Watts

Represented by Paul H. Raymer Co.
NABET Spokesman
At Odds With Webs
(Continued from Page 1)
and Technicians, NABET President A. T. Howley charged in Washington last week. Although he did not specif-ic what the networks hoped to gain by such cooperation, he apparently believes that they have abdicated their authority on labor matters to Petrillo.

Petrillo, Howley said, "has scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads."

He said there is a strong rumor that Petrillo has agreed not to "start anything in connection with network broadcasting for two weeks." Howley charged that the two-week delay is timed to coincide with the adjournment of congress.

"During the course of bargaining negotiations Tuesday morning with the National Broadcasting Company and the Blue Network, the bargaining committee from the National Associa-
tion of Broadcast Engineers and Technicians were advised by the networks that they had received a letter from James C. Petrillo advising the networks that the Musicians union, on the orders of Mr. Petrillo, would not recognize the decision of the National Labor Relations Board certifying NABET as the bargaining representa-
tive for the National Broadcasting and Blue Network on the grounds that NABET was a 'company domi-
nated union,'" Howley said.

WNHC's Formal Opening
Official opening of the new New
Haven, Conn., station, WNHC, is scheduled for today, it has been an-
nounced by Patrick J. Milne, owner. The station actually began to broad-
cast Oct. 3, when the spot announce-
ments were devoted entirely to the sale of War Bonds. James T. Milne has been appointed general manager. WNHC is 250 watts on a 24-hour schedule, 1949 kilocycles.

Kemp To McCann-Erickson
In Executive Capacity
(Continued from Page 1)
for the agency. Kemp for more than 10 years has been actively engaged in radio and widely known in the industry. Prior to taking the Detroit
CBS office last year, he was for four
and a half years CBS Pacific Coast
sales manager and was credited with doing much toward boosting the terri-
tory's billings.
Kemp was also Eastern representa-
tive for the CBS Pacific Network
sales and was formerly sales man-
ger for Don Lee stations and sales
promotion head of KNX. His back-
ground includes association with ad-
vertising agencies before coming to
radio.

UAW Applications To FCC
Washington—The FM applications of the UAW-CIO, announced in Detroit by President R. J. Thomas, have been received by the FCC.

Chicago's 24-HOUR STATION
W-N-H-C
560 Kc. 5000 WATTS

HOME TOWN BOYS MAKE GOOD & HOW?

(Continued from Page 1)
bits by manufacturers will be dis-

IRE Announces 1945 Meeting Plans
Opening Wednesday with a meeting of all section representatives, the agenda for the first day will contain a luncheon, followed by a joint meeting of the A.I.E.E. and the I.R.E. to be held in the Engineering Societies Building. On Thursday the exhibits will be opened, and the many tech-
nical sessions will begin. The tele-
vision Committee, headed by I. J. Kaar will present its report on television standards. Other committees will also make their reports during the course of both the morning and afternoon sessions. In the evening, the annual I.R.E. banquet will be held in the Grand Ballroom, and the returning president will make an address, followed by the presentation of awards.

On Friday the technical sessions will continue, broken up by the presi-
dent's luncheon, hour, and winding up with a cock-
tail party in the evening. The final committee reports and papers will be tendered Saturday morning, after which a luncheon will be held in honor
of the men in the armed forces.
After lunch the sessions will come to a close, with the final adjournment slated for 2:00 p.m.
Sportscasters Set Code

Four-Point Plan Is Adopted By Group
To Lift Standing Professionally; Other Policies Approved

Barnes And Haverlin
MBS Vice-Presidents

Z. C. Barnes, of Carl Haverlin, sales manager and station relations manager, respectively, of the Mutual Broadcasting System, were elected vice-presidents in charge of sales and of station relations at the network's board meeting over the weekend in New York, it was announced by Edgar Kobak, Mutual president and general manager, on his closed circuit conference call to member stations.

Radio's "March of Dimes"
Gets Under Way Jan. 14

Radio will launch the 1945 March of Dimes Campaign on Sun., Jan. 14, with the four major web participants, it has been announced by NAB President J. Harold Ryan, chairman.

stations to participate
In School Radio Exhibit

Columbus—Invitations have been sent to 1,500 radio stations to participate in the 9th American Exhibition of Educational Radio programs by Dr. I. Keith Tyler, director of the

Heinz, Peeved At Web Radio,
Will Use Spots-Newspapers

Having permitted its contract of "Information, Please" to expire without renewal, H. J. Heinz Company, through its agency, Paxton, Inc., will launch a spot and localized newspaper advertising campaign on a nationwide basis in 1945, it has been announced by the agency.

FCC Approves Sale
Of Bulova's WPEN

Washington—Purchase of WPEN, Philadelphia, by the Philadelphia "Bulletin," marking the fourth sale of a Bulova-owned station in recent months, was approved by the FCC over the weekend. Price for the five -kilotwatt station and its FM affiliates was $620,000.

Station to Participate
In School Radio Exhibit

Columbus—Invitations have been sent to 1,500 radio stations to participate in the 9th American Exhibition of Educational Radio programs by Dr. I. Keith Tyler, director of the

Fraudulent
Enrollment

Government officials have been informed by the Federal Trade Commission that they are assisting in tracking down those who claim to be participating in the "March of Dimes" and are sending out false statements to the public.

Hillegas Unmasked

In a series of letters to the editor of the "Sunday Herald Tribune," David Hillegas, the "March of Dimes" executive, has denied charges made by the State of New York that he has misused funds.

Danny O'Neill To Be Heard
On Own CBS Net Show

Danny O'Neill, youthful Chicagoan who gained fame as a singer after receiving a medical discharge from the Navy, will make his debut on his own five-a-week program over CBS.

Unmasked

The identity of Hillegas and Clymer, WOR's mysterious bard-drink promotion gents, has been revealed now that the station's Treasury Hunt contest has closed. Beoms Michael Hillegas and the George Clymer were named by the Second Continental Congress on July 29, 1775, as "Joint Treasurers of the United Colonies." The program was well-named.

Godfrey Renews Plea
For Blood Donations

With the first-hand stories of blood plasma in use on the fighting front in the Pacific, Arthur Godfrey, WABC's early morning star, is back after a month's tour which took him to the Pacific area. He and Richard Swift, program director of WABC, saw the

Danny O'Neill

Danny O'Neill, youthful Chicagoan who gained fame as a singer after receiving a medical discharge from the Navy, will make his debut on his own five-a-week program over CBS.

Triple Or Nothing

When Earl McGill took over the direction of CBS' "This Living World" recently, he had called to attention the fact that the other stations on the program's list of credits have three names. There's John J. Wolle, Frank Ernest Hill, Robert Lewis Shayon. "Say who?" asked McGill, "from here on I'm Earl Lewis McGill." And the is.
"Code Of Ethics" Is Approved
By Sports Broadcaster Assn.

on the basic integrity of any established sport without full possession and complete comprehension of conclusive, overwhelming evidence fully supported in unassailable fact.

(a) Any and all individual efforts to nullify or to encroach upon fully concluded commercial contracts for the broadcast of athletic events. The proper time for such effort is before a contract has been consummated.

(b) The continuance or nourishment of personal animosities which may provide outlets for distorted or over-stimulated egos but which are, viewed objectively, harmful to sports broadcasting as a whole.

(c) Any and all breaking of news release deadlines regardless of any or all circumstances.

Committee also adopted additional ideas to make the work of the association more vital. Among these were:

1. Changing the name of the association to the Sports Broadcasting Association.

2. Including a code of ethics that would apply to all members.

3. Creating a committee to investigate and report on any violations of the code.

4. Establishing a fund to support the work of the association.

Godfrey Renews Plea
For Blood Donations

RCA Victor Buys Time
On "Collegiate" Network

...Said the Spider to the Fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—power, popularity, and cost. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener... and you come up with radio station W-T-H, the successful independent, as the best buy in this 6th largest market.
ONE BACKS THE OTHER

THE teamwork between a brace of bird dogs is a beautiful thing to see. One backs the other. Both point the game. In the case of WOV, two great listening audiences team up and complement each other to give this important station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York’s vast Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat’l Rep.
California Commentary!

- Santa Claus will have to go on a diet this Christmas Day! That is, if he eats all the cakes and pies that the boys and girls who have been listening to KMPF's "Santa Claus" program promise to leave for him.

By the way, one of the young writers in sent La Salle St. Central 5275

Los Angeles

- WBYN, Brooklyn, N. Y.

- Off the Air records for the peace addition to the words: "and the peace" have been judged in sion No. 8.

- In exhibition and judging will be in divi-

- of the two general classifications of exhi-

- bitors.

- There will be 12 divisions of programs for each
groups upon the basis of program resources. These are: (1) regional networks, regional and clear-
channel stations, and national and re-
gional organizations; and, (2) local stations and organizations. There will be 12 divisions of programs for each of the two general classifications of exhibitors.

- Only change from last year's exhi-
bition and judging will be in division No. 8. Last year only programs "in furtherance of the war" were judged in this division. This year the words: "and the peace" have been added to that division.

Hildegard Going West

- For 2 January Shows

- CBC Toronto Studios

- In New Location

Montreal—Canadian Broadcasting Corp. will move its main Toronto studio to the former Havergal College property on Jarvis St. Dr. Augustin Frigon, general manager announced. The corporation will immediately take up the option it has held on the property for some time, he said. Margaret Eaton Concert Hall and CBC Playhouse on Greenville St. will continue in use and the Jarvis St. property will provide an extra audi-

- ence studio. The new location has more space than the premises on Davenport Road.
1,000 REGISTRANTS AT TBA CONFERENCE

TBA'S 1944 PRESENTATIONS

Sixteen television leaders were presented awards for outstanding contributions to the development of television. The First Annual Conference Banquet of the Television Broadcasters' Association at the Commodore Hotel in New York exceeded attendance expectations.

FOR TECHNICAL PIONEERING IN TELEVISION
First Award—Dr. Vladimir K. Zworykin—RCA Laboratories, Princeton, N. J.
Citation: For development of the iconoscope and the storage principle of picture pick-up, resulting in the first practical television pick-up equipment.

CO-ORDINATE AWARDS
Citation: For work on television scanning methods and the electron multiplier.

Lloyd Espenschied—Bell Telephone Laboratories, New York City.
Citation: For adopting the coaxial cable to transmitting wide bands of radio frequency suitable for modern television.

Dr. Peter Goldmark—Columbia Broadcasting System, New York City.
Citation: For work in the development of motion picture pickup equipment and electronic analysis and control of equipment for color television.

Citation: For improvement in contrast of television pictures through flat face cathode ray tubes and experiments on link operations particularly as regards outdoor events.

Dr. Allen B. DuMont—Allen B. DuMont Laboratories, Passaic, N. J.
Citation: For the development of the cathode ray tube to a satisfactory commercial instrument of television control and reproduction.

DR. V. K. ZWORYKIN

PROGRAM AWARDS

Dr. Peter Goldmark
Citation: For making its facilities available to all for study of the basis of the economy present in wartime television and the problems of television production.

Recipient: Sam Cuff, Station Manager, Station WNB—National Broadcasting Company, New York.

Station WG—General Electric Company, Schenectady, New York.
Citation: For the first examples in the world of network operation and resulting division of program costs.

Recipient: WNBT—John Williams, WRGB—Robert Gibson, WPTZ—Paul Knight.

Station WCBW—Columbia Broadcasting System—New York City.
Citation: For successful lifting of a radio broadcasting program.

Confab Attendance Exceeds Estimates of Committee

With over 700 conferences registrants and a capacity crowd of 1,000 at the banquet last night the opening day's session of the two-day Television Broadcasters Association conference at the Hotel Commodore, New York, yesterday exceeded attendance expectations.

Interest last night centered in the television program demonstrations conducted during the banquet in the grand ballroom and the first annual awards of TBA which were made at a committee headed by Paul Raibourn.

Unlike past video gatherings where an air of apprehension and uncertainty concerning the new art prevailed, the TBA gathering has the atmosphere of progressive planning by a new industry. For the most part these attending are actively engaged in some phase of television while others are at the two-day meeting to get first hand knowledge of the new media.

Dr. W. R. G. Baker, General Electric vice-president, and E. W. Engstrom, research director of RCA Laboratories, keynoted the conference yesterday morning when they discussed "New Horizons in Television." Both speakers dwelt in the realities of the new art and heralded for a great postwar development.

Dr. Walter R. G. Baker Speaks
Forecasting that television "will become a billion dollar industry," Dr. Walter R. G. Baker of the RTNB and General Electric, ventured an opinion that within ten years after the war there should be more than 500 television stations in the United States.

Cuff Happy
Sam Cuff, general manager of WABD, was all smiles at the conference turnout. He was seen on the mezzanine floor greeting members of the TBA and holding a chat with John Royal, head of the NBC News department.

Mr. Cuff, later in the evening, was the recipient of a program award for WABD.
Credit must be given where credit is due. The Commercial Television programs put on the air at DuMont's pioneering Station WABD have been produced by you—by advertisers and advertising agencies interested in developing effective commercial techniques...interested in forearming for Television's inevitably swift postwar expansion. The honor is yours for having shown courageous imagination, artful skill and discriminating taste. Your efforts have so often won delighted bravos that we are happy to have worked with you...happy that our studio facilities and technical crews collaborated in your achievements in this important new art.

The invaluable "know how" you have gained at WABD is the public's future assurance of top-flight telecast entertainment. The ATS Award is recognition of the increasing stature of this powerful new mass-sales medium...a straw on the wind indicating the nearness of full-scale Commercial Television.
Baker envisioned public acceptance of television as a new art and added that the second extension is "Industrial Television." Dr. Baker explained that commercial or industrial video will be carried by radio transmitters from one point to another for various private commercial applications as a selling tool for reaching a large audience. The installation of an industrial television system will be carried by radio transmitters and staffs able of originating complex programs as musical comedies and plays. Motion pictures, theater and recorded programs of television made specially for television reception after the war will forecast the development of television broadcasting stations on a large scale will involve the building of master television transmitters in the larger centers of population. These transmitters will have exclusive studio facilities of the type and staffs of the National Television Broadcasters' Association, Inc., and will be a network and have no extensive studio facilities. The Annual Meeting of the members of the Television Broadcasters' Association, Inc., will be held this afternoon and the Conference will be concluded with visits to television stations W6XYZ, WARD, and WCEW by those attending the event. The Radio Technical Planning Board submitted a workable plan for television programming. The Radio and television programs are needed for public service programs, including education and religion.
Is prewar television "good enough?"

As closely as printing-plates make possible, here is a direct comparison between (1) the coarse-screen quality of current prewar standard of television picture in black-and-white (2) the fine-screen quality of proposed postwar black-and-white picture, and (2a) the fine-screen quality of proposed postwar picture in full natural colors. The ratio of "picture elements" which compose each type of picture is approximately this:

1. Prewar coarse-screen black-and-white . 250,000
2. Postwar fine-screen black-and-white . 585,000
2a. Postwar fine-screen color . . . . . . 900,000

CBS advocates the allocation of wide-band high-frequency channels to broadcast the fine-screen postwar picture as soon as possible.
CBS asked this question in April, 1944

By December the trend was overwhelmingly toward fine-screen and full-color postwar pictures!

Transmitter manufacturers are engineering fine-screen transmitters to broadcast better pictures.

Receiver-manufacturers are designing fine-screen receivers to bring those better pictures into the home.

Station owners, convinced that prewar coarse-screen quality could not command sustained "viewing" by set-owners without eyestrain, are keenly following the development of fine-screen pictures.

Realistic leading retailers are asking "How soon can we demonstrate the fine-screen picture?"

CBS contracted in October, 1944 with Federal Telephone and Radio Corporation for a fine-screen transmitter for delivery within one year, for installation in the Chrysler Tower in New York, to broadcast the postwar fine-screen picture, in black-and-white or in color, to a reception-area which contains some 11 million people.

CBS...the Columbia Broadcasting System
**TELEVISION SECTION**

**WOMEN IN TELE**

By MILDRED O'NEILL

**Tele Chronology Released by Bell**

Steps in experimental television taken by the Bell System since April, 1927, are covered in a chronology released yesterday by E. F. Johnson, information manager of the American Telephone and Telegraph Company. The principal dates follow:


May 23, 1929—Application filed for origin of coaxial cable used as a wide band long distance transmitting medium. Application mentioned that one objective was the use of such conductor for television Transmision.

June 27, 1930—Successful demonstration of color television at Bell Telephone Laboratories, New York.

April 9, 1930—Two-way television demonstrated publicly between the A. T. & T. Co. building and the Bell Telephone Laboratories in New York. The system permitted persons in both buildings to see the image; the two-way *“line* to converse with and see each other. Demonstration was continued for over a year.

June 10, 1936—Service of new Bell System coaxial cable provided for television use. Cable was 1.5 miles long (from NBC studio in New York to transmitter at Empire State Building).

Nov. 9, 1937—Coaxial cable successfully transmitted visual images for 240-line television from New York to Philadelphia. Frequency band of about 100,000 cycles was used.

May 29, 1939—Standard telephone cable pairs used successfully as local pick-up channel for television broadcast of a half-mile bicycle race at Madison Square Garden, New York.

May 1, 1940—114-line television employed upon frequency band of about 2,700,000 cycles transmitted over coaxial cable from New York to transmitter 50 miles distant. Demonstrations of transmission, radio copy heard at Broadway Laboratories before the National Television Systems Committee (Nov. 9, 1940) and before the Institute of Radio Engineers, N. Y. C. (Jan. 1941).

June 24, 1940—Scenes of Republican National Convention transmitted over coaxial cable from Convention Hall, Philadelphia, to NBC studio in New York, for television broadcast.

May 12, 1941—144-line television with an effective band width of 2,700,000 cycles transmitted over coaxial cables for a distance of about 800 miles by loop ing the coast line of the States from Portland, Wisconsin to Minneapolis.

**Tele Permit For Boston**

Station Filed By Du Mont

Allen B. Du Mont Laboratories, Inc., has filed an application with the Federal Communications Commission for permission to erect a television station in Boston, Mass., and operate on Channel 5. The station, to be called DuMont, will be operated at WABB, New York, for the next four years, and also has an application pending for a commercial station in Washington, D. C.

**Agency Heads Back Play**

John Southwell, tele executive at Young & Rubicam, and Bob Forester, radio head at Batton, Barlow, Durstine & Osborn, Inc., will sponsor the production of “Hand in Glove,” a play, that will open in New Haven, Conn., Nov. 8.

**New Educational Series**

The history of the golden ox, in reality the electric motor, was told by a combination of film and live studio action. A reproduction of Tom Davenport’s motor, the first ever to be patented, has been constructed by the WRGB staff from drawings.

**Video Authorities Planning Tele Book**

Three authorities of television, Thomas Hutchinson, head of R. W. Productions, Common W. Eddy, formerly with porch productions, and Richard W. Hubbard, management for the Broad Division of the Walling Company in Cincinnati, Ohio, are preparing books on television that are scheduled for publication next March or April.

**Writings 2nd Book**

Richard W. Hubbell, the author of "4000 Years in Televisision," is writing a book titled tentatively "Television Production Techniques" which a study of the present and the future of television. This book is planned for the television production specialist, the student of the arts. The author aims to analyze and evaluate what has been accomplished in television production this far and to show practical ways in which the techniques and arts involved in television can be advanced. In this book, Hubbell will attempt to present a foundation upon which television producers and broadcasters can build. The book will be aimed at those young people who want to seek a career in television production. It will contain material about the entire field of television production and will be of interest to those young people who are finding that unquestionably the most exciting future for them lies in the field of television and WABD.

**Covers Tele Field**

"Television" will be the title of Commander Eddy’s book. It is a book in a cover engineering and making the entire field of television has been developed thus far. Some of the topics will include the operation of television; the techniques producing television shows, directing programming, acting, lights, sets and make-up, colored television and other phases of telecasting; history and economic aspects of the industry. For these reasons, this book will be of interest to both writers and actors interested in this new medium. It will be a book of use now in radio, technicians, advertising people, and promotional and merchandising people. In addition, it will be illustrated with more than 50 pictures and diagrams. Pre-Pocket-Hall, the publisher, has announced that the book will be published next March or April.
Radio in an Ocular Vein

By ED WYNN

Folks keep asking me about television. Well, I can tell you when I see one. And it's something big and beautiful. But it's a serious new experiment and nothing to get agitated about. It will revolutionize radio comedy techniques. Only thing I'm worried about is if the plays have the means to see and hear an actor, some bright boy will hog up with a machine for smelling gas. Oh, brother, what a revolution that would be.

Of course, when I talk about television, I'm mostly thinking out loud. My experience is something less than extensive. Although I think I was one of the first actors to be televised. Back in 1933 when they were still in the early stages of experimenting I was asked to do a sketch. I was then the Fire Chief. The thing was run at the Empire State Building to a very few people—Al Smith among them—and you could see the enormous possibilities even then.

I've never forgotten about that. When I was blue-printing my new show, "Happy Island," I kept television in mind. That's why we use costumes and lighting and stage techniques. I am of the mind that television will mainly be a reversion to full-length pictures, especially when the actors were going through their paces before and after the travelogue.

This is important. It's particularly important for comedians. Comedy has always been the foundation of the amusement world. And the stage, due to its close audience vicinity, has offered the best opportunities to comedians to present their material. I think the very first thing I would do if I were head of a television company would be to hire a stage director from the legitimate theater. Stage directors will then have to change from the present radio ways to the ways of television in much the same way that the transition from silent movies was made to the talkies.

I for one always felt that the lack of pantomime in radio work was the severest loss to my work. Television will help you in your casting. This is important. It's particularly important for comedians. Comedy has always been the foundation of the amusement world. And the stage, due to its close audience vicinity, has offered the best opportunities to comedians to present their material. I think the very first thing I would do if I were head of a television company would be to hire a stage director from the legitimate theater. Stage directors will then have to change from the present radio ways to the ways of television in much the same way that the transition from silent movies was made to the talkies.

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Television broadcasts of boxing at Madison Square Garden, New York City, are brought to you exclusively by NBC over Station WNBT.

TELEVISION—THE "RINGSIDE SEAT"!

- Just as RCA pioneered in television to bring you exciting events such as prize fights, so has RCA research made possible a greatly improved super-sensitive television camera.

  Earlier television needed a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor daytime events would fade off the screen as the afternoon light waned.

  But now, through RCA research, the television camera will faithfully reproduce every detail, every shadow, as long as there is enough light for the spectators themselves to see by.

  Besides, it can bring you opera, drama, ballet—direct from the theater during the actual performance. Great new television thrills are in store for you! As soon as possible, RCA will make available the finest in television equipment.

RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

Listen to RCA's "The Music America Loves Best"—Sunday, 4:30 P.M., E.W.T., over the NBC Network ★ BUY WAR BONDS EVERY PAY DAY ★
Sees 30 Million Tele Sets
In Operation By 1955

(Continued from Page 1)

that 30,000,000 sets would be in operation by 1955. In connection with his prediction of jobs resulting from television, Hooper said they would represent additional employment and would not decrease the numbers employed in other fields and other branches of radio.

The first to produce television on foreign soil, Hooper recently took a unit to Hamilton, Bermuda, to give a performance as a special guest of the governor.

Judy Canova To Replace
Kelly-Wood Show on NBC

(Continued from Page 1)

p.m., PWT. The new program goes into effect Jan. 6, 1945. Ted Bates, Inc., is the agency.

Commercials on the news series will credit Palmolive Soap and Halo shampoo.

Available
Program-production director. 15 years radio; 6 journalism; also television. Now employed CBS. Best references. Write Radio Daily, Box 932, 1501 Broadway, New York 18, N. Y.

Here are the facts about radio
Listening in Oklahoma

the fishing must be good!

When the advertisers on WIP—100% of them—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.

Before the War . . . During the War . . . After the War the most profitable per dollar station for advertisers!

Yes, there are a few availabilities!

Represented Nationally by
GEO. P. HOLLINGBERY COMPANY

Philadelphia's MUTUAL Affiliate

5000 Watts
Blue Sees Self In The Middle Of NABET-AFM Disk Turners

(Continued from Page 1)

1944, to employ platter turners who are members of the American Federation of Musicians. This agreement was part of a general contract, in which the AF of M made a number of concessions and we in turn accepted the AF of M jurisdiction over platter turners, in order that a musicians' strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the American Federation of Musicians.

"The National Association of Broadcast Engineers and Technicians also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld. The National Labor Relations Board decided that status quo should be maintained, which meant that NABET would control the jurisdiction of platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of the AF of M.

"The Blue Network was and is perfectly willing to accept the decision of the National Labor Relations Board. However, Mr. Petrillo refuses to accept this decision and has warned us that if we do not keep our agreement with the AF of M be will order a series of 'wild cat strikes' by withdrawing musicians from our programs at sporadic inter-

Danny O'Neill To Be Heard On Own CBS Net Show

(Continued from Page 1)

vals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast our leading programs, due to the absence of musicians for temporary periods.

"It is our hope that the courts will settle the dispute between the American Federation of Musicians and the National Association of Broadcast Engineers and Technicians. Only in that way can either the AF of M or NABET be forced to accept a conclusion to the jurisdictional dispute.

"The Blue Network finds itself in the middle of a jurisdictional fight between the AF of M and the NABET. As between these two unions, we do not favor one over the other. We desire that the labor laws of the country be complied with, that our employees be represented by unions of their own choosing, and that strikes against the public interest be avoided. We are, in truth, helpless in this situation, in that it is one where we cannot bring the issue into the courts. We are faced with interference or stoppage of broadcasting by one union or the other, and until the courts decide the case, we will continue to be faced with this threat."

Radio's "March of Dimes" Gets Under Way Jan. 14

(Continued from Page 1)

of the radio division of the MoD. Celebrities to be heard on the program will be Clark Gable, Rochester, Eddie Cantor, Frank Sinatra, Bob Hope, Frances Langford, Jack Benny, Kay-Kyser and scores of others.

Associated with Ryan as co-chairman: Mark Woods, president of the Blue Network; William S. Paley, president of CBS; Edgar Kobak, president of MBS; and Niles Trammell, NBC.

The 1945 radio schedule will be on all stations in the United States, Alaska, Puerto Rico, Panama Canal Zone and the Hawaiian Islands.

Shift Heinz Ad Policy To Spot-Newspaper

(Continued from Page 1)

campaign. A statement by Maxon, Inc., points out that radio—"the glamour child of advertising"—is coming along nicely by offering the national advertiser novelty and top-notch, star-studded entertainment with great popular appeal—but only on the basis of thirteen weeks' continuity, or more. A spokesman at the agency said that the foregoing does not imply that H. J. Heinz Company will forsake radio advertising. He explained that the food company will most likely reenter radio on a spot-advertising campaign. A statement by Maxon, Inc., however, denies this.

The Socony-Vacuum Oil Company has hired Advertising, Inc., Agency for Socony-Vacuum is Competitive Advertising, Inc.

Maxon, Inc., however, denies this.

producer and owner of "I. P." and the "Please" program is due to policy dis-

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Shifting Heinz Ad Policy to Spot-Newspaper

(Continued from Page 1)

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The Socony-Vacuum Oil Company has hired Advertising, Inc., Agency for Socony-Vacuum is Competitive Advertising, Inc.
No Horatio Alger story this—just a pay-off trio... hometown product... hometown program... and Baltimore's own big hometown Station WFBR.

And the *Program?—the now famous "Quiz of Two Cities"... running in rival cities all over the nation, but originally created at WFBR over six years ago for the Gunther Brewing Company whose bottled beer rose from third place to first place in this most competitive beer market.

Incidentally, and coincidentally, the ratings for six years at no time show less than 31% of the listeners tuned to the "Quiz" on WFBR and the peak has hit 71% of all listeners.

Some record for a night-time program! Even if it were network with the erstwhile Prince of Wales abdicating his much publicized throne.

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

You don't have to be a magician to do this trick. All you need is a letterhead and envelope, a minute's time, and three coppers (some folks call 'em pennies) invested in a postage stamp. Addressed to ASSOCIATED and dropped into the nearest mailbox, presto!—they'll turn up on your desk a few days later in the form of a booklet worth its weight in gold.

What's the secret? The ASSOCIATED booklet gives all the facts on the transcribed library that offers most hours of the best radio music...the surefire combination for more listeners, more clients, more profits!

Compare...and you'll find that, unlike ordinary libraries, ASSOCIATED doesn't depend on a few "peaks" but gives you topnotch program material throughout. For ASSOCIATED music is radio music—big-time, big-audience production music—a million dollar array of headline network talent, on gloriously life-like, vertically-cut transcriptions.

Yes, there's good reason why ASSOCIATED is gaining so many new subscribers so fast. To find out why, send for the ASSOCIATED booklet today!

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.
Radio's Huge Bond Effort

Web Representatives Discuss Anniversary

Newsshow representatives gathered at Waldorf-Astoria in New York, for luncheon with J. Harold Weld, president and Willard Egolf, relations director of NAB, to outline the general plan and suggestions for industry participation in the celebration. It was agreed that each network would send an executive to represent on the general committee and (Continued on Page 2)

annes Steel Resigns From Staff of WMCA

Jannes Steel, WMCA commentator for the past eight years, yesterday resigned from the staff of stations effective January 2. Steel's resignation, it was announced, was urged by activities in both the newspaper and radio work which will keep him on a tour of the liberated countries of Europe early next year.

Inghouse Officials Plan To Take Over KEX

Inghouse broadcasting officials, led by Leon S. Walske, general manager of Inghouse Radio Station, Inc., are en route to Portland, Ore., where they will gather the ball in setting up offices and making arrangements preparatory to operating on station KEX, recently transferred from Overland to Inghouse (Continued on Page 2)

Voice of the D. A.

(Continued from Page 1)

TEN CENTS

NEW YORK, N. Y., WEDNESDAY, DECEMBER 13, 1944

Backed Up Sixth War Loan Campaign With Over 1,675,000,000 Impressions, 20% Above Previous High Mark

When the Sixth War Loan Drive ends on Saturday, it will have had the greatest radio support of any previous Treasury bond campaign, with radio advertisers and stations having put a minimum of 20 per cent more circulation behind the current drive than was contributed to the Fourth War Loan in January, the record holder to this time. Preliminary estimates compiled by (Continued on Page 7)

Canada Ad Men Hear CBS' Views On Tele

Toronto—In a general talk on listener statistics and potentialities of the radio audience, John J. Karol, assistant sales manager and marketing research counsel of CBS, told the Advertising and Sales Club of Toronto yesterday that despite the (Continued on Page 6)

Several Standard Outlets Among License Requests

Washington Bureau, RADIO DAILY

Washington—Applications for three new AM stations and one new FM outlet were received by the FCC Friday, also the restatement of the (Continued on Page 2)

Merry Christmas

The annual Christmas Party given for children of employees of the NBC and Blue networks will be held this year on Saturday from noon, December 23, in studio 8 H. A program of entertainment will start at 10:15 a.m., followed by the distribution of gifts. Guests will include children of those network employees who now are in the armed services.
The solution is as simple as A-B-C. First we learned that WPAT's postman had been complaining of overwork. The cause of the huge flow of mail to that station, we discovered, was its independence. The station had no way to provide service to its listeners, and the station's managers had to rely on volunteers to help sort and deliver the mail. Then we looked at the cost of the mail service. It was as simple as that.

Shakespeare's line still stands up. "To thine own self be true." And applied to radio it means that an audience is an audience. It doesn't matter the call letters it listens to.

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

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

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

Then you divide the number of listeners by the cost of the program. It's as simple as that.

Down 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 station independent radio station W-I-T-H.
HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

14 Overseas Reporters Broadcast Locally—for YOU!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. BAUKHAGE gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Early afternoon. Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning. Monday through Saturday, 15 minutes.


DICK TRACY: Famous juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your local radio program to sell your products or services right in your own territory.

Commercials during the programs by your own local Blue Station announce identify the program as yours, sell your products to your own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—your selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this new kind of radio advertising pays off! Now you can make it pay with the thrilling new Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

For all information ask any Blue Network Station, or the Co-operative Program Division of The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.
Notes From A Ringside Seat . . . !

- For a number of years, Jerry Cooper has been the voice of "Madison Square Garden," opening the festivities at the rallies and sporting events with the rendition of the National Anthem . . . at last Friday night's light, "Smiling" Jerry Baker, who had always wanted to do the vocal honors there, was given the opportunity and did a swell vocalizing job . . .

- But the announcer made a slight error . . . he said, "and now our National Anthem sung by Jerry Cooper . . ." like the grand treuor he is, Baker didn't even bat an eye or lose his famous smile . . . So we're happy to give him the credit he earned that night . . .

- Monday, the drug store in the NBC lobby was jammed but the healthiest looking individuals was a husky, tanned army officer . . . Brigadier-General David Sarnoff . . . Lt. Col. Al Helfer, whose retirement from active service we itemed here last week, has been placed under option by 20th Century-Fox . . . deal set by Chick Vincent Co . . .

- Tony Leader, NBC producer, is completing a War Play, (which'll probably direct) in collaboration with Pvt. Alfred Polco . . .

- For having sold over one million dollars worth of insurance during the fiscal year, Lyles Nassberg has been elected to the "Million Dollar Round Table Club." . . . what makes a "Main Street" item is that about $399,000.00 worth was purchased by Radiolites.

- The lad who pinch-hit last CBSunday for James Melton on the "Texaco Star Theater," after but two hours notice, Jimmy Carroll, earned himself an MCA contract as a result . . . The busiest team in the pan alley is Doris Fisher and Allen Roberts . . . they're now writing special material for Henny Youngman, Joe E. Lewis, Jimmy Savo and Jan Murray . . .

- Blue Net Execs have shifted Baritone Johnny Thompson from Fridays to Tuesdays (1:45 p.m.) . . . the lad is easily one of the year's finds and the shift should have been one that would bring his talents to the mike every day . . .

- Raymond Browne, formerly adv. mgr., for the Axton-Fisher Tobacco Co., is the new Cities Service account exec at Foote, Cone & Belding . . .

- WMCanada Lee will bow off that station's "New World A-Comin," to appear opposite Vera Zorina in Margaret Webster's forthcoming stage production, "The Tempest." . . .

- After starring in the Columbia flicker, "Let's Go Steady," which will be released next month, Arnold Stang has returned to Gotham's Radio Row . . .

- We heard a recording of a new musical show, titled, "Loving Hall of Songs," starring Vee Willie Robyn, tenor, Gladys Rice, soprano, and Baritone Doug Stanford with an orchestra conducted by George Dilworth . . . their music is still going round and round in our mind. It was that GOOD.

- None other but der Bingle will help the Andrews Sisters launch their new series of Blue Net songests starting Sunday, Dec. 31 . . .

- George 'Gabby' Hayes comedian and Vic Shoon's Orchestra will be regulars on the program . . .

- Albert Reid, former WBYN announcer, doing a swell "War Bond Selling" job from the Times Square Booth every day . . .

- Frank Martin of the WMRecording Sales is mending at St. Lukes Hospital in Gotham after a minor operation . . .

- Tony Barnett, one of radio's busier thespians, did a running part as a tough kid in "Chick Carter." . . . at the end of the sequence he found himself cast as the 'Judge' and 'had to sentence himself to jail' . . . he must have hated himself in the morning! . . .

- A letter from Bill Berns made us all happy sent from 'somewhere in the Philippines,' the letter tells of the thrill getting a copy of RADIO DAILY, issue of Oct. 26 which carried the picture of President Osmena in a "March of Time" ad . . . continues Bill and we quote—I showed it to the president's aide, General Romulo, resident commissioner of the Philippine . . .

- Mayor A. A. Schecter, Art Feldman et al here were glad to see the issue and it circulated all over the place . . . unquote.

- Remember Pearl Harbor
No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title. This stockpile of melody, which the National Broadcasting Company has been accumulating for nearly 15 years, is growing daily—as fast as new tunes roll off printing presses, almost as fast as composers can write them.

* * *

This is another illustration of the manner in which NBC does a thorough job in every field of radio . . . of how NBC goes the limit to help build better broadcasting. The grand total of many things . . . large and small . . . done well helps give NBC its leadership, helps assure NBC's position as "The Network Most People Listen to Most."

National Broadcasting Company
America's No. 1 Network
Poppele Named President Of TBA
As First Annual Conference Ends

(Continued from Page 1)

treasure of the Television Broadcasters Association Dr. Du 350, J. Bingley, chief engineer of Earl Anthony, Los Angeles, were re-elected directors for a three-year term. Poppele was also named a di-

rector to succeed Worthington Miner

of CBS, resigned, for unexpired term of two years.
The directors elected Farnsworth Television and Radio Corporation, Fort Wayne; Bremer Broadcasting Co., Newark; Yankee Network, Boston, RCA-Victor, Camden, and Ra-

theon Manufacturing Company, Newton, Conn., to full membership in TBA.

New affiliates elected are Twentieth Century-Fox Film Company, New York; Rauland Corporation, Chicago; American Television Laboratories, Chicago, Pan American Company, New York, and Federal Telephone and Television Corporation, Newark.

Organization now consists of 37 mem-

bers, 20 of which are active.
A resolution was passed admitting educational members to the organi-

zation with the provision that they do not have to pay the TBA's annual dues.

Commander Eddy Heard

Disclosing that the Navy is training electronic engineers at the rate of 5,000 a month and 100,000 engi-

neers will be available for the radio and television industry at the close of the war, Commander William C.

Eddy, veteran Radar expert, and head of the Navy's Radar school in Chicago, addressed the TBA conference Tues-

day.

Commander Eddy related the ex-

pansion of the Navy's Radar schools following Pearl Harbor. He said the Navy set a schedule of rapid expan-

sion when it was determined that electronics would be important in both defensive and offensive warfare.

Wynn Gives Views

Commander Eddy defined Radar as a

by-product of television. He ex-

plained that engineers schooled by

the Navy are thoroughly equipped to enter post-war television and will be valuable men in the development

of the sight and sound industry.

Ed Wynn, who confessed 43 years

in show business, cautioned TBA

members at yesterday's luncheon to
give a lot of thought to their pro-

gramming and admonished them to

keep their television shows clean.

He envisioned a great future for the

new art form, or at least the ultima-

test of television in its most advanced form rather than

the early days when people were not sure what television would give impetus to good program-

ming and would serve as an oppor-

tunity for proving the talents of young artists to
develop their talents.

At one time he questioned whether

or not television public would stand

for the repetition of the same faces or personalities on their sets from week to week as in radio.

