



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 27, NO. 1

NEW YORK, N. Y., MONDAY, APRIL 3, 1944

TEN CENTS

New Lea Counsel Named

Fifth War Loan Drive Will Find Radio Ready

Allowing itself scarcely a breathing spell following its outstandingly successful co-operation in the Fourth War Loan and Red Cross campaigns, the radio industry already is girding for the Fifth War Loan Drive, which will be held from June 12 until July 1. It will be the biggest bond drive yet, since the Treasury has revealed that the over-all goal will be \$16,000,000, two billion dollars more than the last campaign.

Radio will again be called upon for

(Continued on Page 2)

WOR's New 'Feature' Discs Will Go On Sale, Apr. 7

Confirming a prediction carried in RADIO DAILY's "Main Street" column at Wednesday, WOR Recording studios announced Friday that the company's first phonograph records produced under their own "Feature" label will be released on April 7. Two records made by Jan Garber's band will feature "People Will Say" and "Long Ago and Far Away," "I Love You" and "Once Too Often." Schedule calls for two releases a month for the immediate future.

Moskovics Coming East As CBS Sales Executive

George L. Moskovics, sales manager of the CBS Pacific network, moves to New York effective May 1st to take over an executive position in the same office radio sales force, D. W. Cornburgh, CBS vice-president for

(Continued on Page 2)

Honored

Chicago—Pat Bultram and Joe Kelly of the National Barn Dance have received citations from the Veterans of Foreign Wars for outstanding citizenship and patriotism. They are among four in the entertainment field cited for meritorious service in connection with the war effort. Others were Edward Arnold of the movies and Caesar Petrillo, band leader.

Electronic Time

An actuating device operated by electronics now brings the three notes of NBC's famous chimes to persons passing through the lobby of the network's building in Radio City, New York. Chimes are heard on the quarter and half hour and on the hour by a gong-like sound giving the exact time.

Sees Tele Speed-Up Via Pooled Efforts

Progress of television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of say three years only, it was indicated by Gerald Cock, former director of tele for the BBC, at a press conference Friday afternoon in the New York office of the British Government's broadcast service. Cock, now Pacific Coast representative of the BBC, offered

(Continued on Page 2)

Advertisers Organization Names 1944 Radio Comm.

D. B. Stetler, Standard Brands, Inc., has been named chairman of the radio committee of the Association of National Advertisers for 1944. Other members of the committee and their agency affiliations follows:

Joseph Morrow Allen, Bristol-Myers Company; R. A. Applegate, E.

(Continued on Page 3)

John J. Sirica Appointed To Committee Investigating FCC; Probe-Completion Before Next Year Believed Unlikely

AFM-Disc Dispute Hearing Scheduled

Washington Bureau, RADIO DAILY

Washington—Oral argument before the National War Labor Board in the dispute between the American Federation of Musicians and the recording companies has been set for Friday of this week. It was originally planned for tomorrow afternoon, but an adjournment was granted at the request of both Milton Diamond at

(Continued on Page 11)

Vandercook Named Pres. Of News Analysts Group

John W. Vandercook, NBC news analyst, has been elected president of the Association of Radio News Analysts succeeding Major George Fielding Eliot. Vandercook is expected to leave this country soon to

(Continued on Page 2)

Red Skelton Renewed; Also "People Are Funny"

Chicago—Brown & Williamson Tobacco Corp., through Russel M. Seeds, Inc., has renewed Red Skelton and Co., and "People Are Funny" for 52

(Continued on Page 10)

Washington Bureau, RADIO DAILY
Washington—John J. Sirica, prominent Washington lawyer, on Friday was named general counsel to the Lea committee investigating the FCC. A Republican, 40 years old, Sirica was named by Lea after an executive session which saw the committee once again split on party lines.

Sirica, said Lea, "has had wide experience as an attorney and his ability and integrity are well attested by the bench and bar of Washington. Two of the most essential qualities for this investigation, his fairness and

(Continued on Page 10)

Educators Set Plans For CBS "Air School"

National Board of Consultants for CBS' "American School of the Air," formulated program plans for the 1944-45 season at a meeting held late last week at the network's headquarters in New York. William C. Bagley, Professor Emeritus of Teachers College, Columbia University, headed the meeting as chairman and

(Continued on Page 10)

Station Aids Schools On Juvenile Problems

Cleveland—Designed to combat juvenile delinquency in the Cleveland area, WGAR in conjunction with WBOE, the Board of Education sta-

(Continued on Page 11)

★ THE WEEK IN RADIO ★

Manpower Situation Threatening

By BEN KAUFMAN

DEPLETION of radio manpower was brought home forcibly to broadcasters during the past week by an NAB warning bulletin on the tightening of Selective Service regulations. While the elimination of occupational deferments of registrants from 18 through 25 was not considered paralyzing in radio circles, the prospect of conscripting pre-Pearl Harbor fathers and men between 30 and 38 presented a critical problem. A disposition was also evident on the

part of the draft administration to regard radio as a non-essential industry.

The usual clashes characterized testimony before the House Select Committee investigating the FCC. James L. Fly, chairman of the Commission, again appeared as a witness to answer charges made by Rep. Louis E. Miller, R., Mo., a minority member of the probe group, on the FCC's alleged bungling of things with

(Continued on Page 9)

Brotherly Love Note

Detroit—At the meeting of the Detroit Adcraft Club, John Donohue, district sales manager of the Blue, with offices in Detroit, introduced the speaker, Miller McClintock, president of the Mutual Broadcasting System. Donohue was introduced to the 600 in attendance by Jesse Fleck, publisher of the Detroit Times and president of the Adcraft Club.



Vol. 27, No. 1 Mon., Apr. 3, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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FINANCIAL (March 31)

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

Table with columns: Bid, Asked. Rows include Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(April 3, 1924) WGR achieved a transmission record of great importance the other day when call letters and a violin trio were heard in South Australia by the 8th Australian Division of Wireless Institute and an individual operating a 5AG. This was an air line distance of 11,760 miles, or half way around the earth... WJZ yesterday aired the Women's Democratic Club luncheon direct from the Hotel Commodore, N. Y., at which Norman H. Davis was a speaker.

W M BLUE NETWORK Plattsburg, N. Y. F F CONSISTENTLY SELLING THE NORTHCOUNTRY'S RICHEST MARKET George P. Hollingsbery, Rep.

Moskovics Coming East As CBS Sales Executive

(Continued from Page 1) the West Coast area; introduced in New York on Friday.

Succeeding Moskovic in Los Angeles will be Charles E. Morin, formerly in charge of Columbia's San Francisco office and more recently representing the web's West Coast stations in New York.



GEO. MOSKOVICS

The move is designed to improve service to Columbia's Pacific clients by placing at their disposal Morin's familiarity and experience with the East and Moskovic's knowledge of western broadcasting, markets and merchandising," according to the Thornburgh statement.

Moskovics comes East with a record of sales achievement on the West Coast. He was on the sales staff of KNX when CBS acquired the station in 1936. Later he was made sales promotion manager for CBS Pacific coast stations and in September 1943 was made sales manager for the net's western stations succeeding Arthur J. Kemp who went to the Detroit office.

Fifth War Loan Drive Wlil Find Radio Ready

(Continued from Page 1) the fullest co-operation, with the quota of bond-sales-to-individuals raised above the gigantic total sought during the last drive.

Gen. Hershey Will Speak On CBS Web Tomorrow

Major General Lewis B. Hershey, director, Selective Service System, will speak over the Columbia network on Tuesday, April 4, from 10:30 to 10:45 p.m., EWT. During the talk which will originate from WTOP, the network's owned outlet in Washington, D. C., Hershey will discuss the entire manpower situation with emphasis on Selective Service.

Sees Tele Speed-Up Via Pooled Efforts

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this suggestion soon after his return from England the past week. He pointed out it was his personal opinion and did not reflect the policy of the BBC.

"Surely now is the opportunity," said Cock, "with television in a highly embryonic state, for all those interested, including manufacturers as well as networks, to come together and go through the initial development stages in co-operation as one organization, which should be dissolved say after a period of three years by which time they would have a trained staff that had learned how to handle a program and so helped to popularize television among the public.

"By this means," he continued, "you will advance the entertainment pull of television, save untold millions and popularize television about the country."

"No Longer Technical Problem"

Television is no longer a technical problem, declared Cock. "It's a programming problem," he emphasized, noting that technical developments had outdistanced other phases. As television is now, he observed, it's good enough for home entertainment. A trained creative staff, he indicated, was a major asset the BBC had derived from its four-year experience with look-and-listen broadcasting. "We never did a program that was not specifically devised for television," he said.

Treats Post-War Plans

Post-war tele plans, he stated, were being considered by the Television Committee, which had recently been appointed in England under the chairmanship of Lord Hankey, former Cabinet secretary. As for resumption of sight-and-sound activity, Cock ventured his personal guess that the English could radiate pictures of a moderate kind nine months after the go-ahead signal was given. Television could never compete with Hollywood, he explained, since it was essentially a home type of entertainment medium. There were places for both, he observed. However, televising of sporting events, such as prize fights, for theater audiences had already been done in England with marked success, the BBC representative said in conclusion.

