

RADIO DAILY

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FINANCIAL

(Wednesday, Sept. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 ³ / ₈	181 ¹ / ₂	182 ¹ / ₄	- 1/4
CBS A	41 ¹ / ₂	41	41 ¹ / ₈	+ 1/8
CBS B	40 ³ / ₄	40 ¹ / ₂	40 ³ / ₄	- 1/4
Farnsworth T. & R.	16 ¹ / ₈	15 ³ / ₈	16	...
Gen. Electric	47 ³ / ₄	47 ¹ / ₈	47 ⁵ / ₈	+ 1/8
Philco	38 ¹ / ₄	37 ³ / ₄	37 ³ / ₄	- 5/8
RCA Common	15 ⁵ / ₈	15 ³ / ₈	15 ³ / ₈	- 1/8
Stewart-Warner	21 ³ / ₄	21 ¹ / ₂	21 ³ / ₄	- 1/8
Westinghouse	35 ³ / ₄	35 ¹ / ₈	35 ³ / ₄	+ 1/8
Zenith Radio	38 ⁷ / ₈	38 ³ / ₄	38 ⁷ / ₈	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	41 ¹ / ₄	41 ¹ / ₄	41 ¹ / ₄	- 2 1/4
Nat. Union Radio	5 ¹ / ₈	5 ¹ / ₈	5 ¹ / ₈

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 ³ / ₄	9 ¹ / ₂
Stromberg-Carlson	23	24

Resume CBS Series Oct. 1

The complete daily series of CBS "American School of the Air" will again be regularly broadcast over the official transmitter of the Office of Inter-American Affairs in San Francisco, beginning Oct. 1, it was announced over the weekend by Merrill C. Phillips, broadcast manager of the agency in that city. Broadcasts will be made to Mexico, Central and South America.

Samuel Leaves American

West Coast Bureau, RADIO DAILY
Hollywood—Milt Samuel, chief of the American network's coast slackery department has resigned to become West Coast publicity director of the Bureau of Industrial Service, Young & Rubicam. Bob Mucks continues as manager of Y & R's West Coast publicity office.

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

Coming and Going

H. R. KRELSTEIN, manager of WMPS, Memphis, Tenn., is visiting New York for conferences with American network executives.

EDGAR KOBAK, president of the Mutual network, is expected back from a business trip to Chicago and other Midwest points.

DR. HERBERT GRAF, television operatic producer for NBC and stage manager at the Metropolitan Opera House, leaves Sept. 30 for San Francisco, where he will direct four operas, after which he will leave for Chicago, where he will handle two more productions.

ROBERT J. DEAN is in Gotham. He's the president of KOTA, CBS outlet in Rapid City, S. D.

CHESTER LAUCK and NORRIS GOFF—"Lum 'n' Abner"—are back in Hollywood, where they are to be featured in RKO's "Partners in Time."

CHARLES BARHAM, JR., president and station manager of WCHV, Charlottesville, Va., is in New York with Mrs. Barham.

RALPH R. BRUNTON, president of KQW, Columbia network affiliate in San Francisco, who spent the major portion of the past week in New York, makes Washington, D. C., the next stop on his current business trip.

DANNY KAYE—he of "Wonder Man"—has left Hollywood for Chicago, where on Friday he will broadcast his "Danny Kaye Show" as a feature of the opening of the National War and Community Fund Drive in the Windy City.

CECIL L. SLY, vice-president and sales director of the Universal Microphone Co., and DEE BREEN, sales manager of the organization, are preparing to leave on a three-months sales and contact trip covering every state in the Union.

Heavy Reservations For REC Luncheon

(Continued from Page 1)

casters' party who went abroad, will be the spokesman for the group. Col. Ed. Kirby, chief of the radio branch, Army Public Relations, who accompanied the broadcasters on the European tour will be the chairman of the luncheon.

Guests of honor, members of the party who made the tour of Europe will be:

Col. Harry S. Wilder, president, WSYR, Syracuse; Colonel Kirby; William Hedges, vice-president, NBC; Justice Justin Miller, president, NAB; Mark Woods, president, American Broadcasting Co.; Abel Green, publisher, Variety; Sol Taishoff, publisher, Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice-president, Mutual; Joseph T. Ream, vice-president, CBS; J. Leonard Reinsch, managing director, Cox stations and radio advisor to President Truman; Clair R. McCollough, managing director, Mason-Dixon Group; Martin S. Campbell, managing director, WFAA, Dallas; Morris Novik, manager, WNYC, New York; Joe Csida, manager, The Billboard, and John W. Alicoate, publisher, RADIO DAILY.

Hildy Hosting Jessel And Stern

George Jessel and Bill Stern will be guest of Hildygarde next Tuesday on her "Raleigh Room" program broadcast over NBC at 10:30 p.m., EWT.

WLEE Goes On Air Mon. As MBS Richmond Outlet

Richmond—WLEE, Virginia's newest radio station affiliated with the Mutual Broadcasting System, will go on the air for the first time at 6 a.m., Monday, Oct. 1. Station's new transmitter, located by the James River has just been completed. WLEE will have an output of 250 watts, seven days a week, from 6 a.m. to 1 a.m., according to Irvin G. Abeloff, general manager.

Sauter To Aid Red Cross

Francis Randolph, chairman of the Metropolitan Camp and Hospital Council of the American Red Cross, this week announced the election of James E. Sauter as a member of that Council. In that capacity Mr. Sauter, who is also executive director of the United Theatrical War Activities Committee, will act as volunteer chairman of the Theatrical Activities Committee of the Metropolitan Council.

American Changes Format

Stanley Florsheim, director of co-operative programs, American Broadcasting Company, announced over the week-end that "Headline Edition," the web's co-operative news program heard at 7 p.m., EWT, will change its format to include a one minute and 10 second spot allowing local stations to insert regional news, effective Oct. 1.



Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

And if you'd like to do that job in the country's 6th largest city...

And you plan to use radio...

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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

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