Coincidence

When the TBA luncheon con-
ducted a drawing for a post-war tele-

vision set the winning number out of 700 was held by F. J. Bingley, chief engineer of the Philo Corporation. Mr. Bing-

ley said that the audience and the drawing was staged again.

Winner this time was F. B. Leedom of the La Porte & Austin agency, New York.

Wynn elaborate on this thought. Wynn

said that he believed the media

would call for new faces, new per-

sonalities and therefore would pro-

vide limitless opportunities for new talent.

A technical round table discussion

was held Tuesday morning with Dr. A.

N. Goldsmith acting as moderator.

This session was devoted to the an-

swearing of questions proposed by

those in attendance. They covered

a wide field of inquiries many of

which were of a technical nature.

In commenting on the adaptability

of 16 mm film to television use, Dr.

Allen B. Du Mont disclosed that WABD was using 16 mm film to record television programs.

O. B. Hanson, vice-president and chief

engineer of NBC, ventured an opinion that it would be eight to 10 years before color television will be

practical. Another question dealt

with whether or not anyone in this

country had ever produced a tele-

tical picture of more than 525 lines. Du Mont disclosed that his company had

experienced with 745 lines over a

period of four to five months in 1941 and the difference did not warrant the

continuance of the experiment.

WOR Program Renewed

John Gambling's news and musi-

cast program on WOR, 7:15-8 a.m. on

Thurs. and Sat., has been renew-

ed for 1945, it has been announced by

Duane Jones agency. Sponsor of this

program is the Megowan-Edward

Food Company.

Good Morning To--

A. N. Goldsmith acting as moderator.

A. N. Goldsmith acting as moderator.

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A. N. Goldsmith acting as moderator.
Radio's Fourth Loan Record
Broken By Sixth Bond Drive

Cosby Joins N. W. Ayer As Chief Time Buyer

Talent Lined Up
For Elgin Xmas Show

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Broken By Sixth Bond Drive

Cosby Joins N. W. Ayer As Chief Time Buyer

Talent Lined Up
For Elgin Xmas Show

Radio's Fourth Loan Record
Broken By Sixth Bond Drive

Cosby Joins N. W. Ayer As Chief Time Buyer

Talent Lined Up
For Elgin Xmas Show

Radio's Fourth Loan Record
Broken By Sixth Bond Drive

Cosby Joins N. W. Ayer As Chief Time Buyer

Talent Lined Up
For Elgin Xmas Show
Wilmington, Delaware

Sells because of its outstanding listener loyalty

Proof

1. NBC Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by RAYMER
**SAG Tele Move**

Hollywood—Rejecting a proposal that the Screen Actors Guild affiliate with AFTRA, Actors Equity and other "Four A" groups into one organization, John Dales, SAG secretary, in discussing television, suggested that his guild administer all television broadcasts from film, and the merged AFTRA-Equity group administer live telecasts.

**Emphasizes Programming’s Importance In Edict Affecting WOI, Ames, Ia; Cites Value Of Rural Service**

The new "Victory First" production program of the radio and Radar industry calls for maximum production at the rate of $250,000,000 a month by March 1, 1945, members of the Radio and Radar Industry Advisory Committee were told by WPB officials at a recent meeting in Washington, D. C. The industry is making every effort to meet this program.

**Need For Radio-Radar Increasing, Says Gov’t**

Next Thursday’s performance of "Major Bowes’ Amateur Hour," will mark the 500th time the show has been on the air. Program No. 1, was heard about 10 years ago, to be exact, on March 24, 1935 and since then.

**Three CBS Programs Renew Web Coverage**

Three major network shows have renewed their campaigns on CBS and another has increased its station coverage, it was announced by the network yesterday.

**Sponsor-Identification Asked By Commission**

Washington—The FCC yesterday announced adoption of its new compromise ruling on sponsorship identification. No specific language is called for, and in general the new rule will shortly be in effect.

**Wireless Institute Train Navy Personnel**

Wireless Institute, a division of Wireless, Inc., will be established for special instruction of members of the United States Navy. President, Warren Norton, president.

**Agency Auditioning For ‘Glamour Manor’**

Walter Craig, radio director of Benton & Bowles, Inc., is holding auditions for the "Glamour Manor" program which will originate from New York beginning January 8, it has been reliably announced. The decision has been made on an emergency basis.

**Brotherly Love**

Press release from WNEW announces that the station will feature a historical sketch, "When The Livin’ Is Easy," written by D. L. Provoost, program director of WAF, on next Monday, 10 to 11 a.m. Provoost, accepting the tradition of the spirit of WNEW, announced that the fee which will be paid the program would go to charity.

**FMBI Leader Optimistic About Post-War Outlook**

Walter J. Damm, general manager of WTMJ, Milwaukee and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310 and that the industry was optimistic about the post-war FM market.

Approximately 500,000 owners of pre-war FM sets now hear this type of radio over 80 stations operating in the very high frequencies—between 42-50 megacycles, Damm said. Damm also forecast that manufacturers are equipped to build between 5,000,000 and 10,000,000 sets during the first year of peace.

FM dealers as present are awaiting the results of the FCC Allocation.

**Northern New England’s No. 1 Radio Station—WLAW—is Ready to Sell Your Product to a Spawning Market.**

**Need For Radio-Radar Increasing, Says Gov’t**

Next Thursday’s performance of "Major Bowes’ Amateur Hour," will mark the 500th time the show has been on the air. Program No. 1, was heard about 10 years ago, to be exact, on March 24, 1935 and since then.
FINANCIAL

(Wednesday, Dec. 13)

NEW YORK STOCK EXCHANGE

Open High Low Close

Am. Tel. & Tel. 166 166 166 166 +
CBS 35 35 35 35 +
Canada Corp. 23 23 23 23 +
Fairmount T. & R. 13 13 13 13 +
Gen. Electric 39 39 39 39 +
Philip 34 34 34 34 +
RCA 34 34 34 34 +
RCA Common 10 10 10 10 +
RCA First P. 50 50 50 50 +
Stewart-Warner 16 16 16 16 +
Westinghouse 116 116 116 116 +
Zenith Radio 39 39 39 39 +

OVER THE COUNTER

Bid Asked

Du Mont Lab 6 6

WJZ (Long) 16 16

WCAD (Baltimore) 22 22

WJB (Detroit) 36 36

Dorothy Rowden Elected

Dorothy Rowden, assistant to CBS director of education Lyman Bryson, was elected secretary of the American Association for Adult Education at a meeting of the association’s executive board held Tuesday.

20 YEARS AGO TODAY

(December 14, 1923)

There is violent division of opinion on the question of 50 kw. super-power as proposed by David Sarnoff, RCA chief. A compromise has been decided on and the Secretary of Commerce will issue licenses for experimental use of super-power, revocable if such stations interfere with service.

PHILIP E. ANGLO ok

1697 Broadway New York, N. Y.
Tel: Circle 6-0615-0616

Accountant & Tax Expert
for the Theatre & Theatre Folk.
If you want your books or records kept straight, and General, Tax Problems, I am sure I can help you.

Coming and Going

WILLIAM S. HEDGES, NBC vice-president in charge of stations, has returned from Hollywood, where he conferred with West Coast executives of the network.

H. ALLEN CAMPBELL, secretary and general manager of WXYZ, Detroit, a visitor at the headquarters of the Blue Network.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, D. C., in Gotham this week on station and network business.


JOHN STENGER and AUGUSTUS GREBE came on from WBDR, Wilkes-Barre, Pa., for the TBA conference.

JANET HUCKINS, West Coast writer of two NBC shows: "Press Club" and "Aunt Mary," has arrived here to do radio consult work in New York.

F. FRANK SMITH, manager of KXYZ, Blue Network affiliate in Houston, Tex., has joined the network contingent, currently in New York.

C. GROVER DE LANEY, station manager of WHT, Huttontown, Pa. He attended the television meetings Monday and Tuesday.

Governor-Negro Leaders On "People's Platform"

"People's Platform" over CBS Saturday evening (6:15 p.m., EDT) will originate this week from WBT, Charlotte, N. C. with the discussion entitled, "Is South Solving Race Problem?" On the program will be Governor J. M. Broughton of North Carolina and D. Hiden Ramsey, editor and manager of the "Asheville Citizen." Also on the show will be two of the state's Negro leaders, C. G. Spaulding, head of the North Carolina Mutual Life Insurance Company, and John E. Shepard, president of North Carolina College for Negroes. Lyman Bryson, CBS director of education will preside as chairman. A Downtown WBT general manager of WBT, arranged the broadcast.

O'Brien Leaving WGN

Chicago — Dale O'Brien, publicity director of WGN, has resigned, effective Jan. 1, to accept the post of director of public relations and advertising for The Encyclopedia Britannica.

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY

No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every evening from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst: Ian Ross MacFarlane. He's quite a guy.

His analysis of the war news packs a clarion-like authority that caused him to be in the war up to his hilt.

He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U. S. the first American plane raid over Germany.

He said Turkey wouldn't join the Allies, but he couldn't be certain before England's decision to favor Spain.

During the past 20 years he has lived closer to the people of Europe, about whom he talks, than probably any other commentator on the air today.

Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.

W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-HEADLEY.
RADIO DAILY

FCC Opinion Favoring WOI Cites Program-Importance

(Continued from Page 1)

tion in case the station interfered with another station. The latter action, they declared, might well be revoked or modified in the public interest by special sanction; they said "attaches to it or any other rule of the Commission which would outweigh an outstanding public interest."

Emphasize Competition

Walker and Durr wrote that our broadcasting system is based upon competition. "Certainly we would not feel justified in depriving a substantial audience of a favorite commentator or entertainment program merely because some other commentator or entertainment program would still be available. Competition in broadcasting should mean more than competing between commercial stations for advertising revenues. Of far greater importance, from the standpoint of the public interest, is the competition for listeners on the basis of the quality of program service. Certainly a state agricultural broadcasting station specializing in the problems of farmers and having special facilities for bringing them the latest market reports from the United States Department of Agriculture should not, except upon the most compelling grounds be excluded from competition between commercial stations having whose interest in the farmer as a farmer is secondary to its interest in him as part of an advertising market."

Jett-Case Opinion

Acting Chairman E. K. Jett, in an opinion in which Commissioner N. McLaughlin concurred, declared that "we were not impressed" by the fact that WHO, Des Moines, also carries an early morning farm program. The authorizations granted by the majority, he said, threatened interference to approximately 40 per cent of the secondary service area of KFI.

(Continued from Page 1)

SLOW-MOTION

LUX RADIO THEATRE

Here's where you get a BIG Rating.
BIG Station, BIG Market.

LUX RADIO THEATRE 36.0

TURNOFF, P. D.

For Availability:
WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.
Network of NBC leads the field.

BOB HOPE—Pepsodent
Champion of Champions
Best Comedian
Best Comedy Show

INFORMATION PLEASE—Heinz
Best Quiz Show

BING CROSBY—Kraft
Best Master of Ceremonies
Best Male Vocalist (Popular)

JOHN CHARLES THOMAS—Westinghouse
Best Male Vocalist (Classical)

JOAN DAVIS—Sealtest
Best Comedienne

BILL STERN—Colgate
Best Sports Announcer

DINAH SHORE—General Foods
Best Feminine Vocalist (Popular)

FIBBER McGEE & MOLLY—Johnson's Wax
Best Comedy Team

THE ARMY HOUR—NBC
Best War Program

ARTURO TOSCANINI—General Motors
Best Symphony Conductor
For the past nine years, or ever since the Fame-Motion Picture Daily Poll began, the highest honor—"Champion of Champions"—has gone to an NBC star. This year it's Bob Hope for the fourth successive time. Other NBC programs and personalities are champions, too, taking a grand total of 13 first places . . . more than all other networks combined. And once again NBC's Press service was rated the best in the business.

Champion of Champions

3 out of 5 on NBC
Bob Hope (Pepsodent)
Bing Crosby (Kraft Cheese)
Jack Benny (Lucky Strike)

Best Comedy Show

3 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)
Duffy's Tavern (Bristol-Myers)

Best Comedian

Top 2 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)

Best Comedy Team

2 out of 3 on NBC
Fibber McGee & Molly (Johnson's Wax)
Abbott & Costello (R. J. Reynolds)

Best War Program

Top 2 out of 3 on NBC
The Army Hour
Words at War

Best Feminine Vocalist

Top 2 out of 3 on NBC
Dinah Shore (General Foods)
Ginny Simms (Philip Morris)

Best Male Vocalist

Top 2 out of 3 on NBC
Bing Crosby (Kraft Cheese)
Dick Haymes (Electric Auto-Lite)

Best Male Vocalist

Top 2 out of 3 on NBC
John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

Best Master of Ceremonies

Top 2 out of 3 on NBC
Bing Crosby (Kraft Cheese)
Clifton Fadiman (Heinz)

Best Quiz Program

2 out of 3 on NBC
Information Please (Heinz)
Dr. I. Q. (Mars)

Best News Commentator

2 out of 3 on NBC
Lowell Thomas (Sun Oil)
H. V. Kaltenborn (Pure Oil)

Best Studio Announcer

2 out of 3 on NBC
Don Wilson (Lucky Strike)
Harry Von Zell* (General Foods)
*also heard on another network.

National Broadcasting Company
America's Number 1 Network
—full 50,000 watts strong—sends you, and you, and you, our good thoughts for the holiday season—and all our hopes for a return of Peace on earth to all men of good will.

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES
Ohio Plans FM Network

Denies Request
KECA Power Shift

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday
agreed on the report to the pettions of KECA.
KECA owned station in Los
Angeles, for immediate consideration
request to shift frequency from
780 kilocycles. KECA asked
without hearing. The Commission
denied KECA permission
to enter consolidated hearings
in KECA, Seattle, now on the 770
kilocycles, which has called to shift
180 to 770 kilocycles. KECA's
(Continued on Page 5)

Ellis Returns To WPB:
Impermanent Replacement

Ellis of New York City, former
director of the Radio and Radar
Operations of the War Production Board,
then recalled as acting director
in absence of Director L. J.
Allen, who is on sick leave. Mr.
appointed as director of the divi-
sion, October 1 to resume his asso-
with the General Motors
management, after active service with
for more than three years.

Double Role For Tele-
Com Sponsored Program

Despite a shortage of television as an advertising
vehicle and as a means of entertain-
ment, employees will be tried out
at Lott Candy Corporation, New
York's WABD, Du Mont station
Wednesday at 8:30 p.m.
Mr. R. Frederick, vice-president
Lott Corporation, has collabo-
(Continued on Page 3)

Cohen Back From Europe;
Reports On ABSIE Operations

Back from eight months service
overseas as director of the American
Broadcasting Station in Europe, Phil
Cohen told a press conference in New
York yesterday that ABSIE would
cease to function shortly after V-D
Cohen, here for a series of OWI
conferences before returning to his
post overseas told an interesting story of
the effectiveness of ABSIE broad-
casts in the European countries and
gave an insight into the radio think-
ing of those abroad.
ABSIE has built up its great
organization by broadcasting
messages and names of stars, Klaus Lands-
berg, director of television station
W6XY, Hollywood, last night told
a special events meeting of the
American Television Society at the
The Hollywood station is owned and
(Continued on Page 6)

Locations For 18 Stations Specified By
State's Department Of Education;
Educational Advantage Cited

See Tele Best Medium
For Hollywood Glamor

Television will be the motion pic-
ture industry's most powerful me-
dium for exploiting the glamour of
Hollywood and its stars. Klaus Lands-
berg, director of television station
W6XY, Hollywood, last night told
a special events meeting of the
American Television Society at the
The Hollywood station is owned and
(Continued on Page 6)

McKay Quits NBC Post
To Join King Features

John McKay, manager of the NBC
press department for the past three
years, has resigned effective imme-
dately, and joins the executive staff
of King Features Syndicate. Under-
stood McKay will become manager
of the syndicate's advertising
promotion department. Well known
(Continued on Page 6)

Coral Questioned
Before Lea Committee

Washington Bureau, RADIO DAILY
Washington—Tommy Coral, former
braintrust of the NBC, appeared yesterday in execut-
(Continued on Page 2)

Tryout

Radio will be used, in a sense, as an auditioning medium for the
legitimate stage, when Jerry Cooper, substituting next week on the
Coca-Cola program for Morton
Downey, will sing and have tran-
scribed a number of tunes from
Brown's forthcoming shows.
"Good Will Gertie." If they
(Continued on Page 2)
Coming and Going

PAUL A. PORTER, nominated to succeed James Lawrence Fly as chairman of the FCC, is back in Washington following a short vacation in Florida.

A. N. ARMSTRONG, JR., general manager of WQXR, Benefit, a T.E.R.A. national sales manager of the Cowles Broadcasting Co., are in New York for conferences with Craig Lawrence, national sales manager of WHOM.

TED LLOYD, radio director of 20th Century-Fox, has returned from Hollywood, where he went on loan from the Treasury Department to stage the recent motion picture industry network bond selling program.

HAROLD E. FELLOWS, manager of New England operations for CBS, has returned to Boston and his headquarters at WEEI, CBS-owned station. He spent the early part of the week in Germany.

THOMAS METZGER, manager of WMFY, Lewistown, Pa., paid a call yesterday at the stations department of NBC, with which the station is affiliated.

ZAC FRIEDMAN, radio producer, is back from a three-day business trip to Baltimore.

BEN LUDY, general manager of WIBW, Columbia network outlet in Topeka, Kans., is spending a few days in New York.

Corcoran Questioned Before January Committee

(Continued from Page 1)

Corcoran was questioned concerning his alleged connection with the sale of WMCA, New York, to Edward J. Noble, four years ago. He has been charged by Donald Flamm concerning his alleged connection with the sale of WMCA, New York, to Edward J. Noble, four years ago. He has been charged by Donald Flamm with being the "man behind" the pressure upon Flamm to sell to Noble. No evidence had been brought forward to link Corcoran with the case, however, up to the time the sessions were moved behind closed doors.

Paul Porter To Confer With Senator Wheeler

(Continued from Page 1)

Wheeler today. Porter and Wheeler are expected to agree on a date for hearing on Porter's qualifications before the Committee. No serious opposition within the Senate is looked for, but there have been complaints about the Porter nomination, and Wheeler feels that criticism of his appointment should be heard.

WOW Washington Bureau Will Be Opened January 1

WOW's new Washington Bureau will be opened officially Jan. 1, 1945, and Tom Morgan, news commentator, will head it, as has been announced by Ralph N. Well, general manager. Beginning with the afore-mentioned date, Morgan's broadcast time will be advanced from its present spot to 10:05-10:15 p.m., EWT.

New Voices On Soap Operas

New voices are being heard on two of Bertin & Bowles, Inc.'s daytime programs: Edith Wade and Gladys Thornton on "Portia Faces Life," and Florence Freeman and Cameron Prud Homme on "A Woman of America."
RADIO DAILY

AGENCIES

RY-AINSWORD, INC., Des Moines advertising agency, has changed its firm name, effective Jan. 1, 1945, to R. H. Cary, Inc. The organization was founded in December 1940, with R. H. Cary as president. He continues as the firm's president and treasurer and announces there is to be no change in the management and control of the company.

RLYE DRESS CORP., St. Louis New York, has engaged Roy S. Durstine, Inc., in its advertising.

FONSO MAURO, formerly with Hal's Advertising Agency, has joined to Cary, Inc., as assistant production manager. Maurice H. Zouary, previously with Beacon Studios, has also joined the agency as a member of the staff.

J. D. LONDE, manager of CF, Montreal, 5,000-watt Columbia in that market, announces the appointment of Adam J. Young, Jr., as his exclusive representative throughout the United States, effective Jan. 1, 1945.

Smart editors of America's most outstanding magazines are quick to recognize the high reader interest packed into the pages of everything Paul Schubert writes. Hardly a month passes in which one of his provocative articles is not featured prominently by such publications as Cosmopolitan, The American Magazine, The Saturday Evening Post, Collier's, and many others.

No less aware of Schubert's penetrating appraisal of present and postwar events is WOR. For WOR knows that Schubert's position among American radio commentators is a rare and distinctive one. Now, as the war effort nears its peak, as one million Americans released from the armed services are actually living "after the war", Schubert's knowing analysis of the international political situation, as well as his keen appraisal of current war events, will focus greater attention than ever on every word he says.

WOR earnestly recommends the sponsorship of Paul Schubert to any agent or advertiser who wants results fast, plus an association with a personality that will bring an immediate and added distinction to any product or service backed with his approval.

SALES NOTE: In the brief period of six days, 7 announcements made by Paul Schubert brought 19,925 dimes from 19,925 people.

Says Henry Turnbull, Vice President, Duane Jones Company: "... Any sponsor of the proper type of product, who uses Paul Schubert, will get a first-rate show with a large, loyal, responsive audience. at low cost."

Thursday, December 15, 1944
**Los Angeles**

By RALPH WILK

PVT. MORSE PETERMAN, formerly with Ralph Power Agency, was the "hero of the week" in the current issue of "The Draper," the weekly newspaper at Camp Haan, Calif. Holder of the silver star from Cassino and four other campaign ribbons, Peterman was returned to the U.S. where he volunteered for experimental work of a secret nature. His reward was permission to select his next post and he chose Camp Haan.

Art Baker, of "Notebook" fame (KFI, Mon. through Fri.) will portray the role of General McCauley in the 20th Century-Fox picture "A Bell for Adano" soon to be released.

The producers of the John Charles Thomas air program estimate that every time John sings at a war bond concert his voice sells bonds at the rate of $200 each musical note! According to news reports, the German general staff is said to be at its wit's end about what to do next to offset the advancing Allied armies. Announcer Jim Dough says: "It will have to get farther away than that for safety!"

"Prince Valiant" Script Readied By Loughrane

Currently being offered to the agencies is a radio adaptation of the King Features syndicated comic strip "Prince Valiant." Under the direction of Frank Loughrane, Blue Net producer in Chicago, has uncoiled a new baritone name Don Milton, who seems headed places currently heard five days a week on the Blue in "Sincerely Yours." Otto Kruger will leave Hollywood tomorrow headed East for guest radio appearances and a featured role in a new Jed Harris play. CBSubbing for Eileen Farrell, Jane Pickens will be heard on "American Melody Hour," another four weeks. The Blue's ace sportscaster, Harry Wismer, has been named for the third successive year to exclusively give a play-by-play description of Sunday's championship game between the New York Giants and the Green Bay Packers. The Wismers, incidentally are expecting the arrival of Sir Stork some time next month with a second bundle.

The Navy would like to hear from Radiolites who would like their music played on the Navy's American Melody Hour. The Navy's radio director, Joe F. Galloway, will be used for tieups after the "It's Showtime" program opens the Navy's American Melody Hour. The Navy's radio director, Joe F. Galloway, will be used for tieups after the "It's Showtime" program.

Lawrence Smith of the Frederick Bros. Agency has invented a device, which attached to the auto dashboard, warns the driver the moment he starts losing air in any of the tires... (now if someone will invent a gadget which will automatically twist the dial when a program is about to turn sour)....

**Ave Maria Hour**

WMCA — Sunday — 6:30

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

**SOUTHWEST**

A NEW series of programs bowed on KGKO in Dallas under the sponsorship of the Independent Theaters Circuit, with Conrad Branscum in the role of the program's announcer. The program, "The Interstate Theaters," already approved by the FCC as the "It's Showtime" program on the Texas Quality web every Sunday for a half hour.

Dick Smith, announcer at KTSA, has finally accepted an invitation to Hollywood, where plans are afoot for the production of a Paramount screen test. Jim Crocker of KRLD, Dallas, now in charge of the program's expansion recently undertook the historical duties of the station's now largely complete, with the entire south wing of the Adolphus Hotel in Dallas now being occupied.

Employees of the Sherwin-Williams Paint Co.'s Dallas outlets were given a week at KGKO when the station originated the coast to coast Blue Network program feature "Dinah." Hugh Waddell, staff organist, supplied the musical background while Pat Palverson, ably assisted by Lynn Bigler and Elmer Gaughman, did the announcing.

**W. E. Dividend**

At a meeting of the directors of the Western Electric Company held Tuesday, a dividend of 30 cents per share on its common stock was declared. The dividend is payable on December 29, 1944, to stock of record at close of business on December 15, 1944.
Ohio Plans 18-Station FM Network, Citing Value Of Radio To Education

(Continued from Page 1)

radio. "Prominent Ohio educators agree that the widespread use of radio in education in the post-war period is as inevitable as regularly scheduled trans-oceanic flights on the nub of all planning in Ohio. Non-commercial television, too, holds vast possibilities for education, experts believe. But this, they say, will not come along later."

Today the Ohio State Department of Education has announced the proposed 18 FM educational stations, outlined the possibilities for each, surveyed difficulties, and outlined suggested power, antenna gain, height, and channel assignment. A total of 82 program producers, each with his own educational interests, will have tie-ins to one of the 18 proposed FM transmitters.

$336,000 Estimated Cost

Rudimentary use of the cost of studios, studios, installation, and building, the total cost of the proposed 18 FM stations will range from $10,000 to $40,000. The total cost is $336,000. The State education program will be asked to appropriate $336,000 to finance regional FM stations, but local funds will be made available by organized educational agencies such as boards of education. Howard L. Bevis, president of the State University and Radio Chairmen for the National Land Grant Colleges and Universities, is taking a personal part in planning for post-war radio in education. Mr. Bevis has appeared before the Board of Education for the completion of the 18 FM stations by December 15, 1944, to try, December 15, 1944.

Many universities are making effective use of radio in extending opportunities to wide adult audiences by making their teachers available beyond the limits of the classroom. State universities are meeting the requirement to serve the entire citizenry through radio in an effective manner.

Ohio FM Pioneer

"Ohio has been prominent among those who have developed the use of radio in education, both in the schools and in public. The Ohio School of the Air, begun in 1929, continues today to serve the schools while the Cleveland Board of Education established the first station for its own use in direct teaching.

The Ohio State University has continued its educational broadcasting through its formation. The station WOSU for 23 years and, through its annual non-commercialized education by radio, has taken leadership in the nation in promoting understanding of the best practices and techniques. When the University tremendous in increase in interest in education in the immediate post-war period. We, in education, are fortunate that FM broadcasting has been developed to its present stage. American colleges and universities and public school systems are in a position to utilize more than three times the present number of non-commercialized educational FM broadcast channels. We must have them to meet the demand which I am sure will arise, and if we are to justify the purpose for which these institutions were established.

Tyler Evaluates Future

Dr. I. Keith Tyler, director of Radio Education at Ohio State and director of the Institute for Education by Radio, declared he believes that FM broadcasting will continue to expand its capacity to serve the schools. He said the University will continue to maintain its present AM station, WOSU, "because it has wide coverage and is doing a particularly important job in rural areas.

As for the proposed Ohio educational FM chain, its planning worked out under direction of Dr. Kenneth C. Ray, director of the Department of Education, three points, in particular, have been emphasized:

1. A full-time radio supervisor shall be added to the Department of Education staff.
2. (a) co-operative purchase of equipment shall be followed; and (b) plan for training teachers to use radio as an educational aid shall be completed and placed into effect.

Following is a list of the 18 Ohio cities or villages near which the proposed FM educational broadcasting stations will be located, following each, are the principal institutions which will have programming responsibility:

- Canal Winchester—Ohio State University, Columbus and Newark-public schools; Mt. Gilead—Mt. Gilead, Mansfield, Galion, Upper Sandusky and Marion public schools; and Ohio Wesleyan University.
- Woodford—Woodford and Caldwell public schools; Jackson—Jackson public schools and State Department of Education; Hillsboro—Hillsboro and State Dept. of Education; Dayton—Dayton University, Antioch College, Dayton, Springfield, Troy and Piqua public schools.
- Indiana—Lima—Lima radio, Belfontaine and Kenton County schools; Napoleon—Bowling Green State Teachers' College, Napoleon and Defiance public schools; Toledo—University of Toledo, Toledo and Sylvania public schools; Cleveland—Cleveland public schools; Akron—Kent State University and Akron public schools; Zanesville—Zanesville public schools; Athens—Ohio University; Cincinnati—University of Cincinnati, Miami University and Cincinnati public schools; Bellevue—Bellevue public schools, and Ashtabula—Ashtabula public schools.

FCC Denies Request

For KECA Power Shift

(Continued from Page 1)

alternate petition to intervene in the KOB-KXA hearing was dismissed. The Commission also voted to set aside its action of last week granting authority for construction of a new 250-watt station in Tanacore, Calif., to Herman Anderson. The grant was made after Anderson stipulated that Robert Franklin would not participate in the ownership corporation. A hearing on the application is now to be expected.

Application for a new 250-watt station in Santa Maria, Calif., was filed with the 1,450 band sought. A new FM application was sought for Texarkana, Texas, and assignment of full control to KOKE, Monroe, La., and WNOE, New Orleans to former Governor James A. Noe of Louisiana was also applied for. No last week applied for a third station, this time in Shreveport.

Borns Plans Interviews

Sgt. Bill Borns, now stationed somewhere in the Philippines, formerly a Hollywood and Broadway reporter on WNEW, has arranged for a series of programmed interviews with G.I.'s from the New York and New Jersey area, to be heard every Friday night at 10:45 starting today.

A Magic Carpet to Thrilling Experiences

In Far Places Among Strange People

A cast of distinguished actors re-creates the art of good story telling... spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant skipper. 78 quarter-hours for broadcast once or twice weekly. Scripts by a "panel" of expert writers... superbly produced... Stand By for Adventure is a program with great family appeal—is ideally suited for sponsorship in a wide variety of business fields. Send today for new audition records.

* TYPICAL TITLES *

As told by Dr. Avillo: The Flaming Spirit... The Secret of the Siou... The Missing Factor... The Face and the Rose.

As told by Major Gordon: The Man Who Didn't Sleep... The Hunter and the Pest... The Man Who Hated Birthdays... Even in Death.

As told by Richard Moore: The Lipstick Case... Doll Death... Death is My Cells... The Desert Adventure... The Czarist Man...

As told by Capt. Quincy: The Saga of Josephine... Home from the War... The Mermaid and the Bookworm... The Cultured Monster.

** NBC RADIO-RECORDING DIVISION **

A division of the Radio Corporation of America.
Washington Front

By ANDREW H. OLDER

THAT man's in again! The House District Committee in trying to convince itself it should ignore Jimmy Petrillo and vote municipal support for the Police Department band here in Washington. But Jimmy's got 'em scared. Allen Saylor, who used to be with the FCC and more recently worked in Baltimore with Western Electric, is now radio director for the UAW-CIO. The six FM stations UAW has filed for, incidentally, will be only the beginning for labor. Allen hopes. Many other unions are studying the setup now, and the UAW initiative is apt to push them into going out after their own stations. A labor station for every strong union town—and more than one in many—is the way CIO enthusiasts are talking now. Allen, incidentally, is Burt Wheeler's son-in-law, but don't read anything into that. They have long been, as another columnist used to put it, p-f-t-f-f. CIO, incidentally, is plenty fed up with the AFL coup scored when AFL negotiated a regular weekly network spot. CIO feels that AFL profited from the protests and publicity engineered by CIO.

☆ ☆ ☆

One of the best liked radio series in years down here has been the Beethoven festival Toscanini has been conducting on the General Motors Hour. Only regret is that more is not heard of the NBC Symphony. But the complaint of too much duplication and concentration of symphonic shows continues to be heard. Such things as the Boston and Detroit orchestras being on at the same time on different nets—and the concentration of good music on week-ends with a famine during the week. Harold Buckles tells us the investigation he made for the Senate Campaign Committee of alleged pressure by Senator Taft not to use PAC programs during the election campaign proved only one thing definitely—that OHO broadcasters don't scare easily. The Taft wire to all stations in the state looked like pressure to most broadcasters, Buck opines, but he found that only one in the state let it override his own judgment in scheduling political programs. All the rest, he said, studied scripts carefully but went through with their determination to give both sides a fair break. Incidentally, most were personally supporting Taft.

☆ ☆ ☆

Most unfortunate guy on Capitol Hill these days is poor Percy Priest. One fine day recently Sam Rayburn said, "Percy, I want you to do me a favor." Percy agreed. Sam continued, "Warren Magnuson is going over to the Senate. Will you take his place on the Committee?" So, without any orientation course, Percy suddenly finds himself sitting through Leslie Roberts' story about WMCA. "Congress was never like this," he muttered from the bench. George Outland, who's about to be a second-term Congressman from Santa Barbara, Calif., spent many years at school and teaching in Connecticut. During that time he used to spend summers directing a camp in Massachusetts with which George Ludlam, now OWI radio chief was connected. Outland tells of the time there was a scare about water contamination, when it was necessary to purify the water barrel. Ludlam doped out the way to do it—by burning a couple of quarts of whiskey in the barrel. The result was memorable. But Ludlam tops it by recalling a camp director, when the same problem was under discussion. Some of the directors mentioned that the children were unwilling to drink the boiled water because it tasted so bad. Whereupon the spinsterish director of a girl's camp told her remedy for that difficulty. "We solved it nicely," she said. "We just mix a barrel of boiled water with a barrel of unboiled water and we don't get any complaints."
Phil Cohen Reports
On Work Of ABSIE

(Continued from Page 1)

FM Brochure
The new FM brochure, put out by the FM Broadcasters, Inc., tells a very comprehensive story about the communications industry's developments and achievements. The cover is eye-fetchingly designed in black, white and Chinese red, heading it, of course, with "FM" and below that, "means far more listening pleasure for you."

The copy content is slanted for the layman and it accomplishes its intent with directness. It contains quotations from various individuals who recommend it highly. The central portion is devoted to answering the numerous and commonly asked questions of the layman. The latter pages are devoted to comparisons of AM to FM. Another of the pages contains a sketch of Major Edwin H. Armstrong, professor of Electrical Engineering at Columbia University, who originated and pioneered the system of FM.

WLS Booklet
"Lincoln Land" is the title of the recent booklet mailed out by WLS. Designed to emphasize the thought that the people in this mid-western area are all very much alike in their thoughts, reactions and habits, and therefore are an excellent bet for promotion over the station, the booklet also stresses the fact that the century-old "Prairie Farmer," owner of WLS, is also an old established sales media. The booklet contains many photos of people, both en masse and as individuals, in an effort to demonstrate the basic similarity. This similarity is due, the WLS promotion department holds, to the fact that most middle westerners speak from the soil and still retain many fond ties, both of family and memory. This promotional effort on the part of both the newspaper and the station, is a fine clean-cut job, nicely prepared and printed, and should be of value.

Television Speaker Tells Advantages Of New Medium

"Television will engrave trademarks permanently on the public's mind," Sam Cuff, general manager of WABD, Du Mont television station, declared during an address before the weekly luncheon of the Executives Association of Greater New York at the Hotel Astor yesterday.

"Television is an intimate medium, it is a personalized medium," Cuff continued. "A live commercial on television in my opinion, should be almost of the same character as a house-to-house canvass and demonstration."

"Television will reflect the listening proportions elsewhere, but it is a remarkable figure in ABSIE, considering the length of time it has been in operation, he said.

Cohen, who was chief of OWI's Domestic Radio Bureau before joining the Overseas Branch as director of ABSIE, started his work for OWI in 1942. He had been chief of government liaison of the Radio Bureau of the Office of Facts and Figures for more than a year before that and had previously been associated with the Office of Education.

Robt. Hansen Gets Post
As WGN Promotion Mgr.

Chicago—Robert R. Hansen, formerly publicity director of WIND, has been appointed sales promotion manager of WGN, the Chicago "Tribune" radio station, and assumed his new duties Monday.

Stanton Kramer, a member of the WGN publicity department for the past four years, leaves Jan. 1 to join the Chicago publicity office of Warner Brothers.

Press Foton's Dance

The 16th annual dance and entertainment of the Press Photographers Association of New York, Inc. will take place at the Waldorf-Astoria Hotel on February 2. Talent from stage, screen and radio will, as in the past, provide the entertainment, while Eli Diamond will again provide the music. This year all seats will be reserved going on sale to the public December 11. Tickets may be purchased at the Association office.

Dividends Set By RCA

Following the meeting of the Board of Directors of the Radio Corporation of America held in New York, Lieut. General J. G. Harbord, Chairman of the Board, announced that the following dividends had been declared:

On the outstanding shares of First Preferred stock 87 1/2 cents per share, for the period from October 1, 1944 to December 31, 1944, payable in cash on January 2, 1945, to the holders of record of such stock at the close of business December 11, 1944.

On the outstanding shares of Common stock, 20 cents per share, payable in cash on January 30, 1945, to the holders of record of such stock at the close of business December 15, 1944.

NAB Prexy Approves
Sponsor-Identification

(Continued from Page 1)

provement in matter of program announcements, but we are deeply gratified for the opportunity which it afforded NAB to co-operate with FCC in a matter of such vital importance to the broadcasting industry's operation in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government's regulatory agency and the industry's trade association may be more fully developed.

Sportsmen In Bond Show
From WIP, WGN, WHK

Philadelphia—WIP, Mutual outlet here, in conjunction with WGN, Chicago, and WHK, Cleveland, will present tomorrow what it describes as a "war bond spree" as a feature of Stone McLean's "Sports Parade" from 5:15-5:45 p.m.

Starting at WIP, where Carole Landis will interview a veteran back from the wars, the program will shift to WGN to pick up several sports luminaries and to WHK for talks by athletic figures in the Cleveland area.

Listed to appear on the program are: Bob Kelly, Notre Dame backfield ace; Bob Kurland, seven-foot basketball center of Oklahoma A. & M.; Bernie Bierman and Dutch Houzen, of Minnesota; Dudley De Group, coach of the Washington Redskins, and Bill Brandt, manager of the service bureau of the National Baseball League.

Modern Industrial Bank
Takes Year On WMCA

Modern Industrial Bank has signed a year's contract with WMCA for three half-hours of time weekly to be devoted to a variety of forum and news programs, including a three-quarter hour forum of the New York Newspaper Guild, a commentary of personalities in the news by Leon Pearson, Washington correspondent, and a series of straight newscasts. Contract, effective Dec. 10, was negotiated for Modern Industrial by the Metropolitan Advertising Agency and Wilbur Stark of WMCA.

There's No Shortage of Tobacco
At Kinston, North Carolina

World's Foremost Tobacco Center

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

WE CAN SELL YOUR PRODUCTS
Contact BURN-SMITH COMPANY, INC.
WFTC
KINSTON, NORTH CAROLINA
A BLUE AFFILIATE

Exclusive!