COMING and (

CLAUDE BARRERE, head of s) for NBC Radio Recording, off on weeks through Ohio. He will at vention of the National Retail Dr ciation in Cincinnati.

SAM ANDERSON, president and ager of KFFA, Helena, Ark., is er home offices after having spei in New York conferring with officials of Mutual network, with which the statio affiliated.

AL FRIEDMAN leaves tomorrow for H wood, where he will assume his new d as professional manager for ABC Music.

JONAS WEILAND, president and manage WFTC, Kinston, N. C., was a visitor F with the New York representatives of the tion, after which he left for home.

JIMMY HILLIARD, staff conductor at WF Chicago, is back in the Windy City follo a short trip to New York.

PARKS JOHNSON and WARREN HULL the CBS "Vox Pop" program, yesterday in Camp Clairbourne, La., location of "Wreck-It-On-Purpose Railroad."

DAVE GOULD and FAY LEHMAN, of the Burtcn office, plan to leave New York week for Hollywood.

Vandercook Named Pres Of News Analysts Gro

(Continued from Page 1)

join NBC's invasion team of report At the same time, Major Eliot Raymond Gram Swing were elec vice-presidents; Cesar Searching secretary, and Quincy Howe, tre urer.

H. V. Kaltenborn, was elected h of the executive committee. Ot members are Baukhage, William Shirer and Paul Schubert.

THE LOCAL STATION "Serving Baltimore 24 hours a day." That's our slogan. That's our only interest. We must do it pretty well. Advertisers know W-I-T-H produces sales - at - the - lowest - cost - per - dollar.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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 morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

★ **AGENCY NEWSCAST** ★

LOCAL STATIONS in various parts of the nation, their representatives, program makers and even their sponsors, with the intimate knowledge which they offer of the particular area served, will have a vital role in Park & Tilford's forthcoming campaign for Tintex Tints and Dyes. DAILY has been informed by Leonard E. Nelson, radio director for Charles M. Storm Company, agency in charge of the account.

His confidence in the localized specialization of individual outlets, Nelson, has brought results in the past which were highly gratifying. With this year's advertising budget 125 per cent above that of last year, he said, the company feels secure in its dependence on the individual station executives of the country in their ability to suggest and to furnish particular entertainment type material suited for the service area involved.

JOY S. DURSTINE, INC., now at new quarters, 730 Fifth Avenue.

Advertisers Organization Names 1944 Radio Comm.

(Continued from Page 1)
 Pont de Nemours and Company, Joseph S. Atha, J. A. Folger & Stephen M. Birch, The Texas Company; Robert V. Beucus, the Drew Jergens Co.; R. J. Cabrera, Inter Products, Inc.; George H. Rice, Prudential Insurance Co. of America; W. N. Connolly, S. C. Johnson & Son, Inc.; S. C. Gale, General Electric, Inc.; G. R. Hart, White Laboratories, Inc.; John K. Hough, The Deyear Tire & Rubber Co., Inc.; R. Huber, Gulf Oil Corporation.
 Also Francis H. Marling, The Pure Oil Company; John H. Miller, The American Company; Leo Nejelski, American Home Products Corporation; Robert S. Peare, General Electric Company; John H. Platt, Kraft Paper Company; Almer A. Reiff, Jr., Mentholatum Company; M. J. Rehe, Lever Brothers Company; D. Smelser, The Procter & Gamble Company; A. Craig Smith, Gillette Safety Razor Co.; W. T. Smither, R. J. Snelbonds Tobacco Company; A. Bron Stone, General Baking Company; Herbert S. Thompson, Miles Laboratories, Inc.; and T. N. Weather-Emerson Drug Company.

Special BBC Program

Montreal — Wives, mothers and hearts of British soldiers will be invited to listen in Sundays on the same program as their menfolk on the Italian front, at sea, or wherever they are serving overseas. Robert Foot, director-general of the BBC said that shared listening was the real reason for the replacing of the old "Forces" program by the new "General Forces" program. "The change," he said, "will establish a sort of vital link by way of broadcasting between the forces all over the world and their homes."

BEN GRAUER and KEN ROBERTS have completed 93 and 68 recordings, respectively, of one-minute spots for the W. E. Long Company, Chicago agency, in behalf of its bakery accounts. Campaign was produced by Robert Struble, of the advertising agency, and set by Irene Beasley and her Radio Production Service in cooperation with the Victor Brown office, also of Chicago.

JEWETT ALLEN has been named art director at Geyer, Cornell & Newell, Inc., it has been announced by Arthur A. Surin, vice-president and art director. Allen formerly served in a similar capacity with Abbott Kimball Company, Caples Company, and Marschalk & Pratt.

MAJ. GEN. WILLIAM PORTER, chief of the Chemical Warfare Service of the U. S. Army, will deliver an address today at the luncheon meeting of Advertising Men's Post, American Legion, which will be held in the Hotel Lexington.

Southwell Joins Y & R As Television Director

John Southwell has joined Young & Rubicam as a television director. He will work under the supervision of Harry Ackerman, the ad agency's associate director of radio, who is also in charge of eye-and-ear activities. Southwell leaves a tele post at BBD&O, where he has also been a member of the radio commercial group.

Speakers For Tele Class Listed By "New School"

Clarence L. Menser, NBC vice-president in charge of programs, will lead off a tele survey course of five weekly lectures at the New School for Social Research, New York, Thursday, April 6, at 8:30 p.m. Succeeding speakers are: William Sayer, electronics engineer, Allen B. DuMont Laboratories, Inc.; Thomas L. Riley, tele chief, William Esty & Co.; Richard W. Hubbell, tele author, and Gilbert Seldes, director of tele programs, CBS.

Femme Fashion Magazine Makes Television Debut

Mademoiselle made its television debut over station W2XWV recently, first among class magazines to experiment with television. Mademoiselle is using this new visual dimension to project what's new in the news in fashion in jobs and futures and in fun.

Martin To Movieland

Charles Martin, who recently directed the 26-week series of Gertrude Lawrence radio shows, has left for Hollywood to assist in movie production of his original radio drama, "Double Furlough."



FULTON LEWIS, JR.
 HAS TRAVELLED ENOUGH MILEAGE
 TO GIRDLE THE GLOBE TWICE



Where news is MADE . . . that's where Fulton Lewis goes to get his information. This past year he has traveled over 50,000 miles just to be certain that his news reporting is authentic. It has been a profitable venture . . . because Fulton Lewis commands the respect of a terrific audience . . . and over 100 sponsors. SELL HIM AT YOUR ONE TIME QUARTER HOUR RATE PER WEEK . . . call, wire, or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
 Affiliated with the **MUTUAL BROADCASTING SYSTEM**

MAIN STREET



LOS ANGELES

By RALPH WILK

C. P. MacGREGOR's studios w taken over the other day Santa Ana Air Base Band and d matic staff. Production called for Japanese accents but microphone Nips were almost as hard to find the real little sons of heaven. Look like all of Hollywood's AFRA act were working but MacGregor and MacGeehan put their phones together and the two Macs finally uncovered some new Jap Hissers.

Anita Ellis, favorite CBS stress of the boys in uniform all over the world, was a special guest at graduation dinner-dance celebration by student officers at the Santa Army Air Base.

Art Baker, announcer on radio "Date With Judy" ainer, recently played the part of Gabriel Heatter famous war commentator, in the picture "Once Upon a Time," starring Cary Grant. Baker closely resembles Heatter in real life.

KGFJ opened its swing club with Paramount star Johnny Johnston and Peggy O'Neill, featured in "Song of the Open Road," handling the initial guest appearance on Saturday (2). "Swing Club" is heard Saturday afternoon from 3 to 4. Membership cards are distributed and members are invited to meet the guest stars and bring their favorite recordings to be played by emcee Harry Koplan during "Swing Club" session.

Harry James and his Music Makers wind up 76 consecutive weeks broadcasting over the Columbia network this week when their famous closing theme marks the end of the current "Chesterfield Time" series. For the next few weeks, the Music Makers and their trumpet-tooting maestro will tour Southern California in a schedule of one-night stands. Announcer Bill Bivens left for New York City, stopping en route to pay a visit to his draft board in South Carolina.

Memos of an Innocent Bystander. . . !