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

W-I-N-D
360 Kv.
5000 Watts

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

W-I-N-D
360 Kv.
5000 Watts
Syracuse—Last week residents of this city woke to find a 29 inch fall of snow on the ground. Most means of transportation and communications were brought to a dead stop, so WSYR feared its day's programs to meet the emergency, featuring requests by the Telephone Co., reading the morning paper's headlines and issuing instructions to schoolchildren and commuters as to bus services available. Oscar F. Soule, secretary-treasurer of WPBJ, has been appointed chairman of the onondaga committee for the Sixth War Loan.

Buffalo—In order to help raise funds to provide Christmas gifts for wounded war veterans in this area, WEBR was co-sponsor of the "Courier-Express" of the Golden Gloves amateur boxing matches held this week. All seats were sold out several weeks ago.

Middletown—Latest addition to the staff of WALL is Art Cooper, who has joined the station in the capacity of local and national time salesman.

Oklahoma—KVTV, OKLAHOMA CITY, is giving special broadcast coverage of the Oklahoma winners at WJW, Cleveland. The Oklahoma winners are: Edd Lemons, and chief engineer Jack Lowell, now in that city.

Philadelphia—Les Alexander, recently discharged from the Army, is the latest addition to the WIP "Dawn Patrol" staff. For the 10th consecutive year James P. Begley, program manager of KYW, has arranged to broadcast the annual Christmas concerts by the inmates of Eastern Pennsylvania Penitentiary. The NAB president, Harold Ryan, and WFIL president Roger Clipp were the honored guests at this year's "Dawn Patrol," sponsored by the Association of Women Directors of the NAB. Rejoining WSBA after serving in the Army, Otis Morse has assumed his duties as program director. Acting program director Roy Baxter will take over the post of production and publicity manager of the station, a Blue Network affiliate.

Hartford—Special ETS, sent by the Army, and featuring interviews with officers and men, are being aired by WDBR. After the program, the officers are sent to the family of the Army officer. Dick Bronson, formerly chief announcer, has been named program director of WQX, according to an announcement by Ralph D. Kanno, recently appointed manager. Stamford—New to the WSBR engineering staff is Joseph Janowsky, who comes to the station from New York as a newcomer.

Dallas—Raymond Collins and John Conroy have been named assistant managers of WFAA-AM and Ralph K. Maddox has been appointed program supervisor for the Dallas stations. Maddox was formerly production manager and assistant program director.

Corpus Christi—Homer Hogan has been appointed manager of KWBU, effective January 1, according to an announcement by C. P. Collins, president of the Corpus Broadcasting Company.

Washington—Seeking to aid in the job of helping the many thousands of boys living in the various wartime housing units while working for the government, the WRC announcing staff, has been made night manager of the station, succeeding Don Fischer, who has returned to full time announcing. Purchasers of War Bonds from WMAL, got a present of a pack of cigarettes with each purchase. Dick Crane, manager of WMAL, has increased broadcasting facilities, including the purchase of 50 acres of ground as a studio site, were announced recently for WWDC by its manager, G. Bennett Larson.

Nab president Harold Ryan, and WFIL president Roger Clipp were the honored guests at this year's "Dawn Patrol," sponsored by the Association of Women Directors of the NAB.
Nets Acquire New Outlets

C-Operation Was Key to Bond-Sale Record

Washington Bureau, RADIO DAILY

Washington—Keynote of Sixth War B-Operation was a promotion by the radio industry to complete co-operation of every segment of the trade, leaders of the Army's War Finance Division said at the conclusion of the drive. Honesty of everyone in radio to personal responsibility for motion was the main point emphasized in drive-end statements by Gamble, War Finance director, Lane, chief of advertising, press radio, and Robert J. Smith, radio The radio drive set a record with emphasis that the purpose or Treasury was to enlist every income quarter in the drive.

Clair Signs Singiser For New Mutual Series

Newscaster Frank Singiser will be heard in a new series when Sinclair Refining Company renewes its contract with Mutual for the Tuesdays, Thursdays and Saturdays 8-8:15 EWT time, beginning January 1. The series (Continued on Page 8)

Traveler

Asheville, N. C.—Don S. Elias, much traveled executive director of WWNC, is in Washington for a few days. Porting remark was that after he returns he promises to stay in Asheville until the first of the year.

Blue's Co-Op Shows Set 20 Hours Weekly

Culminating two years of planning and study of the co-operatively sponsored shows, Blue Network on Friday revealed that it will become a 20 hours weekly of such programming for commercial purposes with at least two important ones starting early next year and several more to follow soon after.

According to Stanley Florsheim, manager of the Blue's co-op program division, John B. Kennedy will start Jan. 15, at 2-2:15 p.m., EWT with a "Traveler" (Continued on Page 8)

Fletcher Named Pres. Of Tobacco Network

Raleigh—Fred Fletcher, manager of WRAL, was elected president of the Tobacco Network, filling unexpired term of Paul Moyle, commercial manager of WFNC in Fayetteville. Louis Howard, manager and owner of WHIT, New Bern, recently affiliated with Tobacco Network, was elected vice-president. Other officers (Continued on Page 2)

Lineup Of Spot Biz Recorded In Chicago

Chicago—The placement of news for 382 time signals and 237 musical announcements and an expansion order for 40 time signal features of the business week at WMAQ it was announced by (Continued on Page 2)

Musical Ship

Martin Block, he of NBC's "Supper Club" and WHEN's "Make Believe Ballroom," was asked by the Army Service Forces to broadcast the latter program an appeal program to be used by the Yanks overseas. Army Service Relations announced that 30 pianos were donated, that they will sail on a ship that will arrive overseas before Xmas Eve.

Vandenberg Bill Passed By Senate

Washington Bureau, RADIO DAILY

Washington—Passage by the House of the Vandenberg bill to permit amateur and school music broadcasts without reference to the AFM is unlikely this session, Senator Arthur H. Vandenberg admitted Saturday. The bill was passed without debate Thursday by the Senate, after being reported in November by the Interstate Commerce Committee. Vandenberg says he does not believe he can expect the bill to receive House action this year. The House rules committee is not permitting new legislation to reach the floor—trying instead to conclude its (Continued on Page 7)

Tele Station Plans Coverage In Utah

Salt Lake City—Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation, which operates KDYL, with the filing of a license application with the FCC. In making the announcement Mr. Fox disclosed that KDYL has been (Continued on Page 2)

THE WEEK IN RADIO

TBA Holds First Annual Meet

By CHARLES MANN

TBA's two-day session was witnessed by more than a thousand people. Speakers included Lewis Allen Weiss of the Don Lee network, who predicted that tele will have a definite, broad constructive and serviceable future; Dr. Walter R. G. Baker, of the NTPB and General Electric, asserted tele will become a billion dollar industry; E. W. Engstrom, research director of RCA Labs., disclosed that research has been done on very efficient reflective type optics especially suited for tele production, and will help the manufacture of low-cost sets. The TBA's 1944 awards went to Dr. Vladimir K. Zworykin of RCA Labs., for technical pioneering in tele; co-ordinate awards (Continued on Page 7)

French Tele Expert Reveals 1,000 Line

Rene Barthelemy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris last Friday, told of successful experiments with 1,000 line screen and predicted the eventual adoption. (Continued on Page 7)

Spot Sales WHB Nat. Rep. Via Unusual Arrangement

WHB, Kansas City, Missouri; Mutual network affiliate, has appointed Spot Sales, Inc., as its national sales representative. Deal was signed last week in New York by Don Davis, (Continued on Page 2)

Santa Tour

Parks Johnson and Warren Hull, of the CBS "Vox Pop" program, will conduct a Santa Claus tour of 15 Shriners' Hospitals for crippled children. There will be Santas, clowns and gifts for each kiddie. Emerson Drug, "Vox Pop" sponsor, is presenting $1,000 to the hospitals to be used for surgical equipment. The tour is scheduled to start in Philadelphia.
Spot Sales WHB Nat. Rep. Via Unusual Arrangement

(Continued from Page 1)

president of WHB, and Loren Watson, president of Spot Sales, Inc.

Arrangement is unusual in that Davis, who is a former advertising agency partner and account executive, will continue traveling on behalf of WHB and in connection with other enterprises in which he and Watson are interested. In the trade Davis's station has been noteworthy because its president acted as national sales representative and commercial manager; and "The swing to WHB in Kansas City" has been particularly marked during the past year.

Through the new affiliation with Spot Sales, Davis now will have offices in New York, Chicago, Hollywood and San Francisco and Spot Sales adds a new mid-western service office in Kansas City.

Event represents a new departure in station representation technique and will be watched with interest by broadcasters, agencies and reps alike.

Sinclair Signs Singer For New Mutual Series

(Continued from Page 1)

stations from 30 eastern Mutual stations, to 118 more midwestern and southern stations. Hixson-O'Donnell Advertising, Inc. is the agency.

De Mille Vs. AFRA Case Taken Under Submission

(Continued from Page 1)

West Coast Bureau, RADIO DAILY

Hollywood—Cecil De Mille's petition to prevent his suspension by AFRA for refusing to pay a $1 assessment to the National Board was No. 12 at the recent election, on Friday was taken under submission by Superior Judge Emmett Wilson, who ordered the station to run seven daily screen and have been conducting regular experiments in the video field.

The station applied for an experimental license last September and recently filed for a 525 line screen and have been conducting regular experiments in the video field.

KWK Wants FM Station

KWK, Mutual's affiliate in St. Louis, has filed an application for a FM station, it has been announced by Robert T. Convoy, president. Applicant wants a power of 50,000 watts on 47,700 kilocycles, with unlimited hours of operation.

That's why ...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY

SPONSORS BUY TIME ON WDAS

NEW LINEUP OF SPOT BIZ

RECORDED IN CHICAGO

(Continued from Page 1)

Oliver Morton, manager of the NBC Central Division local and spot sales department. Of the new time signals announcements, 264 were placed by the Shulze and Burgh Biscuit Company (Saltines), through McNarkin Advertising Company, to run seven a week for 26 weeks, beginning December 16th, and the 18th, C.W. Bernet, Inc. (Carmel—Corn) through Paul Grant advertising, ordered 338 time signals to be aired 13 a week for 26 weeks, beginning December 16th and Best Foods Inc., (Presto Cakes Flour), through Arthur Kudner, Inc. (New York), ordered 130 time signals to run 10 a week for 13 weeks, starting December 16th.

Fletcher Named Pres.

Of Tobacco Network

(Continued from Page 1)

are Harry Bright, WGBR, Goldsboro, secretary; Allen Wannamaker, WGTM, Wilson, treasurer; sales manager and program director same. Phil. Bahn, vice-president, will continue traveling on behalf of Mutual and his representative and commercial manager will be Earle Arthur, vice直销 representative.

MacFarlane knew when

In 1933 Ian Ross MacFarlane was the official guest of the Nazi regime in Germany. He lived in the "little Brown House," headquarters of the National Socialist Party. He interviewed members of all ranks on the record ... off the record. He sifted their propaganda, too.

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst. He lives on the spot ... through news in the making! He knows the people he talks about.

It is with great satisfaction that W-I-T-H presents his views exclusively.
NBC TELEVISION LEADS ELECTION NIGHT SURVEY

WNBT is heavy favorite among New Yorkers----
‘Viewed’ by 96%, ‘Viewed Exclusively’ by 56%

Returns from a questionnaire mailed to 4,528 owners of television receiving sets in the New York area reveals that most of the audience relied on NBC's pioneer television transmitter, WNBT, for factual and visual election coverage. Not only did WNBT lead in size of audience, but those who saw the election telecasts of all three stations voted WNBT's presentation superior. Through Dec. 5th, replies had been received from 18 per cent, with these results:

<table>
<thead>
<tr>
<th>STATIONS VIEWED</th>
<th>VIEWED ONE STATION ONLY</th>
<th>BEST PROGRAM THROUGH-OUT THE EVENING</th>
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<td>36.5%</td>
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<td>(Percentages total more than 100 because many viewed more than one station.)</td>
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<td>(Percentages total less than 100 because some viewed more than one station.)</td>
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Do people tire of television? Here's a significant answer:

The average viewing time per set on election night was 4.1 hours.

69.7 per cent of set owners viewed the election broadcasts continuously.

Television receivers were centers of attraction for large groups on election night wherever they were in operation. Average audience per receiver—12.5 persons.

More than 75 per cent of receivers in working order were in use on election night. That such a large percentage of set owners preferred to receive returns by sight transmission demonstrates the adaptability and popularity of television.

In this new and dynamic medium of entertainment, information and education, NBC pledges to continue to lead the field as it has in sound radio.

WNBT... TELEVISION CHANNEL NO. 1

National Broadcasting Company

A SERVICE OF RADIO CORPORATION OF AMERICA
The youngest of the 3 major networks

HAS A LOT TO

LISTEN: to the
lullaby of Sardi's

Those six hundred radio editors who registered their opinions with the Motion Picture Daily: credit them with reminding us to bring up this Sardi story again.

As you probably know by now, they picked Sardi's as the best of all daytime programs.* Better than soap operas, commentators, variety shows, or anything else that comes to housewives while their hubbies work away at the office.

Not only radio editors, but people out in Iowa, where the tall corn grows, Dr. F. L. Whan asks the natives what programs they like well enough to try to hear regularly. Sardi's pulled more women's votes than any other variety show—day or night.

Hooper as you know says Sardi's is Number 1 among the first ten daytime programs. CAB ranks the Kellogg portion at the top of the first ten daytime programs in those sixty-eight cities that Mr. CAB keeps an eye on, and where a substantial portion of U. S. income-earners spend their money.

There isn't room here to go into all the mounting evidences of Sardi's leadership: the Crosley, the Cleveland Plain Dealer poll, and a few others.

But the important thing is that Sardi's is no sudden flash in the pan. It has long been a cornerstone upon which the Blue has built itself into the outstanding morning network from Coast to Coast. The Blue leads more quarter hours, 9 to noon, than all other networks combined. There's not a wiser buy in all of radio. There is no better proof needed that THE BLUE CAN DO IT.

*They picked The Breakfast Club as No. 2. That gives Blue two out of the first three.

...The BLUE is doing it... proving that only a switch of the dial...
LISTEN: to what is happening to the BLUE

Sunday night

Several weeks ago that while Kate and Jack Benny were floating through the air on a raft of promotional dollars, each deterred to corner the 7 P.M. Sunday night audience, an Drew Pearson (without promotion) was doing well. He and Benny now share an overlapping chunk of the 7-7:15 Sunday night audience. Here's another demonstration of the Blue's ability to deliver: The Hall of Fame (in the hour after Kate Smith) in Hooper's last published report has the same rating that Kate has. The 6-7 P.M. slot comes up with 7.5. Smith, in the CBS slot from 7-8, also comes up with 7.5.

Of other interesting things are happening on the Blue. That, too, is getting stronger in the morning-and it's the only one of the three that can make this statement.

Blue's morning ratings are up 30%
NBC's morning ratings are down 14%
CBS's morning ratings are down 8%.

These figures indicate a trend—they are a potent hint to the wise timebuyer, a gentle nudge to the thoughtful advertiser.

We have a lot of hope for our future, and figures like those above prove that the job can be done. After all, not very long ago we were faced with the same daytime problem as we now have at night. We licked it by working on it. We licked it by getting the cooperation of everyone concerned. They all pitched in—and now look! So keep an eye on the Blue at night.
**PROGRAM REVIEWS**

**THE JACK KIRKWOOD SHOW**
Procter & Gamble, for Oxydol & Ivory
Agencies: Compton Advertising Inc.
CBS-Pacific Web-8 Stations, Monday through Friday, 8:15 p.m., PDT.

**Wiserawer writes the commercials** the credit side of the ledger. Alice Miller’s orchestra is another asset to the fifteen minutes fly, and Irving Kirkwood, Bill Grey and others participating in a program that makes claim to this category.

**Memos Of An Innocent Bystander** ! ! !
- • • • Just saw a preview of the Lester Cowan Production, “Tomorrow the World.” • Radiolite Skippy Homeier, as the little Nazi, stamps him one of our finest thespians. • Talk about ‘taking things in stride’—Guthrie Janssen, NBC Correspondent in Greece, relays the story of a Fighting Yank, who held six sides in that great national indoor sport. Poker... before his hand was called, an ELAS shell exploded and temporarily disrupted the game... fortunately no one was hurt and after the players, dusted themselves off. Lt. Arthur Schneider of Philadelphia was about to convince his compatriots that he really had held a four-of-a-kind... AND HOW MANY WAR BONDS DID YOU PURCHASE THIS WEEK?... • Comedian Edward Everett Horton will arrive in Gotham Thursday and will guest on the NBC State-Palmolive Party Saturday... • Red Barber has been named Chairman of the New York Chapter Red Cross Fund for 1945... • FLASH from WAGA, Atlanta, Ga.: quote:—The Lovable Bridesiere is signed for a series of 13 programs on WAGA entitled, “Lost We Forger.” These quarter-hour shows are broadcast as a public service each Thursday night at 12:15 p.m. unquote:—(no comments, please).

- • • • The Mendelson Glee Club which makes its initial appearance on the NBCost-to-cost-to-cost, “Telephole Hour,” Christmas Night, is the oldest male glee club in America... it was started back in 1866. • The British have a word for it... we’re referring to the musicorn of Spike Jones... according to a British Journalist, the music of Spike Jones heard via BBC and we quote:—is organized chaos which will appear crazy to sober British citizens... unquote:— • Bash Radio Productions rates a nod for its novel one-minute-transmissions plugging Nedick’s... the message is easy to listen to... • Tother noon, lunching with Allen Campbell at the Toots Shor, the WXYZ exec displayed a wealth of information... • Michael Chimes’ harmonica players, supported by Merle Pitt’s sweet- swing orchestra, will be heard five days a week at 12:30 p.m. via WNEW... show appropriately enough will be called “Time for Chimes”... • Announcer John Neal has the inside track on the “Curly” role for the overseas cast of the Hammemeister-Rodgers musical, “Oklahoma.”

- • • • Ozzie Nelson has a scrap book... (who hasn’t seen you?) but Ozzie’s “scissors and paste job” contains items about the Nelsons dating back to 1845 when Grandmother Nelson started the book... incidentally this may be news to Ozzie... way back in 1928, just after his football days at Rutgers, (where his gridiron feats are still talked about, one of his friends, Bill McKenno [who composed the songs, “Anybody Here Seen Kelly” and “Down in the Old Neighborhood”], told us about Ozzie’s new orchestra... that’s howcome, we gave Ozzie his first Broadway write-up... we were then writing a ‘Broadway column’ for the Hollywood Filmograph... wonder if Ozzie has that clip?)... • NBCerton of Cheer has signed comedian Henny Youngman as an additional 13 weeks... Henny will appear at the Palmer House in Chi this Spring... • The ABC house organ “Radio” made its debut last week...sixteen pages of up-to-the-minute “dss” and data... • Nearly 20,000 letters of approval and request for Kate Campbell’s recent plea for the immediate cessation of the “We the People” program, has been received by that program. A $30,000 WATT SALUTE to the songbird of the south.

**WDRC**
Hartford & Connecticut

**This Is WDRC**
It’s the Basic Columbia Station for Connecticut... the station that has earned the right to be the people’s... for advertisers... for national, regional and local. It’s the station that gives you all 3—coverage, programs, rate!

USE WDRC TO CONNECT IN CONNECTICUT

**AGENCIES**

Howard Korman was elected vice-president in charge of merchandising and sales promotion of the agency.

Littefusse Incorporated, manufacturer of fuses, circuit breakers, indicators, and other electrical products, has appointed a New York office.

**LEONARD DREW**
Formerly with WJM Publications and for two years head of the trade relations section for the Food Rationing Division, C N.P., has joined the New York advertising staff of the Hillman-Women Group.

**SCHWIMMER & SCOTT AGENTS**
C.Y.N.‘s client, Silver Fox Beer, St. Antonio, has scheduled “Korn Komb” on WOAI, San Antonio, starting today.

$1,226,000 By Ben Grauer
Ben Grauer, who during the Second World War Loan Drive did $30 bond-selling pitches, has sold 5 Bonds to the value of $1,226,000. He has received a framed citation from Secretary of the Treasury Morgenthau.

**WBYN**

**GOOD MEASURE**

*The right mixture of music, news, sports and racing reports merely spotted keeps your ears happy, your mind alert, your attitude well-informed.*

For Availability: WILLIAM NORINS, Gen. Mgr.
Station WBHY, Brooklyn, N. Y.
THE WEEK IN RADIO

TBA Holds First Annual Meet

(Continued from Page 1)

to: Philo T. Farnsworth, Lloyd Ex-

penscheid, Dr. Peter Goldmark, F. J.

Bingley, Dr. Allen R. Du Mont.

Program awards to: WABD; others

to: WNTB, WRGB, WBTZ, WCWB;

WBEX ... Bill and Ida Sarnoff

was the recipient of the first award

general manager. WTMJ, Milwaukee,

and proxy of FM Broadcasters, Inc.

in a pronouncement the FCC

has reached 310.

ABSIE: Philip Cohen, director of

the American Broadcasting Station

in Europe, is here for a few weeks

and said that ABSIE will discontinue

operations in the war areas shortly

after V Day.

Battle: Mark Woods, president of

the Blue Network, told affiliate sta-
tions of the Blue's position on the

NABET-AMF dispute—sets itself in

the center of the disk-tuner situ-

ation.

Tele Talks: Klaus Landsberg, direc-
tor of W6XYZ, Hollywood, sees tele

as best medium for Hollywood gla-
tor, to discuss forthcoming plans.

Preparation for FM: Chief engi-
neer, WMAM, Al Palmquist, said

that the new 1,000 line screen

is pronounced improvement over the

old fashioned 450 line screen.
CBS And Blue Webs Acquire New Outlets

(Continued from Page 1)

Des Moines, La; Boston, Mass.; Miami, Fla.; Jacksonville, Fla., and Lowell, Mass.

Three of the stations are operated by Jim and Lou Ingersoll of Checkers. The Cowles stations are WNAV, Sioux City; KNRN, Des Moines and WOCP, Boston.

Other stations included in the deal are WFTL, Miami, one of the seven stations operated by George A. Storer; WLAW, Lawrence, Mass., operated by Hildreth and Rogers Co.; Irving V. Rogers, president; WPDQ, Jacksonville, Fla., operated by the Jacksonville Broadcasting Company, James R. Stockton, president.

The new CBS stations are: KOTA, Rapid City, S. D.; KGKY, Scottsbluff, Nebr., KTTY, Yakima, Wash.; WJEF, Grand Rapids, Mich.; and KERN, Bakersfield, Calif. All five operate full time.

KOTA and KGKY will join CBS on January 1. KOTA operates on 250 watts power, on 1,400 kilocycles, and has a construction permit from the FCC for 5,000 watts on 1,380 kilocycles. KGKY, which went on operation February 15, KGKY comes on the network as a bonus station to KOTA. The outlet operates on 250 watts power. WJEF will join CBS as a supplementary station on the Pacific coast network.

On or about January 15, Columbia will add WJEF, a new station at Grand Rapids, Mich., which will operate on 1,200 kilocycles with 250 watt power. Station is owned and operated by the Fetzer Broadcasting Company. KERN, operating on 1,410 kilocycles with 1,000 watts power, became the 15th May station on May 1. McClatchy Broadcasting Company owns and operates the station.

WOCP's New Appointments

Boston—With the announcement that WOCP is joining the Blue, A. N. Armstrong, general manager, revealed that the station is doubling its office space and that Paul Belaire has been named commercial manager. Other staff appointments include Jack Maloy, program director; Harry Goodwin, promotion director and Frank Brinkman, chief accountant.

Thompson Promoted At Blue

Jesse Thompson, for four years a member of the sales promotion and advertising staff of the Blue, has been named promotion director. Other staff appointments include Urban Booth, program director; Jack Maloy, program director; Harry Goodwin, promotion director and Frank Brinkman, chief accountant.

RADIO DAILY
Inter-Industry Co-operation
Key To Bond-Drive Record

(Continued from Page 1)

tion, and to call upon all from the very beginning to participate in the early planning in order that the objectives and policies might be fully understood.

Treasury drew heavily upon the advice of individual broadcasters through the station Advisory Committee, upon advertising agencies, OWI, the Army, the Navy, the War Activities Committee, the Music Advisory committee, the Music Advisory committee. Guinn says that "...it's truly a flow of ideas which were passed along through a channel to the networks, stations and advertising agencies.

Flood of Ideas

"...this flow of ideas," he said, "enabled the broadcasting industry to work most effectively with us. Specifically, the radio section has placed itself at the disposal of the networks and agencies in the planning of the 450 network shows plus hundreds of live local shows, in addition to the recorded programs built up by the Treasury which were requested by 383 stations. The actual time devoted to the Sixth War Loan for these transcriptions is estimated to be 20 higher than in any previous drive."

"To sum up, we have called on the entire industry and its allied agencies for help. Nothing has been more gratifying than the enthusiasm with which all have responded. We had a hard job to do. We have done it..." the Blue president said.

The policy stage through to the last commercial tele license.

WOR: Rockford, Ill. Metropolitan Population: 114,000.

WKBW: Buffalo, N. Y. Metropolitan Population: 1,100,000.

Send Birthday Greetings to--

December 18

Sam Berger, WIBS; John Chang, WJZ; Jocko Maxwell, WRGB.

Lavalle Orchestra
To Entertain REC

Frank Cooper Stanton, Father of CBS Executive

Filmmaker Cooper Stanton, 66, retired director of Industrial Arts in the Dayton Public School System died Friday at his home in Brookville, Ohio, following a long illness. He is the father of Frank Stanton, executive vice-president of the Columbia Broadcasting System.

Funeral services will be held this afternoon, with internment at Woodlawn Cemetery in Dayton.

Mr. Stanton is survived by his wife, Frances T. J. Schmidt, and two sons, Frank and John S.

Blue's Co-op Shows Set 20 Hours Weekly

(Continued from Page 1)

Blue's Co-op shows will be heard at 5:15-5:30 P.M. Eastern Time, Monday through Friday.

Walter Keirin, who is in charge of the promotion, will be moved down the coast to handle the 6-6:15 P.M. EWT time slot on the Pacific Coast.

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Bamberger Board Elevates WOR Execs.

A meeting of the board directors of the Bamberger Broadcasting Service, Inc. owners and operators of WOR, it was announced, Alfred McCosker, has been elected president and general manager, was elected by the Board. McCosker, who remains vice president and treasurer, was elected by the Board.

WMCA Overseas Xmas Set For 20-Hour Run

Twenty-hour public service program of Christmas greetings from service men in all theaters of war who live in metropolitan New York. Including New Jersey and Connecticut, will be broadcast by WMCA on Christmas Day. It will be hosted by Al Specialist, president of the station. The program will be 10 hours in duration, running from noon on that day until 10:30 p.m. EWT and

RADIO DAILY'S Certified Poll Near Completion: Research Experts Of Ross Federal Gathering Data

First “All-American Radio Program” Being Chosen By Critical America

By FRANK BURKE
( Editor, RADIO DAILY)

The nation's first certified poll to select 1944's “All-American Radio Program” is nearing completion.

Senate Porter Action After First Of Year

Washington, D.C. — There will be no Senate consideration of the nomination of Paul A. Porter as Chairman of the FCC this year, it was declared yesterday by Senate Interstate Commerce Committee Chairman Burton K. Wheeler.

AFRA Code Awaits Approval Of WLW

With the new AFRA two-year agreement with the signatories of its Code now in the hands of the War Labor Board for approval, the National Association of Radio Advertisers and transcription firms will have a peaceful time of it until Oct.

Kirkwood Book

Jack Kirkwood, emcee of the comedy-variety show that goes by his name, (CBS, 8-9:30 p.m., Mon. through Fri.), has started to think about his hobby rather seriously. Of the literally millions of anecdotes and gags he has collected, approximately a quarter of this amount will be classified and published for public consumption shortly.

Sports Booths

Sportscasters Assn. at a meeting yesterday voted to classify 39 broadcasting booths in the U. S., with Notre Dame being hailed as having the outstanding facilities. Thus, Notre Dame, in February, will receive a plaque from the association for having the best booth. Of the 39 booths, 10 were held as unsatisfactory, and recommendations will be made for improvement.

Xmas Carols

Pleasantville, N. Y. — This village has been wired for sound. Early morning risers yesterday heard Christmas carols broadcast at 7 a.m. from sound equipment on the fire house. Idea of carol broadcast during Xmas Week originated with J. D. Van Amburgh, NBC salesman who commutes to New York from the popular Westchester suburb.

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Coming and Going

EDGAR KOBAK, president of the Mutual network, leaves on Friday for the West Coast, where he will look over MBS facilities in San Francisco and Hollywood, and while there will visit with his son James, an artillery lieutenant.

E. J. HUBER, sales promotion manager of the Blue Network's central division, and GENE ROUSE, program manager, are here from Chicago to spend this week in New York on business.

WILLIAM C. GROVE, station manager of KFBC, has arrived from Cheyenne, Wyoming, for conferences with the national representatives of the outlet.

JOHN DALY, CBS reporter who was broadcasting last week from Gotham, has returned to Washington and will be heard regularly from there.

MERRITT R. SCHOENFELD, assistant general manager of the Blue Network's central division, arrived from Chicago last Friday for a short business visit in Gotham.

ARTHUR HULT HAYES, general manager of WABC, has returned from Detroit, where he attended the meeting of the NAB's Sales Manager Executive Committee.

I. PORTER SMITH, president and commercial manager of WORC, Louisville, is back at the home offices after having spent last week in New York.

JAMES V. McCONNELL, manager of NBC's spot sales department, is back at his desk after attending the Grove Executive Conference in St. Louis and a meeting in Chicago.

W. AVERA WYNNIE is in town. He's the owner and manager of WEED, Blue affiliate in Rocky Mount, N. C.

WILLIAM F. BROOKS, director of news and special events for NBC, is back from a three-weeks trip to the West Coast, where he conferred with network officials regarding expanded coverage of events in the Pacific.

BILL SLOCUM, JR., CBS director of special events, is now on a vacation of two weeks.

VIRGINIA TRAVERS, publicity director of Compton Advertising, Inc., returned to the agency following a several month's leave of absence.

KENNETH BROWN, station manager of KOMA, CBS outlet in Oklahoma City, Okla., is a visitor in New York.

THOMAS METZGER, manager of WMRF, Lewistown, Pa., is back at the station after having spent the major portion of last week in New York.

FRANKLIN DOOLITTLE, president and station manager of WORC, CBS affiliate in Hartford, Conn., was a visitor late last week at the offices of the web.

BEVERLY WHITNEY and PETER CAREW were in Boston Sunday for participation in the Coast Guard program from WORL.

Announcer Wanted!

Need good man for Florida station. Must be experienced and must know RCA board. Good salary, permanent position. Contact Jack Rathbun, Beechman Towers, First and 49th Street, New York City, December 18th through 21st.

The solution is as simple as A-B-C. First we learned that WPAT's postman had been complaining of overwork. The cause... a huge flow of mail to that station. I dipped into his pouch to open a few letters with my specially heated knife. What were they? Fan mail from listeners, I think they called it. Then I looked at the rate card. Yes, Dr. Watson, it's so very elementary, really! If you want to buy the largest block of productive time for the least amount of money, the solution is... WPAT!

Announcing News to this newscast has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came... MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

Exclusive programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.
ADVERTISING CLUB OF NEW YORK will hold its annual Members' Christmas Sur-Prize Party tomorrow at noon. They will entertain as guests 50 overseas service men, to whom handsome presents will be given.

MEGOWEN - EDUCATOR FOOD COMPANY, makers of Crax and subsidie, have renewed the John Humbling program for 1945 on station OR, 7:15-8:00 a.m., Tuesdays, Thursdays and Saturdays, Paul Werne who handles this account for the Jane Jones Company, has announced.

SEYER, CORNELL & NEWELL, C. E. announces the re-election of the directors of Eureka Vacuum Cleaner Company, at the annual stockholders meeting in Detroit recently. H. W. Wright, president, G. T. Stevens, vice-president; K. B. Goddard, E. O. Jones, A. L. McCarthy, M. A. Cudahy, F. R. Muenzen and W. C. Rands, directors. The company has recently been authorized to manufacture a limited number of vacuum cleaner units and is geared to produce electric cordless electric.

HOULDER HUDGINS, president of Sloan-Blabon Corporation, manufacturers of hard surface floor coverings, has announced the appointments of William F. C. Ewing, first vice-president and treasurer of Alexander Smith & Sons Carpet Company, to the post of chairman of the board of directors; and Robert P. Ridley, secretary of Alexander Smith, to the post of member of the board. They replace Bror Dahlberg and Hector J. Dowd respectively, both of whom have resigned.

MacWILKINS, senior partner, MacWilkins, Cole & Weber, Seattle and Portland, announces two additions to the firm's creative staff: Mrs. Rita Wright Stockhouse as writer, and Miss Eileen Casey, as production department assistant.

MARY DWYER, formerly assistant manager of member of the board. They re-pertains to the firm's creative staff: Mrs. Rita Wright Stockhouse as writer, and Miss Eileen Casey, as production department assistant.

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MAY DWYER, formerly assistant manager of member of the board. They re-pertains to the firm's creative staff: Mrs. Rita Wright Stockhouse as writer, and Miss Eileen Casey, as production department assistant.

ZENITH STAMP COMPANY has named S. Duane Lyon, Inc., to handle its advertising account.

Compton Agency Moving 'Road To Life' Show To N. Y.

In line with its newly revised policy of having all radio programs produced by agency producers and directors instead of outside package companies, Compton Advertising, Inc., will bring the "Road of Life" to New York, January 1st, from Chicago, an agency spokesman has announced. The package is currently produced by Carl Wester Aasen, written by Irna Phillips and includes in the cast: Ken Griffin, Eloise Kummer, Harry Elders, Willard Waterman, Nannette Sargent.

Marie Amsden, casting director at the agency's New York office, is holding auditions for the roles which will be played by actors and actresses in this city, it was said. The daytime serial will also have a new producer and director. Procter & Gamble sponsors the program for its product Duz.

Canadian Conference

The second Commonwealth and Empire conference on the use of radio in connection with civil aviation was held recently in Montreal, at which time the conference went on record as favoring the establishment of permanent offices in London for the furtherance of this type of research. All data collected at the meeting will be made available to U. S. authorities as it was previously. These conferences are pooling all war-born technical radio data that pertains to flying, and making an effort to adapt them to peacetime aviation. This encompasses such fields as radar, guiding decies and all types of safety devices.

Publicity plays an all-important role in today's modern merchandising methods. During the first eleven months of 1944 more than 55,000 lines of news about WFIL...WFIL programs and advertisers appeared in print in the editorial columns of newspapers and trade papers. This is an enviable record.

This extraordinary publicity service coupled with WFIL's splendid promotion cooperation represents a complete package for the merchandising of an advertiser's radio program.

It is one more reason why WFIL programs show increased audience.

In offering advertisers and advertising agencies the services of an alert, able publicity department, WFIL again leads the way in progressive radio station operation.
Press Associations
Plan Year End Shows

Press association radio services, particularly UP and AP have set their annual year-end scripts, recordings and special features which are now going out to station subscribers throughout the country, for use during the 12 weeks of 1944. Service is gratis and covers the news and human interest highlights of the war and activities at home. Press Association, Inc. radio division of the AP has completed its annual dramatization of the year's highlights entitled, 'This We Have Done,' and has just been recorded. The disks are now being distributed to PA affiliates. The half-hour recording covers the top news events of 1944, from the landing at Anzio through the capture of Rome and D-Day in France; also the landings in the Philippines and the big push on the western front.

Narration of the PA disks is by Jackson Beck and scripted by Raphael Hayes; Charles Gaines directed; John Gart supplied the music and entire production was supervised by George Silver of PA.

United Press Radio, is readying for release to stations twelve 15-minute year-end special program scripts for broadcast by the UPR subscribers between Dec. 23, and Jan. 1. The scripts now being moved to the clients is a gratis service, according to Emil Newsom, news manager of the department.

Scripts are reported as covering every phase of events during 1944. Newsom stated that they are designed specifically to meet the needs of the various station programs, ranging from "History of 1944" and "Women of the Year," to human interest and sports highlights. UP figures most of the scripts are "natural" for sponsorship during the last week in the year.

Four Ormandy Concerts
On General Motors Series

(Continued from Page 1)

A series of concerts this Sunday, Dec. 24. The program will be interrupted at 5:15 p.m. for the recorded Christmas message of the President and resumed immediately thereafter. Joseph Victor Laderoute, tenor-soloist, will be heard on the above date.

California Commentary!

- The first anniversary broadcast of Philco's "Hall Of Fame," aired from Earl Carroll's restaurant, was a gala day for Paul Whiteman. Among the celebrities who attended were Rudy Vallee, Bob Burns, the Joe E. Brown, Lam and Abner, Carlos Ramirez, George Murphy, Kay Francis, John Payne, Mr. and Mrs. Harold Lloyd, Andy Devine and Gloria DeHaven.

Los Angeles

After the program, a surprise birthday party was staged for Matty Malneck. Among the jivers were Johnny Mercer, Alan (Falstaff) Reed, Jane Wyman, Whiteman and Harry Warren. Highlight of the event was a jam session with Malneck on the fiddle and Warren, the song writer, at the piano. . . .

Fred Brody, the Brooklyn lad with the Gracie Fields show, has added Brooklynese to his script lingo. At Thursday night's program, he convulsed the audience by adding "hey" to the end of nearly every sentence in his skit with Gracie. He swears it's strictly from Brooklyn. He ought to know. Ace Chance, whose ad teaser campaign has attracted much attention, has been busy, entertaining the servicemen at USO Camp shows.

Frances Scully, who's "Let's Talk It Over" show is heard over KECA, is one of the busiest girls in town. She has made an air trailer for Republic's "Lake Placid Serenade," and as a movietown fashion expert, described the costumes used in the picture and the wardrobe of the film's star, Vera Hruba Ralston. She also made a sound track for 20th-Fox's "Something For The Boys" recently. Leo Solomon and Alan Woods have kicked around Hollywood hateless for five years writing gags on top shows. They bought hats when they went to New York with Jimmy Durante. In the meantime, their press agent arranged for them to pose in New York for Adam Hats for promotional ads, and Adam presented them with a couple of nice warm felt bonnets. Now they're back in Hollywood with four hats between them and a couple of sunny California hair-cuts. All of Mickey Gillette's arrangements heard on the Al Pearce show, are written by Dick McCaffrey, who has been writing Gillette's orchestrations since 1926.

Hedda Hopper's bond pitch, with musical background (featuring the song, "Put A Bond In The Bank For A Yank For Christmas," that is being played in the radio replica of the Statue of Liberty in New York's Times Square, was recorded by the Treasury department from Hedda Hopper's Hollywood program and includes special musical arrangements by Dick Arramidi. Radio's newest comics, Wendell Niles and Don Friddle, should make a swell team. Wendell has worked with Bob Hope, Milton Berle and other top comedians, while Don has supplied gaglines for Abbott & Costello and other big time humorists. "Breakfast At Sardi's" ninth All-Service party will be held Christmas Day, with $5 to each boy and girl in uniform, plus many extras, including orchards, makeup kits, roses, extra fivers, etc. By the way, the program will be short-waved to armed forces throughout the globe shortly after the first of the year, from shortwave stations used by OWI in the San Francisco area. . .

Michael Roy, 280-pound announcer on the Gracie Fields show, is trying to convince the engineering department they should prepare especially for him, a mike stand with a bent pipe --one that will get close enough to the mike to feel happy about it all. Kenny Baker was a Stradivarian child prodigy and hasn't altogether lost interest in that world of fiddlers. His interest in violins extends to research with nylon, which he claims will make super-violin bowels. . . .

Bob Graham, soloist on Ed Gardner's "Duffy Tavern," was discovered when, as a GI on k.p. duty, a captain heard him singing and introduced him to Glenn Miller, who made him a vocalist with his army band at Scott Field, Illinois.

Remember Pearl Harbor

— Radio Daily

Tuesday, December 19, 1944

Lea Unit Hears Bulova;
Futile Probe Al End

(Continued from Page 1)

sessions, during which Bulova, Harold Lafort and the Rev. Edward Lodge Curran of Brooklyn, appeared led finally to admission by Acting Committee Counsel Robert Barker that there is insufficient evidence to justify charges of illegal stock transactions against Bulova and to Barker giving the FCC an orange bill of health so far as Bulova is concerned.

A great deal of the discussion centered around Bulova's acquisition of WLW, who is a general of number, a year ago from the Paulist Fathers. In connection with this transaction Father Curran accused the FCC of neglect of duty, but his accusation did not appear to stand up.

The committee, which even its most dedicated members has had no any sensational disconduct or inefficiency in the FCC and which has conducted one of the worst-congressional investigations in years will now try to complete a report for filing early next year. Continuation of the investigation is not to be expected.

FCC Getting Applications
From Nation-Wide Area

(Continued from Page 1)

for Norfolk, Va.; Madison, Wis., and Ventura, Calif. Applicant in Norfolk is the Norfolk Broadcasting Corporation, a group of local business men, who seek assignment to the 1,240 band with 250 watts. Central Broadcasting Company is the Wisconsin applicant, seeking one kilowatt daytime on 1,070 kilocycles.

Ventura Broadcasting, Inc., seeking permission to operate on 1,450 kilocycles, included Bert Williamson, Lynn Treaster and Troy L. Banks, the engineer, assistant chief engineer and announcer, respectively, for KYKZ, Visalia, Calif.

Two applications for new standard stations in FCC Area 5, were received from the Midstate Broadcasting Company, headed by Armour Packing Company officials, and the engineer, assistant chief engineer and announcer, respectively, for WKTV, Oklahoma City, KVOR, Colorado Springs, and KLZ, Denver. The former applies to operate on 1,150 kilocycles, the latter the same power on the 1,350 band.

Application for a new FM station at Rocky Mountain, Boc, was filed with the FCC yesterday by Joseph L. Horn, publisher of the Rocky Mount "Evening Telegram."

OFF THE AIR

L. S. TOOGOOD RECORDING CO.
211 N. L. SALLE ST., CHICAGO 1, CENTRAL 1027

L. S. TOOGOOD RECORDING CO.
211 N. L. SALLE ST., CHICAGO 1, CENTRAL 1027

REMEMBER: WHEN YOU MAIL ORDER RECORDS OR A PIANO, BUY FROM A RELIABLE UNION HOUSE.
To the Editor:

I am writing to express my concern regarding the recent developments at the Porter Agency. I understand that the confirmation of the Porter nomination has been received from the Socialist party and that there are one or two complaints against the Porter appointment. Due to the political climate, it seems that the consideration of his appointment may have to be deferred.

Conferences with Wheeler:

The situation was discussed with Wheeler, who reportedly stated that he is unhappy about the lack of participation from the press. He has been in touch with the press and editors, seeking details of the 1944 survey. The idea for the "1944 All-American Radio Program" was suggested to RADIO DAILY by John W. Alicoate, publisher of the Radio Program. This poll was undertaken to compile a comprehensive, accurate poll of radio opinions.

Radio Opinion Surveys:

Many telephone calls of inquiry were received by both RADIO DAILY and the Federal Research, Inc., seeking details of the 1944 survey. In Washington, scores of newspaper editors, had been polled for their opinion on who's who and why in radio. In Fort Worth, Don E. Weaver, who conducts a column, "Maybe So," in the Fort Worth Press, took occasion to devote much of his column to the personal call of a Ross researcher and his own reaction to radio.

Radio Research:

A poll got under way in New York, Chicago, and Los Angeles, radio became abuzz with rumors about what RADIO DAILY was undertaking. The result was a steady flow of completed questionnaires which poured into the home office of the Ross organization in New York.

Results Being Compiled:

Right now staff of auditors and statisticians are analyzing, counting and compiling the questionnaire returns. They come from editors, managing editors, city editors, radio editors, columnists, society editors and sports writers and represent a true cross section of press opinion on who's who and why in radio.

Columnist Devotes Space:

Mr. Porter was formerly employed by CBS, Wheeler has not indicated that he is unhappy about the non-participation of the press. However, he has faith in his ability to maintain an impartiality. Wheeler was formerly employed by NBC, prior to joining WOR had been an executive of a motion picture company, and in 1929 left that post to become assistant dean of the Harvard University Business School. Streibert prior to joining WOR was made vice-president and general manager of NBC. Streibert joined WOR in 1933 as assistant to President McCook, and in 1936 was made vice-president and general manager of Mutual Broadcasting System.

Renew 'One Man's Family':

Standard Brands has renewed for 32 weeks "One Man's Family" on the coast-to-coast network of NBC.

Sincerely yours,

JERRY COOPER

RADIO DAILY

(Continued from Page 1)

III

AY EVENING

RADIO DAILY CERTIFIED POLL

(Continued from Page 1)

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In Washington, scores of newspaper correspondents, by-lined writers and representatives of press syndicates took time out during luncheon hours at the National Press Club and other places to record their opinions. It was the first time that the press of the nation's capital, other than radio editors, had been polled for their radio opinions.

Bamberger Board

Elevate WOR Execs.

(Continued from Page 1)

publicly director. In 1929 he became a director and general manager and in 1933 was elected president. When Mutual Broadcasting System was formed in 1934, McCooker was made a member of the board of directors. From 1932 to 1934 he was president of the NAB.

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Sincerely yours,

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RADIO DAILY

(Continued from Page 1)
Press Associations Plan Year End Shows

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The disks are now being distributed to PA affiliates. The half-hour recording covers the top news events of 1944, from the landing at Anzio through the capture of Rome and D-Day in France; also the landings in the Philippines and the big push on the western front.

Narration of the PA disks is by Jackson Beck and Pat Hickey. Among the voices are Johnny Mercer, Alan Reed, Jane Wyman, Whitman and Harry Warrren. Highlight of the event was a jam session with Mel Mow and the Biddle and Warren, the song writer, at the piano.

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California Commentary:

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- Frances Scully, whose "Let's Talk It Over" show is heard over KSCEA, is one of the busiest girls in town. She has made an on-air trailer for Republic's "Lake Placid Serenade," and as a movietown fashion expert, described the costumes used in the picture and the wardrobe of the film's star, Vera Hruba Ralston. She also made a sound track for 20th-Fox's "Something For The Boys." Recently Leo Solomon and Alan Woods have kicked around Hollywood hellos for five years writing gags on top shows. They bought hats when they went to New York with Jimmy Durante for the cut-in show. In the meantime, their press agent arranged for them to pose in New York for Adam Hats for promotional ads, and Adam presented them with a couple of nice warm felt bonnets. Now they're back in Hollywood with four hats between them and a couple of newy California hair-cuts.

- All of Mickey Gillette's arrangements heard on the Al Pearce show, are written by Dick McCaffrey, who has been writing Gillette's orchestrations since 1926.

- Hudd Hoppe's bond pitch, with musical background featuring the song, "Put A Bond In The Bank," and another Yank For Christmas," that is being played in the above replacing the Church of Liberty in New York's Times Square, was recorded by the Treasury department from "Hudd Hoppe's Hollywood" program and includes special musical arrangements by Dick Aurandt.

- Radio's newest comics, Wendell Niles and Don Prindle, should make a swell team. Wendell has worked with Bob Hope, Milton Berle and other top comedians, while Don has supplied gags for Abbott & Costello, and other big time humorists.

- "Breakfast At Sardi's" ninth All-Service party will be held Christmas Day, with $50 to each boy and girl in uniform, plus many extras, including orchids, makeup kits, roses, extra fivers, etc. By the way, the program will be short-waved to armed forces throughout the globe shortly after the first of the year, from short-wave stations used by OWI in the San Francisco area.

- Michael Roy, 280-pound announcer on the Gracie Fields show, is trying to convince the engineering department they should prepare especially for him, a mike stand with a bent pipe—one that will curve soothingly around his big stomach, which protrudes so much now that he can hardly get close enough to the mike to feel happy about it all. Kenny Baker was a Stradivarian child prodigy and hasn't altogether lost interest in that world of fiddles. His interest in violins extends to research with nycte, which he claims will make superb violin bows.

- Bob Graham, soloist on WQXR's "Daily Tavern," was discovered when, as a GI on k.p. duty, a captain heard him singing and introduced him to Glenn Miller, who made him a vocalist with his army band at Scott Field, Illinois.

- Remember Pearl Harbor

Four Ormandy Concerts On General Motors Series

(Continued from Page 1)

A series of four concerts this Sunday Dec. 24. The program will be interrupted at 5:15 p.m. for the scheduled Christmas message of the President and resumed immediately thereafter.

Joseph Victor Laderoute, tenor-soloist will be heard on the above date.

City's Best News Service

AP-UP-INS

560 Kc. 5000 Watts

Chicago's Radio Daily

Lea Unit Hears Bulova; futile Probe At End

(Continued from Page 1) sessions, during which Bulova, Harold Lafount and the Rev. Edward Lodge Curran of Brooklyn, appeared, finally to admission by Acting Commissioner Robert Bartoli, that there is insufficient evidence to justify charges of illegal stock transactions against Bulova and the New York FCC a clean bill of health so far as Bulova is concerned.

Great deal of the discussion centered around Bulova's acquisition of WLW, a number of years ago from the Paulist Fathers. In connection with this transaction F. Curran accused the FCC of neglect of duty, but his accusation did not appear to stand up.

The FCC, which even its own members admit has failed to uncover any sensational misconduct or inefficiency in the FCC and come out of the worst-run Congressional investigations in years will now try to complete a report for filing early next year. Continuation of the investigation is not to be expected.

FCC Getting Applications From Nation-Wide Areas

(Continued from Page 1) for Norfolk, Va.; Madison, Wis., and Ventura, Calif. Applicant in Norfolk is the Norfolk Broadcasting Corporation, a group of local business men who seek assignment to the 1,240 band with 250 watts. Central Broadcasting Company is the Wisconsin applicant seeking one kilowatt day on 1,070 kilocycles.

Ventura Broadcasting, Inc., seeking power of 250 watts on 1,450 kilocycles, included Bert Williamson, Lynas Trestler and Troy L. Banks, chief engineer assistant chief engineer and announcer, respectively, for KTTA, Ventura, Calif.

Two applications for new standard stations in Peoria, Ill., were received from the Midstate Broadcasting Company, headed by Armour Pack Company officers, and from Edgar L Bell, who is general manager of WPK and Oklahoma City, KVO, Colon Springs, and KIZ, Del City, and former seeks one kilowatt on 1,500 kilocycles, the latter the same power on 1,350 band.

Application for a new FM station on Rocky Mount N. Car., was filed with the FCC yesterday by Josh L. Horner of the Rocky Mount "Echo Telegram." The Teche Broadcasting Co., New Iberia, La., filed for new standard station with 250 watt on the 1,240 band.
late last week, and his return

Tuesday, December 19, 1944

11:1 H. Hyde, present broadcast as -

FM Principal Change

Major change so far as broadcasters con
cerned, will be the shifting of
the network's orientation from its present position in the
trum to a wider band farther up in the spectrum—probably 88-108

States. The result was a steady flow of completed questionnaires which pored into the home office of the
Ross organization in New York.

Results Being Compiled

Right now staff of auditors and sta
tisticians are analyzing, counting and
compiling the questionnaire returns.

They come from editors, managing
directors, city editors, radio editors, columnists, society editors and sports
writers and represent a true cross
section of press opinion on who's who
and why in radio.

Wells Liked Idea

The idea for the "1944 All-American
Radio Program," poll was suggested by John W. Alicoate, publisher of
RADIO DAILY, at a luncheon of radio
network representatives some months ago. It was the consensus of opinion
that a comprehensive, accurate poll
was needed and the plan for nation-
wide coverage through personal calls
on the press met with unanimous ap-
proval.

Washington Interest

Conferences with executives of Ross
Federal Research, Inc., and a plan
followed whereby the national person-
nel of Ross researchers would be put
to work conducting the poll. B. E.
Holley, director of research for the
Ross organization, took personal
charge of putting the poll survey
machinery into action and regional
directors of the company went to
work supervising the personal calls
on the nation's newspapers, maga-
azines and trade press.

Press co-operation in facilitating the

Signs With Serial

Weldon Haeburn has been signed to
play the role of Barry Murdock in
"The Right To Happiness," heard over
NBC, Mon.-Fri., 3:45-4 p.m., EWT.
Compton Advertising, Inc., has an-
nounced Froetcher & Gamble sponsors
the program in the interest of Ivory.

LOCALLY YOURS...

LOCALLY YOURS...

Jerry Cooper

JERRY COOPER SHOW"

Sponsored by

MISS SWANK SLIPS

Presenting: WEEK OF DECEMBER 18

COCA-COLA PROGRAM

BLUE NETWORK

MUSIC CORP. OF AMERICA

165 FIFTH AVE. WO. 2-8900

Personal Management "TAPS" AGENCY 1619 Broadway • CO. 5-1566
Press Associations Plan Year End Shows

Press association radio services, particularly UP and AP have set their annual year-end scripts, recordings and special features which are now going out to station subscribers throughout the country, for use during the last week of 1944, Service of the news and human interest highlights of the war and activities at home.

Press Association, Inc. radio division of the AP has completed its annual dramatization of the year's highlights entitled, "This We Have Done," and has just been recorded. The disks are now being distributed to PA affiliates. The half-hour recording covers the top news events of 1944, from the landing at Anzio through the capture of Rome and D-Day in France; also the landsings in the Philippines and the big push on the western front.

Narration of the PA disks is by Jackson Beek and scripted by Raphael Hayes; Charles Gaines directed. John Gart supplied the music and entire production was supervised by George Silvers of PA. United Press Radio, is readying for release to stations twelve 15-minute year-end special program scripts for broadcast by the UPR subscribers between Dec. 23, and Jan. 1. The scripts now being moved to the clients is a gratis service, according to Carl Newton, news manager of the department.

Scripts are reported as covering every phase of events during 1944. Newton stated that they are designed specifically to meet the needs of the various station programs, ranging from "Heroes of 1944" and "Women of the Year," to human interest and sports highlights. UP figures most of the scripts are "naturals" for sponsorship during the last week in the year.

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Los Angeles

After the program, a surprise birthday party was staged for Matty Malneck. Among the jokers were Johnny Mercer, Alan (Falstaff) Reed, Jane Wyman, Whiteman and Harry Warren. Highlight of the event was a jam session, with Malneck on the fiddle and Warren, the squad writer, at the piano.

- Fred Brady, the Brooklyn lad with the Gracie Fields show, has added Brooklynese to his script lingo. At Tuesday night's program, he convulsed the audience by adding "hey" to the end of nearly every sentence in his skit with Gracie. He swears it's strictly from Brooklyn. He ought to know. Ace Chance, whose ad teaser campaign has attained much interest, has been busy, entertaining the servicemen at USO Camp shows.

- Frances Scully, whose "Let's Talk It Over" show is heard over KECA, is one of the busiest girls in town. She has made an air trailer for Republic's "Lake Placid Serenade," and as a movietown fashion expert, described the costumes used in the picture and the wardrobe of the film's star, Vera Hruba Ralston. She also made a sound track for 20th-Fox's "Something For The Boys recently.... Leo Solomon and Alan Woods have kicked around Hollywood hiatus for five years writing gags on top shows. They bought hats when they went to New York with Jimmy Durante for the cut-in show. In the meantime, their press agent arranged for them to pose in New York for Adam Hats for promotional ads, and Adam presented them with a couple of nice warm felt bonnets. Now they're back in Hollywood with four hats between them and a couple of sunny California haircuts.... All of Mickey Gillette's arrangements heard on the Al Pearce show, are written by Dick McCaffrey, who has been writing Gillette's orchestrations since 1926.

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late last week, and his return to radio was permitted by the FCC after he signed to Porter his often expressed views against superpower radio network domination of the air. Wheeler has not indicated that he is unhappy about the new appointment to the Commission. He obviously has faith in Porter's ability to maintain an impartial view in the future.

Wheeler talked at some length with Porter, recounting to Porter his often expressed views against superpower radio network domination of the air. Wheeler has not indicated that he is unhappy about the new appointment to the Commission. He obviously has faith in Porter's ability to maintain an impartial view in the future.

The idea for the “1944 All-American Radio Program” poll was suggested by John W. Alicoate, publisher of Radio Daily, to a luncheon of radio network representatives some months ago. It was the consensus of opinion that a comprehensive, accurate poll was needed and the plan for nationwide coverage through personal calls on the press met with unanimous approval.

Washington Interest

Conferences with executives of Ross Federal Research, Inc., and a plan followed whereby the national personnel of Ross researchers would be put to work conducting the poll. B. E. Jolley, director of research for the Ross organization, took personal charge of putting the poll survey machinery into action and regional directors of the company went to work supervising the personal calls on the nation's newspapers, magazines and trade press.

Press co-operation in facilitating the completion of questionnaires throughout the country in most instances far exceeded the expectations of the Ross organization. In a few instances newspapers opposed to radio as a media declined to participate in the poll. These instances, however, were in the minority.

Columnist Devotes Space

In Fort Worth, Don E. Weaver, who conducts a column, “Maybe So” in the Forth Worth Press, took occasion to devote much of his column to the personal call of a Ross researcher and his own reaction to radio.

A poll got under way in New York, Chicago and Los Angeles radio became abuzz with rumors about what Radio Daily was undertaking. Many telephone calls of inquiry were received by both Radio Daily and Ross Federal Research, Inc., seeking details of the 1944 survey.

In Washington scores of newspaper correspondents, by-lined writers and representatives of press syndicates took time out during luncheon hours at the National Press Club and other places to record their opinions. It was the first time that the press of the nation's capital, other than radio editors, had been polled for their radio opinions.

Locally Yours . . .

Jerry Cooper

DAY EVENING • WOR—MUTUAL NETWORK • 9:45-10:00

“THE JERRY COOPER SHOW”

Sponsored by

MISS SWANK SLIPS

Setting: WEEK OF DECEMBER 18

COCA-COLA PROGRAM

BLUE NETWORK • 3:00-3:15 P.M. DAILY

MUSIC CORP. OF AMERICA

95 FIFTH AVE. • WI. 2-8900

Personal Management “TAPS” AGENCY 1619 Broadway • CO. 5-1566

Bamberger Board

Elevate WOR Execs.

(Continued from Page 1)

publicity director. In 1928 he became a director and general manager and in 1933 was elected president. When Mutual Broadcasting System was formed in 1934, McCosker was made a member of the board of directors.

Streibert joined WOR in 1933 as assistant to President McCosker and in 1936 was made vice-president and general manager. Streibert prior to joining WOR had been an executive of a motion picture concern and in 1929 left that post to become assistant dean of Harvard University Business School. Streibert in 1940, was one of the founders of FM Broadcasters, Inc.

Renew ‘One Man’s Family’

Standard Brands has renewed for 52 weeks “One Man’s Family” on the coast-to-coast network of NBC.
AFRA 2-Year Agreements
Awaiting Approval of WLB

(Continued from Page 1)

31, 1946, at least. AFRA has won a "one expiration date" for its commercial, sustaining and transcription programs, plus a 10 per cent general increase in rates for radio scales. The ET code remains unchanged.

Of the 19 terms or clauses involved in the radio "Code of Pair Practice for Commercial Broadcasting, Minimum Terms and Conditions for Radio Artists," about 13 have new provisions.

These changes include: Name Credits. It is the intention of the producer under certain circumstances where he deems the services appropriate to give artists credit on the air as the program "exigencies and requirements will reasonably permit." Costumes and Dress Maintenance Fees: Where the producer requires that specified costumes be worn other than even during clothes, such costume shall be furnished by the producer at his expense where a producer requires artists on a program to wear evening clothes, which they furnish, he shall pay a minimum fee of $1 to male artists and $2.50 for female artists, and this fee shall include the original broadcast and repeat, provided both are performed on the same day.

Calls for "Unfair List" - Unfair Producer: This is an amendment and permits AFRA an "unfair list" should the producer in question be declared so by any branch of the Associated Actors and Artists of America.

Renewal of 13-week Contract: Where an artist is engaged under a program 12-week continuous, guaranteed, non-cancellable contract, the renewal notice is required in writing for either termination or a renewal.

Compensation for Traveling: Where incidental singing is used as background in dramatic production, producer may apply for a waiver to pay actors' rates.

Cast Lists: Amendment in the Code provides: "Producer agrees, upon request, to furnish a list of all artists appearing on any program."}

WASHINGTON - A substantial cut in Japanese production of tubes for civilian radio receivers is expected in the first quarter of 1945, according to the War Production Board. The WPPA, which is responsible for the allocation of tubes for maintenance of American military equipment, and replacement of increasing battle losses, must be made up at the expense of civilian tube supplies, it has been decided.

Military Requirements Paramount

It is now anticipated that the number of receiving tubes available to civilians will be much smaller in the first quarter of 1945 than the 2,000,000 tubes a month, the officials explained.

Recommendations that all civilian receiving tube requirements be reported to the War Production Board, allocated when the supplies are available, and that civilian tubes be made available in the first quarter of 1945, were reviewed by the WPPA, which is responsible for the allocation of civilian tubes for maintenance of American military equipment, and replacement of increasing battle losses, must be made up at the expense of civilian tube supplies.

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RADIO DAILY

CBC Producer Gives Views On American Tele Scene

(Continued from Page 1)

... and says so much. Maxwell "Down in Schenectady," he said, "there are a bunch of youngsters working on it, most kids with technical training. Some are little theater people. I was there three days and no other subject was raised from morning till night but television."

Mr. Caplan held that the man from the motion picture studio had an advantage in television over the radio trained man who tends to see television as radio plus sight, as an image superimposed on sound, whereas the motion picture man is trained, on the other hand, to put the visual element first. But the motion picture camera technique with its searching for the effective angle is a handicap.

Mr. Caplan believes everything but the Program Director, Ted Cott. His good word is that WNEW has just another good program. And, it isn't rare for this particular enterprising independent station, however, it is uncommon for a program to conduct a 15-minute in English and make it enter-

“What's the Word?” accomplishes just that. It isn't rare for this partic-

Offices: WNEW, 109 W. 42nd St., N.Y.C.; NBC Building, Los Angeles; Pan American Life Bldg., Chicago, Ill.

Billboard Display
KWK comes forth with a propitious release, attached to which is a midnight shot of the call letters atop of what is believed to be the largest war map in the world on exhibit for the public's eye. KWK calls the spot the "spectacular" at Grand and Olive Streets in St. Louis, Mo., where the station is located, too. The station's calls are eight feet high, affording maximum visibility at all times with red neon lighting.

Jean Russell To Blue
Jean Russell, for ten years in the promotion department of the New York "Daily News," has joined the Blue Network as assistant manager of audience promotion division of the network's promotion and advertising department, according to an announcement by Fred Smith, director of promotions and advertising. Russell previously was promotion manager of the Detroit "Mirror" and of the National Film Board of Canada.

McCall To Frisco
Francis C. McCall, manager of operations of NBC's news and special events department, has been assigned to San Francisco to supervise overseas operations in the Pacific theater.

Pickens For Farrell
Pickens star of Ziegfeld Fol-

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PROMOTION

CBS Pacific Booklet
An amusing booklet recently came to our attention released by the Columbia Pacific Network promoting their “Meet the Missus” show with Jack Bailey. With the text running along a humorous vein, and pen and ink illustrations that follow suit, nevertheless the pamphlet reveals all the pertinent facts and figures usually included in an effort of this description. Plugging the program’s tie-in with Earl Carroll’s, is a large photo of the entrance to that place, which is done in a very striking and effective manner. We found this piece to be both amusing and a sound bit of promotion.

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ONE DEPARTMENT STORE
IN Cincinnati
BROADCASTS 30 PROGRAMS
PER WEEK OVER

This is just one of 4 leading department store clients scheduling top programs on WSAI.

Paul H. Raymer Co.
Representatives
NEW YORK—Latest addition to the staff of WLWB is Esther Samuels, who joins the station as secretary to Leonard Carlton, program director. D. K. deNeuf, director of communications for Press Wireless, Inc. has been granted a leave of absence until Feb. 1, according to an announcement by A. Warren Norton, president. As current contracts expire WHOH will cancel all commercial religious broadcasting, and will set aside time every week for the airing of religious programs on a sustaining basis. Roy Porter, NBC Chungking correspondent, is back in the States for hospital treatment following an attack of Dengue Fever.

ARIZONA—PHOENIX—Parker Sutton, KTAR announcer and script writer, has received notice that he is due for military induction. Replacing him will be Jack Jordan, until recently with the Blue Network in Hollywood. Jordan will do some news editing as well as announcing.

MINNESOTA—MINNEAPOLIS—A newcomer to the announcing staff of WCCO is Bill McChesney, former sports-caster and staff announcer with WEAU in Eau Claire, Wis. Previous to that Magner was associated with WEBE in Duluth in the capacity of salesman and announcer.

LOUISIANA—NEW ORLEANS—Herbert B. Deutsch, associate editor of the New Orleans Item has started a series of news commentaries and analyses over WWL under the sponsorship of the American Brewing Co. of New Orleans. He will broadcast every Friday night at 6:45.

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NEW YORK—Latest addition to the staff of WLWB is Esther Samuels, who joins the station as secretary to Leonard Carlton, program director. D. K. deNeuf, director of communications for Press Wireless, Inc. has been granted a leave of absence until Feb. 1, according to an announcement by A. Warren Norton, president. As current contracts expire WHOH will cancel all commercial religious broadcasting, and will set aside time every week for the airing of religious programs on a sustaining basis. Roy Porter, NBC Chungking correspondent, is back in the States for hospital treatment following an attack of Dengue Fever.

ARIZONA—PHOENIX—Parker Sutton, KTAR announcer and script writer, has received notice that he is due for military induction. Replacing him will be Jack Jordan, until recently with the Blue Network in Hollywood. Jordan will do some news editing as well as announcing.

MINNESOTA—MINNEAPOLIS—A newcomer to the announcing staff of WCCO is Bill McChesney, former sports-caster and staff announcer with WEAU in Eau Claire, Wis. Previous to that Magner was associated with WEBE in Duluth in the capacity of salesman and announcer.

LOUISIANA—NEW ORLEANS—Herbert B. Deutsch, associate editor of the New Orleans Item has started a series of news commentaries and analyses over WWL under the sponsorship of the American Brewing Co. of New Orleans. He will broadcast every Friday night at 6:45.
Flamm’s Attorneys
Send Protest Wires

Washington Bureau, RADIO DAILY
Washington—New telegrams of protest concerning the WMCA hearing from the attorneys of Donald Flamm have been received by Clarence F. Atwood, chairman of the House select committee investigating the FCC, and Samuel Rayburn, speaker of the House of Representatives.

Handwritten and signed, the attorneys for Flamm, sent the following message: Chairman Lea,

"Again the action of your Committee indicates that your investigation is a ‘whitewash.’ You questioned the (Continued on Page 7)

Finders Keepers’ Contest
James War Bond Winners

Nearly 7,000 entries from all over the country were received from a single broadcast of the NBC $200 War Bond contest staged every other week as a feature of the "Finders Keepers" formula. The show is heard Mondays through Fridays over the network 10:30.

The two winners of first prize, each of whom received a $50.00 war bond, were Mrs. Gladys Moessner of Decatur, Illinois, and Sgt. Daniel W. Genoa, of Chicago.

S.O.S.
An urgent request for volunteer talent to entertain at servicemen's shows during the holiday season Dec. 23 to Jan. 2 was issued yest- terday by Jim Sauter of the United Theatrical War Activities committee. Volunteers can telephone Mr. Sauter at Wickersham 2-2700.

WHOM Takes Lease
On "711" Quarters

Long-term lease was signed yesterday by Craig Lawrence, vice-president and general manager of WHOM, whereby the station offices and studio will be moved to 711 Fifth Avenue. Approximately 35,000 square feet of floor space will be taken, and the structure renamed the Look Building. In addition to WHOM offices and studios, the national sales office of the Cowles stations will be located there.

WHOM will occupy the second and mezzanine floors for both AM and FM media, and other Cowles sales offices; (Continued on Page 7)

Executive Guild Issue
Statement To Networks

Radio Directors Guild, through Mrs. Charles G. Mount, Jr., yesterday notified all major networks that it is representing for collective bargaining purposes of a majority of radio directors employed by them. The (Continued on Page 7)

REC Gift Shower
Precedes Auction

A shower of gifts to the Radio Executives Club for their annual Christmas party this afternoon in the Hendrik Hudson Room of the Roosevelt, sent Warren Jennings, president. (Continued on Page 7)

Twenty Eight Questions
Asked In Radio Daily Poll

Statistics coming in on the tabulation of Radio Daily’s 1944 poll must consider answers to 28 questions on each questionnaire as they record the votes to select the nation’s first “All-American Radio Program.” B. E. Jolley, director of research for the Ross Federal Research, Inc., disclosed yesterday.

The returns, completed by Ross researchers in calling on the press in every section of the United States, represent the most comprehensive radio popularity survey ever conducted by any publication. Returns include the votes of many of the nation’s leading magazines and newspapers as well as staff associates in their editorial departments. (Continued on Page 2)


Advt.

Fibber McGee & Molly
Head “First Fifteen”

Fibber McGee and Molly headed the “first fifteen” in the Dec. 15 evening programs, followed by Bob Hope, and Wally Van Bebber in third place. Jack Benny was fourth with a rating of 25.7. Fibber McGee shows 31.6 and Hope, even 29.0.

Average evening sets-in-use of 30.5 is slightly off from the last Hooper. (Continued on Page 8)

WMCA ‘Operatic Holiday’
New Series Starts Sunday

“Operatic Holiday,” a new Sunday series featuring Metropolitan Opera Company stars in popular and semi-classical number will make its debut on WMCA this Sunday under the sponsorship of the Modern Industrial Bank. The program, which will (Continued on Page 8)

WITH Seeks Tele License From FCC

Washington Bureau, RADIO DAILY
Washington—A commercial telephone license for Baltimore was asked by the Maryland Broadcasting Company, licensee of WTH. An FM license was asked for Memphis by the operators of WMC in that city.

Jack Benny To Come East
For Three ‘Dimes’ Shows

Jack Benny and his NBC crew will head East after their Jan. 2 broadcast to spearhead the “March of Dimes” campaign in three special shows from New York, Philadelphia (Continued on Page 2)

Resourceful

Chicago—NBC’s first division chucked this week over the Christmas Party fund system evolved by the telephone operators. In raising capital to defray expenses of their annual Yuletide effort, the girls have instituted fines for operational mistakes and breaches of etiquette. Recognition of money received will be an indication of the girls’ efficiency.

Advt.

Advt.

Advt.

Advt.

Advt.

Advt.
FINANCIAL

NEW YORK STOCK EXCHANGE

(Tuesday, Dec. 19)

High Low Close Chg. Net

Am. Tel. & Tel. 165 164% 165 + 2 1/4

CBS A 35 35 35 3/4

Crosley Corp. 29% 29% 29% 2

Farnsworth T. & R. 13% 13% 13% 1/2

Gen. Electric 39% 39% 39% 1/4

Philco 34% 34% 34% 1/4

RCA Common 10% 10% 10% 1/2

Stewart-Warner 16% 16% 16% 2

Westinghouse 115% 115% 115% 1/4

Zenith Radio 38% 38% 38% 3/8

OVER THE COUNTER

Bid Asked

Du Mont Lab. 7 7 3/4

Stromberg-Carlson 15 15 1/4

Detrola Sales

Sales of the International Detrola Corporation for the month of November were $3,010,980 and were the largest in the corporation's history, President C. Russell Feldmann has announced.

20 YEARS AGO TODAY

(December 20, 1924)

It is generally supposed that Westinguithoge has more than a scientific reason for developing the new art of shortwave broadcasting. By its means, they do not hope to be able to establish chain broadcasting despite A. T. & T. ban on leased wires.

Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buyers look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

The station we are talking about is W-J-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-J-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you.

ON TARGET!

“PATTERN BROADCASTING” OVER STATION WNAS
COVERS PHILADELPHIA

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

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Jack Benny To Come East For Three 'Dimes' Shows

(Continued from Page 1)

and Boston. According to an announce-ment from the National Foundation for Infantile Paralysis, Benny will act as emcee of star-studded programs at Carnegie Hall, New York, on Jan. 26; at the Philadelphia Academy of Music, Jan. 23, and at Bos-toh Symphony Hall, Jan. 29. He will have luncheon with President Roose-velt in Washington on Jan. 30 and return to New York for a four-net-work broadcast that night.

Regular NBC broadcasts of Jack Benny program on Jan. 14, 21, 28 and Feb. 4 will originate at Radio City, New York, or at service camps nearby.

The program is sponsored by the American Tobacco Company. Ruther-raft & Ryan, Inc., is the agency.

Seek 250-Watter At Brockton, Mass.

Washington Bureau, RADIO DAILY

Washington—Mitchell G. and Milton H. Meyers, and Reuben Aronheim, yesterday applied to the FCC for permission to build a new 250-watter on the 1,450 band in Brockton, Mass. This trio is licensee for WEM, Pitts- burg, Mass.
Thirteen weeks—renewed nine times—that’s two years & thirteen weeks and still going strong. Yes, another home-town Baltimore success, High Rock Ginger Ale, on Baltimore’s own big home-town station—WFBR.

*"Your World Tonight"—a hot-off-the-wire dramatic news program that can and does compete with network shows, has been sponsored for over two years by High Rock Ginger Ale, now the largest selling ginger ale in Baltimore.

News is taken off the wires up to 7:15 P.M. A staff of writers begins preparing dramatic presentation. Rehearsal starts approximately 7:25; air time is 7:45!

Last minute news bulletins are picked up just before air time and inserted near end of program. Commercials written to conform to the style of the program have proved one of the most interesting features.

A recent free offer of an atlas brought one thousand requests—exhausting the supply.

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

*Agency: Leon S. Golnick & Associates
MORE IMPORTANT STATIONS HAVE SWITCHED TO THE BLUE NETWORK
IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue’s Station Relations Vice President, met with four of the nation’s ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the calibre of men who run these stations. We think it is important because it convinces us once again that the Blue Network is steadily marching ahead. That the trend is to the Blue. That the idea is getting around that it is not only easy, but smart, to do business with the Blue.

Let’s look at the stations! One has the reputation of being one of the country’s great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. Now they are all Blue.

WHAT DOES IT MEAN?

IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS in the most effective way possible, have set their stamp of approval on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

“We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service.”

IT MEANS MORE LISTENERS TO THE BLUE. Several hundred thousand more radio homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

IT MEANS MANY PLUSES FOR BLUE ADVERTISERS

Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation’s great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers’ goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.

FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . . Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi’s, The Breakfast Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.
Notes From A Ringside Seat . . . .

- • • Every year about this time radio experts give with their prognostications: Fred Allen's latest decision on the question of retiring from radio . . . our feeling is that after a long rest he'll succumb to the lure of the mike and will again regale dinghers with his nasal drolliness . . . but while quoting, the somnambulist comic, will nonetheless toss a quip or two at Clifton Fadiman, when with General Sessions Judge James G. Wallace, he acts as guest-expert Christmas Night on "Information Please." . • Warwick & Legler is still seeking a feminine foil for the "Danny Kaye Show" which will emanate from Hollywood CBS starting January 6. . . . Dick Mack will produce this Pabst Blue Ribbon show which will feature Harry James' Orchestra with Jeri Sullivan doing the vocals and Ken Niles announcing. . . . Before leaving for the coast, Jimmy Durante and Garry Moore, stopped off in Cleveland and were largely responsible for that town's surpassing its War Bond Quota. . • Bob Keach of the press department at Doherty, Gilford & Shenfield, is recuperating from an attack of lobar pneumonia . . . (maybe he should have stood in California). . . • Commander Edward N. Scheiberling of the American Legion will go on the air tonight on the Eddie Cantor program. (NBC) and personally congratulate Eddie on his magnificent job of procuring gifts for hospitalized service-folk . . . The Commander will be cut in from New York . . . And speaking of this good work, Maxine Keith, on her Mutual program has pulled 8,792 packages in 19 days, all for the benefit of men and women of every branch of the U. S. Armed Forces now hospitalized in the U. S.