● ● ● We are glad we accepted Eddie (NBC) Grief's invitation to accompany the Joan Davis-Jack Haley troupe and several co-Fourth Estaters to the Merchant Marine Academy last Thursday nite from where the weekly NBCream salesmen, had scheduled a broadcast. . . . we often have given deserved accolades to radiolites who have given so generously of their time and talents to entertain our Servicemen and thus we hand this RADIO-KAY to the two principals already mentioned plus their supporters, namely Penny Cartwright, Blossom (Blimp) Felton, handsome vocalist Dave Street, (recently honorably discharged from the Army), Si Wills, Akim Tamiroff, (guest), Jack Smart, Kelvin Keech, The Modernaires, Si Barker and Merle Kendrick and his orchestra. . . . if other local radio performers, could but see the wonderful reception accorded these artists and sense the deep-rooted appreciation by our Uniformed nephews of Uncle Sam, there would be many more such shows emanating from local army camps, bases, hospitals etc.

● The Bob Kerr office staff has outdone itself in the preparation of a piece of "promotion material" in favor of CBSongstress Joan Brooks. . . . To us that's like carrying coals to Newcastle. . . . Joan's personal charm and vocal talents will guide her to a top spot in the radio firmament.



● ● ● Now that the "Cresta Blancapades" maestro, Morton Gould has calmed down (he seemed more excited about the Stork's recent "quadruple visit" to the home of his concert master Zariief, than the proud papa himself) Gould will act as Godfather to the Quads. . . . and don't be surprised if in the near future, the maestro-composer originates in their honor, an as yet unconceived composition titled, "Symphony in G G G and B." . . . ● We asked recently howcome Liza Morrow's vocalisthenics weren't heard on the air of late? . . . Liza will guestrill Thursday on "Broadway Matinee," via CBS. . . ● Frank Dunne, WORalist (announcer to youse) will resign this week to free-lance. . . ● Paul Whiteman has asked composers Shostakovitch, Prokofiev, Stravinsky, Roy Bargo and Cole Porter to write five-minute capsule symphonies for special radio use. . . . feels most radio audiences lose interets in musical compositions that are too long.



● ● ● His press agent would have us believe that Benny Goodman has received "thousands of letters in the past week from ardent fans objecting to Goodman's disbanding his Orchestra" . . . personally we think, with so many other important things facing a troubled world, there aren't that many people who really care whether B. G. forsakes "swing" for music of the long-hair type. . . ● Too bad the Treasury Dep't. decided not to continue its MBSwell series of Saturday Bondwagon programs. . . . Producer Shirley Burke, in charge of the Treasury's Gotham office, rates a bow for a job well-done. . . ● Our Chicago spy tells us that Gay Claridge's sweet band at the Chez Paree is very easy to dance to. . . ● Steve Ellis, colorful radio announcer and sportscaster, starts a new series of daily broadcasts tonite over WMCA for Knowmark Mfg. Co. . . ● Don Reid, who sings so well on the NBC early morning show "Mirth & Madness" might be interested to learn that the "Wheeling Steelmakers" will feature his own original composition (written with Henry Tobias) "Easter Sunday With You" on Easter Sunday. . . ● Jimmy Hilliard, WBBMaestro, visiting Gotham this past week, surprised us. . . . when we bade the popular orchestra leader "good-bye" last Thursday in Chicago, we didn't think we'd say "hello" to him so soon. . . ● And in closing today's pillar, we say, give yourself a musical treat by tuning in Friday to the "Cities Service NBCconcert" to hear Baritone Ross Graham's rendition of a beautiful composition, "To My Mother," written by Bob MacGimsey.



— Remember Pearl Harbor —

AFTER TWO YEARS SERVING UNCLE SAM

LIEUT.-COLONEL

BILL SLATER

EMCEE
NEWS
SPORTS
NARRATOR
NEWSREEL REPORTER
SPEAKER
WRITER
TELEVISION PIONEER

NOW AVAILABLE

EXCLUSIVE MANAGEMENT
NATIONAL CONCERT and ARTISTS CORPORATION

711 FIFTH AVE., N. Y. 22, N. Y.
PLAZA 3-0820

Buying Time IS ONLY Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

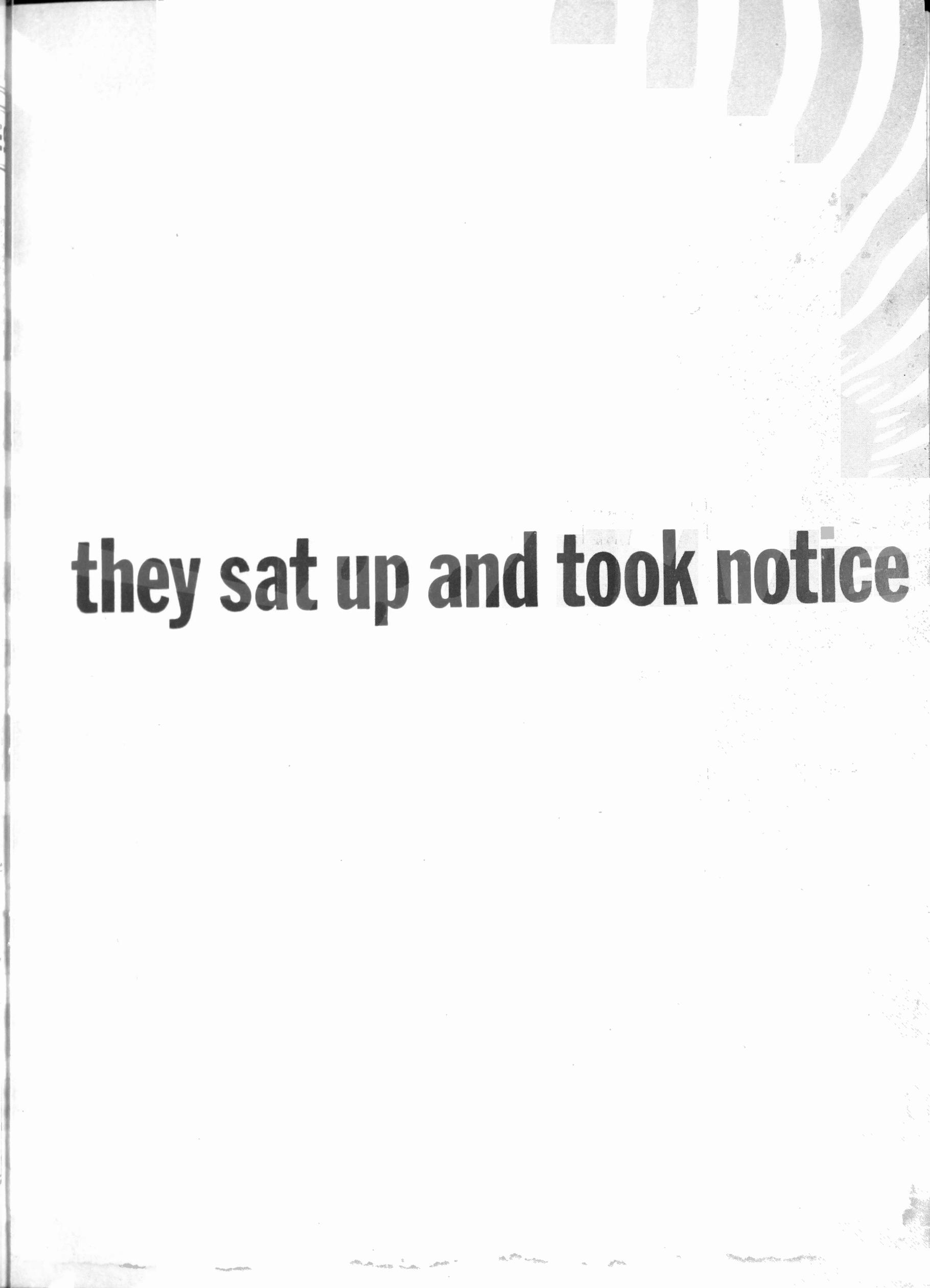
In Baltimore, it's

WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives



they sat up and took notice



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(Continued from Page 1) join NBC's invasion team of reporters. At the same time, Major Eliot and Raymond Gram Swing were elected vice-presidents; Cesar Searchinger secretary, and Quincy Howe, treasurer.

H. V. Kaltenborn, was elected head of the executive committee. Other members are Baukhage, William F. Shirer and Paul Schubert.

THE LOCAL STATION

"Serving Baltimore 24 hours a day." That's our slogan. That's our only interest. We must do it pretty well. Advertisers know W-I-T-H produces sales - at - the - lowest - cost - per - dollar.



W-I-T-H IN BALTIMORE TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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 morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

★ AGENCY NEWSCAST ★

LOCAL STATIONS in various parts of the nation, their representatives, program makers and even their announcers, with the intimate knowledge which they offer of the particular area served, will have a vital role in Park & Tilford's forthcoming campaign for Tintex Tints and Dyes. RADIO DAILY has been informed by Raymond E. Nelson, radio director for Charles M. Storm Company, agency in charge of the account.

His confidence in the localized specialization of individual outlets, Ed Nelson, has brought results in the past which were highly gratifying. With this year's advertising budget 125 per cent above that of last year, he said, the company feels secure in its dependence on the individual station executives of the country in their ability to suggest and to furnish that particular entertainment type best suited for the service area reached.