- • • Blue Network's sportscaster Harry Wismer's superb play-by-play broadcast Sunday of the championship game between the New York Giants and the Green Bay Packers ranks him at the top . . . Mark Woods, who hired Wismer three years ago, after hearing of the lad's talents up around Detroit, rates a bow . . • Hit Parader Joan Edwards will headline the Roxy (Gotham) stage show early next month. . . • The Blue Net's War Correspondent John Bryson, stationed in London, became the proud daddy of a seven pound boy, born Monday in Chicago . . • That new tune introduced recently by Horace Heidt, titled, "A Rolling Stone Gathers No Love," was written by Jack Rourke, producer of the Blue Net show, "Heidt Time For Hires" . . • Frances Scott's Heartache. "G. I. Joe's Your Problem," in the current edition of the magazine 'She,' is a timely message to Mr. and Mrs. America . . . only a mother could have written it . . (Frances Scott's only son is now with the Armed Forces somewhere in France). . • Billie Burke's CBS Show for Serval Refrigerator will originate in Hollywood the next four weeks resuming again from New York January 20.

- • • At today's Radio Executives Club Christmas Party, held at the Roosevelt, there'll be a group of Stradivari violins which are worth one hundred grand . . . the string section of Paul Lavelle's orchestra which will provide the music to soothe the (savage???) breasts of RADIOGILITES . . . (ah there Messrs., Jennings, Grabhorn, Kirsch et al). . • Henny Youngman's contract bears a clause which stipulates that the entire NBC cast must accompany him wherever and whenever he travels . . . • After two years in the Army, where he was in charge of Eastern production for the Armed Forces Radio Service, Corp. Sylvan Toplager has been given a medical discharge . . . good break for Radio. . . • Jacksen Beck's swell work on the show has rewarded him with a regular berth on the CBS Show, "Radio Reader's Digest" . . • Warren Hull, interviewing partner of Parks Johnson on the "Vox Pop"ular program, is the author and composer of a new BMI tune, titled "You Really Fill The Bill."

* * *

RAY ZAUBER
Dallas Daily Times Herald

The Boston Symphony was heard Saturday night with the dynamic Greek, Dimitri Mitropoulos, conducting. Mitropoulos captured the delicate flavor of the "Scotch" Symphony in a manner that would have pleased Mendelssohn. He handled the light string and woodwind passage with emotional touch. The cantoallana was round and full of expression. Mitropoulos failed on Gould, however. The Negro Spiritual type, like the five-part work of Gould, calls for a spontaneous emotional brand of syncopation that springs from the soul of the Negro race. The Boston Symphony missed the point, although there were many brilliant effects and displays of technical proficiency.

DECEMBER 23rd PROGRAM

Mozart's Overture to "The Magic Flute"
                and Krenek's Variations
on a North Carolina Folk Song

8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

ADvt.
Protests On WMCA Hearing Filed By Flamm's Attorneys

(Continued from Page 1)

witnesses on one side publicly and with great thoroughness and zeal. Flamm's testimony alone consuming three and a half days. You questioned the witnesses on the other side privately and the testimony of both Mr. Noble and Mr. Corcoran do not consume two days. After obliterating part of the record inconsistent with your 'whittawsh' the Committee issues a statement that Corcoran was a 'highly valuable witness.' Do you mean highly valuable in ascertaining the truth, highly valuable as to price paid by Mr. Noble, or highly valuable in sustaining the 'whittawsh' by your Committee? The conduct of your investigation has been highly irregular and improper and it appears to be an out-and-out attempt to prejudice public opinion as to the Flamm vs. Noble suit.

Another message addressed to Speaker Rayburn follows:

"You appointed Select Committee to investigate the FCC, $120,000 of taxpayers' money was appropriated to the use of that Committee. Instead of public hearing, the verity of which would be sustained by complete stenographic minutes in accordance with the American tradition, the Committee has resorted to Star Chamber procedure and the old world method of obliterating testimony. Accordingly, this investigation has deteriorated to a whitewash of Thomas Corcoran and Edward J. Noble and others who played a reprehensible part in the forced sale of WMCA from Donald Flamm to Edward J. Noble. This should not be tolerated by you as Speaker of the House of Representatives who appointed the Committee."

(Continued from Page 1)

move to the new quarters will take place as soon as wartime restrictions are relaxed. Extensive alterations are planned.

The 711 Fifth Avenue building housed NBC at its inception and for several years was the hub of network broadcasting in the United States. Less than 10 years ago NBC and Blue moved to Radio City.

Stork News

A son was born at 3:15 a.m., EWT yesterday to Ruth and Dwight B. Herrick, manager of NBC's public service department. They are also the parents of a daughter, Ann, three.

Send Birthday Greetings To...

December 20

Harold Anderson...Carol Bowers...Red Fitch...Connie Harrison...Irv Lehrer...Joseph Littau...Shirley McKean...Patti Pickens...Bob Prescott

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Harold Anderson...Carol Bowers...Red Fitch...Connie Harrison...Irv Lehrer...Joseph Littau...Shirley McKean...Patti Pickens...Bob Prescott
**NEW YORK**

Syracuse—WFBL recently mailed out a V-Mail letter to each member of their staff now serving in the Armed Forces. The letter stated that the station had purchased a $25 war bond for him which would be presented to him on his next visit home.

Middletown—The following changes in the staff set-up have been announced by WALL: John W. Jones, announcer and engineer, is now program director and production manager. Fred Schoekof, former transmitter operator, is now control announcer. James Mailler, new to radio, is being trained as an announcer and control operator.

**PORTSMOUTH**—Latest additions to the staff of WSAP include Paul R. Forbes, program director. Ted Brooks and Ernie Totten as announcers. Brooks hails from New York, and Totten from Baltimore.

**OHIO**

Cincinnati—Roger Baker, director of public relations at WLW, recently celebrated his completion of 16 years in radio... Akron—Ted Hanna has joined the staff of WADC as news editor and publicity director, coming to the station from WGAH, Akron where he served in the news department... Mansfield—New staff members of WMAN include Arthur Tate, announcer, and Lura Brown. Robert Odson has been placed in charge of production.

**WARREN**—Latest addition to the staff of WRRN is Harold Hancock formerly with WHLD, Niagara Falls, who has joined the station complement as an announcer.

**CALIFORNIA**

San Francisco—Neil Ames, recently of the Merchant Marine, has joined the guest relations staff of KPO... Fresno—KMI lost another member of its staff last week when George Kopel, news editor, left the station to join the Armed Forces.

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**REPRESENTED NATIONALY BY**

**REPRESENTATION**

**KOA**

First in Denver

50,000 Watt Power

Day and Night

**POWER**

5,000 Watts

**EMPIRE**

Paul H. Raymer Co.

---

**CHATTANOOGA**

**IN THE HEART OF TVA**

**POWER**

5,000 Watts

**EMPIRE**

Day and Night

**WDOD CBS**

5,000 Watts

**WHN**

1050 kilocycles

NEW YORK

STATION OF

SPORTS * MUSIC * NEWS

SEASON'S GREETINGS from

---

**CHICAGO**

By Bill Irvin

J. Richardson Loughrin program head KYSM, Mankato, has for the past two years, has been WGN as a producer. Loughrin, formerly an announcer and producer for WNAC and the Yankee Network.

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**COMPREHENSIVE PICTURES OF RADIO LISTENERS IN OKLAHOMA**

**THE OKLAHOMA RADIO AUDIENCE OF 1944**

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**COMPLETE PICTURES OF RADIO LISTENERS IN OKLAHOMA**

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**RCA-Sponsored Telecast Starts Friday on WNBT**

Premiere of the new RCA-Victor sponsored television series, "The World in Your Home," will be presented Friday Dec. 24, at 8:00 p.m., over NBC's WNBT. According to a joint statement by Charles B. Brown, advertising director of RCA-Victor, and John F. Royal, NBC vice-president in charge of television, the programs will be a regular Friday night feature at the same time. The first telecast will be a combination of live-talent and films. It will feature a piano recital, followed by a Disney film, "Winged Scourge."

**Bonomi and Taylor Set For CBS Address Sunday**

An exclusive broadcast which for the first time will have an Italian Premier speaking in his native tongue over the CBS network has been set for Sunday Dec. 24, at 11:30 a.m., PST. Premier Bonomi will speak for 10 minutes from Rome and will be followed by the Hon. Myron C. Taylor, American representative at the Vatican who will speak for 18 minutes.

Winston Burdett will handle the mike on the pickup and introduce the speakers. Arrangements for the talk were through Della Grantan who also was instrumental in bringing to the radio audience the talks by Judge Marchasio.

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**ALASKA**

**COAST-TO-COAST**

(Continued from Page 1)

"Nibber McGee & Molly Head "First Fifteen""

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)
Radio Dramatizes Xmas

Christmas Shows For G.I. Joes

Broadcasters Set Many Special "G.I." Shows

By M. H. SHAPIRO
Managing Editor, RADIO DAILY

Network broadcasting will enter its fourth wartime Christmas, with one of the most comprehensive undertakings in its history in effort to bring to the overseas and the men and women at home, a diversified program of Yuletide observance and holiday cheer within the lap of the momentous days. Not only the networks themselves but virtually every sponsored sustaining program will carry a spirit of Christmas and special messages and other seasonal features. Just about all of NBC's regular programs will be included in the Yuletide events. Some networks will give their Yuletide shows a special touch of personal appearance of radio artists at hospitals, camps, servicemen's centers throughout the United States, are planned as a result of RADIO DAILY's suggestion of "Christmas Shows For G.I. Joe's."

G.I. Joe was not forgotten by the American broadcasters. Scores of special shows, some air shows and others calling for the personal appearance of radio artists at hospitals, camps, servicemen's centers, all over the country, are being planned as a result of RADIO DAILY's suggestion of "Christmas Shows For G.I. Joe's."

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(Continued on Page 4)

Bob Hope Will Receive Advertising Club Award

Bob Hope will be awarded the Advertising Club of New York's award for 1944 for the radio-screen service's outstanding accomplishments in entertaining Armed Service groups.

(Continued on Page 2)

FREE On All Melts

President Roosevelt's Christmas Eve message to the nation and to the Armed Forces all over the world, will be heard Sunday 5:15-5:30 p.m., EWT. Not only will all networks carry the President but many independent outlets as well. All Coast-to-Coast commercial shows have so programmed their routine as to cut in the message for the 15-minute period.

(Continued on Page 27)

Chinese Greetings

Mike Peng, director of station XGOY, Chungking, China, broadcast a Christmas greeting to WMCA, which was recorded by the Chinese News Service in California, and from there flown to New York. Four Chinese language variations, representing North, East, West and South China, are recorded and backgrounded with a Chinese Choir singing Christmas carols.

(Continued on Page 27)
Coming and Going

JAMES COWAN, head of Editorial Services, Ltd., Canadian representative of Television Motion Pictures Company, in New York to arrange releases and distribution for 1945.

LIONEL HAMPTON and the members of his orchestra arrived last week for their engagement at the Strand and for several radio guest appearances.

GEORGE D. COLEMAN spent a portion of last week in New York, his commercial manager and sales director of WSGR Columbia’s outlet in Scranton, Pa.

ALLAN MELTZER, of the Meltzer Associated organization, in Boston this week on business.

A. J. MOSBY, president and station manager of KGVR, Columbia network affiliate in Missoula, Mont., back at the station following a visit to New York.

Police Athletic League
On WCBW Christmas

A Christmas day “open house” will be held Monday at the CBS tele-station WCBW-NY in co-operation with the Police Athletic League. In a special video program of one and a half hours duration, actor Ralph Bellamy and actress Frances Fuller will serve as hosts to the junior members of the PAL organization while they make merry before the cameras. Guest of honor will be Deputy Inspector James B. Nolan, PAL’s president, and commanding officer of the New York Police Department’s Juvenile Aid Bureau.

Post-Christmas Party
For “Roy Rogers” Show

West Coast Bureau, RADIO DAILY

Hollywood—The night after Christmas finds the entire cast still gay enough to give a musical party for Roy Rogers on Mutual’s “The Roy Rogers Show,” Tuesday, December 26 (8:30 to 9 p.m., EWT.)

Roy contributes “Winter Wonderland,” which he sings in his latest Republic film, “Lake Placid Serenade,” and “Where the Mountains Meet the Sky,” popular western favorite. The Sons of the Pioneers sing out with “Blue Prairie” while Pat Friday also offers a number.

May We

At This

Time Offer

Our

SEASON’S

GREETINGS

To All

Our Friends

and May

the New Year

Bring

VICTORY and

PEACE

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Christmas Greetings
and a Happy New Year to all
our friends.

KASPHER-GORDON, INCORPORATED
140 BOYLSTON STREET
BOSTON 16, MASS.

(Continued from Page 1)

all over the world, it has been announced. The formality will take place at a Celebrity-Four Luncheon of the club some time in January. Other personalities whose efforts have been recognized by the club will be similarly awarded: Mayor La Guardia, Commander Gene Tunney, Major Alexander de Seversky, Quentin Reynolds, Robert Moses.

20 YEARS AGO TODAY

(December 21, 1924)

WEIL, first permanent network station in New England, is bringing its listeners such favorites as “Fordland Dall,” “the red-headed music-maker,” the Happiness Boys, Graham McNamee, Roxy and his gang, and Metropolitan Opera stars.
WE GIVE OUR THANKS
AT CHRISTMASTIDE

To those brave Americans everywhere, who daily risk their lives upon the field of battle—that Peace and Goodwill shall return upon this Earth.
**Webs and Stations Set Xmas Shows For Entertainment of G. I. Joe's**

**Webs Plan War-time Christmas Programs**

(Continued from Page 1)

Shortly before midnight on Christmas Eve, Helen Traubel, Metropolitan opera soprano, will sing the traditional "Silent Night, Holy Night." Among the earlier programs will be a 30-minute feature from Hollywood and Honolulu with Bob Hope acting as emcee in the film city. A Navy Chorus and Symphony Orchestra will be picked up from the Hawaiian capital during the latter part of the program.

On Sunday, Dec. 24, General Motors Symphony will feature musical selections associated throughout the age with the holiday season. The "Army Hour" also on Sunday will exchange Yuletide messages with every major fighting front. NBC commercial and sustaining programs today and the rest of the week will all have at least one song, or otherwise mark the holidays. These will include Amos 'n' Andy, "Duffy's Tavern," "Waltz Time," "Home Is What You Make It," "The Christmas Mail, West Through," (interviews with Army personnel abroad); Smilin' Ed Mc McCormick, "1100," "Rockefeller Center Choristers, Navy Xmas Message, "Christmas in Freedom," Westinghouse program and many others. "Findin' Nappers" will take cover a full bag of gifts especially for servicemen in the audience. Featured will be the standbys, Julie Connolly, Bob Sherry and Jerry Jerome and orchestra.

**Full CBS Schedule**

More than a score of CBS sustaining and nearly every commercial program on the network will devote all or part of one or more broadcasts to reflecting the time of season, but tempered by the hope that America's wartime Christmas heralds the approach of "peacetime" literally.

Partial list of stars scheduled for one or more appearances during the holiday season includes: Kate Smith, Frank Sinatra, George Burns and Gracie Allen, Parks Johnson, and Warren Hull, Bing Crosby, Jessica Dragonette, Alec Templeton, James Melton, Jack Benny, Don Ameche, Patrice Munsel, Jack Carson, Johnny Morgan, Bob Hope, Garry Moore, Jimmy Durante, Carmen Miranda, Lionel Barrymore, Basil Rathbone, Eddie "Rochester" Anderson and many others.

Music and drama will be heard, the former including organ recitals and piano concertos to choral presentations and symphonic performances. Drama will include religious presentations, such as "The Light of the World" broadcast based on the Book of Isaiah; the traditional Lionel Barrymore, "Christmas Carol" production with his own orchestral score; a Kate Smith narration of "The Small One" and lighter vein productions such as "The Missing Soldier," "Claus" and "Blondie Trims the Tree."

Typical diversity will be found in "Pathfinder Atlantic Call"; bringing greetings from Britain to America; the special two-hour show for servicemen and those at home sponsored by Elgin Watch Co. and "Vox Pop" will be heard from a hospital in Philadelphia.

Through the current week and up to Christmas Night, numerous programs of every description have worked in or are planning to add the Christmas spirit to the script. "Christmas Overseas," on Monday, Dec. 25 at 1:30-2 p.m., EWT, will be a roundup of war front and European capitals. These will include famous chimes and choral organizations made up of servicemen.

**WOR-Mutual's Plans**

WOR-Mutual is placing added emphasis of the holiday on servicemen on and around Christmas, programs with Army, Navy and Marine Corps personnel from the South Pacific, Honolulu, and England, and have been scheduled to come over the Christmas week-end.

Other holiday highlights include annual Christmas messages from King George, special Prayer for Children to be read by Archbishop Francis J. Spellman exclusively over WOR-Mutual, the Midnight Mass from St. Patrick's Cathedral, and a dramatic presentation of Dickens' "A Christmas Carol."

"National Christmas music is to be heard as presented by the Paulist Choristers, the Branscombe Choral, the St. Patrick's Cathedral Choir, the Columbus Boy Choir, and the "Music of Worship" orchestra and chorus. Besides the number of special holiday programs to be presented by WOR and Mutual as in the case of the other webs, majority of the sustaining and commercials have all prepared special Yuletide features. Among these shows are Bob Emery, the 100-Voice New Jersey Bell Telephone Co. choir, heard annually via WOR; Desi Arnaz, "The Spirit of Christmas," Phil Brito, Martha Deane, "This Is Halloran," Uncle Don and many others.

**Christmas Programs Featured Everywhere**

(Continued from Page 1)

Broadcasters, raising round slogan—"Christmas Shows for a Joe's"—have produced the greatest number of holiday shows in radio history for the special entertainment of men and women of the armed forces in hospitals, camps, and other points throughout the United States and Canada.

The movement to provide special shows for the armed forces originated with several stations a month ago and won the approval of the entire industry. Harold Ryan, president of NBC, was the first to endorse the move as network presidents joined backing the plan.

**Dedicates Show**

At Mutual, Tom Slater, director special entertainment, announced a special show on Christmas Day titled, "Christmas Shows for Joe.

"Similar programs have been produced by a number of independent stations.

**Many Participate**

Approximately 120 stations produced special shows for Christmas Day and 100 more are planning some kind of entertainment for servicemen during the holiday season. Officials of the British Broadcasting Company, wishing to co-operate the movement, plan to service greater coverage this year is carrying a total of hours of overseas picks.

WWNC, Asheville, will stage Christmas parties on the eastern Christmas shows in radio stations and hospitals for the patients and personnel on the regular broadcast from the hospital, and another from the Army Ground and Services Forces Redistribution Station during and following the weekly quiz program from that point. In addition, Army personnel visiting WWNC Farm Hour on Christmas Day will enjoy a special holiday presentation.

**Two-Hour Video Show**

CBS video station, WCBW, will put on a special two-hour show "Christmas Entertainment" from 5-7 p.m. An hour and a half of the program will be presented in cooperation with the Police Athletic League, entitled "Cops P. A. L. Show." Ralph Bellamy and Frances Fuller will play hosts to junior members of the P.A.L. during programs of games, entertainment and distribution of Christmas presents.

Guests of the video presentation will be Deputy Inspector James B. Nolan, President of the P.A.L.
CHRISTMAS IS MANY THINGS . . .

The joy of homecoming...
The pungent odor of pine...
The magic of unwrapped gifts...
The taste of mince...
The splendor of a snow-filled night...

IT IS ALSO . . .

The indescribable coldness of frozen fox-holes...
The discarded ration can...
The hurting blankness of exhaustion...
The noise of gunfire — the silence of stealth...
The killing of an enemy...

WPEN 5000 WATTS 950 ON THE DIAL
PHILADELPHIA, PENNA.
Christmas choir music will constitute the bulk of programming to be provided by WSTV, Steubenville. At the same time the station's engineers, producers and announcers will visit various centers where the men congregate and interview some of the GI's on the way they are spending their Christmas Day in New York. These recordings will be taken to the station where they will be edited and broadcast during the evening hours.

Deciding that perhaps enough emphasis was already being placed on Christmas entertainment for the servicemen, this Philadelphia station is going all-out to provide both entertainment and gifts for needy children in this area. The station has received calls for articles of clothing and toys, and will distribute them among the youngsters, with the aid of the all-juvenile cast of the "WFIL's Junior Music Hall."

With the aid of portable recording equipment, WNEW will tour Greater New York on Christmas Day for a series of documentary programs entitled "Santa Claus in Khaki." The station's engineers, producers and announcers will visit various centers where the men congregate, and interview some of the GI's on the way they are spending their Christmas Day in New York. These recordings will be taken to the station where they will be edited and broadcast during the evening hours.

With four major Army camps in its area, WBIG will slant all holiday shows toward the desires of the personnel of these camps and their hospitals. The station has already contributed over one hundred Christmas Carol records to the Army hospitals, and will maintain a "Victory Concert" broadcast from the New York Public Library, December 23, where admission will be limited to servicemen and their companions.

In Portsmouth, a large party for the soldiers stationed there will be held on Christmas Eve, and day, and maidens stationed there will be served breakfast to around 500 servicemen from 7 to 11 a.m. This is being done because local eating establishments are not open until noon, and servicemen have difficulty getting anything to eat on Christmas Day in that area. The station will air a special half-hour program somewhat on the order of "Breakfast at Sardi's" featuring ads and greetings home. The station again plans to present a series of recorded programs made by the boys in the front line in Europe and Asia, which was done last year and was very successful.

A four-hour program to be titled "Christmas Party" will be aired by WTAG, Worcester, from 6 to 10 a.m. December 23. Greetings and well-wishes will be beamed at the men and women in the nearby camps and hospitals, followed by tales of heroism and valor performed by men from the local area. Portions of the program will be devoted to the families of these men, describing Christmas customs of the foreign land where their men are stationed.

The station has plugged a special news bulletin featuring interviews with postal employees urging both early mailing of all cards and gifts and co-operation in the servicemen's campaign. Musical programs and newscasts during the holiday season will be slanted toward the servicemen in the area.

Taking note of the current cigarette shortage, New York's WINS has aired several requests, via Dorothy Day, station home economist, for popular brands to be distributed in the hospitals in the New York area. Other than that, the station plans no special Christmas servicemen's shows beyond the currently scheduled ones, which will, however, have a definite holiday tinge.

The emphasis will be mainly paced by WFCI, Providence, R. I., plans to air interviews from the Journal Canteen at intervals during Christmas day. The shows will be recorded and sent home for the servicemen. In addition to these broadcasts, the first 25 men to enter the Canteen will each be given a two dollar bill by the station.
Our Sincere Thanks

We, at KERMIT-RAYMOND wish to express our sincere thanks to all who have made 1944 our most successful year. At present our transcribed syndicated programs include:

- "HOLLYWOOD OPEN HOUSE"
  The best and biggest syndicated radio program ever produced.
  NOW ON 121 LEADING STATIONS

- "THE WOMAN"
  Taken from the pages of "THE WOMAN MAGAZINE".

- "RADIO THEATRE OF FAMOUS CLASSICS"
- "THE MEAL OF YOUR LIFE"
- "MEMORIES"
- "FAMOUS FATHERS"

WATCH FOR OUR NEW 1945 STAR NAME SHOWS!

Our thanks to the many sponsors, radio stations and advertising agencies that we have had the pleasure of dealing with in 1944.

Our thanks to the many great stars of Hollywood and Broadway, and to the writers, performers, musicians and all the others who have played so important a part in our productions.

May we wish everyone a VERY MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR.

Kermit-Raymond Corp.

Ray Green,
General Manager.
The services of every entertainer in WMAL Washington will be obtained for the special Christmas Eve program put on at the Walter Reed Hospital by WMAL in cooperation with the Washington Rotary Club. The plan calls for the performance to go from ward to ward in a cycle so that each ward will witness a continuous two-hour performance. While the station plays a large part in this show, present plans do not call for it to be broadcast, but a change may be made before show-time.

Directed toward the men in all the Army installations KBS throughout the country, Keystone stations will present a series of Christmas programs designed especially for GI entertainment. Care was taken in the selection of musical material so that the boys in the camps will get the type of musical entertainment they desire, and the people at home whose hearts lie over the seas will also derive some comfort from the programs.

A daily half-hour morning period regularly devoted to the musical requests of servicemen was adapted into a Christmas GI program by WMBS this Uniontown, Pa., station. With the insistence that listeners write greeting cards to all the men who have written to the station requesting certain tunes, the station also passes on any news regarding mailing restrictions, and gift suggestions for the men and women in the service. Otherwise the pre-Christmas format remains unchanged.

Many Christmas features have been added to the already scheduled GI programs now carried by WSAV Savannah, Ga., outlet. Among the programs to undergo this holiday refurbishing are: "Christmas with "Chatham Field Hour," and "Hunter's Field Chaplain's Hour." At the time of this writing the station reports that other plans are pending, but are not complete.

While the Yuletide plans of WKY Oklahoma City, Okla., are not complete at the time this report was prepared, several features had been definitely decided upon. For the fourteenth consecutive year the station will broadcast the celebration of Mass on Christmas Eve. Gifts will be distributed to hospitalized children of servicemen and soldiers. In addition, many Christmas services will be broadcast to military hospitals at various times through the day.

This Charlotte, N.C. station proved the way for a ten-hour Christmas Jamboree to be held in the Charlotte Armory. With the idea of bringing the servicemen in the area, listeners were asked to provide food and transportation for the men to and from their camps. Staff members of the station provided the entertainment, and all the girls in the city have been asked to come and dance. Last year the station played records for the people of the city, over 7,000, and they expect to exceed that number this year.

Due to the fact that there are a large number of men at the nearby Pine Camp Army post who will be unable to get into Watertown, N. Y., on Christmas Eve to hear the Mass, this station will carry it as the main feature of their Christmas GI programming. Besides Mass, the program will consist of the singing of the choir and a commentary on the Mass itself. The remote pick-up will be made from the St. Patrick's Catholic Church in Watertown.

In Des Moines, KRNT will originate its "Korn Zr Poppin'" Christmas show from the United States Veterans Hospital on Christmas Day. This will include a warm up show as well as the actual air show, and will give wounded veterans the opportunity to express themselves and relay greetings home. All the military personnel will be invited to the special Christmas Eve midnight broadcast from an as yet unspecified church here in the city.

While there are no camps or hospitals in the area served by WAZL, Hazleton, Pa., the station has built up some program features slanted at those home on Christmas furloughs. Daily programs have been arranged featuring news of returning soldiers and sailors, and wherever possible, they will be asked to make an appearance on the station's shows.

Several weeks before Christmas this Cleveland station staged a Christmas program with a variety of GI programming. In addition, the station's mobile unit will make visits to the hospitals so that the wounded can make recordings to be sent to the radio station nearest their home for a playback.

Designed for general consumption, but built around an all-GI cast, WOW in Omaha, Neb., is slating two special Christmas shows during the Yule week-end. On Saturday the show will originate from Schick General Hospital in Clinton, Iowa, while the program scheduled for Sunday will be broadcast from the United States Naval Ammunition Dump in Hastings, Neb.

A commercial sponsored show in High Point, N. C., has been adapted to the GI Christmas program by instituting a campaign among soldier's relatives to inform the men that the sponsor of the program will honor any requests for tunes they care to submit. Their letters will be used as a basis for the show during the week of Christmas.

The entire "WIBC Jamboree" will be a Christmas program by the Indianapolis Servicemen's Center, to entertain some of the expected thousands of families who are expected to spend the greater part of the day in the area. All canteens will be open until midnight, and staff members of the station will be on hand to make sure that no man in uniform is any more homesick than can be helped. Visitors, victorolas, hostesses and all the other prerequisites have been provided the centers so that the varied tastes of the men and women will be satisfied.

This New Orleans station regrets to inform us that they are unable to schedule their special Christmas Show due to lack of station talent. They are, however, continuing with their current daily GI program which has proved to be a very popular feature in this area. Also, as a sequel to the holidays the station is promoting their annual football classic, the Sugar Bowl. Among the service men are admitted at greatly reduced rates.

Running through the month of December, KMTR, Hol- wood, has scheduled, "Christmas GI programming" which is designed to aid the transients nearby stationed service man find a way around the town. The station supplies telephone numbers to all nearby stationed service man for a "dinner with the family" or a room for the night.

In keeping with the spirit of the coming holiday season, KBY air during the week of December 25, the station plans several GI programs for the GI's who will spend the day confined to the wards of Love General Hospital in Fort Des Moines. The station plays a large part in this show, present plans do not call for it to be broadcast, but a change may be made before show-time.

Cooperating with the local posts and the American Legion, the Brooklyn station will air daily appeals to the interest of servicemen confined to military hospitals. The station will advertise to the public the day in the area.

KFI plans to feature personal greetings from service men to their families. Recording these greetings was started some time ago and they were flown to the stations. Some cases it will be necessary to short wave the message for rebroadcast. The station also plans some programs built around these greetings.

In Enid, Oklahoma, KCRC will temporarily revise their regularly scheduled program to suit the holiday occasion. This show features Marjorie Hromas as singer-announcer and airs the services of another favorite on the regular program. The number of requests from nearby Enid Army Air Field, and the men are dedicated to some man from the area not found in the station's weekly reports. The number of requests from nearby Enid Army Air Field, and the men are dedicated to some man from the area not found in the station's weekly reports. (Continued on Page 19)
Are you buying as many War Bonds as you can?

Are you making as many visits to the Red Cross Blood Bank as you can?

Are you doing as much as you can for the War Effort?

Harry Wismer

P.S. Are you sending as much sports equipment and reading material as possible to the Fighting Yanks all over the world?
RAY BIRCH, producer, has a new variety show over KMPC to be heard Mondays through Saturdays from 7:30-8:00 a.m. Paul Sells, accompanist and arranger for the KNX “Sunrise Salute” and the Columbia Pacific Network “Hollywood Barn Dance” programs, takes over similar duties on the KNX “Sunny Side of the Street” show.

Larry Compton has been added to the sales staff of KECA. Compton was formerly domestic advertising manager for the Knox Company, a pharmaceutical house with headquarters in Hollywood. Prior to that he has had newspaper, national and regional advertising agency experience.

Dick Auran, Hedda Hopper’s music conductor, will hereafter include all-night dramatic scores as a backdrop to special portions of the gossip columnist’s CBS broadcast. Miss Hopper considers this type of background music to be a definite and necessary contribution to the program.

Juliette is musical conductor on Al Pearce’s new show over CBS. Mickey did the music on Al’s last series and on the new program has a 14 piece orchestra.

Hedda Hopper has adopted as the tagline on her CBS program one of the “natural"s" of the year. It’s the heart-warming “Put A Bond in the Bank for a Yank...for Christmas" and she’ll plug it weekly until the holidays are over.

Participation sponsorship of Hal Styles’ “Let’s Face Facts” program on KFWB has been purchased by Frederick H. Speare, operator of one of the West’s outstanding radio schools. The sponsorship is for Monday-through-Friday programs at 2:30 p.m. and will feature appearances on “Let’s Face Facts” by Mr. Speare and will also include some of his outstanding students.

A national sponsor is dickering with Announcer Jim Doyle for a possible Monday 15-minute spot of humorous newscasting. Doyle hasn’t signed yet—he isn’t sure there’s that much humorous news.

Production Staff Named For “G.E. Houseparty”

Los Angeles—Production personnel for the “G.E. Houseparty" show sponsored by General Electric over CBS starting January 15 were announced past week-end by John Guedel Radio Productions and Young & Rubicam, Inc.

From the Guedel staff will come Walter Guedel as script editor; Jack Stanley as guest contact man and writer; Ralph Jones as accountant and John Guedel as writer-director. Stu Davidson of the Chicago staff of Young & Rubicam has been transferred to Hollywood as the agency producer and supervisor.

Sgt. Sid Weiss Reporting!

- • • • The censors have relented a bit, boss. I’m now allowed to mention the towns I take in, which I should imagine, also includes the towns that take me in. Of all the towns I’ve yet seen here, Florence is my favorite.

Even prefer it to Rome, where a visit to the Eternal City is on anybody’s “must” list. I get the damndest feeling of unreality, somehow, as I stroll along the piazzas of Florence or along the banks of the River Arno. The town itself nestles in a cup-like valley between towering mountain ranges and many’s the time I take out the old jeep and circle the mountain tops to look down on the toy village below. I kind of like to sit up there and meditate. Life could be so damn beautiful—if only we had the sense to realize it. Why must there be wars. Boss? And why has the good Lord given us such exquisite beauty and not the sense to appreciate or enjoy it?

- • • • Right now I’m sweating out a seven-day furlough to Cairo. I don’t know why, but Cairo has always seemed to cast its own particular spell over me. Guys who’ve been over there claim it’s a little Paradise. That’s another reason why everything seems so unreal.

Towns and places I formerly never heard of outside of a book are commonplace here. You’ll run into a pilot pal and he’ll ask you if you wanna take a little trip with him to Algiers or Gibraltar or Paris or Cairo. Guys who’ve probably never been out of their city limits prior to the war now rattle off the four corners of the earth with ridiculous familiarity. Not to try and impress you—but just to recall a gag they met in Melbourne or a dinner they had in Algiers or a pipe they bought in Cairo. That’s what air power has done. Made the entire world a next-door bor.

- • • • I see where the township of Brooklyn is up in arms against—this time at Noel Coward for his cruel and tactless remarks in his latest book. “Middle East Diary." Coward had written in his book that “some of the mournful little Brooklyn boys lying there in tears amidst the alien corn with nothing worse than a bullet wound in their leg or a fractured arm” failed to impress him. Now he should’ve known that’s no way to talk about Brooklyn. They’re one of our Allies too. And anyway, the only time I’ve ever seen a Brooklynite cry was when their Bums took a licking from the Giants.

- • • • Did I thank you for the sardines and stuff you sent? I kept them under my bunk figuring to save them until the first bum meal came along. Well, I didn’t have to wait long. As a matter of fact, it was the very next meal. The General’s private chief is a pal of mine, so he fixes me up a salad a la Waldorf outa your stuff. Not only that, he hands me a hunk of apple pie the Gen. had no doubt overlooked in his inspection of the day. How he happened to overlook it, I haven’t the slightest idea, unless it might have been because I had hid it the day before. But as somebody or other once pointed out, all’s fair in war and love.

- • • • Now I’ve Seen Everything Dept: Today’s “Stars & Stripes" pictured a comely lass rolling her own ciggies out of a sack of Bull Durham. Don’t tell me that things back there have come to that, boss. Here I’ve been writin’ you for cigars all along—when maybe I should be sending you a pack of butts now and then. Hey, boss, that’s all for now. Boss. Don’t do anything ‘til you hear from me. I’ll be back before you can say Vlasovostok. With lots of love, Sgt. Sid Weiss.
Season's Greetings

THE HOUR OF CHARM
All Girl Orchestra
PHIL SPIRALNY
Season's Greetings

Evelyn
Season's Greetings

Ruth Winchell
Musically salutes the men and women of our armed forces and sends melodic greetings to our friends all over the world!
RADIO DAILY

Christmas Shows for G. I. Joe's

“What Means This glory round my feet,”
Thee Magi mused, “more bright than morn?”
And voices chanted clear and sweet.
“Today the Prince of Peace is born!”
James Russell Lowell

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Chief among the holiday GI programs planned by the Westinghouse stations WBZ and WBZA is a shortwave broadcast featuring interviews with Massachusetts servicemen in one of the main theaters of the war. Several other programming features are scheduled, all aimed at the comfort, entertainment and morale of the men in the armed forces.

The entire musical staff, including all types of entertainers, from this Portland Ore. station will give a performance for the benefit of those confined in Barnes Hospital in Vancouver, Washington. Supplementing this will be two half-hour programs broadcast by the station from the George White Servicemen's Center in Portland. These will be regular programs adapted to the Yule theme.

“Buy a Christmas Gift for a Wounded Soldier” is the theme that KGER in Long Beach, Calif. has adopted, in co-operation with the American Legion campaign. This is

(Continued on Page 20)

National Concert and Artists Corporation
771 FIFTH AVENUE • NEW YORK, N. Y.
A Christmas party, with gifts for at least 1000 men is on the agenda of this El Centro, Cal. station. The party will be held at Mitchell Convalescent Hospital located at nearby Camp Lockert, and will be under the direction of Colonel Charles. Music will be provided by the Girl's Choral Club, and the local Boy Scout organization will send a full color guard. The gifts, collected from the townspeople, will be distributed by State Senator Downey.

Dedicated to the servicemen in the Syracuse, N.Y. area, WSYR, a one hour program will take to the airwaves Christmas cheer. Plans are to have all of the station's personnel to do programs directly from the station's wards.

With several hospitals and servicemen's centers in the immediate vicinity of Oakland, Cal., this outlet has elected to send their greeting trio, "The Enchanters" to as many of them as possible to make personal appearances singing popular request tunes and the better known of the Christmas Carols. The station also plans to stage a remote from one of the department stores, of the employees' choir, which will be slanted towards the servicemen.

Greetings to the folks back home will provide the bulk of the material used on the GI Yuletide programs planned by KMOX in St. Louis. Originating at Fort Leonard Wood, the programs will feature a GI cast made up of talent found right there at the post. In addition, for the eighth consecutive year the station will broadcast the traditional 18th century Christmas Novena, which will be explained by a member of the choir.

A regularly scheduled program that has been on the air for some time, and is dedicated to the men at Sampson Naval Training Hospital, will be adapted to the times during the Christmas Week by this Auburn, N.Y. station. Titled "Aboard at Sampson," the show features news and music six nights a week. The station also plans to carry any Mutual programs that are scheduled.

A Christmas broadcast direct from the local servicemen's center will be staged by KPAC in Fort Arthur, Texas. Complete with food, song, and the distribution of gifts and other features, the season and the occasion, the station feels that this will be a Christmas Yuleide effort to be found here. Several other programs have been urging the people of the city to cooperate in making this a real Christmas for the men stationed there.

A GI Santa Claus will entertain the children of both dining halls and enlisted men at the Christmas party that this Pan American Flight, which has been planned. The event will be aired, and will feature interviews with the children's guests. All of the entertainment and the reviews will be heard by the men in the hospital wards during the holiday season.

Both Marines and Army personnel will be entertained by the programs staged by KDB, Santa Barbara, Cal. The broadcast of the coast to coast mystery program "Sherlock Holmes" will be transmitted direct from an Army hospital, and the U. S. Marine Band will devote its regular half-hour to the presentation of a special Christmas message. In six different corridors the dance music will be broadcast by an orchestra composed of former musicians in the Army.

A Christmas broadcast direct from Camp Swift, a special Christmas program will be presented for the entertainment of the GIs in this area by this Austin, Texas outlet. Of two hours' duration, one of which will be broadcast, the show will consist of hillbilly and dance music coupled with dramatic sketches. All talent will be provided by the station's staff members.