ROY S. DURSTINE, INC., now at new quarters, 730 Fifth Avenue.

Advertisers Organization Names 1944 Radio Comm.

(Continued from Page 1) du Pont de Nemours and Company, Joseph S. Atha, J. A. Folger & Co.; Stephen M. Birch, The Texas Company; Robert V. Beucus, the Andrew Jergens Co.; R. J. Cabrera, Carter Products, Inc.; George H. Pace, Prudential Insurance Co. of America; W. N. Connolly, S. C. Johnson & Son, Inc.; S. C. Gale, General Mills, Inc.; G. R. Hart, White Laboratories, Inc.; John K. Hough, The Goodyear Tire & Rubber Co., Inc.; R. Huber, Gulf Oil Corporation. Also Francis H. Marling, The Pure Oil Company; John H. Miller, The American Home Products Corporation; Robert S. Peare, General Electric Company; John H. Platt, Kraft Paper Company; Almer A. Reiff, Jr., The Mentholatum Company; M. J. The Lever Brothers Company; D. Smelser, The Procter & Gamble Company; A. Craig Smith, Gillette Safety Razor Co.; W. T. Smither, R. J. Arnolds Tobacco Company; A. Aldron Stone, General Baking Company; Herbert S. Thompson, Miles Laboratories, Inc.; and T. N. Weather-Emerson Drug Company.

Special BBC Program

Montreal — Wives, mothers and hearts of British soldiers will be able to listen in Sundays to the same program as their menfolk on the Italian front, at sea, or wherever they are serving overseas. Robert Foot, director-general of the BBC said that shared listening was the real reason for the replacing of the old "Forces" program by the new General Force program. "The change," he said, "will establish a sort of spiritual link by way of broadcasting between the forces all over the world and their homes."

BEN GRAUER and KEN ROBERTS have completed 93 and 68 recordings, respectively, of one-minute spots for the W. E. Long Company, Chicago agency, in behalf of its bakery accounts. Campaign was produced by Robert Struble, of the advertising agency, and set by Irene Beasley and her Radio Production Service in cooperation with the Victor Brown office, also of Chicago.

JEWETT ALLEN has been named art director at Geyer, Cornell & Newell, Inc., it has been announced by Arthur A. Surin, vice-president and art director. Allen formerly served in a similar capacity with Abbott Kimball Company, Caples Company, and Marschalk & Pratt.

MAJ. GEN. WILLIAM PORTER, chief of the Chemical Warfare Service of the U. S. Army, will deliver an address today at the luncheon meeting of Advertising Men's Post, American Legion, which will be held in the Hotel Lexington.

Southwell Joins Y & R As Television Director

John Southwell has joined Young & Rubicam as a television director. He will work under the supervision of Harry Ackerman, the ad agency's associate director of radio, who is also in charge of eye-and-ear activities. Southwell leaves a tele post at BBD&O, where he has also been a member of the radio commercial group.

Speakers For Tele Class Listed By "New School"

Clarence L. Menser, NBC vice-president in charge of programs, will lead off a tele survey course of five weekly lectures at the New School for Social Research, New York, Thursday, April 6, at 8:30 p.m. Succeding speakers are: William Sayer, electronics engineer, Allen B. Du Mont Laboratories, Inc.; Thomas L. Riley, tele chief, William Esty & Co.; Richard W. Hubbell, tele author, and Gilbert Seldes, director of tele programs, CBS.

Femme Fashion Magazine Makes Television Debut

Mademoiselle made its television debut over station W2XWV recently, first among class magazines to experiment with television. Mademoiselle is using this new visual dimension to project what's new in the news in fashion in jobs and futures and in fun.

Martin To Movieland

Charles Martin, who recently directed the 26-week series of Gertrude Lawrence radio shows, has left for Hollywood to assist in movie production of his original radio drama, "Double Furlough."



FULTON LEWIS, JR. HAS TRAVELLED ENOUGH MILEAGE TO GIRDLE THE GLOBE TWICE



Where news is MADE . . . that's where Fulton Lewis goes to get his information. This past year he has traveled over 50,000 miles just to be certain that his news reporting is authentic. It has been a profitable venture . . . because Fulton Lewis commands the respect of a terrific audience . . . and over 100 sponsors. SELL HIM AT YOUR ONE TIME QUARTER HOUR RATE PER WEEK . . . call, wire, or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

MAIN STREET



LOS ANGELES

By RALPH WILK

C. P. MacGREGOR's studios were taken over the other day by the Santa Ana Air Base Band and dramatic staff. Production called for five Japanese accents but microphone Nips were almost as hard to find as the real little sons of heaven. Looked like all of Hollywood's AFRA actors were working but MacGregor and P. MacGeehan put their phones together and the two Macs finally uncovered some new Jap Hissers.

Anita Ellis, favorite CBS songstress of the boys in uniform all over the world, was a special guest at the graduation dinner-dance celebrated by student officers at the Santa Ana Army Air Base.

Art Baker, announcer on radio "Date With Judy" ainer, recently played the part of Gabriel Heatter, famous war commentator, in the picture "Once Upon a Time," starring Cary Grant. Baker closely resembles Heatter in real life.

KGFJ opened its swing club with Paramount star Johnny Johnston and Peggy O'Neill, featured in "Song of the Open Road," handling the initial guest appearance on Saturday (25) "Swing Club" is heard Saturday afternoon from 3 to 4. Membership cards are distributed and members are invited to meet the guest stars and bring their favorite recordings to be played by emcee Harry Koplan during "Swing Club" session.

Harry James and his Music Maker wind up 76 consecutive weeks of broadcasting over the Columbia network this week when their famous closing theme marks the end of their current "Chesterfield Time" series. For the next few weeks, the Music Makers and their trumpet-toting maestro will tour Southern California in a schedule of one-night stands. Announcer Bill Bivens left for New York City, stopping en route to pay a visit to his draft board in South Carolina.

Buying Time
IS ONLY
Half the Picture

The other, and most important half, is buying time on the RIGHT STATION... the station that will do the biggest job for you!

In Baltimore, it's

WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

Memos of an Innocent Bystander...!

● ● ● We are glad we accepted Eddie (NBC) Grief's invitation to accompany the Joan Davis-Jack Haley troupe and several co-Fourth Estaters to the Merchant Marine Academy last Thursday nite from where the weekly NBCream salesmen, had scheduled a broadcast.....we often have given deserved accolades to radiolites who have given so generously of their time and talents to entertain our Servicemen and thus we hand this RADIO-KAY to the two principals already mentioned plus their supporters, namely Penny Cartwright, Blossom (Blimp) Felton, handsome vocalist Dave Street, (recently honorably discharged from the Army), Si Wills, Akim Tamiroff, (guest), Jack Smart, Kelvin Keech, The Modernaires, Si Barker and Merle Kendrick and his orchestra.....if other local radio performers, could but see the wonderful reception accorded these artists and sense the deep-rooted appreciation by our Uniformed nephews of Uncle Sam, there would be many more such shows emanating from local army camps, bases, hospitals etc.

● The Bob Kerr office staff has outdone itself in the preparation of a piece of "promotion material" in favor of CBSongstress Joan Brooks..... To us that's like carrying coals to Newcastle.....Joan's personal charm and vocal talents will guide her to a top spot in the radio firmament.



● ● ● Now that the "Cresta Blancapades" maestro, Morton Gould has calmed down (he seemed more excited about the Stork's recent "quadruple visit" to the home of his concert master Zariel, than the proud papa himself) Gould will act as Godfather to the Quads.....and don't be surprised if in the near future, the maestro-composer originates in their honor, an as yet unconceived composition titled, "Symphony in G G G and B." .. ● We asked recently howcome Liza Morrow's vocalisthenics weren't heard on the air of late?.....Liza will guestrill Thursday on "Broadway Matinee," via CBS..... ● Frank Dunne, WORalist (announcer to youse) will resign this week to free-lance. .. ● Paul Whiteman has asked composers Shostakovitch, Prokofiev, Stravinsky, Roy Bargo and Cole Porter to write five-minute capsule symphonies for special radio use..... feels most radio audiences lose interets in musical compositions that are too long.



● ● ● His press agent would have us believe that Benny Goodman has received "thousands of letters in the past week from ardent fans objecting to Goodman's disbanding his Orchestra"..... personally we think, with so many other important things facing a troubled world, there aren't that many people who really care whether B. G. forsakes "swing" for music of the long-hair type. .. ● Too bad the Treasury Dep't. decided not to continue its MBSwell series of Saturday Bondwagon programs.....Producer Shirley Burke, in charge of the Treasury's Gotham office, rates a bow for a job well-done. .. ● Our Chicago spy tells us that Gay Claridge's sweet band at the Chez Paree is very easy to dance to. .. ● Steve Ellis, colorful radio announcer and sportscaster, starts a new series of daily broadcasts tonite over WMCA for Knowmark Mfg. Co. .. ● Don Reid, who sings so well on the NBC early morning show "Mirth & Madness" might be interested to learn that the "Wheeling Steelmakers" will feature his own original composition (written with Henry Tobias) "Easter Sunday With You" on Easter Sunday. .. ● Jimmy Hilliard, WBBMaestro, visiting Gotham this past week, surprised us.....when we bade the popular orchestra leader "good-bye" last Thursday in Chicago, we didn't think we'd say "hello" to him so soon. .. ● And in closing today's pillar, we say, give yourself a musical treat by tuning in Friday to the "Cities Service NBConcert" to hear Baritone Ross Graham's rendition of a beautiful composition, "To My Mother," written by Bob MacGimsey.



— Remember Pearl Harbor —

AFTER TWO YEARS SERVING UNCLE SAM

LIEUT.-COLONEL

BILL SLATER

EMCEE
NEWS
SPORTS
NARRATOR
NEWSREEL REPORTER
SPEAKER
WRITER
TELEVISION PIONEER

NOW AVAILABLE

EXCLUSIVE MANAGEMENT
NATIONAL CONCERT and ARTISTS CORPORATION

711 FIFTH AVE., N. Y. 22, N. Y.
PLAZA 3-0820

they sat up and took notice

This is the book,



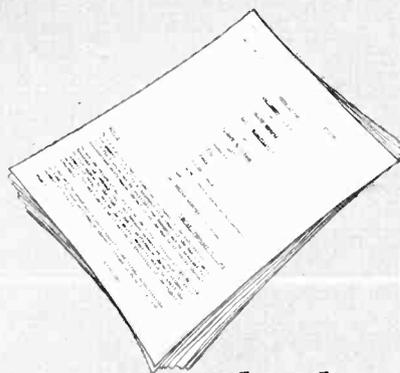
SELDEN MENEFEE's *hard-hitting, provocative "Assignment: U. S. A.,"* that lifted the lid off the stewpot of racial prejudice, anti-Semitism and indifference he saw and heard during his 15,000-mile trek across the country.

This is the writer,



NBC's RICHARD McDONAGH, whose thrilling radio dramatization of Menefee's book breathed vibrant life into cold type.

This is the script,



that became, under skilled hands, a forceful, driving broadcast that blasted the nation with truth.

This is the NBC director,



ANTON LEADER, who fashioned a program so exciting, so compelling in interest, that it provoked

this rave from hard-boiled



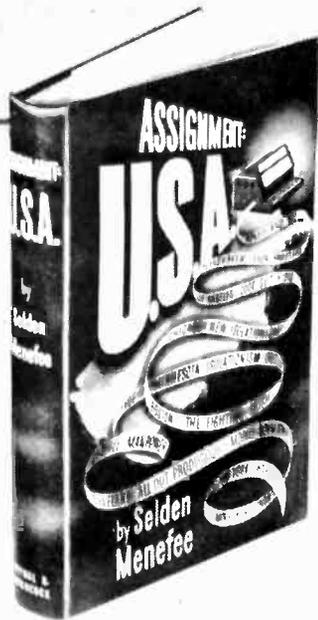
“This was, and will remain, among the outstanding programs of '44 . . . two hours earlier and the phone calls would have burned

the insulation off the wires at NBC . . . that's the kind of program it was. The kind the country needs. The kind radio needs.”

this bouquet from the sedate



“The boldest, hardest hitting program of 1944 . . . a masterpiece of documentary radio writing.”



*is one of the 41 books-of-the-year dramatized to date, in NBC's thrilling series—"Words At War"—a series that is causing listening critics and critical listeners alike, to sit up and take notice.**

*“WORDS AT WAR”, broadcast in co-operation with the Council of Books in Wartime, is heard Tuesday nights at 11:30 p.m. (EWT). At the suggestion of the press who rated it so highly, and feel strongly that those who missed it should be given an opportunity to hear it, NBC will rebroadcast “Assignment: U.S.A.” at 11:30 p.m. Tuesday, April 4th.

“Words at War”

was conceived in NBC's Program Department a little under a year ago. Ever since, members of its Script Division have been burning midnight oil, ferreting among an average of twenty books a week (many still in manuscript and galley form) for program material.

To date they have devoured and digested the contents of some 800 books—an aggregate 60,000,000 words—selecting for dramatization those considered most vital and important in their coverage of some aspect of the war.

“Words at War” is only one of the many NBC built-and-produced programs—expertly fashioned, tightly written, hard-hitting programs that go out over the nation throughout the day and night.

It is the combined skills of the NBC writers, directors and producers—all experts in their craft—which have contributed in large measure to the truth that NBC is “*The Network Most People Listen to Most*”—the reason why

THEY ALL TUNE TO



the National Broadcasting Company

THE WEEK IN RADIO

Manpower Situation Threatening

(Continued from Page 1)

Navy in Alaskan waters and other matters. In later testimony the Commission chief criticized the NAB as representative of the entire broadcasting industry. Charles R. Denny, general counsel to the FCC, threw down the gauntlet to the House members by refusing to answer a question. Under threat of being cited for contempt, Denny had a change of heart and testified.

Studio audiences at web broadcasts were revealed at an all-time high in 15 outlet cities across the Nation, according to a survey by RADIO DAILY. Conservative estimate showed that New York alone now hosted more than 3,300,000 annually. Record crowds indicated a substantial gain over previous years, though many hit-line programs had moved to the East. Figures also disproved the depression-born contention of movie exhibitors that studio audiences cut into their box-office take, since almost all film houses in Gotham had been playing to record-breaking business for the past two years.

Momentum of television plans continued. That Farnsworth Television & Radio Corp. intended to enter the field of building transmitters was disclosed by B. Ray Cummings, the company's vice-president in charge of engineering, at a luncheon meeting of the Television Press Club in New York. Thomas F. Joyce, manager of A. Victor's radio, phonograph and record department, told a forum session of the Advertising Women of New York that television as an advertising medium could help build markets and create jobs for the 10 or 12 million returning ex-servicemen and women who assist in preventing a depression which has followed other wars. Increasing client and agency interest in the commercial possibilities of television also observed, particularly in the canvassing of sight-and-sound stations by Lever Brothers for rates and production facilities.

News Shorts: Ex-servicemen with radio backgrounds were noted as a source of wartime replacement personnel. Extensive plans for radio news coverage of the coming invasion of Western Europe were sketched by officials of major press services in exclusive interviews with RADIO DAILY. The FCC scheduled a meeting for this week to consider the extension of the May 31 deadline for the disposal of multiple-owned outlets in the same primary service area. News from the Nation's capital also came from an agreement to liquidate Army-Navy Electronics Production Agency. The Winchell-Dies

row over the air waves a week ago Sunday probably achieved the highest Crossley for the Blue net's 9-9:30 p.m. slot.

Decision of the New York Appellate Division sustained two music houses as having a cause of action against Ascapi for a 10-year accounting of the Society's funds. Springboard for the development of FM and tele in the Northwest by the Cowles group was envisioned in the reported negotiations by Gardner Cowles, Jr., for the purchase of stock in WCCO, CBS-owned outlet in Minneapolis-St. Paul. Variety comedy topped the list of program preferences in a Columbia program survey.

Personalities: Walter Winchell revealed that the person who advised him to stay on the radio rather than go on active naval duty was Adm. Arthur J. Hepburn, former commander-in-chief of the U. S. fleet. I. Keith Tyler, director of radio at Ohio State University, was elected president of the Association for Education by Radio by a mail vote of the Association's 900 members. Other officers elected were: Luke Roberts, of KOIN, Portland, Ore., first vice-president; Robert B. Hudson, Rocky Mountain Radio Council, Denver, second vice-president; Elizabeth Goudy, Office of Education, Washington, D. C., secretary, and George Jennings, acting director of the Radio Council of the Chicago public schools, treasurer. Arthur H. Ashley, vice-president and director of radio for A. & S. Lyons, Inc., resigned. Other recent departures from the New York office of the talent and production organization were Earl Thomas and John Zanft, who served successively in the general manager's post.

Joseph Ecclesine, manager of NBC's network sales promotion, was named chief of the OWI's allocation division, replacing William Fairbanks, who resigned for reasons of health. Carl M. Emerson, general manager of WHKC, Columbus, O., and president of the Ohio Association of Broadcasters, was appointed to the additional post of vice-president of the United Broadcasting Co., owner-operator of WHK and WCLE, Cleveland, and WHKC. Clem McCarthy, noted turf expert, joined the NBC sports staff.

Super-Stork News: Harry Zariel, CBS staff violinist in New York, became the father of radio's first quads.—three girls and a boy.

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

Adds 18 Blue Stations

Mail Pouch Tobacco Company will add the 18 stations of the southwestern group to the lineup of Blue Network stations carrying its "Counter-spy" program on April 10, making a total of 120 stations.



WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Neighborly Mood

They can turn word-of-mouth advertising to your account by repeating the pleasant experiences they have had and the new uses they have found for your product. The up or down swing in the sales volume of any product sold in Northern Ohio is in their lap. They like what they know... and like to be reminded of it. Keep reminding them of your brand name over WTAM. The COST is only \$.000073 per Housewife.