Two regular programs carried for some time by this Spokane, Washington station for the benefit of the boys at the Baxter General Hospital and Fort Wright Convalescent Center, "Clyde & Slim" and "The Serenaders" will be adapted for the holiday season and will do a one hour program a musical request program, whereby the person in advance so that he or she will be sure to be tuned in when the number is played off.

The Coast Guard will present a Christmas program over KTSM. Some sort to appear in the two large Government hospitals located in El Paso, Texas, the station planned a 30-minute review consisting of an m.c. and six girls, five beauties and one "Vera Vague" type. This program proved a popular first choice, and the GI wherever it has been presented, and to date is booked solidly for the entire holiday season.

KIRO, in Seattle, will take in part of their regular service program, which is carried by the station for some time, and has proved of great interest to the audience. This feature consists of various programs and shows for the express purpose of boosting the serviceman's morale during this time of year will be carried by the station, but yet their plans are not definitely decided upon.

A careful check of the hospitals, USO clubs and other service unit's centers in Wilkes-Barre, Pa., and surrounding countryside revealed that things are not as bad as they were, and that very few were expected to be around town during the holiday season. Therefore, the station, whilst anxious to do something along the lines of Christmas entertainment for GIs', regrettably announces that they won't. They will, however, stage shows for regular civilian consumption.

Interviews with the patients of St. Vincent's Hospital will be broadcast on Christmas Day by this Charleston, S. C., network outlet. Music and carols will be provided by the WAC band, and more interviews will be aired from a nearby Naval hospital. Other plans of the station remain tentative, hinging on the plans of the network, CBS.

For the past three years KGVO in Missoula, Montana, has presented Christmas shows towards the servicemen, and this year will be no exception. A two-hour broadcast, from start till 2 a.m. has been cleared with the Office of Censorship, and will feature the "home folks" of Montana servicemen sending season's greetings to the men wherever they happen to be. This broadcast is heard in Alaska and at many of the camps where Montana men have been, or will be.
Make Believe!

With the Christmas season upon us, it seems fitting to write of children, so we want to tell you about the Children's Theater of Syracuse which, for the duration of its existence, has been broadcast over WFBL as "Let's Make Believe."

Our story goes back twelve years when upon graduation from Syracuse University in 1928 Dorothy Kelley Carr and a classmate organized the Children's Theater of Syracuse University. Probably one of the greatest obstacles the girls encountered was finding and holding on to those who understood their dream. When Marydee Richards arrived on the scene as an assistant in 1932 some of Dorothy's problems disappeared, for from then on "Dee" and she became a permanent team.

In 1940, the girls reorganized as the Children's Theatre of Syracuse and moved over to the Museum of Fine Arts. Firm was the conviction that their theater belonged to the community and, as such, should work in coordination with the Board of Education and PTA and this plan has been faithfully followed. At the present time 250 local children are being trained in hourly sessions Saturday afternoons at the Museum.

From the Saturday classes comes the radio group which make up the half-hour show, "Let's Make Believe." The format tells of little Maggie O'Toole who used to live in the tenements and who was visited every evening in the "Misty Magic Hour" by a peddler of dreams. Through the enchantment of his song he brought Maggie and her pals a magic tale (fairy tale dramatization). This year Maggie has moved out to grandma's in the country. Beside finding new wonders in the green fields, she has also met Miss Kitty who brings thrilling adventure to gramp's hayloft.

Both Marydee's and Dorothy's interest in dramatics and community productions goes back to college days and both have an interesting back-ground, closely united, in radio work. Their children's theater started as a part time hobby which has developed into a full-time job, spiritually satisfying, but a bit trying at times on the physical make-up. Of one thing they are sure. They have proven the need for developing the child's mind toward radio, providing an opportunity for young thespians, as well as bringing to children the realization of childhood dreams.

This department not being the only place in Radio Daily to read of our gals, a recent issue told elsewhere of Jean Picus Wright being appointed picture editor at NBC, New York, "the first woman to hold a comparable position with any national network." Jack Ryan, manager of NBC's Central Division, writes a correction. It seems Frances Clark has been picture editor out there since July 1943 and does a "terrific" job. Awfully glad to know you, Frances, and best wishes for a swell Christmas.

Merry Christmas, All!

Baker ETs For Servicemen

Wakr Sells! That's Why

WAKR EXTENDS THEIR XMAS GREETINGS TO THE RADIO INDUSTRY

WAKR TOWERS OVER AKRON

Basic Blue Network

5000 WATTS

DAY AND NIGHT

Weed & Co.

National Representatives
Continued from Page 20

With no camps or other military installations in this territory, KXEL, Waterloo, Iowa, has decided to broadcast the local high school sports events for the benefit of Waterloo men in the service. Before each broadcast the station sends out programs of the event to as many of these men as they can reach. Already mail received indicates that interest is high among the servicemen contacted.

Over 230 wounded veterans of World War 2 will be entertained as guests on the KXEL, Waterloo, Iowa, station, as has conducted a complete poll of the desires of the patients, and will play the requests as far as possible. They estimate that the requests of about 100 patients will be played.

On Christmas Day, KXEL will broadcast special Christmas Day salute program from the WNAC studio in Rochester, Minn., which will be fed to the station.

The KXEL staff organist will play the requests of about 100 patients, and will play the requests of about 100 patients, as far as possible. They estimate that the requests of about 100 patients will be played.

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A drive to furnish Christmas boxes, one for each bed at the Fletcher General Hospital, has been carried out by WHBC in Canton, Ohio, in cooperation with the Ohio Jewish Welfare Board. In addition there will be a special feature presented at the hospital with talent from WHBC and from WHIZ in Zanesville. This was also collaborated upon with the Jewish Welfare Board, and with Nate Wilder of WHIZ.

A message by Brigadier General William R. Arnold, a prayer for children by Archbishop Francis J. Spellman, the Paulist Boy Choristers, midnight mass from St. Patrick's Cathedral, and Christmas greetings to the folks at home from the First Division Marines in the South Pacific are among the special features to be broadcast by WOR, New York, during the Christmas week-end. The Marine Corps broadcast will be a series of records made especially for WOR and will feature Christmas carols by the Marines.

The special Christmas program of KSAL, Salina, will center on the regularly featured half-hour show for soldiers at Smoky Hill Army Air Field. Christmas carols by vocalists and choir will furnish the musical setting for a dramatic skit Show will originate from the service club at the field. Annual presentation of "Christmas Carol" will be broadcast as well as a variety of musical shows.

For the benefit of service men at home, WGY's, Schenectady, holiday program will include "Quartermaster Quarter Hour," a program of music and stories about local heroes; and a special presentation of orchestral selections and dramatic skit by a group from Rome Army Airfield.

Staff of KFAB, Lincoln, will make several appearances at service centers during the holiday season which will include the Lincoln USO, Lincoln Army Air Field Service Club, Air Base Hospital, Veterans Hospital. A special program will originate from O'Reilly General Hospital in Springfield, Mo.
GROVE LABORATORIES thru Donahue & Coe, purchased "Old Coral," transcribed Western musical featuring Pappy Cheshire, Sally Foster, and large instrumental cast for broadcast over WISH, Indianapolis, Ind. The program is produced by Frederic W. Ziv Company.

DUANE JONES COMPANY employees' pension fund celebrated its first anniversary last week, it has been announced by the fund's board of trustees. Last year the agency's head, Duane Jones, presented the project to the employees as a Christmas gift.

MAXWELL DANE has been named president of the newly formed advertising agency, Maxwell Dane, Inc. Offices are located at 113 West 57th Street, New York. Dane has been president of the newly formed agency's board of trustees.

A short left to the jaw—a photofinish until the last shot is being taken! It's a natural! You can't put it on film! You can't rehearse it! And you don't know how it's going to end until the last shot is being taken! A short left to the jaw—a photofinish—a home run or fifty yard pass can upset every living room dopester in the country. America's love of athletic competition is her number one sport.

Little wonder Atlantic Refining Company began its commercial sponsorship of sports broadcasting way back in 1936. Its coverage of both football and baseball has been developed without a break since that season. In 1940, with four years of an ever growing radio network of sports, Atlantic, Philco Corporation and N. W. Ayer & Son decided Television was the most logical step to take in this sport coverage campaign.

This Fall, with 197 gridiron games scheduled for a radio network of 73 stations and 12 televised games from Franklin Field and Shibe Park, the Company gave the broadest football coverage of any commercial sponsor in the country.

This nine-year sports program, selected by the Company as the best advertising medium for appealing to potential customers, has been handled from the outset by N. W. Ayer & Son, Inc., under the direction of W. Wallace Orr, Account Executive, Les Quailey, Sports Promotion Specialist of the Advertising Department, and the Agency's Radio and Television staffs. From the first it was the goal of the Company and the Agency consistently to improve this continuing program of sports and to make it one of the leaders in its field.

Thus, prior to each baseball and football season, a "School" for Atlantic announcers is held in the Ayer Building in Philadelphia. Rules and technical points in play are thoroughly explained by leading officials; suggestions for improvements in play-by-play coverage are made and experiences of the past season are exchanged; policies governing the nature and presentation of commercials are established.

From these "Training Periods" Atlantic has developed more than a score of first-flight, popular announcers to add to its staff, and has insured a uniformly high standard of coverage by its widely scattered commentators.

Another activity by Atlantic which did much to increase public interest in baseball was its establishment of a number of baseball schools for boys in various cities in the country. Famous Big League stars were employed by the Company to instruct the youngsters and coach their teams, which played elimination games with each other, and intense rivalry was created culminating in the championship between the two finalists, played at the end of the Atlantic baseball school season.

With this background and study of sports, it is with some satisfaction to note that almost every television station now in operation on the air rates Atlantic's sports programs at the top of the list of most popular telecasts viewed by their audiences. Although football has been Atlantic's forte in the fast, the same thorough planning is now underway for other types of sporting events.

"The Electric Hour" has moved to 1:30 p.m. PWT via CBS from Hollywood, instead of being heard Wednesday nights. On the recent initial Sunday program, Nelson Eddy again had Gloria Scott as his duet companion.

Continuing with the program on the new airtime is Robert Armbruster and the "Electric Hour Orchestra," and Frank Graham as announcer.

Cecil W. Secretst, production manager at WHN for the past year, has resigned to join Bruce Chapman Co., Inc., effective January 1, 1945. Secretst was formerly with Ted Bates, later served as Radio Director of Bundles for Britain and as Writer-Producer by the Treasury Department "Bond Wagon" radio show.

"In a spirit of Peace on Earth, Good Will toward Men"... let us pray for an early Victory in the New Year for the Allies... Peace on Earth forever after.

WBYN BROOKLYN

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

WPAT 93 JERSEY

A Merry Christmas to All Our Friends
WFIL Airs Launching Of New Liberty Ship

Philadelphia—Standing by through two postponements, WFIL recently broadcast (by air-flown transcription) the ceremonies of the launching of the Liberty ship “William L. McLean,” named in honor of the late publisher and founder of the Philadelphia “Evening Bulletin.” The ship, built by the Southeastern Shipbuilding Corp. at Savannah, Ga., was scheduled for launching on Monday, November 21, but because of weather conditions had to be postponed twice until Wednesday. The ceremonies were broadcast locally in Savannah and recorded by WTTC to be flown immediately to Philadelphia by Howard W. Stodghill, business manager of the “Bulletin.” The “William L. McLean” was christened by Mrs. Hazel Palmer, mother of a “Bulletin” carrier boy who sold $102,000 in war stamps in a recent campaign. William L. McLean, Jr., younger son of the late publisher, represented his family at the launching.

Another son, Robert McLean, president of the “Bulletin” company and of the Associated Press, was unable to attend because of the time changes.

Roger Coelos, Gothamite, WABD Technical Director

As technical director at the Du Mont Television studios in New York City, Roger M. Coelos, born here in 1915, has one of the most responsible positions among the men “behind the mike” there. The former University of Pennsylvania business student supervises the setting up of the sets in a way that will utilize more advantageously the limited studio space at WABD. Roger entered television via radio one and one half years ago, when he worked as lightweight for Du Mont Television. Through promotions, this quiet, modest young man became miker man, cameraman and studio manager.

season’s Greetings and
A Happy New Year

New Tele Station Booklet

A series of booklets sharing the research and experience of Allen B. Du Mont Laboratories, Inc., in television station design, operation and programming, is being prepared for the use of prospective station owners. The first of the series, “Planning Your Television Station,” is now available for the asking. This booklet outlines equipment requirements for a new station and suggests plans for expediting post-war delivery of equipment and training of personnel.
Christmas, 1944

To our men and women in service go our hopes and dreams of "Christmas at home". There is no greater gift than they are giving.

To those at home, we will try to create a little of that Christmas we used to know—with family and friends, fireside and turkey.

We can’t bring your serviceman home this day; but for some, we will carry his voice and his thoughts to you—and through other programs, the spirit and hope for the coming years.

<table>
<thead>
<tr>
<th>Christmas Eve</th>
<th>Christmas Day</th>
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<tbody>
<tr>
<td><strong>4:00 TO 4:30 P. M.</strong></td>
<td><strong>1:00 TO 1:15 P. M.</strong></td>
</tr>
<tr>
<td>&quot;Bluejacket Christmas&quot;—Christmas carols sung by the thirty-voice chorus of the U. S. Coast Guard.</td>
<td>&quot;Christmas in the Philippines&quot;—Yuletide wishes from your boys in the service 9,000 miles away.</td>
</tr>
<tr>
<td><strong>7:00 TO 7:30 P. M.</strong></td>
<td><strong>4:00 TO 4:30 P. M.</strong></td>
</tr>
<tr>
<td>&quot;Victory Playhouse&quot;—A repeat performance of &quot;A Christmas Carol&quot; by Charles Dickens.</td>
<td>&quot;Christmas in France&quot;—Christmas services direct from Marshal Sir Bernard Montgomery’s headquarters.</td>
</tr>
<tr>
<td><strong>8:35 TO 9:00 P. M.</strong></td>
<td><strong>7:45 TO 8:00 P. M.</strong></td>
</tr>
<tr>
<td>&quot;Christmas Carols Around the World&quot;—Sung by the sixteen-voice choir of the Little Red Schoolhouse.</td>
<td>&quot;Christmas at the Front&quot;—Personal Christmas greetings direct from the boys in the front lines.</td>
</tr>
<tr>
<td><strong>12:00 MIDNIGHT</strong></td>
<td><strong>9:00 TO 9:30 P. M.</strong></td>
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WNEW will have many other Christmas programs. As you listen to voices from overseas, from the men who hope to spend next Christmas at home, remember—

The colors of Christmas are red and green. This year let the red be your blood to the Red Cross; the green your dollars for War Bonds.
FCC Pre-Xmas Decisions

Paul Porter Takes Post as FCC Commissioner

Washington Paul Porter, former coalition publicity director for the democratic National committee, took office as permanent member of the Federal Communications Commission yesterday and will serve as temporary airman pending Senate confirmation of his appointment as President. Porter, who directed the Democratic national publicity campaign during the Presidential election, was (Continued on Page 2)

Erikson Leaves CBS; Will Join BBD&O

ales manager Leonard F. Erikson of the Columbia Broadcasting System resigns that post to assume executive duties in the radio department of Batten, Barton, Durstine & Gown, Inc., effective Jan. 15, as has been announced.

Erikson has been with CBS since 1938, when he was made western sales manager at Chicago. Before that, he was engaged in sales and advertising on newspapers and magazines in the mid-West. He is also credited with bringing to CBS its first automotive accounts.

Hostile

Chicago-Believing that a broadcasting studio is no place to spend Christmas Eve, quizmaster Joe Kelly has invited the Quiz Kids and their parents to come out to his home for a party, and, incidentally, the regular Quiz Ki broadcast which will go out over the Blue network. Originating from the Kelly's living room come this Sunday evening.

No Paper Monday

In celebration of Christmas Day, December 25, which falls on Monday, RADIO DAILY will not be published.

WOR's Vice-President Taking 6-Month Leave

Julius F. Seebach, vice-president in charge of programs for WOR, will take a six-month leave of absence from the station beginning January 1. Urgent business reasons require Mr. Seebach's presence at his farm near Louisville, Georgia.

Norman Livingston, retaining the title of assistant director of program operations, will be in charge of the program department in Seebach's absence. "Tiny" Rudder, with the title of assistant program director, will (Continued on Page 2)

REC Raises Fund For War Veterans

Radio Executives Club of New York Christmas Party to raise funds for packages for hospitalized veterans was a complete success Wednesday afternoon at the Hotel Roosevelt's Hendrik Hudson Room. Approximately $250 was realized for the project. More than 180 radio folk and their friends gathered at 5:30 p.m. and were entertained by the Princess Matchabelli Stradivarius Orchestra conducted by Paul Lavalle. At 8 p.m. activities got under way (Continued on Page 2)

Commission’s Approval Of Applications Includes AM, FM And Television; Other Activity Also Reported

Shirer Back From ETO; Guest Of Honor At Lunch

William L. Shirer, CBS news analyst was guest of honor yesterday at the luncheon for him at the Ambassador Hotel. Shirer covered Paris and the Western Front for the network (Continued on Page 5)

Don Francisco Reported Joining J. Walter Thompson

Don Francisco, more recently associated with the Co-ordinator of Inter-American Affairs, and former president of Lord & Thomas Advertising Agency, is expected to occupy an executive position with the agency (Continued on Page 3)

Fine Spirit Of Cooperation Ups Certified Poll Sky High

With more than 500 certified ballots already passed through the hopper as of late yesterday afternoon, the interest shown in the selection of the "All American Radio Program of 1944" being conducted by Radio Daily, is exceeding all expectations and reveals an unprecedented spirit of co-operation by newspapermen and women in every corner of the country. Ballots by the score continue to pour in from every part of the United States.

While it is indicated that not every editor or lesser newsman is an enthusiastic radio fan, the effort to bring out their likes and dislikes is resulting in information of a considerable amount of pre-holiday activity, the FCC granted new AM, FM and television licenses yesterday and gave approval to several station deals.

Construction permits for three new experimental television stations have been granted by the Federal Communications Commission in Fort Wayne, Ind., Chicago and Salt Lake City. Farnsworth Radio Television, Inc., is the Indiana applicant, planning operations with four kilowatts (peak) visual, four to six kilowatts, aural, unlimited time with the frequency not yet assigned. Chicago applicant is Zenith Radio, with plans for operation with 250 watts visual, one kilowatt aural, unlimited time and frequency still to be assigned. The Utah applicant was the Intermountain Broadcasting Corp., which plans 400 watts visual and 200 watts aural.

Deadline On Peabody Awards Set For Jan. 10

The deadline for entries in this year's George Foster Peabody Awards competition is Wednesday, January 10, John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, announced. Each year these awards are issued in co-operation with the NAB, on the basis of a tabulation of the votes received by radio stations.

New Tele Series

The first telecast of an RCA Victor sponsored series will be presented today over the NBC television network at 8 p.m. Titled "The World's Your Home," the program will be a regular Friday evening feature, and both films and live talent will be utilized. Opening the first program will be a live piano recital followed by a Disney Cartoon, "Winged Scourge."
Porter Takes Post
As FCC Commissioner

(Continued from Page 1)

ominated by President Roosevelt to the
FCC succeeding Chairman James
Lawrence Fly, on November 16. Fol-
ding this nomination Porter left for
Florida for a three weeks vacation.

Forty years old and a native of
Joplin, Mo., Porter is a graduate of
Kendall Wesleyan College and the
University of Kentucky Law School,
and has been active both in law and
in newspaper work. In 1935, while he
was employed as counsel for the
National Union Radio, Inc., the Depar-
tment of Agriculture asked Porter to
come to Washington as a special assis-
tant and publicity director in the Agri-
cultural Adjustment Administration.
Planning to stay in Washington only
three months, Porter remained four
years as a special counsel to Chester
Davies, AAA administrator.

From 1937 until 1942 he was Wash-
ington counsel for CBS. He was ap-
dpointed Deputy Administrator of the
OPA in charge of organizing the na-
tion-wide rent control program in
March, 1942. He left that post in June,
1943, to become associate ad-
ministrator of the War Food Admin-
istration and in July, 1944, associate
director of the Office of Econo-
my Stabilization.

Since 1941, Porter has been a lec-
turer on administrative law at Catho-
lic University. This March he be-
dame director of publicity for the Demo-
cratic National Committee and re-
maine with the committee through
November.

"Children's Christmas Story"
On FM Outlet Of WNYC

For broadcast on FM exclusively,
WNYC on Sunday will air over its
frequency modulation outlet the one-
hour program, "Children's Christ-
mas Story" under the direction of
Leopold Stokowski direct from the
City Center. To be heard from 11
p.m. to midnight, the special Christ-
mas Eve broadcast will also feature
an excerpt of a choral program
music. The entire production will be
sent to the OWI for overseas broad-
cast.

Special Xmas Show
Lido Belli, director of the Italian
language program over WBNX, New
York, tonight will present a special
Christmas program from 9:00 to 11:00
p.m. omitting all commercial an-
nouncements. The program will con-
sist of a symphonic orchestra, a mix-
chord of 45 voices, five soloists and
a special Christmas carol recited by
the author and poet Armando Ro-
vano. The program will be under the
direction of Reverend Leonardo
Pavone.

REC Raises Fund
For War Veterans

(Continued from Page 1)

with the first order of business being
the presentation to past president
Murray Grabhorn of a sterling silver
life membership card in the REC, a
customary procedure to such former
officials. In addition, Grabhorn was
cited by President Warren Jennings
for his unwavering devotion to the
cause of REC and for bearing in mind its
original purposes; his fine work in
publishing on the radio television
and similar activities all regarded as
"over and beyond the call of duty."

As a token of appreciation, Jennings
on behalf of the REC, presented
Grabhorn with a fine pigskin brief
case.

In course of raising additional funds
for the Christmas packages, various
items contributed by members were
auctioned off, and these included
four D-Day records from the NBC
Radio Recording Division; cases of
champagne and whiskey from;
Stewart MacArthur of WJZ; albums
of recorded music from station
WOR and assortments of wines from
the War Food Administration.

New CBS Series Jan 1st

Schedules to start the first of the
year, a new series titled "Feature
Story" will make its debut over the
CBS web. With color and human
interest stories drawn direct from
CBS war correspondents in every part
of the world, the program will air
five times weekly, 5-15-30.

20 YEARS AGO TODAY

(December 22, 1924)

Someone must have sent word to
Alf McCann that he talked too fast
for the comfort of his listeners. The
first thing he said the other morn-
ing over the WJZ mike was that he
would "try to go a little slower.
McCann is the answer to many
housewives' prayers.

Above the fog

That's the snow blanketed vol-
cano on Garovel Island in the
Aleutians. Almost unknown and
unseen before Pearl Harbor ... it is
now a landmark on the way to Attu
for some 2,500 Navy Transport
planes and gunboats.

There's another landmark that in
a few short years has become the
safe guide for smart radio time buy-
ing. It's in Baltimore. And the sta-
tion is W-1-T-H, the independent.

In this 5 station town the facts
show that W-1-T-H delivers the
present day's greatest results at the
lowest cost.

Those facts are as obvious as a
volcano peak above the fog. We're
pleased to show them to anybody with
a sales problem in this, the small
largest market.

W-1-T-H
In Baltimore
Represented by Headley-Reed

PHILIP E. ANOLICK

1597 Broadway
New York, N. Y.
Tel: Circle 6-0015-5016
ACCOUNTANT & TAX EXPERT
For the Theatre & Theatre Folk
If you want your numbers straight
or if you have any tax problems,
I am sure I can help you.

REFERENCE RECORDINGS
in Chicago
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5725

OFF THE AIR

NEWSPAPER

REPRESENTED BY HEADLEY-REEE

TAKE

W-1-T-H

IN BALTIMORE

TOM TIMSLEY, President
ABC Okay

The FCC this week granted its consent to the transfer of WJZ, New York, WENR, Chicago, KGO, San Francisco, KECA, Los Angeles,—and their four associated relay stations from Blue Network, Inc., to American Broadcasting Co. No money was involved. ABC is a network designation the Blue hopes to use soon.


The Commission voted to set for a hearing in this sale, feeling some question about the price being paid.

Consent was voted also to the acquisition of control of WGGGA, Gainesville, Ga., by Charles Smithgall. Smithgall owned 40 per cent of the stock and bought an additional 11.43 per cent from Austin F. Dean for $5,575. Okay was given also for the sale of KGCU, Mandan, N. D. from M. Femrite, W. H. Walton and F. M. Foster.

Don Francisco Reported Joining J. Walter Thompson

(Continued from Page 1) executive post in the radio department of J. Walter Thompson Company, it has been learned.

Francisco has been an executive in the radio division of the Co-ordinator of Inter-American Affairs. A spokes-
man for J. Walter Thompson Company was unable to confirm the above when this went to press.

Deems Taylor On "Digest"

Deems Taylor will be at the mike in the capacity of guest editor on the Christmas Eve broadcast of the "Radio Reader's Digest" program, over CBS at 9:15 p.m. Taylor is the last of the series of guest editors who have taken over the program during the absence of Quentin Reynolds, away on an assignment in the South Pacific. Reynolds is expected to take over New Year's Eve.

Fulton Lewis, jr.,

is heard on more stations, by more people, with more sponsors than any other News Reporter

Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D.  C.

Originating from WO1, Washington, D. C.
**Capital Comment!**

- As many radio people as can are getting out of this town for the holidays—and praying that the allocations aren't released by the FCC while they're gone. Best bet for the big announcement is the first week of January... When this paper speculated a couple of weeks ago on what had been decided for the FM service—that it be moved up in the band—Charley Denzy got very worried about leaks from the Commission. Circulated a strong memo to his law department warning against talking to the press about allocations. . . . Charlie: Your boys aren't guilty....

- It was another fine cocktail party which CBS tossed for Ed Murrow—down here which would, we suppose, mean Mutual for WMAL. We missed one or two. . . . Incidentally, they're talking about WOL taking Blue down here which would, we suppose, mean Mutual for WMAL. We haven't found anything very definite on it.

- Karl Smith says Paramount applied for its tele relay licenses simply as an experimental move—is not really interested in operating a tele net. In fact, one would have gathered, Paramount would be willing to move out if anyone else wants to take over the job. . . . The way those Nazis are operating these days, it's liable to be a long, hard winter for civilians whose receiving tubes go dead on them. As well as a silent spring and summer. . . . One of the reasons we'd like to hear some Congressional sessions broadcast is the beautiful parliamentary tangles they get into every few weeks. A beauty occurred last week when Happy Chandler got the floor to bring a vote on the Surplus Property Board nominations, while most of his colleagues wanted to vote on the State Department nominees.

- Inside of a quarter-hour, Happy was interrupted 24 times—eight times by Warren Austin alone—with parliamentary inquiries, points of order, questions and just plain dirty cracks. He stood last, however, and when Vandenberg accused him of a filibuster Chandler—who'd hardly had a chance to open his mouth, remarked that he had heard there might be a lot of talk on the State Department jobs. "If there's going to be a filibuster, I'm afraid of it now, and I don't want to get behind it" he cracked. . . . We know of several radio networks that would give a lot for a recording of the conversation Paul Porter and Senator Bert Wheeler had last Saturday. Not so much for Wheeler's remarks—his attitude toward the nats is well known—but for Porter's replies... Even though he worked for CBS, Paul has never given any reason to believe he is "sold out to the networks." In fact, we've never heard that point argued.... But neither has he yet given any clear idea of his philosophy regarding broadcasting—not that he's had reason to thus far. . . . One of the happiest days of their lives will be the day members of the Leo Committee hand in to the House their report on the FCC. That goes for the Republicans as well as the Democrats—for there's not a single member of the body who would want to subject himself to any more of the investigation. . . . And, privately, we doubt that a single member feels he's really accomplished anything in the two years of praying.... We end up with holiday bestests.

---

**Washington**
NBC's Radio-Recording Div.
Planning New Series Of ETs

The first transcribed program to be produced by the Thesaurus department will be called "Music Of Manhattan," under the musical direction of Norman Cloutier. Among the newly arranged selections played for the trade press audience were "By Heck," "Play Fiddle My Lady," "Good Night Sweetheart," "Gimme Some," and "On the Outside." Other selections included the Goldman Band's version of "Stars And Stripes Forever," Allen Roth and Orchestra's version of "Johnny Comes Jumpin' Home," and Allen Hoth Orchestra and Chorus' performance of "Sarah, That Rhythm On the Run." As the varied foregoing selections may indicate, Egner pointed out that the program will stress everything from hot jazz to the Paul Whiteman concert jazz." The title of the program is taken from Cloutier's theme song of the same name, "Music of Manhattan."

Result of Survey
Egner said the new steps are being taken as the result of the comprehensive survey conducted over a period of months among the hundreds of NBC Thesaurus subscribers' program and sales executives.

Subscribers unanimously urged for: (a) a service that is especially designed for radio broadcasting, for one thing, they want plenty of short musical selections. While they want a certain number of vocals, they also want a lot of straight instrumental numbers which can be faded for production purposes without interference by the vocals. (b) material which is exclusive to their station in their community, so they can assure a sponsor that his broadcasts will not be duplicated on other stations. (c) material that is not available on phonograph records. They can buy all the records they want; they expect NBC to furnish them special radio material not otherwise available. (d) they want lots of each type of program material so that they can program it frequently without repetition. (e) they want arrangements and musicianship equalling that of big commercial network programs.

Top arrangers, musicians and selections will make up the "Music Of Manhattan" series: Charles Margulis, Max Hollander, Julie Schachter, Murray Kellner, Irving Prager, Sylvan Kirsner, Samuel Rand, Harry Urbont, Jacques Gasselin, Leon Frengut, Ernst Meyen, Chauncey Morehouse, Anthony Mortola, Mack Shopnick, Sammy Prager, Edward Vito, Pat Cicchillo, Manny Weinstock, Will Bradley, Arthur Fosler, Freddy Pfafl, Phil Palmer, Emmett Callen, Lawrence Binyon, Hank Rose, Murray Cohen, Roland DuPont, Chauncey Morehouse, Arthur Manners, Buddy Williams, Sammy Grossman, Paul Weirich, Leo Kempinski, are a few of the notables of the aggregation which consists of more than 40 people, Egner said. This automatically gives the subscribers what they want, namely: big commercial night-time show radio programming of a caliber not generally obtainable except at great cost, and only available in the big talent centers, he said.

To date this program has catalogued 800 selections; it was disclosed, all of which have been recorded ever since the ban was raised by Petrillo. For potential subscribers, it was pointed out that they are not restricted to NBC affiliates—to date there are 260 Thesaurus subscribers.

Merge Station's Depts.
A merger of WLW's continuity and copyright departments with Bernie Matteson, former head of the copyright department in charge, has been announced by Robert E. Durville, general manager of the station.
Canadian Stations Plan Many Christmas Programs

Montreal—The bells of the peace tower Carillon will ring out from Parliament Hill and over the National network of the CBC as a prelude to Monday, December 25, at 8:30 a.m., EDT, 9:30 a.m., ADT. Following peal of bells, Howard D. Chase, chairman of the CBC board of governors, will extend a Christmas greeting to all Canadian listeners, from Ottawa. A quarter-hour broadcast of the national news will be heard at the conclusion of the Carillon greeting, at 8:45 a.m., EDT.

The Journey Home—a long Christmas journey from home to home, from Britain to Europe, from Europe to Asia, and then to Africa, will begin in the Empire capital, London, at 9:00 a.m., EDT, 10:00 a.m., ADT, coming into Canadian homes. The journey is part of the CBC (Trans-Canada and Dominion).

Greetings will be sent to and received from the Dominions and Colonies, will then begin in the London Empire capital, London, at 9:00 a.m., EDT, 10:00 a.m., ADT, coming into Canadian homes. The journey is part of the CBC (Trans-Canada and Dominion).

The broadcast will feature a variety of Christmas music and readings, including a selection of carols from around the world. The program will include interviews with artists and musicians, as well as a special Christmas message from the King and the Royal Family.

Canada's contribution to the Empire program will originate in Montreal. The participants will be Captain Duncan McLeod, M.B.E., Captain of S.S. "Cornwallis" and Madame J. Crooteau, whose son was recently wounded in Holland. Capt. McLeod was decorated in the King's 1943 honor list for effecting repairs and navigating his ship into port after it was torpedoed.

He will speak from an outdoor vantage point overlooking Montreal harbor, while Madame Crooteau will be interviewed at the entrance of her parish church.

At the conclusion of the greetings, at 10:00 a.m., EDT, his Majesty the King will recite the expressions of goodwill sent to him, to the Queen and the two princesses.

Gastly splendour will be wrapped up in the "Christmas Box" that Montreal is presenting to CBC's Trans-Canada network listeners on the evening of Monday Dec. 25, at 9:00 p.m., EDT, 10:00 p.m., ADT. The "box," as is one hour long and directing the program, is produced by Morris Davis. The music and 35-piece orchestra will be directed by Alan McIver. Anna Malenfant and Jules Jacob, two of the most popular French artists in radio, are the song soloists. They will emphasize the music of Victor Herbert.

For the fifth time this year, Andrew Allan, CBC supervisor of drama, will stage a Christmas play which he himself first arranged in 1941 and produced from CBC's Vancouver studios. It will be heard Monday, Dec. 25 at 5:00 p.m., EWT, 6:00 p.m., ADT, over the CBC national network (Trans-Canada and Dominion).

Phoenix Station Plans Special "G.I. Joe" Shows

Phoenix—KYO, planning a number of outstanding activities for the servicemen and women this Christmas. An open house party in the KOY studios will be held on Christmas afternoon with the station staff acting as hosts and providing entertainment, refreshments and prizes.

The cast will be augmented with the cream of the KOY and CBC special Christmas programs. Telephone calls home on Christmas will be given to the three servicemen or women living nearest from Phoenix in the continental United States and who have mailed their registrations to KOY.

WCEMA Elects Officers

Los Angeles—The annual meeting of the West Coast Electronic Merchants Association was held this week with the following elected for 1945: Howard Thomas, president, Lew Howard, vice-president and James L. Fouc, treasurer.
THE 1945 RADIO ANNUAL IS NOW IN INTENSIVE PREPARATION

RADIO'S INDISPENSABLE REFERENCE VOLUME
Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, has left for a vacation of two weeks in Miami. He will also spend some time at his farm near the vacation spot.

JOE SEIFERTH and his WJZ Victory Troop have returned from Port Chester, where they gave their 254th show at Edward J. Noble’s Life Saver Christmas Party.

ELWOOD HOFFMAN, script editor at CBS, is back at his desk following several months absence from the network due to illness.

J. TED BRANSON, publicity director and promotion manager of KFEO, St. Joseph, Mo., arrived back home in time for Christmas. He had been in New York for confabs with the station reps.

CHARLES B. HAMMOND, NBC director of advertising and promotion, and WILLIAM E. REYNOLDS, assistant manager of NBC spot sales, have been out of town for the holidays.

HARRY SSOX, musical director of the Hildegarde program, will leave for the West Coast with the change that the forthcoming programs emanate from Hollywood.

G.L.’s Dislike Shows, Congressman Declares

(Continued from Page 1) the House Military Affairs Committee, said on his return, “They want news and more news from home,” Shaffer declared, “They’re getting Bing Crosby and other singers and comedians.”

Some of these are all right, but those boys are plenty definite about it that they’re not dancing through this war. They want serious news, they want to know what’s going on in the land they’re fighting for.

Shaffer said the OWI is falling down a case while a strike is in progress on the ground that calm consideration cannot be given in an atmosphere of tension. In this case the employer pressed for a decision, stating that no economic loss would be suffered since the workers, while on strike, were employed in another station of the same corporation in St. Paul.

Labor members of the board objected to the change in policy and refused to vote or discuss the issues.

Dr. Jordan Honored

Dr. Max Jordan, NBC’s Director of Religious Broadcasts, has been elected a member of the Executive Board of the Catholic Institute of the Press.

KSTP Wins Round In AFM Strike Case

(Continued from Page 1) by wage scale to $82.50 for a guaranteed work-week of 22 hours. It adopted the following scale recommended by the panel: $34.56 for a 13-hour work week, $46.40 for a 16-hour week and $60.40 for a 20-hour week.

The panel was upheld on all issues between the American Federation of Musicians, Local 73, of the AFL, and the station, according to Edgar L. Warren, regional WLB chairman.

Ordinarily the board refuses to process a case while a strike is in progress on the ground that calm consideration cannot be given in an atmosphere of tension. In this case the employer pressed for a decision, stating that no economic loss would be suffered since the workers, while on strike, were employed in another station of the same corporation in St. Paul.

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Exclusive! BEARS FOOTBALL W-I-N-D CHICAGO 560 Kc. 5000 WATS W-D-A-S AUDIENCES HAVE BEEN LOYAL FOR OVER TWENTY YEARS PHILADELPHIA knows that this loyalty makes W-D-A-S the best dollar buy in this area. That’s why 78% of its sponsors renew regularly.

W-I-T-H IN BALTIMORE T. O. M. TINSLEY, President REPRESENTED BY HEADLEY-BEEG

“DUMB AS A FOX”

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

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

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

W-I-T-H’S record for years shows biggest results for lowest costs in this, the country’s 5th largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.
Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—"Under the Capitol Dome"—a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

The writer is George J. Morder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. "Under the Capitol Dome" is a new case in point.
5:30 p.m. The tune will be named "Everybody's Favorite" after the program "Everybody's Favorite" heard on KFI, Saturday at 5:30 p.m. The name will be chosen from among the suggestions of listeners who have been writing in. The tune will be used on the Saturday night Pabst beer show on WOR, and on WCBS, the Columbia Broadcasting System's New York network. It will also be used on his broadcast from Navy Pier. He not only snapped up the material at a substantial price but made Sol a handsome offer to join his staff of writers in Hollywood. So the still amazed ex-advertising ram leaves this week for the coast as a full-fledged gag writer for a top-flight comedian.

Betty Reeve of Compton Advertising Agency in town for a look-see, lunching with "Pete" Petersen, writer on the Bernardine Flynn news show on CBS, and Producer Walter Wicker. So large was the turnout for the Taylor-Howe-Snowden Radio Sales cocktail party at the Drake that they had to move it to the Grand Ballroom of the Drake. Among those glimpsed at the chili-tortilla-hot tamale table were NBCites Jules Satter, Paul McCluer and Bill Drips. Radio publicist Leonard Dubkin has written a book about birds called "The Murmur of Wings," which has received some flattering reviews.