WTAM CLEVELAND

REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

FRANK DUNNE

Formerly WOR Staff
Now Free-Lancing

ANNOUNCING & ACTING

Call Radio Registry

Presently: MGM, Grove Laboratories, White Owls,
and Others

Educators Set Plans For CBS "Air School"

(Continued from Page 1)

with the board of leading educators along with CBS executives and directors, also discussed the successful 1943-44 season which will end on April 28.

Proposed Changes Listed

Proposed changes in the five-a-week educational series dramatizing the best in science, music, geography, literature and current events are as follows:

The Monday, "Science At Work," series is to be continued for a third year stressing "Science Faces the Future" as a major theme. With special emphasis on social sciences, the programs will be based on past scientific achievements leading up to what has yet to be accomplished.

The Tuesday music series, "Gateways to Music," completing its first year, will continue to present a varied group of programs featuring the best in music from all lands, played by the Columbia Concert Orchestra.

Geography Series Set

The Wednesday geography series, to be known as "World Horizons," will dramatize an imaginary trip around the world with weekly stops at the many places where American troops are stationed or fighting. Other programs in the series will "visit" the world's cultural, economic and political centers, with program narrator Roy Chapman Andrews taking listeners to centers like Rome, Paris, London, Chungking, South American capitals and the air and shipping centers of the Pacific.

Inclusion of more classical literature, particularly books of biography, was recommended by the Board for the literature series broadcast Thursdays. It was felt that literary treasures of the past "should be kept alive in these days of war."

The regular Friday, "This Living World," series on current events, history and government, will be continued. The series will have three main subjects, (1) war, (2) post-war Europe and international activities and (3) American problems.

Student Discussions Included

Unanimous approval was given by the Board to continuance of the student discussions, conducted by educator Frank Ernest Hill, which follow each broadcast.

CBS executives and directors meeting with the Board in the absence of Dr. Lyman Bryson, Columbia's Director of Education, were Leon Levine, Manager of the Educational Staff, Frank Ernest Hill, author and educator, Mildred Game, Editor of CBS' "School of the Air" Teachers Manual, Ruth Friedlich, Research Director for "School of the Air," Dorothy Rowden of the Education staff and program directors Robert Lewis Shayon, Richard Sanville and Oliver Daniel.

Members of the National Board of Consultants attending the meeting were listed in the March 27 issue of RADIO DAILY.

WHO'S WHO IN RADIO WALTER J. PRESTON

SOFT-VOICED, keen-eyed, dapper Walter J. Preston, WBBM Program Director, dates his career in the industry back to the days when radio was having growing pains. His introduction to the field was sudden and a bit violent, when he was thrown into a job which included operating a control board, contributing his own talent, soliciting sponsors and managing a station—all at the same time.

While still a child, Preston was recognized as a talented singer. As a boy he was in great demand as a soprano with church and school choirs, and when his voice changed to tenor he was trained by enthusiastic teachers who contributed their services gratis to further his promising career. World War I temporarily interrupted his studies, however, when he enlisted in the Navy.

After the war he resumed his career and, following a short interlude in the Music Shoppe business and time out to acquire a wife, he landed in New York, where he toured the Keith-Orpheum circuits and sang the juvenile leads in the Broadway shows "Springtime of Youth," "Chiffon Girl," "Sunbonnet Sue" and Ed Wynn's "Grab Bag."

Returning to the Windy City he was quickly signed by the Williamson Candy Company as "Walter Preston—the O'Henry Boy" on station WIBO. Two weeks after his radio singing career began, he was catapulted into the position of station manager and general factotum at WIBO.

Preston remained with WIBO from 1925 to 1929, managing, directing, selling time and fighting battles in Washington. He left WIBO to become Program Manager of WBBM, where he has been ever since, except for a three year interim as Sales Manager for WINS, New York, and General Manager of the Iowa Network. Returning to WBBM in 1937, he handled the Wrigley productions until 1941, when he became Program Director.

Preston, his wife (the former Marie Erikson) and their fifteen-year-old daughter, Ruth, reside in the Chicago suburb of Glencoe. His work is his chief hobby, though he is an active golfer and ice skater.



"Radio Veteran"

Du Mont Stresses Advance In Tele Writing Technique

Improvement of the technique of writing and creating television programs was stressed by Allen B. Du Mont, president of Television Broadcasters Association, Inc., as guest speaker at the organizational meeting of the newly formed Television Producers Association Thursday night in the Pennsylvania Hotel, New York. Du Mont, who also heads the Allen B. Du Mont Laboratories, Inc., and W2XWV, New York tele outlet, spoke briefly and demonstrated tele program development and limitations in a screening of sight-and-sound shows filmed from a home receiver in the past several years. The Paramount educational film, "Television Preview," was also shown.

Bud Gamble Elected

During the business meeting, Bud Gamble, of Farnsworth Television & Radio Corp., one of the founders who presided, was elected to appoint a five-minute committee from among those present to draw up a constitution and bylaws for approval at the next producers' session. Permanent officers, it was announced, would also be elected at that time. Also speaking were Gamble's co-founders, Edwin Woodruff, of Du Mont, and Jay Strong, an independent producer. The latter stated the association's purposes, which were principally to advance production technique and foster a clearer relationship between producers and technicians.

OWI Job Applicants Pour In; Few Accepted

Out of the 365 applications for positions in the Radio Overseas Division of the Office of War Information in New York, only 34 were accepted, it was disclosed Saturday. The number of 365 represents applications filed during the period of February 15, to March 31.

Two hundred and fifty of the number filed for positions other than the engineering and technical departments of the agency, with 115 applicants desiring positions in the technical phases. Of the 34 accepted by the OWI, 14 will do non-technical jobs, such as writing, producing, announcing, etc. Twenty persons have enlisted their services with the technical departments. The source pointed out that 75 applicants are still being considered for non-technical positions, while 48 applicants are being considered for technical positions. The balance in both cases has been considered unqualified. Ten men who have secured positions with this branch of the OWI were \$50,000-a-year men. However, their names will be disclosed as soon as the War Manpower Commission sends through the final clearing papers.

Big Dept. Store On KDKA

Pittsburgh — Frank and Seder, Pittsburgh department store, has taken one year or station breaks on KDKA through the W. Earl Bothwell agency.

New Counsel Named For Lea Committee

(Continued from Page 1)

ability, are recognized by all who know him. He has no alliance that should embarrass him from conducting a thorough and fair investigation.

The selection was made after the committee decided against further delay in choosing counsel. The Republican members, Louis E. Miller and Richard B. Wigglesworth, had sought further delay, after failing to secure the appointment of the candidate whom they wished to see in the job. He was a former U. S. Assistant Attorney General. They would not identify him by name. "He's the man for the job," Miller said, "but he apparently doesn't look right through the rose-tinted spectacles of the committee chairman." He added, who interviewed prior to the announcement of Sirica's appointment, that he supposed "The committee majority would be announcing a counsel soon."

Rep. Magnusen Comments

Rep. Warren G. Magnuson, Wash., declared that although Miller and Wigglesworth thought more applicants should be interviewed, neither had any serious objection to Sirica. He mentioned also that applicants interviewed for the post, with one exception—were Republicans. He said he felt it better to have a Republican on the job.

Committee members have probably definitely given up the idea of concluding the investigation during the life of the present Congress. It is probable that an interim report will be submitted this fall, with the final report to Congress not due until some time next year.

Sirica is a native of Waterbury, Conn., and a graduate of Washington prep schools and Georgetown Law School. He was admitted to the bar here in 1926 and engaged in general practice until 1930. For three and half years he served as an assistant U. S. Attorney for the District of Columbia, returning in 1934 to private practice, specializing in trial work. Sirica represented Walter Winchell last year, for Coudert Brothers New York law firm, in the libel action brought against Winchell by Mr. Eleanor Patterson, publisher of the Washington "Times-Herald." The case was finally withdrawn.

Red Skelton Renewed; Also "People Are Funny"

(Continued from Page 1)

weeks each, according to an announcement by Paul McCluer, NBC central division sales manager. Skelton's program is aired Tuesday, 9:30 to 10:00 p.m., CWT for Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco. Renewal is effective April 25. "People Are Funny," an audience participation program with Art Linkletter, emcee, is heard Fridays 8:30 to 9:00 p.m. CWT, for the same products. Renewal is effective April 25. E. C. Hoge, NBC account executive, handled negotiations for both shows.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NORTH CAROLINA —

CHARLOTTE—Haskell Porcher, sportscaster, and Don Mack covered the recent \$10,000 War Bond Charlotte Open Golf tournament, interviewing Craig Wood, Jug McSpaden, Johnny Revolta, Jimmy Hines and Byron Nelson. **ASHEVILLE**—Sid Tear, announcer at WWNC, celebrated his 10th anniversary on the air last week. Claude Culmer, of Sesac was a welcome visitor at WWNC recently. Two-year contract for Associated Press news has been signed by WWNC, with Block Drug signed to do ayem commentating.

— CONNECTICUT —

HARTFORD—"Uncle Jim's Victory Garden" program has been resumed over WTIC this year. Jim Platt is the uncle who interviews guest experts in the gardening and food preservation fields. Two new spikers for WDRC are: Lani Jones, first woman to announce over this station, and Everett W. Jess. **BRIDGEPORT**—Bernard Marks, formerly violinist with Gus Meyers' Band and the Miami Symphony Orchestra, has returned to Bridgeport for his pre-induction test.

— PENNSYLVANIA —

PHILADELPHIA—Madelyn Robert's place as secretary to Lew London, program director of WPEN, has been taken by Isabella Frankel. C. T. "Midge" Majer, has been appointed news editor at WIBG. Eric Wilkinson is featured in a new series of organ programs presented nightly on WIBG. The Philadelphia Electric Company has extended the sponsorship of its "Ruth Welles At Home" program over KYW. The half-hour production of "The Story of Blood Plasma" featured pick-ups from Valley Forge Hospital over a recent WIP program. **PITTSBURGH**—WCAE's Polly Malone has taken to star gazing—but not at the skies. She's interviewing stars currently playing at the Stanley Theater.

— NEW JERSEY —

NEWARK—"Morning Meditations," daily sustaining religious program on WAAT, celebrates its 4000th consecutive program April 9, with a special Easter sunrise service. And Val Frank, who announces the program, hasn't missed one of the broadcasts since their inception. A radio trip through the YWCA in Newark last week began the first in a series of six "Calling Newark Youth" pro-

grams over WAAT in cooperation with the Newark Youth Council. Emcee Paul Brenner interviews girls in their club-rooms, hobby groups, sports activities and dances. Subsequent programs will take the mike to boys' clubs, YMCA, American Legion and YMHA.

— IOWA —

DES MOINES—Younkers' Iowa's largest department store, has contracted for a new series of programs on KSO, which will be conducted by Ted Ashby, popular columnist of the Des Moines "Tribune." Format of the program can be explained by mentioning its title, "A Letter to Servicemen." Stanley Dixon's news program on this station is also sponsored by Younkers. The \$24 phone call on Dale Morgan's "Wheel of Fortune" program one night last week, went to the Red Cross by way of Louie Siegel, Des Moines restaurateur.

— TENNESSEE —

MEMPHIS—Bob Stephens, sales manager of WHBQ, is resting this week after an arduous session of recording screams, howls and other weird noises of the nerve-shattering variety for the station's promotion of a series of horror films in behalf of a local picture house. **NASHVILLE**—The promotion department at WLAC has been working overtime to publicize the station's 5 ayem opening. Announcements are being sent to county officials, newspapers and other concerned persons in the WLAC listening area.

— NEW YORK —

NEW YORK—Edward L. Merritt has joined the WQXR announcer staff—formerly with WHDH, Boston. Jack Berch of Mutual introduced "Cisco Kid Rhumba" by Robt. Stanley, Sunny Skylar and August Gorbano which will be published shortly by Southern Music. New spiker for WABF (FM) is Allen Black. A new series of programs featuring Steve Ellis on sports bows in over WMCA today. Dale Belmont is now permanently featured on Maggie McNellis' WINShow. Liso Belli, director of Italian-language broadcasts over WBNX, has RC program series.

— MISSOURI —

ST. LOUIS—KMOX has a new Saturday series called "Phyllis Dexter Discusses Your Personality," with Miss Dexter, personnel counsellor for the past 20 years, doing the discussing. Ray Dady, KWK station director and Mutual net coast-to-coast newscaster, talked on "Radio, the Newspaper of the Air," at last week's session of the First Annual Publicity Institute of the Greater St. Louis War Chest. As an integral part of its promotional campaign, KKOK places advertisements on a regular sked in 68 newspapers within the KKOK area.

— MASSACHUSETTS —

BOSTON—John Barry, free-lance producer and writer of special radio shows, is the new program manager of WAAB. Barry was formerly with the publicity department at Columbia Pictures. Robert J. Landry, director of program writing for CBS,

recently addressed the Radio Council of Greater Boston at Cambridge. His subject matter was "Radio in the United States." WCOP now presents a 15-minute daily session of "Swingmasters" for the benefit of Boston swing fans, with spiker Buddy Brooks at the mike. **WORCESTER**—David H. Harris, program-production manager of WTAG, is the radio chairman for the 1944 War Fund Drive of the Worcester chapter of the American RC.

— COLORADO —

DENVER—New additions to the KOA staff are: Donald Crum, guest relations, and Ike B. Loder, night maintenance. Wedding bells rang last week for two KOA staff members: Lillian Lewis, continuity writer, and Marjorie Graf, secretary to the engineering and production departments. A schedule of ET one-minute announcements and station breaks has been placed on KOA by 20th Century-Fox Film Corp. for the purpose of publicizing the "Buffalo Bill" film.

— NORTH CAROLINA —

CHARLOTTE—OWI is rebroadcasting WBT's pick-up of the Charlotte Junior Chamber of Commerce's highly successful \$10,000 Open Golf Tournament held recently. WBT's sports announcers were Lee Kirby and J. B. Clark. Wm. McGregor Parker, sales promotion-publicity director of WBT, will don khaki shortly.

ASHEVILLE—WWNC evidenced its own good neighbor policy last week. Following its broadcast of the Esso Reporter from Grove Park Inn, witnessed by Standard Oil Company of New Jersey key personnel, the station fed to the meeting a special recording made by WSPA in celebration of the start of the Esso Reporter newscasts in Spartanburg.

— CALIFORNIA —

SAN FRANCISCO—Dwight Newton, historian of the San Francisco "Examiner," has begun a Sunday afternoon commentator series over KPO and local shortwave stations. Leo Kalin, popular San Francisco conductor-musician will direct the KFRC studio orchestra for airings of the "I Hear Music" program. **RIVERSIDE**—The Blue's "Heidt Time For Hires" was responsible for a person getting a job in Riverside via the KPRO facilities. **OAKLAND**—Joe Slavsky, salesman, is the proud father of a six-pound son to be named Michael.

— MINNESOTA —

MINNEAPOLIS—Ken MacKenzie, WCCO continuity director, was hostess at a tea last week in celebration of the Young-Quinlin Company's 50th anniversary. Music was furnished by Ramona Gerhard, WCCO staff pianist. **ST. PAUL**—"Main Street, Minnesota," noon-time show on KSTP, is now sponsored by Murphy Products Company, Burlington, Wisconsin. Show features: David Stone, Billy Folger, Al & Hak, Frank & Esther, Don Tomlinson, Clyde Frawley, Chuck Mulkern, and Cactus Slim. P. B. Juster, head of Juster Brothers, men's clothiers, and nation-

ally known men's stylist, participated in a program his company sponsored.

— NEW YORK —

SCENECTADY—William Von Hacht, is the spiker for WGY. Known on the air as Bill Hart, he hails from WDRC, Hartford, Conn. **JAMESTOWN**—The Cross Blood Bank recently made a minute change in time and requested WJTN to air appeal for donors to schedule. Several announcements on the day resulted in more volunteers on the day than Blood Bank could handle. **PLATTSBURG**—Anthony Rainger, spiker and copywriter for WMFF, has been appointed director of publicity for that station. **SCENECTADY**—Dr. Dixon R. Fox, pres. of Union College, has been named chairman of WGY's advisory council. This council functions in behalf of public service programs. **ROCHESTER**—Charles Siverson is the producer of "McCurdy Symphonic Hour" program sponsored by the McCurdy and Company department store, and aired over WHA. **PLATTSBURG**—Harold Grout, former spiker, has been appointed assistant engineer for WMFF. **JAMESTOWN**—Hilund's Furniture store is now sponsoring birth announcements over WJTN the weekly.

— OHIO —

CINCINNATI—The organ music David Carter Deane has been added to "Starlight Trail," late eve program produced by Bill Dawes over WCAE. Jim Bellamy, WSAI salesman, heading for the U. S. Marines. **DAYTON**—Hugh Ernst has been appointed general manager of WAA. Fort Myers, Florida, of which Ronald B. Woodyard is the president. Woodyard is general manager of WING. Bob Moody, general manager of WHIO, went on a fox hunt recently—did his shooting with a camera. **STEBENVILLE**—George Wilson, honorably discharged from the Service, has rejoined WSTV's announcer staff.



April 3

Jane Barton George Jessel
Peter Van Steeden

WDRC

CONNECTICUT'S PIONEER BROADCASTER

This is WDRC
Hartford

It's the Basic Columbia Station for Connecticut... the station that has one low uniform rate for all advertisers — national, regional and local. It's the station that gives you all 3 — coverage, programs, rate!