Songstress Nancy Martin, singing star of Blue's Breakfast Club and Hello Sweetheart shows, recently returned from a highly successful war bond tour through her old home territory of West Virginia.

NBC Commentator Alex Dreier is fast building himself a reputation for calling the shots on the course of the war. Last January, when asked to make a series of predictions, Alex allowed as how the European war would not be over in 1944 but would sputter to its conclusion in the early part of 1945. He also predicted that destructive attacks against the Jap perimeter of defense and air attacks against the Jap mainland would be carried out during the year. Subsequent events have proved him right in both Europe and the Pacific, but Alex is confidently waiting for the final prediction in his series of prognostications to materialize—Russia joining the Allies in the Pacific war once the Nazis have been crushed.

We hear that when Harry James signed to provide the music on the Saturday night Pabst beer show on CBS come Jan. 6, when Danny Kaye takes over, he made two stipulations: (1) that mentions of his wife, Betty Grable, would be taboo, and (2) he would not be used as a comedy stooge.

At a recent Breakfast Club session, Cruise Crooner Jack Owens stumped Sam (Almanac) Cowley by asking why a broken-down old chair is used as a comedy stooge...

Remember Pearl Harbor.
DON'T FORGET TO COVER THE OTHER HALF
on the Pacific Coast, too!

Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking half your coverage of this $16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

No other network but Don Lee can cover both halves completely. Here’s why: Most markets in the outside half are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won’t work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee’s method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast). This survey revealed 60 to 100% of listeners in many of these “outside” markets were tuned to Don Lee stations.

As to Don Lee’s record on covering the “inside half” of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don’t forget to cover both halves. Buy Don Lee!

The Nation's Greatest Regional Network

Mutual

DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice- PRES. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Petitions Of Cowles Broadcasting
And NBC Denied By The FCC

(Continued from Page 1)
FCC said the request was based on a misunderstanding of the present Section 3.103 which reads as follows: "Sec. 3.103. Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement or understanding, expressed or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years, provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

Part of the Commission letter follows:
"The Commission today denied the petition, submitted by Iowa Broadcasting Company, requesting an amendment to Section 3.103 of the regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

Affiliation Treated
"The petition alleges that a station which is affiliated with one network may not enter into an affiliation contract with a second network until its contract with the first network has expired. This is not the case. A station affiliated with one network but desiring to change its affiliation to another network may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract. Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.101 governing exclusivity of affiliation, and Regulation 3.104, governing option time periods, including exclusivity options, were designed in part to make sure that affiliation with a second network would be possible. Various stations have in fact met the problem of transferring from network A to network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 appears necessary in this connection.

"The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which he receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of such period. The contract can provide for examples the two-year period which it covers shall begin six months from the date upon which it is entered into, but that dual broadcasting of network programs shall begin when the station is first authorized to go on the air.

Sees Regulation Sufficient
"It is therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations.

At the same time the Commission denied NBC permission to option more than three hours of the evening period from a single station, although option for less than three hours in the morning period is given by many stations. Specifically, NBC sought FCC permission to option on week days the period from 7 to 7:30 p.m. EWT, in addition to the three evening hours it now options. In return for this extra half-hour in the evenings, NBC proposed to continue its present practice of optioning only two hours in the morning period, thus making available for option four hours—rather than the three now provided for between 6 and 11 p.m. Sundays.

Commission letter to NBC follows in part: "The Commission today denied your request to amend Regulation 3.104 by adding thereto the following sentence:
"In the event a station does not option the full three hours permissible under this regulation in the 6 p.m. to 11 p.m. segment, it may, in addition to optioning three hours in the 6 p.m. to 11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 6 a.m. to 1 p.m. segment. However, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed three and one half hours on any week day nor four hours on a Sunday.

Recognized Needs
"In the light of the opinion expressed in your petition that these local programs serve a recognized need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulations."

(Continued from Page 1)
FCC denied NBC permission to enter into a contract with network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 appears necessary in this connection.

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was made by the broadcasters throughout the country. For the benefit and enjoyment of the servicemen, many programs originated at servicemen's hospitals, recreational centers, etc. Due to scarcity of paper, we were only able to list a small portion of the participants in the Christmas issue.

Growth: CBS and the Blue Network have added new affiliates: the former adding KOTA, Rapid City, S. D.; KGKV, Scottsbluff, Nebr.; KYMW, Yakima, Wash.; WJEF, Grand Rapids; KERN, Bakersfield, Calif.; the latter adding WNAX, Sioux City; KRN, Des Moines; WCOP, Boston; WFTL, Miami; WLAW, Lawrence, Mass.; WPQ, Jacksonville, Fla. CBS will add more in the future.

Horrors: All the Canadian Broadcasting Corporation has the legal right to ban “horror programs” from the airwaves, but it would rather “use persuasion” than force to achieve its purpose. Reason for this move is that CBC considers this type program, in addition to soap operas and medicine shows, in bad taste.

Spotshots: C. Lloyd Egner, vice-president of NBC Recording, disclosed that their newly revised transcription policy will make for commercial and network-professional type productions. CBS' Charles Collingwood interviewed Rene Barthelmey, French tele expert, informing the teleworld that there is a successful 1,000 line screen, declaring it an improvement over the 450 line screen. Fibber McGee & Molly topped the first 15 in the Hooper of Dec. 15. Attorneys of Donald Flamm sent telegrams of protest concerning the WMCA hearing.

Suggestions: This weekly news digest may interest someone from radio now in the armed forces. Clip and mail it along.
ASSOCIATED offers MOST Hours of the Best RADIO Music... program material that really pays off!

When you compare transcribed libraries, it's not just the big names that count...it's topnotch showmanship all along the line. That's how a library helps you sell—helps your clients sell!

Break down the number of playing hours into paying hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers greater program value than other local stations...more and bigger proven attractions, on ASSOCIATED's incomparable, vertically-cut transcriptions.

2. With these features, you can hold big audiences at low cost against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.
Webs Review 1944 Radio

BS's Progress Recorded By Report

BS's 1944 Review is highlighted by the fact that the network devoted approximately 35 per cent of the year's total operating time to programs directly related to some phase of the war. Both in personnel and programs, the review, CBS has eagerly undertaken important share in radio's war-time obligations and activities. Meanwhile, the report notes that the network devoted 3,169 hours—an average of nine hours daily—to war programs including war messages, war news, and war-bond drives. (Continued on Page 6)

Bob Hope Named To Post for March Of Dimes' Drive

Bob Hope has been re-appointed chairman of the Service Men's division for the 1945 "March of Dimes" campaign, Howard J. London, radio director of the National Foundation for Infantile Paralysis, announced today. Frances Langford will serve as vice-chairman.

General Sarnoff To Speak On Radio's Anniversary

Brigadier General David Sarnoff, chairman of the board of NBC, will address the annual luncheon of the National Association of Broadcasters at 3:00 p.m. today. In the opening gun in the celebration of the 25th anniversary of radiothis event will break with many invitees who know full well that such luncheons usually break up about 3:30 p.m.

Press Punctuality

Sid Eiges, acting director of press at NBC, sent out invitations to a New York luncheon of the Waldorf-Astoria on Thursday. In the invitation, Eiges wrote "at the risk of losing my neck I guarantee the following will not last longer than 2:30." An intriguing note to many invitees who know full well that such luncheons usually break up about 3:30 p.m.

Blue Tele Deal Pending

Rumors of negotiations between WABD, Allen B. Du Mont television station in New York, and the Blue Network were current in New York yesterday with indications that the Blue web will become a factor in the television field shortly after January 1st. Deal is reported to involve the Blue acquisitive program time and studio facilities from WABD. Sarnoff has completed a full year of service with the network plugging the Du Mont video outlet via their stations. Details are expected to be worked out at a meeting next week.

La Roche Outlines Blue's News Policy

Stressing liberalism in the network's policy regarding the handling of war news and wartime problems, Chester J. La Roche, chairman of the Blue Network, spoke during the broadcast of "Christmas on the Blue" program yesterday afternoon. "The Blue Network will cooperate with our war leaders in making clear what we are up against and what is needed," La Roche said. "We will present fearlessly all sides of a problem. Our commentators are allowed to express their own opinions—they are free to do so."

Army Pays Tribute To Maj. Glenn Miller

Tribute was paid yesterday to Major Glenn Miller, reported lost through his flying en route to France from England recently. Tribute came in the form of comment authorized by the War Department and made by Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Department. Col. Kirby is former Chief of Radio for Supreme Headquarters, Allied Expeditionary Forces and was responsible for Major Miller going overseas. Said Col. Kirby: "Glenn Miller, volunteered in the service of his country and his regiment, and his sacrifice is an inspiration to all."

Capital Editors-Newsman Vote For "All American Program"

Washington Bureau, RADIO DAILY-Washington—Capital correspondents, editors and newsman in general took time out to take their radio programs seriously and to make known their choice in RADIO DAILY's "All American Program." Despite the hectic life of coverage of Capital Hill, broadcasting and filing their news, representatives of Ross-Federal taking the poll, found the majority of the "journalists" willing to call on their radio.

Meet The Missus

Miami—Ted Husing, sportscaster de luxe has arrived here to do the Orange Bowl game on New Year's Day and has brought with him an official surprise in Mrs. Ted Husing. Husing says it has been more or less a secret since last April that his wife is the former Iris Lemierre, one-time employee at CBS headquarters in New York.

Canadian Short Wave Station On The Air

Montreal—Following 18 months preparation, the international service of the Canadian Broadcasting Corporation has begun experimental shortwave transmissions to Europe. For the test period, one 50-kilowatt transmitter will be used and part of the complicated European array of antennas, located at Sackville, N. B. Regular broadcasts will be heard in English, French, German, Flemish and Dutch.

CBS Sets CIO Series For Web In January

As the result of extensive discussions between CBS officials and Philip Murray, president of the CIO, a new series titled "Job For Tomorrow" will make its debut over CBS January 6, at 3:45 p.m. Scheduled for an initial period of 13 weeks, the program will start with an initial period of 13 weeks, the program will be hosted by Floyd B. Olm, board chairman of RKO, and will cover the radio and television field in the French Empire through the acquisition of an interest in the Societe de Gestion de Radio Imperial of Tunisia.

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Coming and Going

EDWARD REEVES, chief statistician in the research department of CBS, and HARPER CAR- 
RAYNE, also a member of the department, left yesterday for Washington, D. C. where they 
will attend the annual conference of the Amer-
ican Statistical Assoc.

TED HUNTING, CBS sportscaster, is in Miami, 
where he will broadcast the Orange Bowl foot-
ball game on New Year's Day. He'll do pre-
view broadcasts on Thursday and Saturday of this 
week.

CBS Sets CIO Series 
For Week in January

(Continued from Page 1)
gram will deal with a different basic 
industry every week, according to an 
announcement by Douglas Coulter, 
CBS vice-president in charge of pro-
grams, and will cover their place in 
the industrial picture both now and 
in the post-war era.

Opportunities that the returning 
veterans will find in these industries 
will also be stressed, along with the 
roles that the various concerns and 
the people that work in them will 
play in the future. The automotive 
industry will be the subject of the 
first, Jan. 6, program, with Steel, 
Maritime, Electrical, Textile, and 
Shipbuilding industries scheduled for 
the following programs. Others will 
be announced as the series continues.

Atlas Corp. Will Enter 
Foreign Radio & Tele Field

(Continued from Page 1)
giers, it was announced yesterday by 
Odlum.

The French corporation which 
already owns a radio station in the 
Tangiers International Zone will have 
the assistance of Atlas in the con-
struction and operation of stations at 
the following points: Martinique, French 
Guiana, and Guadeloupe, French 
territories in India, Madagascar and La 
Reunion, New Caledonia and Oceanic Settle-
mants, Clipperton Island, also 
St. Pierre and Miquelon.

In addition to radio and tele, the 
operation will cover facsimile and 
wireless communications. The French 
company is headed by Charles 
Michelson of Paris.

WHAT ARE YOU 
FISHING FOR . . .

The largest amount of produc-
tive time for the least amount of 
money? Then pull in your line . . . 
you've caught a real, live whale 
with fly-bait! Yes, indeed . . . a 
large and varied listening audi-
cee keeps tuned to 930 all day 
long, and they like what they 
hear. The stacks of letters in our 
mail room prove that. And one 
look at our rate card will show 
you the kind of low-cost radio 
story you've been angling for.

SEA WALL

A safety zone beyond the 
storm . . . a haven from . . . 
That's the buttress they 
call a sea wall.

There's a safety zone in 
Baltimore radio time . . . safe 
against the howl of sales 
chatter . . . safe against the 
deluge of high pressure.

That safety zone is W-I-T-H 
. . . the independent station. 
That safety zone is built on 
solid rock facts.

Facts prove that W-I-T-H 
produces the greatest results 
at the lowest costs. If you 
have a sales problem in this, 
the 6th largest market, it will 
pay you to get the W-I-T-H 
facts before any budget is 
approved.

W-I-T-H 
IN BALTIMORE
TOM TINSLEY, President 
REPRESENTED BY HEADLEY-REED
BILL CUNNINGHAM
Boston Herald Feature Columnist

SUNDAY
2:30-2:45 P.M. E.W.T.
Coast-to-Coast over
MUTUAL
and
YANKEE NETWORK
(Originating at WNAC)

Markets Now Sold

<table>
<thead>
<tr>
<th>Market</th>
<th>City</th>
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<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
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<td>WEAN</td>
<td>Providence, R. I.</td>
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<tr>
<td>WTHT</td>
<td>Hartford, Conn.</td>
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<td>WFEA</td>
<td>Manchester, N. H.</td>
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<td>WHYN</td>
<td>Holyoke-Springfield, Mass.</td>
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<td>WGN</td>
<td>Chicago, Ill.</td>
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<td>CKLW</td>
<td>Detroit-Windsor, Mich.</td>
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<td>WEBR</td>
<td>Buffalo, N. Y.</td>
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<td>WHK</td>
<td>Cleveland, Ohio</td>
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<td>WKRC</td>
<td>Cincinnati, Ohio</td>
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<td>WFBR</td>
<td>Baltimore, Md.</td>
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<tr>
<td>WJBY</td>
<td>Gadsden, Ala.</td>
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</tbody>
</table>

Bill Cunningham is radio’s newest columnist—a news and feature reporter and commentator who goes where the news is—gets his stuff first hand—writes and broadcasts in his own hard-hitting, Bill Cunningham style. Fast, colorful feature story treatment of world news and its consequence. There’s nothing else like it on the air.

Now available for local sponsorship outside New England

Consult your local Mutual Station, or

THE YANKEE NETWORK
21 BROOKLINE AVENUE
BOSTON 15, MASS.
CHARLES MANN
Radio Daily, N. Y.

Dimitri Mitropoulos conducted a well balanced Christmas program, consisting of some things old and something new. Mr. Mitropoulos and the Boston Symphony Orchestra brought out all the delicacy and liltting charm of the intricate fugue portions of the lacy Overture to "The Magic Flute" by Mozart. The second item, the highly stylized Variations On a North Carolina Folk Song, "I Wonder As I Wander" by the recently naturalized American Ernest Krenek, proved very interesting. In its paraphrastic form, this work was a happy choice, not only because of its Yuletide significance, but because radio is particularly generous to soloing instruments, which were prominent throughout. The final portion of the program was devoted to the Mozartean flavored 2nd Symphony by Schubert. Originally scored for a very small orchestra, this listener always felt that the performance was trying too hard to overcome this handicap; it has never been recorded in a large symphonic treatment. What seems substantially opaque and overtones inspired by the folk song. This work was a happy choice, not only because of its Yuletide significance, but because radio is particularly generous to soloing instruments, which were prominent throughout. The final portion of the program was devoted to the Mozartean flavored 2nd Symphony by Schubert. Originally scored for a very small orchestra, this listener always felt that the performance was trying too hard to overcome this handicap; it has never been recorded in a large symphonic treatment. What seems substantially opaque and overtones inspired by the folk song.

DECEMBER 23rd CONCERT
Mozart's Overture to "The Magic Flute"
Krenek's Variations on a North Carolina Folk Song,
"I Wonder As I Wander"
Schubert's Symphony No. 2 in B-flat Major

Charles Mann

Notes From A Ringside Seat . . . . !

- Young & Rubicam will use 'top names' for the lead roles in the new CBS Series of "Inner Sanctum" mysteries which will be heard Tuesdays at 9 p.m. starting next week . . . seems to us to be the first time that two 'whodunits' will be heard on the same time slot . . . other is "Molle Mystery Theater," via NBC . . . Kay Lorraine's thrashing via ET's for Tivoli Beer is big time . . . Here's a twist! because her current sponsor is a member of her own family, Radiator Shirley Eder had to turn down offers from two would-be sponsors . . . While on Hollenbeck vacations, his 6-6:16 p.m. NBCasts of the news is being announced by Arthur Gary who, incidentally is turning in a neat job . . . Jack Benny and his Lucky Strike NBCigge show will originate from Radio City in Gotham for the January 14, 21, 28 and Feb. 4 broadcasts . . . the comedian will emcee special shows in New York, Philadelphia and Boston for the National Foundation for Infantile Paralysis Fund's "March of Dimes" Campaign . . . Ransom Sherman, emcee and star of the five-mornings-a-week NBCOMedy, "Mirth & Madness," is starting his 2nd year in Radio . . . Radiotele Gilbert Mack (the of the numerous voices) doing a nice job in the Broadway Production, "Bell for Adano." . . . A Low Bow to Jerry Lawrence and those guests who appeared on the FMC Ace disc jockey's special War Bond Program, December 15 and helped sell $10,000,000.00 worth of WAR BONDS.

DECEMBER 30th PROGRAM
Moussorgsky's "Night on Bald Mountain" and Bartok's "Concerto for Orchestra"
8:30 P.M., E.W.T.—Blue Network
Sponsored by ALLIS-CHALMERS
MFG. CO., MILWAUKEE, WISC.
"Engineering That Aids All Industry Futhers American Good Living."

MRS. HARRY GEORGE
PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS
SAYS...We are proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. In-school listening programs written and produced by station KGW, released every day through our school station KRPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is public service of the highest type.

MRS. GEORGE
Amy Pays Tribute to Maj. Glenn Miller

(Continued from Page 1)

try even though he was beyond age for military duty.

he did this because he felt that American music had a military mission to perform in this war. His words speak for itself, his loss will be not only by all Americans at home, but by all Allied soldiers on battlefields and in the hospitals of Europe whom he served so faithfully and generously. We have lost a great gentleman and a great American. With Mrs. Miller, we hope and pray for his return from the unseen.

Meanwhile, his music lives forever in his great organization carries on this tradition as good soldiers always do when a beloved leader has deserted.

Speaking in Washington yesterday, Col. Kirby said that he had spoken to Mrs. Miller and that he stoutly believed that her husband was alive and would be heard from. Col. Kirby also contacted all families and near-kins of all other members of his orchestra and informed them that Maj. Miller was the only one of the nine on the plane that was lost.

The band, Col. Kirby said, would continue its good work abroad, working out of SHEAF under the baton of its founder, Ray McKinley. Paul Dudley, acting as producer and Lt. Don Daniels, former Glenn Miller band manager also on tap. The band in the band will thus continue its work abroad, both on the air and at army camps.

It was also revealed that the band is a series of six-weeks recording advance, before leaving the U. S. home consumption.

General Sarnoff To Speak On Radio's Anniversary

(Continued from Page 1)

on NBC. He will discuss the progress of radio since its inception and its service to the public, laying particular stress on its wartime military role.

Brooke Rejoins Blue

Tective January 1, John W. Brooke will rejoin the Blue Network in his former position as Eastern sales manager of Spot Sales. Brooke served in the Coast Guard for the past year.

Stork News

Hollywood—Hal Haley became the father of a baby girl, Sunday afternoon. The baby weighing seven pounds, will be named Christiana. Haley is the producer of "Swingtime, Name It and Claim It" heard on WPTP.

Norma" From Metropolitan

"Norma," masterpiece of Vincenzo Bellini, will be broadcast from the Metropolitan over the Network Saturday.

How to hit a Duck

[or Sell a Listener]

To hunt duck successfully, first find your duck. And when you shoot, aim—like our expert above—not where the duck was but where he's going to be.

In radio advertising, too, find your listener first—and when you shoot, aim where that listener is going to be.

There's a big flock of radio listeners waiting for you in the Middle West—and you can shoot where they're going to be by aiming your selling message over WENR.

For this clear-channel station's powerful 50,000-watt voice reaches more listeners than any other major Chicago station—3,524,000 families—13,000,000 individuals—One Tenth of a Nation!

We've got slews of facts and figures, graphs and charts, case histories and sales records to show you how other advertisers are using WENR to build sales economically in the Middle West. Any Blue Spot salesman will be happy to demonstrate how you can do the same.

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

owned and operated by the Blue Network Company

Represented nationally by Blue Spot Sales

NEW YORK • WASHINGTON • PITTSBURGH • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT
War-Effort Shows On CBS Comprised 35% During 1944

(Continued from Page 1)

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

 Favorities Are Listed
In Cuban Radio Poll

(Continued from Page 1)

La Roche Outlines
Blue's News Poll

(Continued from Page 1)

need not conform to ours. We are not afraid of the result if the extreme liberal or the extreme conservative viewpoints are heard as long as both are heard.

Basis of Democracy

“Our faith is such that we believe given all sides of a question, people will act soundly and with judgment,” he continued. “That is the basis of democracy. To help make democracy grow and assume a rightful place in world leadership we pledge ourselves to find new ways to use the full power of radio-liberally and progressively and at

Tide Water Oil Company
To Broadcast Basketball

The play by play broadcasting of leading college basketball games from New York, Philadelphia and Boston has been started by the Tide Water Associated Oil Company, following it first season as sponsors of the football broadcasts. The basketball contests will be aired over WINS in New York, WIBG in Philadelphia, and WCOL in Boston. The programs will start 9:45 and continue until the end of the game, with Don Dunphy, Frank Mulligan and Jack Malloy handling the mike. The series is scheduled to run until the end of the season March 29, and will conclude with the collegiate play-off matches.

Detroit Symph. Goes Full Hour

The regularly scheduled Saturday night broadcasts of the Detroit Symphony Orchestra over WOR-Mutual, will be expanded from its current half-hour to full hour as of January 6 broadcast. At that time the program will be heard from 8:30 to 9:30 p.m. Karl Kreuger will continue to conduct. Wednesday, December 27, 1944
Wartime, Post-War Planning Stressed in NBC '44 Report

(Continued from Page 1)

the report details the planning of Vice-President Clarence L. Menser in launching the "Welcome Home Audiences" to aid in forecasting the post-war problems—re-employment of ex-service men. Series which offers free auditions and counsel to members and when the National Guard series will be expanded to several stations during the coming months.

Another section of the report details NBC's role in the Fourth, Fifth and Sixth War loans and the launching of the "Words At War" series of programs. Among the new programs developed by the web during the past year are "Arthur Hopkins Presents," "Finders Keepers," "Mirth and Madness" and the NBC-BBC series "Atlantic Spotlight," the report continues.

Public Service Field

In the field of public service, Dr. James Rowland Angell, NBC public service counselor, reports in detail on the network's activities in the educational field. The report covers "University Courses in Radio," "The Educational Programs" and "War Programs."

Accomplishments in the field of educational programs are by Dr. Max Jordan while Samuel Chotzinoff, head of the music department, relates the achievements of music in a world at war.

News Staff Large

Disclosing that the network maintained a staff of 57 reporters and commentators, William F. Brooks, director of news and special events, gives a dramatic review of the news events of the past year with emphasis on "D-Day," June 6. The news lists many "scops" and includes among other highlights the web's coverage of the Democratic and Republican national conventions.

Royal Reports on Tele

John F. Royall, vice-president in charge of the Television department, reports at length on the strides made by video during the past year and the post-war prospects of the new art. Royal on reports on television's coverage of political conventions, opera programs, election returns and reviews the establishment of the first network linking New York, Schenectady and Philadelphia. In the first 11 months of the year, WMBD, NBC's New York television station, has aired a total of 479 hours, 57 minutes.

Hammond's Department Busy

Through the co-ordinating of the programming activities of network and spot sales, radio recording research, institutional and public service departments, the NBC Advertising and Promotion department, under Charles P. Hammond, director, used heavy magazine and newspaper lineage the past year. One phase of the campaign was the placing of a series of 1400 line advertisements which ran daily for two weeks in 58 newspapers in metropolitan centers heralding the web's "Parade of Stars." Surveys, direct mail, brochures, trade paper advertising, movie trailers, and use of poster advertising was included in the campaign.

Sports, station relations, engineering, international radio, network sales and the activities of NBC owned stations are also included in the annual report.

WJZ Forecast For '45

On Jan. 1 Schedule

Important government officials, labor leaders, business executives, and other outstanding personalities in American life will take the air January 1st at 1 p.m., over WJZ in an effort to forecast some of the events that may happen in 1945. Titled "Forecast-'45," the show will be introduced by Edward J. Nowak, chairman of the Blue Network, and will feature such men as Wm. Green, president of the American Federation of Labor; J. Philip Murphy, President of the National Broadcasting Corporation; and other prominent personalities.

New Bendix Dist. Mgr.

The appointment of Jack T. Dalton as eastern district manager of the New York office for the Bendix Radio division of Bendix Aviation Corp. was announced recently by Leonard T. Traudell, general sales manager of the corporation. Dalton comes to the firm after being associated with RCA Victor on special assignments.

Women's Press Club Will Hear Paul White

Paul White, CBS director of news bureaus, will address the Women's Press Club of New York City at "Radio and the News of Tomorrow" at the club's meeting which will be held this Saturday, Dec. 30, at the Hotel Pennsylvania.

CBS Navy Show Starts 4th Year

The December 28th broadcast of the CBS feature "The First Line" will mark the beginning of the program's fourth year on the air. In the three years the show has been broadcast it has paid tribute to the men and ships in the Navy, as well as dramatically depict the problems and achievements of that branch of the service.

Exclusive!

Chicago's Only News-On-The-Hour Service M-1-N-D

600 KW.
5000 Watts

Exclusively to

Exclusive to

Only WBYN

For Availability:

WILLIAM NORINS, Gen. Mgr.
Station WBYN, Brooklyn, N. Y.
**PROGRAM REVIEWS**

Longines Symphonette

This transcribed half-hour series is heard locally via WOR Monday through Friday at 10:30 p.m. and also on some 200 stations across the country at times held to be most suitable for the best possible audience. "Bogdanoff's "The World's Most Honored Music" lies in with the Longines-Wittnauer-Watch Co. phrase on one-man record. "The World's Most Honored Watch." Idea of the presentation is to bring the music to the listener in the purest form possible and also on some 200 stations across the country at times held to be most suitable for the best possible audience.

Musicians comprising the orchestra may range as high as 48 or more in number, under the baton of Mishel Piastro and like the conductor himself, they are first-chair men of the leading symphony organizations of high standing. Thus the average program is not only capably handled and well diversified, but programmed for entertainment de luxe without dragging in compositions of unique length or those not pleasing to the discerning or even average music lover. The idea is a worthy one and carried out with distinction which distinctly belongs to the highest quality.

Longines erudites are heard at each end of the program and once midway through the show. They are short and in good taste, in keeping with the quality of the music. Export research is also evident and spirituals, folk songs, opera, etc. are pleasingly rendered, but there is no sacrifice of the composer for fancy arrangements. On occasion, the soloists comprising the group heard at the time, are billed.

**SEND BIRTHDAY GREETINGS TO...**

December 27

Charlotte Chein Charles Holland
Sam Coslow Abner Silver
Merrill Fugett Roy Amos Thomas
Owen Lawton Jack Lenth
Aschie Sichel Mary Hutter
Ralph Smith Joseph E. Crenshaw


**DOROTHY MARX** has been elected vice-president and director of Musicraft, Inc., it has been announced by Paul Puner president. Marx heads the popular record department. For the past several years, she has been an executive officer of United Factors organization, and was formerly connected with the American Record Company.

**SALT LAKE CITY**—Louise Winschell, former traffic manager of KUTA, has been named head of the accounting and secretarial department for that station. A newcomer to the field of radio, Helen Pingree is reported to have signed contract with the station.

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Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a woman was there first.
Canadians Form RTPB

Trade Leaders Establish Organization Patterned After American RTPB For Wartime Service

Montreal — Formation of a Canadian Radio Technical Planning Board patterned after the American RTPB was announced yesterday by R. W. Brophy of Montreal, president of the board. Offices have been opened in Toronto.

The new organization Brophy said, “has been approved by Hon. C. D. Howe, Minister of Trans-

WISH Seeks License For Commercial Tele

WASHINGTON, D.C. — The WISH radio station of Indianapolis has applied for a commercial license in the AM band.

The station, operated by the WISH Broadcasting Corporation, has been broadcasting since November 1943.

The application was filed with the Federal Communications Commission on December 21.

Electronic Course Planned At M.I.T.

Cambridge, Mass.—Plans for a professional course in electronics emphasizing applications to television were announced yesterday by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology. M.I.T. will have the co-operation of the Philco Company in presenting the course. The new course is established as an option in the department of electrical engineering.

N. Y. Department Store Buys Television Time

First series of regularly scheduled commercial television shows for a New York department store will be inaugurated on WABD, Du Mont station, on January 3, when Macy's presents a series of film shorts produced by Mutual Music Society, Inc., for the 52 weeks of 1944 will bring -

RMA Conducts Survey On Post-war Industry

post-war employment survey conducted by the Radio Manufacturers Association reveals that at least 150, 200 persons will be employed by the radio industry after the war, an increase of 9.6 per cent over 1940, RMA headquarters disclosed yesterday.

O'Brien's TV Program to Be Announced

-pressure survey conducted by Mutual goes into its 11th year, for the 52 weeks of 1944 will show $20,000,000, a gain of over 50 per cent in comparison to the previous year. The survey was indicated that military and government figures are General Douglas MacArthur with 27.3 per cent of the number of votes; Eric Johnson with 20 per cent and General Eisenhower with 18.2 per cent each.

(Arthur Berman)

A Prayer

A Prayer for "General Eisenhower and His Men" has been set to music by Lawrence Stock and will be aired over the Blue, 10:30 p.m., EWT, tonight. Music is published by Mutual Music Society, Inc., of which Major Glenn Miller, now missing, is a partner.

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(Arthur Berman)

Agencies See Certified Poll A Key To Wartime Reaction

Since wartime radio programming has undergone a decided change in many respects, the editorial reaction to these changes are of great interest to the industry, particularly to advertising agency officials who are anxiously looking forward to the results of Ramey's "Certified Poll." The poll, nationwide and on propor-
Comming and Going

CHARLES P. HAMMOND, director of advertising and promotion for NBC, leaves today on a business trip to Washington, D.C., where he plans to confer with executives of WRC and WJZ.

CHESTER MACCRACKEN, director of radio production for Doherty, Clifford & Shenfield, has left for Hollywood, where he will work on the Gracie Fields program. He'll be gone a little more than a month.


MORT GOTTLIEB, after Atlas Mittermeier, has returned from Washington, D.C., where he visited briefly on program business.

G. E. Buys Ken-Ray Plants; To Broaden Radio Interests

(Continued from Page 1)

ration of Owensboro, Ky., it was disclosed that G. E. will enter the radio business in all branches post-war. Deal calls for G. E. taking over Ken-Ray plants at Huntington and Rock Hill, Ind., and the operations of government-owned plants at Tell City, Ind., and Bowling Green, Ky., where Ken-Ray had been making tubes for the government. Carl J. Hollatz, formerly executive vice-president for the tube company, will manage the new G. E. operation.

Eddie Bracken Show Set On NBC For Standard Brands

(Continued from Page 1)

Man's family, currently occupying the same period, is remaining under Standard Brands sponsorship but will shift to a new hour. Mann Hollinr will direct the new Bracken series.

Take Over KEX

Portland, Ore.—Lee Wailes, general manager of Westinghouse Stations, Inc. and other company officials have assumed management and control of radio station KEX, the purchase of which from the Oregonian Publishing Company was approved by FCC. The new ownership of the station will involve physical separation of the KGW-KEX transmitting plant and studios. The name of the new manager has not been announced.

Toscanini To Give Concert For March Of Dimes Fund

(Continued from Page 1)

January 19, at New York's Carnegie Hall. Toscanini has two additional performances of his calendar. On Saturday, January 13, he conducts the New York Philharmonic Symphony Orchestra at Carnegie Hall and on Friday, March 2, he directs the Los Angeles Philharmonic in its home city. The concerts are being conducted for the orchestras' respective pension funds.

Cotton Bowl "Pre-Vue" To Go Coast-To-Coast

Dallas—As a part of the annual Variety Club of Texas New Year's Eve Party to be held at the Adolphus Hotel, Sunday evening, a special coast-to-coast pre-game broadcast of the Cotton Bowl-Varsity Club will be aired from 10:15 to 10:30 p.m., CWT, at which time Bill Slater, sports announcer for Mutual, will preside.

Tobacco and Cotton: The following are also to be heard during the broadcast: R. J. O'Donnell, national chief banker of the Variety Clubs of America; J. R. Parten, president, and Dan Rodgers, chairman of the Cotton Bowl Association; Buck Meyer, coach of the Texas Christian University "Horned Frogs"; and Jim Lookabaugh, coach of Oklahoma A and M, opponents in the Cotton Bowl New Year's Day. Hyman Charnisky and his orchestra also will be heard.

That's not such a good picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going . . . they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore . . . W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm NOW!
And how long is six years going on seven? Long enough to prove to another hometown Baltimore success, Arundel Ice Cream,* that Baltimore’s own big hometown station WFBR is the one to get results.

For five years on WFBR, Arundel, Baltimore’s top-notch ice cream and baking chain used programs built by WFBR. They’ve profited by the hometown touch only WFBR knows how to give, and the hometown audience WFBR has built. (Arundel has the fifteen minutes preceding our “Quiz of Two Cities”).

Remember the above facts when people start talking about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore...buy what the successful hometown boys have always bought...W...F...B...R...

*Agency: Applestein-Wagner Advertising Agency

MEMBER - MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.  WFBR
LOCAL sponsorship orders for Morgan Beatty's web news program and the renewal of the "Your Neighbor" program headed new business at WMAQ last week at WMAQ. It was announced by Oliver Morton, manager of the NBC central division local and spot sales department. "Eight In-One" tablets, through H. W. Kastor and Sons Advertising Co., is sponsoring Beatty Monday, Wednesday and Friday, effective Dec. 26 for nine weeks, and Gassman's Department Store, through Newby & Peron, Inc., is sponsoring the commentator Tuesday and Thursday, beginning Dec. 26 for 13 weeks. Broadcasting over NBC on a local sponsorship basis, the program is aired Mondays through Fridays from 12:45 to 1 p.m., CWT. The renewal order came from Weinboldt Stores, Inc., through Needham, Louis & Bively, Inc., for the "Your Neighbor" program. Featuring June Marlowe with transcribed music and shopping news tips, the program is heard Mondays through Saturdays from 8:00 to 8:30 a.m., CWT. Renewal is for 52 weeks, effective Dec. 18. Announcement business was paced by Universal's "Bowery To Broadway," which showcased its sassy antics, they appeared on three consecutive Rudy Vallee shows and more recent questions on the Bob Burns program.

New Sinatra Series Debuts On CBS, Jan. 3

CBS' Frank Sinatra Show will be sponsored by Sales Builders, Inc., for Max Factor Cosmetics, beginning Jan. 3, 9-9:30 p.m., EWT, over the entire web. This show was originally heard on Mondays, since Nov. 20. To be featured with Sinatra will be Eileen Barton and Axel Stordahl's orchestra. And first guest will be booked by Rudy Vallee. Smith & Drum, Inc., Los Angeles, is the agency for the account.

California Commentary!

- - - KFI made a big hit Christmas Day with relatives, friends and sweethearts of Southern California servicemen serving in practically every theater of war when it broadcast greetings from more than 200 former Southland boys and girls serving their country.

Los Angeles

Fifty-six messages came from Australia and 51 from Hawaii. KFI cancelled all commercial spots, so that its could carry the greetings. Gil Polifrone, KFI's director of promotion and public service, originated the idea... * * * Nadine Ames, who has been with NBC and the Blue for 15 years and more recently the Pacific Blue's general office service manager, has resigned. She was secretary for several years to Don E. Gilman, who was the Pacific Blue's top man, until he resigned to take an important spot in the petroleum industry.

- - - Jimmy Wakely, regular member of the CBS Hollywood Barn Dance show, leaves Jan. 5 for a six-weeks theater tour of Texas... * - - Ben Carter and Mantor Moreland, colored comedians, are keeping busy on the air. Following release of Universal's "Bowery To Broadway," which showcased its sassy antics, they appeared on three consecutive Rudy Vallee shows and more recent questions on the Bob Burns program.

- - - Ann Thomas, Bob Burns' screwball secretary on his Thursday show, has just finished a role in "Duffy's Tavern" at Paramount, and draws a new assignment on the same lot late this month... * - - Because "Cavalcade Of America" has attained the highest audience rating in its history since moving from New York to Hollywood a few months ago and inaugurating a big-name guest star policy, it has been decided to keep the program in the film city instead of returning it to the East after the first of the year... * * * Virginia Madden, who was with KPRO, Riverside, Calif., has succeeded Corrine Miller as secretary to Paul Forrest, Columbia Pacific merchandising manager. Miss Miller resigned to join the Pacific Blue's forces... * - - Cass Daley was describing an actor she knew. Said Cass: "He was a talented second-story man, too. His wife didn't believe the first yarn, he always had a second one ready."... * - - Cary Grant was so pleased with his role in the anniversary broadcast of "Suspense" that he has asked to do another program soon—and he'll be booked for a return trip in January.

- - - Fletcher Wiley again proved himself a genial host when he tossed his annual Christmas party at Britannia's... * - - Bill Goodwin had to laugh at his five-year-old daughter, Jill, who seems to become radio conscious at an early age. He took her to Sunday school and when she came out, asked how she had enjoyed her class. "The music was nice," she said. "But the commercial wasn't nearly so good as yours, daddy."... * - - Speaking of offspring, Jennings Pierce, NBC Western division's station relations manager, is proud of his son, who raised a hog, which won first honors at the annual livestock show that was staged in Los Angeles... * - - Colman Wilson, Blue announcer, will not soon forget his initial Philip "Hall Of Fame" show. While making his way to the center of the Earl Carroll restaurant stage, from where the show emanated, he saw George Murphy, the movie star who exceeded the show, look up at him and then glance quickly back on the script, to find out where this guy came in. But there was nothing on the script, of course. Wilson approached the mike, took his cue, and said, "This is the Blue Network." and began the long walk back. After the great parade of stars, the audience broke out laughing at Wilson and the light man following his across stage with a blue spot. The applause was so great he turned to take a bow. Now his fellow announcers are ribbing him for not taking a couple curtain calls...

- - - Remember Pearl Harbor

AGENCIES

TAYLOR STOAKES CASTELL, general manager of Kenyon Research Corporation, has been appointed vice-president of that organization; it has been announced by Mr. Or A. Kenyon, president. Castell has been connected with Kenyon Research Corporation since it was founded years ago.

HAROLD E. HENDRICK, former president of Compton Advertising, Inc., has joined McCann-Erickson, Inc., as space buyer. Previously he was with Tracy, Locke and Dawson for 19 years.

CAMPBELL-MITHUN AGENCY for their client, Occident Feeds, has purchased The Korn Kobblers, transcribed novelty band program, in its following markets: Shemcken, Cedar Rapids, Des Moines and Yankton.

GRANT ADVERTISING, S. A., the Mexican subsidiary of Grant Advertising, Inc., has been appointed to handle the advertising of the following accounts: Max Factor & Company, manufacturers of cosmetics; Elias Pando y Cia, distributors of "Mision de Santo Tomas" wines; The Baldwin Locomotive Works, manufacturers of locomotives and machines; Laboratories Men, S. de R. L., manufacturers of beauty products; Impulsora Industrial S. de R. L., manufacturers of hosiery and General Electric, S. A., manufacturers of General Electric products.

ANN BRAINT, Kenyon & Eckardt commercial writer, has been informed that her song—"It's Taps for the Japs"—is being sent by her publisher to all U. S. radio stations for use in promoting bond sales during the Sixth War Loan.

BRONSON WEST, Advertising, St. Paul, Minnesota, has been elected a membership in the American Association of Advertising Agencies.
"1944 In Review" Staged On WOR-MBS

(Continued from Page 1)

N. Y. Department Store Buys Television Time

by the RKO Television Corporation

"We are inaugurating a new idea in television programming based on the belief that the public will welcome a short, five-minute program devoted exclusively to shopping information," Ralph B. Austrian, executive vice-president of the RKO Television Corporation, said yesterday. "We propose to present, via television, Martha Manning, Macy shopping advisor, who will show and demonstrate articles typical of Macy's wide assortment of merchandise." For the present the program will appear only on Wednesdays, 9 p.m.

Ascap Extends Licensing To Classical Music Field

Ascap will begin licensing the symphonic and concert field starting January 1 with Fred C. Erdman in charge of this operation for the Society. It was announced yesterday. Prior to then he was active in the Artists and Repertoire department of the Victor Talking Machine Company.

"Club' Invites Donald

Comedian Peter Donald will be hosted by the "Chesterfield Club" over NBC, Mon., Jan. 1, 7-7:30 p.m., EWT.

RMA Conducts Survey On Post-war Industry

(Continued from Page 1)

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(Continued from Page 1)

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Canadian Technicians Group Forms RTPB On U. S. Plan

New Dramatic Series

Mitchell To Join Blue

Detrota Dividend

Mutual's Business Over $20,000,000

May Arbitrate Status
Of Bill Goodwin On Coast

NAB Radio News Group To Meet In Chicago

New Year Eve On CBS

KORL-KOBBLERS

FROM THE HOUSE OF HITS

FREDERICK W

COMPANY

244 MAIN RAO. CINCINNATI, OHIO NEW YORK

5,824 hours of broadcast time. The reports, points to the network's progress in the serious musical field through the acquisition of programs by the Detroit Symphony Orchestra and continuation of the series of Cleveland Symphony Orchestra, "Let's Face The Issue," a half hour exchange of opinions, by experts, is also listed in the year's programming accomplishments.

Establishment of a centralized news operation and spot announcements in the interest of the War Loan drives and allied governmental agencies.

In the sports field, Mutual broadcast a total of 74 leading events this past year. Exclusive broadcast of the World Series featured Mutual's 1944 sports coverage which included football, basketball, track and boxing.

New "The Saint," popularized by Leslie Charteris, has been made into a dramatic series and will have its initial broadcast starting Sat., Jan. 6, 7:30 p.m., EWT, over NBC. Edgar Barrier will play the title role.

The series will be sponsored by Emerson Drug Company in the interest of Bromo-Seltzer.

Directors of the International Detrola Corporation have declared a quarterly dividend of 25 cents per share payable Feb. 1 to stockholders on record as of January 15, C. Russell Feldmann, president, and chairman of the board, announced.

See Certified Poll
Wartime Reaction Key

RADIO DAILY

(Continued from Page 1)

A five panel, for example, will study 'standard broadcasting and international shortwave broadcasting', that covers the long and shortwave radio familiar to every home. Another panel will deal with radio frequencies for FM broadcasting and for television. There will be attention to the problems of electronics in industry and in transport; and even study of technical questions regarding electronics and medicine.

"We of the board, will do our utmost to make sure that, remembering all the advances in electronics which have emerged from wartime research, Canadians will continue to get the best out of home receivers with a minimum of dislocation in equipment. At the same time, new types of home receivers will be required for FM broadcast and television. Unless Canada is assured of adequate frequencies for these new developments, manufacturers can scarcely be expected to make the new receivers because, obviously, they could not give satisfaction to the public. This last consideration indicates how jobs and wages are tied to the board's planning."

In the undertaking."

"Congratulations! You are making an invaluable contribution to the show; but actually it means a lot to technical but actually it means a lot to

radio industry. The fact that 28 questions were asked shows the comprehensiveness and thoroughness of the undertaking."

(Continued from Page 1)

port, who sees it in a very constructive step toward further development of the Canadian radio industry. The board ultimately was formed at a meeting convened by Walter Rush, controller of radio in the Broadcasting Transport." This is an all-for-one proposition. Nobody on the board represents a specific company. Organizations requiring radio frequencies have become partners in a non-profit venture. Engineers, scientists in the industry, will give up their time without charge for the benefit of organizations, serving the Canadian people. The board may appear highly technical but actually it means a lot to technical but actually it means a lot to technical but actually it means a lot to technical but actually it means a lot to

May Arbitrate Status
Of Bill Goodwin On Coast

Los Angeles—Young & Rubicam on Friday indicated its willingness to submit to arbitration the dispute between Bill Goodwin and Lever Bros. in connection with the Burns and Allen program. The attitude was made known in response to a protest made by AFTRA against the sponsor taking the matter into the law courts as threatened, instead of proceeding under its code of fair practices.

Goodwin had formally notified both Lever Bros. and Young & Rubicam that he is joining the New Frank Sinatra show, which goes on the air Jan. 3 as his exclusive contract with the Burns and Allen program has been breached. Goodwin asserts that in the new contract, he is not given credit for his share of the measured billing, a greater actor participation in the program, prominence in advertising and publicity as provided under an oral agreement.

NAB Radio News Group
To Meet In Chicago

NAB Radio News committee will meet in Chicago on January 24 to form a Council on Radio Journalism composed of broadcasters and educators; setting courses in radio journalism in the schools and colleges of America. Karl Koerper, KMBC, Kansas City, will be general chairman of the meeting.

Present personnel of the Council is as follows: Floyd Baskette, Emory University, Atlanta; Mitchell Charr- ley, Detroit News, Detroit; Wilbur Schramm, State University of Iowa, Iowa City; F. S. Siebert, University of Illinois, Urbana; Karl Koerper, William Brooks, NBC, New York; E. R. Vadeboncouer, WSYR, Syracuse and Paul White, CBS, New York.

New NBC S. A. Show
Makes Debut Tomorrow

A new program featuring Spanish and American ballads will make its debut on NBC's Inter-American beam Friday, December 29. Titled "Carneval Tropical," the new show will feature Fernando Rosses, Mexican tenor, and Elsa Miranda, Puerto Rican songstress.

Mitchell To Join Blue

John Ward Mitchell, in charge of the Playreading Committee of NBC for the past three years, has resigned to join the Blue Network. Mitchell's new post will be as script editor, assistant to Stuart Buchanan, head of script division.

New Year Eve On CBS

A three and a half hour parade of dance music by 12 of the nation's leading dance orchestras will usher in the new year over CBS, Sunday, Dec. 31 from 11:30 p.m. until 3 a.m. Hal McIntyre will hold forth from the Hotel Commodore in New York until midnight, at which time the others will be heard in short order. Les Brown, Count Basie, Hal McIntyre, Freddie Slack, Tommy Tucker, Cab Calloway, George Olsen, Louis Prima, Benny Goodman, Harry Feld, Rudy Wald, Gene Krupa and Ted Fio Rito.

Canadian Technicians Group
Forms RTPB On U. S. Plan

(Continued from Page 1)
New Bendix Distributors

The first announcement of the distributors who will handle Bendix radio's post-war line of AM, FM, and radio-phonographs has been made by Leonard Truesdell, general sales manager for home radio of the Thaden Aviation Corporation. The Thompson Electric Co. was appointed in Oklahoma City and the Texas Panhandle region. Eastern Massachusetts, New Hampshire, and Maine has been signed to the Youngstown Equipment Co. in Boston. E. B. Latham & Co. will service Northern New Jersey from its headquarters in Newark, while the Graybar Electric Co. will handle California, Arizona, Utah, Southern Idaho, Eastern Nevada, and southwestern Wyoming, from a central point located in Salt Lake City.

CA Appoints Indiana Distrib.

Announcement has just been made that the Associated Distributing Company of Indianapolis wholesale distributor of RCA Victor products in Indianapolis and central Indiana. David J. Finn, Chicago regional manager of RCA Victor made the announcement. The products to be handled by the firm include radios, phonographs, records, electron tubes, test equipment, and package products.

Emerson Cincinnati Outlet

Appointment of the Herrlinger Distributing Company of Cincinnati as distributor in that territory, has just been announced by Charles Roberts, vice-president in charge of sales of the Emerson Radio and Phonograph Corporation of New York City. The Herrlinger outlet will begin activities on the Emerson "P.D.Q." plan, under which they will franchise other dealers.

Transcription Publicity

Frederic W. Ziv Company knows no reims. For that reason their productions do not suffer from a lack of proper promotion. Parents' Magazine On The Air receives its merited attention in a red and blue affair. Inside pages disclose facts and figures, in addition to informative illustrations, for prospective purchasers. Ziv's "Manhunt" brochure is also attractively produced in red and black, with a red plastic spine to hold the pages intact. The ingredients have a lot of flavor and variety, in illustrating various stories obtained from national publications for the series. Actors and actresses play roles in it, too. Its "Calling All Girls" brochure is produced in similar fashion, and dedicated to the "bobby-sock brigade." "Songs Of Good Cheer" also gets a fully orchestrated promotion piece put out in its favor. Talent and songs are effectively highlighted. In the "Marching in Harmony," which is a party piece, a massy fashion, too. Chartreuse, black and white are predominant throughout, with the sub-title pointing out that the program contains "the band of 1,000 gadgets and 1,000,000 laughs."

High Lights

WKY of Oklahoma City, has produced a new brochure along statistical lines. Colored in yellow, red, black and white, it is called "High Lights From the Oklahoma Radio Audience of 1944," a companion piece to the elaborate brochure compiled for the station recently by Dr. F. L. Whan of the University of Wichita. It is a comprehensive, three-way folded affair. The Katz Agency represents the station.

Film

Exploitation of its "The National Barn Dance," recently made into a movie by Paramount, is being conducted on a co-operative basis. The film was recently premiered by WLS, Chicago. Paramount's brochure is in red, black and white, and plays up the talent, of course, who can be seen in the film. Stories are also included in the brochure, and are written in Hollywood's press-agentry style. Other stories attribute a portion of the picture's expected success to the 19-year-old radio program. The promotion piece also mentions other exploitation media.

Druggist Tie-In

A contract has been made between WJZ and the Fair Trade Merchandising Association to promote the station's drug programs with the use of window displays, store advertising, and a special 15-minute program, by John H. McNeill, station manager, has announced. Window displays will be placed in 1,100 independent drug stores in the Metropolitan area, and changed once a month. In addition the Merchandising Association will issue a house organ to the druggists advertising the station's programs, which will be distributed to the druggist's customers.

KNX Brochure

Done in striking color, a promotional piece just issued by KNX in Los Angeles dramatizes the way the station depicts the news of the war from both an audio and a visual standpoint. They have constructed a large bar-relief map that is animated with small boats, airplanes and flags, that are shifted as the news indicates. The station claims that an observer of the map is informed of happenings before the smoke of the battle has cleared away, as well as ship and troop movements that can be released. The booklet also displays pictures of their various correspondents, with a brief case history of each, and an explanation of the workings of their newsroom. This represents a spectacular, interest-holding bit of station promotion, with the station angle presented effectually, but unobtrusively.

Knx Brochure

(Continued from Page 1)

the AM station, WISH, in that city. An FM application has been received from the Pittsfield, Mass., "Eagle.

Nebraska Firm Applies

The Sierra Broadcasting Company of Reno, Nevada, and the Greater Huntington Radio Corporation of Huntington, W. Va., both applied for 250-watters on the 1,480 and 1,490 bands, respectively.

Mike Benton of Atlanta has applied for a new station to operate on the 640 band with one kilowatt daytime and directional antenna between Sunset, Atlanta and Sunset, Los Angeles.

Broadcasters Incorporate

Albany—Myron J. Kallet, up-state circuit operator with headquarters in Oneida, in association with his brother, Joseph S. Kallet, and W. T. MacNeilly, has just incorporated Copper City Broadcasting Corp., also with an Oneida home office. Name of the new company, however, would indicate that it is designed to enter the broadcasting field in the adjacent city of Rome.
YANKTON—A special Christmas Day broadcast from overseas was arranged by WNAX for the benefit of the families in the station's coverage area. About fifteen soldiers serving with the Seventeenth Army division were interviewed and the broadcast was relayed to New York by the HCA shortwave facilities. The contact from New York to Yankton was made with a land line.

DISTRICT OF COLUMBIA—WASHINGTON—The Army Medical Corps is using one of WMAL's programs with the hope that it may help the digestion of the patients at Walter Reed General Hospital. "Hour of Dreams," all music, is carried by the station late in the evening with the hope that it may help the digestive problems of the families in the station's coverage area.

COLORADO—COLORADO SPRINGS—For the fifth consecutive time KVOR staged a special war bond auction and rolled up an impressive one day total of $30,000 in war bonds sold. In addition the station plans a "Drive Duration" special program designed to salute every man and woman from the territory. During this program every one from the county is urged to buy a bond from the station and dedicate it to someone they know in the armed forces.

MASSACHUSETTS—BOSTON—Bettina Paxinou, star of the new show "Sophie" now playing at the Plymouth Theater in this city, made a guest appearance over WCOU Sunday. The actress spoke on the "Orphans of Greece" and the broadcast was carried by the station as one of the series of special programs they have planned for the holiday season.

WEST VIRGINIA—CHARLESTON—Announcer Dave Fulton of WCHS was filling out a questionnaire card from the United Press Bureau recently, when he came upon an astonishing survey question. "Was there a woman who wrote an authentic criticism of war as a war of destruction?" He wrote that he was suffering from an acute lack of cigarettes. P.S. United Press sent him some!

SOUTH CAROLINA—COLUMBIA—WCSO, Blue affiliate, announces that the Howard H. Wilson Company has been appointed as the station's national representatives as of the first of the year. The station is owned and operated by the Carolina Broadcasting Corporation.

OHIO—Cleveland—Prizes totalling $6,000 are being offered their listening audience by WJW in a radio special, novel "Christmas Bonus" contest. Participants are asked to write a letter to the station stating why they like or do not like the station, and winners are awarded prizes in war bonds.

WASHINGTON—Seattle—Radio's Sixth War Loan Drive show, designed to sell war bonds, was created with three days notice by the seven stations in Seattle working as a single unit. The show was presented to a capacity house to those who had purchased war bonds at the city's department stores, and featured artists and entertainers from all of the stations, who auctioned off such articles as electric irons, "Scotch" and cigarettes, for bonds.

RALEIGH—Charles Keaton, for the past seven years program and music director of WFNS, has joined the station's staff as director of music, replacing Leo de Sola, resigned.

GOLDSBORO—Fred Fletcher, general manager of WRAL in Raleigh, has been elected president of the Tobacco Network, succeeding Paul Moyle, WFNC, Fayetteville, who resigned. Lewis Howard, president of WHIT, New Bern, was elected vice-president to succeed Fletcher.

KENTUCKY—LOUISVILLE—"Our Boys Abroad" is a new program now being heard twice weekly over WINN, and features a news story, an interview transcribed overseas, and a citation, all involving local service men.

DON'T MOVE
Keep the dial right there on 1430...for everything that counts...every news flash...every race report...every sports result...every new & old tune...every favorite band!

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

SEND BIRTHDAY GREETINGS TO...

December 28
Cliff Arquette
Diane Rosen
Noel McMahon
Barry Dick Joy
Blanchard McKea
Stanley Weiser
William Bohack

REX McCOY
RADIO DAILY
Thursday, December 28, 1944
COAST-TO-COAST
Allocation Decisions Near

Trends and Events in Radio And Television, 1944

D-Day In Europe. Outstanding coverage of the invasion of France, and subsequently Southern France and the Philippines.

- James Lawrence Fly resigns as Chairman of the FCC to go into private law practice. Senate confirms President Roosevelt’s nomination of Paul A. Porter to succeed Fly.

- FM convention in New York draws some 700 broadcasters and others in allied fields.

- Edgar Kobak resigns executive post with the Blue Network and becomes President of Mutual Broadcasting System, succeeding Miller McClintock who resigned.

- War Department through its advertising agency allocates part of WAC budget for spot radio campaign following major portion being set for expenditures in publications.

- RCA-CRC-NBC signs with the AFM on the musician’s union terms after failure to receive action from the WLB, in the dispute involving special fees for making recordings.

- Re-election of Franklin D. Roosevelt resulted in strong measure of credit to radio in the face of a press favorable to his opponent.

- NAB adopts Station Coverage Yardstick plan of audit.

(Continued on Page 5)

Middle-West Interest Strong
In All American Radio Poll

With the total number of ballots now tallied nearing the 800 mark, strong interest is revealed throughout the middle west in Radio Daily’s All American Radio Program. Certified Poll carried out by the Ross Federal Research Corp. is mounting strong interest in Chicago, for instance, being represented by one or more voters from every publication.


The quickest way to get acquainted with Northern New England—WLAB! Coverage may upon request.

response will be quick when the Voice of Northern New England—WLAB—introduces your product for Personnel Of WOR

FCC Finishing Job, Guarding Details Till Next Week

Washington Bureau, RADIO DAILY—Announcement of its frequency allocation decisions is still expected from the FCC next week, as the entire staff and Commission is kept working overtime preparing the final schedule. Details on the deliberations have been closely guarded, with few reliable indications as to what is being done and even those which appear reliable impossible to confirm authoritatively.

That the FM band will be moved

Reynolds Praises G.I. Joes’ Radio Shows

Credited with seeing the only American war correspondent to cover all the fighting fronts, Quentin Reynolds told a press gathering yesterday that he hoped to remain in this country indefinitely. Reynolds returned last Friday from the South Pacific, where he was on a special assignment for the Navy.

Radio, as a medium of entertainment for the servicemen, cannot be

Retirement Plan Adopted
For Personnel Of WOR

A retirement plan for the entire personnel of WOR was adopted at a special meeting of the Board of Directors of Bamberger Broadcasting Service, Inc., held yesterday. All

Kate Smith Honored

Kate Smith, CBS singing star, has been named “woman of the year in radio” in a list of women who made news this year released by the Associated Press Newsletters. Kate received the distinction because of her efforts in Uncle Sam’s war bond drives during 1944. Loren Bacall received the honor in the “movies” field and Celeste Holm for the stage.

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(Continued from Page 1)

members between the ages of 30 and 65, who have been with WOR at least three years are eligible immediately, and retirement benefits are provided after the age of 65. The entire cost of the plan is to be paid by WOR.

V. P. Wallace With Steel At Analyst's WHN Debut

WHN yesterday announced that Vice-President Henry A. Wallace will appear as guest commentator with Johannes Steel when the latter, on

Von Zell Taking Over On Burns & Allen Show

Young & Rubicam agency announced yesterday that it had rescinded its contract with announcer Bill Goodwin, the action being by mutual consent. Beginning Monday when the Burns and Allen Swan soap program moves to its new 8:30 p.m., EWT time on CBS, Harry Von Zell will hold forth as guest announcer.

January 1, broadcasts the first program in his new series to be heard on the station. On this occasion, the voice of the Vice-President will be piped in from Washington, D. C.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEIL, CBS-owned station in Boston, visited briefly in New York yesterday. He returned to Boston last night.

ART LINKLETTER, arrives on January 2 from the West Coast. He will confer in this city and Bridgeport regarding the new General Electric show which he will emcee and which will debut on CBS Jan. 15.

JIMMY DOLAN, CBS sports reporter, has left for Miami, where he will assist Ted Husing in broadcasting the Orange Bowl football game over CBS on New Year’s Day. He and Husing will do a preview broadcast over the network tomorrow afternoon.

We resolve to make 1945 another banner year for our sponsors by continuing to maintain our high standards of programming and by giving the greatest possible return for every dollar spent on WPAT.

Happy New Year

W. B. PRITCHARD, radio time buyer for Lin-Fieldhouse, advertising agency of Wilkes-Barre, Pa., is in Gotham on a short business trip.

MARION CONNOLLY, administrative assistant to Walter Craig of Benton & Bowles, Inc., leaves town today for a short stay in the Pocono Mountains.

RICHARD W. DAVIS, manager of WEIL, New Haven, is in New York on station and network business.

PAUL JONAS, assistant director of special features and sports for the Mutual network, is in Dallas, Tex., making preparations for the broadcasting of the Cotton Bowl game Jan 1.

HELP WANTED?

We don’t know anything about booms or depressions in the offing...we do know there’s going to be a sweetheart of a scrap for sales. And a lot of smart advertisers interested in re-establishing brand names and sales at low costs are mending their fences now.

We’re interested in their radio picture. We’re looking forward to same time buying. When advertiser and time buyer alike again ask, “How much did I get and at what cost?”

Knowing W-I-T-H’s ability to produce sales year in and year out at the lowest cost...we offer facts to prove that the time to look at Baltimore, the 8th largest market, is now...and the station to look at is W-I-T-H.

We resolve to make 1945 another banner year for our sponsors by continuing to maintain our high standards of programming and by giving the greatest possible return for every dollar spent on WPAT.

Happy New Year
Ever walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it’s done by walls... not mirrors.

For every studio is two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls... each studio fortified with double ceilings, double walls, double floors... the inner one being completely suspended and isolated from the outer one so that there’s no metal to metal, no masonry to masonry.

That’s why you could say of each of NBC’s Radio City studios—"It floats—and it’s 99 44/100 per cent pure quiet."

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn’t a chance of intruding upon a drama in the one next door.

* * *

Of course, it might be possible to get by with less... but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things... large and small... done well which helps to make NBC "The Network Most People Listen to Most."

National Broadcasting Company
America’s No. 1 Network
The top radio stars who have entertained overseas have organized their own bond show in Los Angeles, set for today, and at which they will attempt to sell $10,000,000 of bonds to buy a hospital ship. Heading the entertainers will be Dinah Shore Bob Hope, Frances Langford, Jack Benny and Bing Crosby.

"The Life of Riley," starring William Bendix, has been renewed by the sponsor for another six months. It's aired on the Blue Sunday nights. Al Jarvis, originator of radio's "Make Believe Ballroom," has launched his third annual popularity contest to determine the most popular male and female singers and the best liked orchestra. His listeners must pay ten cents to vote, the proceeds going to the Hollywood Children's Hospital.

Arthur Godfrey and G. Richard Swift, recently returned from the Pacific theater, are scheduled to leave for New York in the near future. Fibber McGee and Molly" and the "Gildersleeve" show back after Navy war bond shots in Chicago.

Jimmy Wakely, heard every Saturday on CBS's "Hollywood Barn Dance," has been cited by Lockheed Aircraft Corp. for the work he has done to assist in the raising of their four and a half million dollar Sixth War Loan quota. Wakely is singing during the recreation hours at every one of the company's eight plants in the Los Angeles area.

Wendell Niles is the announcer on the new Al Pearce program. Both radio veterans, Niles and Pearce have been, associated on air shows dating back to the crystal set era. His listeners must pay ten cents to vote, the proceeds going to the Hollywood Children's Hospital.

Arlene Francis has selected three USO Campshow gals, Peggy Alexander, Virginia Robinson and Helen Young, all of whom have recently returned from overseas entertainment tours, to be "dressed" by G.I.'s on "Blind Date" Monday.

Next month's "Magazine Digest" will carry an interesting profile on Brad Young, all of whom have recently returned from overseas entertainment tours, to be "dressed" by G.I.'s on "Blind Date" Monday.

Entertainment stars, including Miss America and othererculosis "makeovers" will appear on Milton Berle's "Let Yourself Go" program. Wednesday, when it moves to CBS, will be Fred Allen...two of the other's fastest-thinking ad-libbers, this program is a MUST in our book.

* * *

His many friends will be happy to learn that after five months on the ailing list, Producer of the "Wheeling Steelmakers," and Advertising Director of Wheeling Steel, J. L. Grimes, returns to his desk Tuesday.

Arlene Francis has selected three USO Campshow gals, Peggy Alexander, Virginia Robinson and Helen Young, all of whom have recently returned from overseas entertainment tours, to be "dressed" by G.I.'s on "Blind Date" Monday.

Next month's "Magazine Digest" will carry an interesting profile on Bradley Barker and his 'sound-effects managerie'...

Mimic Arthur Boran will go to Washington to emcee WTOP's "Battle of the Bureaus," quiz, Sunday at 1:30 p.m...

Kasper-Gordon, Inc. of Boston has come up with a really new idea for musical spot annuncements...each one of the 26 spots in the series has lyrics based on well-known proverbs...

Sidney Reznick, one of the Ed Wynn scriptwriters, has been renewed for an additional 13 weeks...

Frank Cooper, manager of Alan Young, leaves for the coast next month to close a picture deal involving six figures, for the youth comic... (and the figures aren't of the bathing suit variety)...

Ted Campou, executive of CKLW, Detroit got around on the ban on "cerebral hemispheres examined."

Earl, who will pinch...
FCC Guarding Details Regarding Allocations

(Continued from Page 1)

up, however, to 88 megacycles, is believed already decided. This was reported several weeks ago in Radio Daily, along with the information that the amateur band will be moved from 52-56 megacycles to 84-88 megacycles, later to revert to its present position as soon as telecasting in the lower frequencies falls off. The FCC apparently believes that medium band tele will eventually give way to broad-channel color tele in the higher frequencies.

It is believed that the strong opposition of the commercial broadcasting industry will mean no allocation for the subscription radio service, an FM operation described during the recent allocation hearings by Joseph L. Weiner. Despite the possible beneficial effect this service might have on radio programming, the Commission is unwilling to authorize it, at this time especially, because of the connection with the enterprise of former Chairman James Lawrence Fly. The Commission is unwilling to expose itself to attack on the grounds that it "favored" its former chairman.

Another controversy to be settled is that regarding international short-wave stations. IRAC recommended against granting frequencies for this service, but it is believed that the strong industry pleas and the support of OWI and CIAA were enough to convince the FCC that international broadcasting should not be squeezed out. Bands probably will be provided for this service.

Hymes Joins WNEW

The resignation of John D. Hymes, associate chief of the domestic radio bureau of the OWI, enabling him to accept a position as an account executive with WNEW was announced yesterday. Prior to serving with the OWI, Hymes was with CBS, and for nine years was chief time buyer at Lord & Thomas.

Emerson Bonus

A year-end bonus to employees of the Emerson Radio and Phonograph Corporation, amounting to approximately $149,000 was announced yesterday by Benjamin Abrams, President.

Radio Production Increased 20% In 1944

The war production of the radio industry during 1944 increased, in terms of dollars, by 20 per cent to approximately $2,700,000,000, as compared with the preceding year, according to a statement by John Bal
didd with the preceding year, according to a statement by John Bal
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Meet WHB's Dick Smith—

Director, Special Events . . . War Programs . . . Newscasts

Coming from a long line of Smiths, this one took to radio back in 1928. Since then he has announced, written or produced more than 30,000 programs—special events, newscasts and musical shows. That's figuring six a day for 16 years, not counting Sundays! We call him our "Miraculous Mister Smith"—and his "know how" is part of the many skills you employ when you advertise on WHB. This Smith, after serving as a "shave-tail" in World War 1, graduated from the University of Iowa; then did a bit of banking, school teaching and accounting before he landed in front of a mike. He has two sons: one, a promising south-paw on a high-school freshman football team; the other, co-pilot on a Flying Fortress. Dick's pride in them is equalled only by his pride in WHB—the "station-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium!

For WHB Availabilities, Phone DON DAVIS

KANSAS CITY—Station Building—Harmony 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd.—Central 7980
HOLLYWOOD—5855 Hollywood Blvd.—Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri Kansas Kansas Kansas Kansas

Chicago's

BEST NEWS SERVICE
AP-UP-INS
W-I-N-D
560 KHz 5000 WATTS

8 A DONALD PETERSON PRODUCTION

The Swing is to WHB in Kansas City

Meet WHB's Dick Smith—

Director, Special Events . . . War Programs . . . Newscasts
Trends and Events in Radio
And Television, 1944

(Continued from Page 1)

ence coverage at its annual convention in Chicago. Plan approved by the AAAA and the ANA.

Hearings were held before the FCC on matters of allocation in allotting channels to television and FM.

Television Broadcasting Association holds two-day convention in New York, attracting more than 1,000 attendees.

Greatly increased discussion and activity in the fields of television and FM.

Greatest number of station sales and transfers in recent years, with several newspapers significantly entering the field.

New legislation discussed but no action.

House investigating committee held hearings throughout the year, providing many stormy sessions relating to former Chairman Fly, the WMCA case etc.

Outstanding Broadcasts

“The Land Is Bright,” Fifth War Loan Program on CBS.

NBC’s kick-off show on the Sixth War Loan scripted by Robert Sherwood.

“Return to the Philippines”—half hour documentary program on General MacArthur’s return to the Islands.

“1944 in Review,” presented by WOR over Mutual network and dramatizing leading events of the year as narrated by Dave Driscoll plus documentation by reproduced recordings including pooled broadcasts and voices of international figures.

Wright Bryan, (NBC) attached to a glider command on D-Day, broadcast upon his return to England, first such report.

George Hicks’ (Blue) pool broadcast from Naval craft in English channel during Invasion of France.

“Assignment Home” series on soldier rehabilitation, on CBS, particularly the first one, “No Confetti.”

Western Hemisphere premiere of Dimitri Shostakovich’s Eighth Symphony by the New York Philharmonic-Symphony. (April 2).

George Foster’s (NBC) story from the Philippines in which he told how the Signal Corps men fooled the Japs at the start of the invasion by recorded broadcasts from New Guinea, etc.
Reynolds Lauds GI Programs
In South Pacific War Theater

(Continued from Page 1)

John J. Karol Appointed
CBS Sales Manager

John J. Karol, CBS assistant sales manager for the past year and market research counsel since 1938, has been named network sales manager effective January 2, William C. Git- ter, CBS research counsel since 1939, has been appointed to his place.

The noted war correspondent has returned to his home in New York, where he will join the CBS publicity department. His contract with the Blue was not renewed.

Reynolds Lauds GI Programs

In South Pacific War Theater

(Continued from Page 1)

Blue Allocates Time
To A. F. Of L. and CIO

Philip Murray, A. F. of L. and CIO leaders, respectively, in Washington. Later Philip Pearl of the A. F. of L. and Len De Caux, CIO press chief, conferred with the network executives and agreed on details for the weekly broadcasts of Pete Lyon of the Writers Guild, who will supervise the continuity of the CIO programs.

In announcing that the Blue will make available to labor one of its most useful night quarter hours, Mr. LeRoche said: "In completing arrangements for these broadcasts we are accomplishing what has been a paramount aim of the Blue Network for some time—to provide adequate time for the great labor organizations to state their views and discuss their problems with the radio audience. Organizations such as the CIO and A. F. of L., whose activities are vital interests in more than 12,000,000 American workers, should be able to depend upon a regular broadcast time on a major network, rather than be forced to request broadcast time when important occasions arise. This year-round series provides, we believe, the answer to organized labor's problem of regularly contacting the American radio listener from coast to coast."

Expressing satisfaction with the Blue's action, William Green, president of the A. F. of L., said: "By means of these radio programs the American Federation of Labor will be able to present its news and views directly to the American people and to its 7,000,000 members."

Similarly Philip Murray, CIO leader, commented: "The CIO appreciates the opportunity accorded it by the Blue Network to make labor's voice heard in regular weekly broadcasts during the coming year. We hope to attract and hold listeners by a lively and entertaining program which will give the public the true story of labor's hopes, plans and activities."

Poor Richard Club Cites
Bop Hope, Ralph Edwards

The Poor Richard Club of Philadelphia, pioneer fraternal organization in the advertising field, will honor at an annual dinner on Jan. 17 Bob Hope and Ralph Edwards. The former will receive the Honor Medal for outstanding performance in entertainment while the latter, master of ceremonies on the "Truth or Consequences" program, will receive a citation for his work in the continuity of the CIO programs. In addition to his radio work, Reynolds will continue his association with Collier's Magazine.

American listeners, he said, will mean a new audience for this country's eventual fifth network, he ass- ered. AM radio exchanges among their competitive programs, while none of the broadcasters have done anything to search among the unmined areas, he said.

There are two programs on the air today which are heading in the public's general altruistic direction—Maj- ical's "Let's Face the Issue," and "New York Newspaper Guild Forum" over WMCA, Konceny said. These programs are the result of the realization that it had closed the door after the horse ran away, he added.

Re the FCC decisions on AM, FM and television, Konceny pointed out that he had it from one of the country's foremost radio engineers that the Blue will not up-caption the FM band from 88 to 108 megacycles, as this would mean "moving from the known into the unknown."
FRANK FAYE SIGNED

For Television Show

Frank Faye, star of the Broadway play "Harvey" was signed yesterday for a half-hour tele-show over the Du Mont station WABD, on January 7. This will be the actor's first tele appearance, and the program will be under the sponsorship of the Shutter Candy Co., makers of "Old Nick" candy bars. The present schedule calls for a half-hour tele-show over the station beginning Jan. 3 by WHTD. As in the past, Mitt Berkowitz will handle the remote.

AGENCIES

DUANE JONES has presented a silver cup to Alan Mendelson, executive vice-president of B. T. Bobbit, Inc., manufacturer of household cleaners. Marking the tenth anniversary of Jones' continued service in handling the Bobbit advertising account, the presentation was made at a luncheon given by Jones at the Metropolitan Club, New York, which was attended by top-ranking Bobbit executives and members of the agency associated with the account. When the Duane Jones Company was organized in 1942, Bobbit, 100-year-old company, was one of the four basic accounts.

PHILOSOPHICAL LIBRARY will soon publish "The Dictionary of the Arts" in 16 volumes. Author of an article on "Radio Drama" by John Matthews, Kenyon & Eckhardt commercial writer.

COAST-TO-COAST

CONNECTICUT

HARTFORD—The first in a series of three programs sponsored by "Alcoholics Anonymous" was presented over WTIC last week. Featuring a well-known doctor and several members of the organization, the programs are designed to aid those who are unaware of the organization's existence. Inaugural ceremonies of Governor Raymond E. Baldwin will be broadcast during the afternoon of Jan. 3 by WTIC. As in the past, Mitt Berkowitz will handle the remote.

LOUISIANA

NEW ORLEANS—WWL has instituted a new war effort public service program presented under the auspices of the Civil Air Patrol, every Thursday afternoon. Conducted by James J. A. Fortier, the program features a guest interviewee from the WAC, as well as personnel from the CAP.

IDAHO

BOISE—Boyd Braithwaite, commercial manager of KIDD, became a proud pappy December 15, for the first time, when his wife, Lucille, gave birth to a daughter.

MICHIGAN

PHILADELPHIA—Eliot Jeffords, of the KYW sales promotion staff, has resigned in order to join the Red Cross. She has been replaced by Mary Whitaker, . . . A newcomer to radio, Geraldine R. Weil, has joined the staff of WCAU. On car, across the board 15-minute program WDAS sold $1,280,000 worth of war bonds. Of this amount, over a million was actual cash brought into the station, and not pledges, . . . PITTSBURGH—Ten years of broadcasting, twice daily, same sponsor, same program, same time, same station, is the record of Beckley Smith, WJAS newscaster. The station claims that its initial broadcast on Jan. 1st, 1935 was the first commercial news summary in the country.

NEBRASKA

LINCOLN—The new offices and studios of KFOR will be opened January 1. The station was recently purchased by Charles and Capt. James Sturz, at which time it was decided to enlarge its facilities. Gordon Gray is now general manager of the Cornbelt Broadcasting Co., owners of the station, and Melvin Drake is manager.

NEW JERSEY

PATERSON—Sidney J. Flamm, vice-president and general manager of WPAT recently gave a talk on "The Romance of Radio" before the Paterson Rotarians that was so well received that he is now booked for the same talk by many other Rotary Clubs located in The Garden State.

TEXAS

SAN ANTONIO—Every day at 11:00 a.m. KONO goes off the air for one minute of silence in honor of the men and women now in the armed forces. The idea is being taken up by many of the local business concerns, who are also pausing at that time.

WOMEN'S PRESS CLUB TO MEET

An estimated audience of over 150 is expected to be in attendance at the meeting of the Women's Press Club to be held December 30, at the Hotel Pennsylvania, to hear the subject of post-war news discussed. Paul W. White, CBS director of newscasts, will talk on "Radio News of Tomorrow," while Samuel H. Cuff, general manager of television station WABD, will talk on "Television as a News Medium." Claude A. Jagger, assistant general manager of the Associated Press, will discuss the vital problem of "International Freedom of Information." A program of musical interludes featuring Earl Ashton, bass-baritone, has also been arranged for the meeting.

DUNNINIGER WAS THE SUBJECT

OF 16,000 NEWS STORIES IN 1944