USE WDRC TO
CONNECT IN CONNECTICUT



Hershey Discusses Radio

Midwest Politicians Using Radio Heavily

Chicago—Political candidates are using time for primary campaigns in the middlewest on an unprecedented scale and from present indications radio will reap a harvest in business between now and the elections.

Yesterday the Illinois State Republican committee bought time on four Network stations for a series of broadcasts during the period of the primary election campaign. Thirty-quarter-hour programs are

(Continued on Page 5)

Twelve New Members Join Tele Broadcasters

Approval of 12 members in the Television Broadcasters Association, Inc., voted by the board of directors at a meeting held Friday afternoon at the TBAI offices, New York, bringing the total membership to 15.

Effective memberships were accepted in NBC for tele outlets in New York, Washington and Chicago; General Electric Co., Schenectady, N. Y.; Radio & Television Corp., Philadelphia; Don Lee Broadcasting

(Continued on Page 2)

Annual Statement Of CBC Made Public

Ottawa—Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corporation announced gross annual revenue of the CBC for the past year was \$2,489,224, expenses were \$1,245,870 and net profits were approximately \$1,243,353. He added that expenditures included

(Continued on Page 2)

Renew Stradivari

Prince Matchabelli, Inc., has renewed the "Stradivari Orchestra Under the Direction of Paul Lavalle" (Sunday, 12:30-1:00 p.m., EWT) over 40 NBC stations effective April 16. Morse International handles the account. The program will continue to feature the priceless group of stringed instruments from the Wurliizer collection.

Crosley-Owned Outlets Plan Personnel Confab

Cincinnati—In an effort to acquaint all employees of the broadcasting division of Crosley Corporation with the operations of WLW-WSAI-WLWO, George C. Biggar, assistant to vice-president and director of employee relations, has announced a series of radio conferences entitled, "Know Our Radio, Our Stations and Our Jobs Better."

The plan calls for all department heads of the broadcasting division to

(Continued on Page 6)

Gardner's 'Duffy's Tavern' Renewed For Another Year

Renewal of Duffy's Tavern starring Ed Gardner for another year on the Blue Network was announced yesterday by the sponsor, Bristol-Myers Company. Gardner will conclude his present series on June 27, then will take a three month's vacation to make a motion picture for Paramount. He returns to the air in October.

Debut Of Shostakovich Eighth Highlight Of Week-End Shows

N. Y. Newspaper Attacks "Singing Commercials"

In an editorial published yesterday, New York "Herald-Tribune" went on record as being against "singing commercials." The editorial, in part, read as follows:

"One of the developments in radio which grieved the judicious listener,

(Continued on Page 2)

Selective Service Head Lauds Industry For War-Effort; Sees Recognition Of Technicians' Essentiality

Makes Application For Tele Station

Hartford—After three years of experimenting with television projected from the Empire State Building in New York City to a specially constructed studio on Avon Mountain, The Travelers Broadcasting Service Corporation has filed with the Federal Communications Commission in Washington an application for a television station that will serve the

(Continued on Page 3)

OWI Radio Director Here For Conferences

Phil Cohen, radio director of domestic OWI, arrived in New York from Washington yesterday for conferences with the local staff, radio executives and agency men on the plans for the Fifth War Loan Drive

(Continued on Page 2)

Free Speech On Radio "Town Meeting" Topic

Freedom of speech on the air will be discussed over the Blue Network's "Town Meeting" Thursday by Senators Burton K. Wheeler and Chan

(Continued on Page 2)

Responding to a request by RADIO DAILY for clarification of the draft status of radio technicians and other hard-to-replace industry employees, Maj. Gen. Lewis B. Hershey, director of Selective Service, declared in a wire to this paper yesterday:

Selective Service has always recognized radio broadcasting as one of the essential activities in support of the war effort, as listed by the War Manpower Commission. It is gratifying to know that through the use of women and by the replacement of men accepted

(Continued on Page 6)

96 Network Stations Join Adv. Campaign

Co-operation of 96 stations with the Blue Network in its current national advertising campaign was announced yesterday by Keith Kiggins, vice-president in charge of stations. All stations are running the web's series of ads in their local newspapers.

The first advertisement released to magazines and newspapers in Jan-

(Continued on Page 5)

Indians Will Try Luck On 'Double Or Nothing'

Denver—Princess Blue Water, her daughter, White Flower, and some 50 Sioux Indians from the Rushville Reservation on the Nebraska-South

(Continued on Page 2)

Easter Gift

Diana Baldi, WOV's woman commentator, was the recipient of an unusual pre-Easter gift from one of her radio fans, Dominick M. Capiotti. It's a beautiful miniature replica of a church, the Chiesa del S. Rosario di Pompei near Naples. The Rosario (Shrine of the Rosary) was Miss Baldi's favorite when she visited Italy just before the war.

Zenith Report

Zenith Radio Corp. reports an estimated consolidated operating profit for the first nine months ended Jan. 31st, 1944 of its current fiscal year, amounting to \$5,112,138 after depreciation, Excise Taxes and reserves, including reserves for voluntary price reduction on war contracts and renegotiation, but before provision for Federal Income and Excess Profits Taxes.



Vol. 27, No. 2 Tues., Apr. 4, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, April 3)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 1/2 | 157 3/8 | 157 1/2 | — 1/8 |
| CBS A | 28 3/8 | 28 1/4 | 28 3/8 | — 1/8 |
| CBS B | 28 1/2 | 28 | 28 | — 1/2 |
| Crosley Corp. | 19 | 19 | 19 | — |
| Farnsworth T. & R. | 12 1/8 | 11 3/4 | 11 7/8 | — 3/8 |
| Gen. Electric | 35 7/8 | 35 1/2 | 35 1/2 | — 1/2 |
| Philco | 29 7/8 | 28 7/8 | 29 | — 5/8 |
| RCA Common | 9 1/2 | 9 1/4 | 9 3/8 | — 1/8 |
| Stewart-Warner | 13 3/8 | 13 1/4 | 13 1/4 | — |
| Westinghouse | 95 1/2 | 95 | 95 1/2 | — 1/2 |
| Zenith Radio | 35 3/4 | 35 1/2 | 35 1/2 | — 5/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------|--------|-------|
| WCAO (Baltimore) | 20 1/2 | — |
| WJR (Detroit) | 32 1/2 | — |

20 YEARS AGO TODAY

(April 4, 1924)

According to the Brooklyn Standard Union, H. W. Whitby, now vice now being heard over WOR, Newark, N. J., has a "remote control" assignment which may include Brooklyn next Fall... The League for Political Education is sponsoring a talk by S. K. Radcliffe today from Town Hall on the subject "Europe—Recovery, Decline and Eclipse."

**Free Speech On Radio
"Town Meeting" Topic**

(Continued from Page 1)

Gurney who will meet with H. V. Kaltenborn and Gilbert Seldes. Wheeler and Gurney are chairman and member, respectively, of the Senate committee before which all proposed radio legislation must come, while Seldes of the opposing duo is an author and the director of CBS television programs.

Examination of the Dies-Winchell controversy over the right of radio commentators to criticize Congressmen and recent network rulings on the subject will be coupled with a discussion of the general principles underlying the limits and responsibilities of freedom of speech on the air under conditions of war and peace. George V. Denny, Jr., will moderate the program, which will be heard over WSAI-Blue from the Taft Auditorium in Cincinnati, where it is being sponsored by "The Cincinnati Post." Broadcast is the first of "Town Meetings" Spring tour.

Questions Listed

Among the questions to be dealt with specifically by the speakers are: What constitutes a personal attack? Should commentators be allowed complete freedom to interpret the news in harmony with their own viewpoint? Should a station or network take an editorial position on issues or candidates in a political campaign or should they maintain complete impartiality?

**Indians Will Try Luck
On 'Double Or Nothing'**

(Continued from Page 1)

Dakota border line, will be guests at the "Double or Nothing" quiz show on April 7, 7:30 p.m., MWT, which KFEL will broadcast to the entire Mutual network from atop Lookout Mountain, 7,500 feet high in the Rockies. The broadcast marks the world premiere of the Twentieth Century-Fox film "Buffalo Bill" and will originate from Pahaska Lodge, the Bill Cody memorial museum.

**Annual Statement
Of CBC Made Public**

(Continued from Page 1)

\$457,980 in advertising commissions and \$787,690 to private stations. Dr. Frigon said that Dominion Government advertising, including Victory Loan commercials, had amounted to \$250,000. He said his statement did not include cost of artists' fees.

Joins Theater Staff

Howard "Lala" LaNoce, former night manager of WHN, New York, has joined the Capitol Theater staff in Gotham as stage manager, a post he held for many years prior to the departure of stage shows from Loew's key Broadway house. Another forthcoming addition at the Capitol is Alan Zee, formerly an executive of WHN and a long-time stage-show producer, who comes in as producer.

**Twelve New Members
Join Tele Broadcasters**

(Continued from Page 1)

System, Los Angeles, and Crosley Corp., Cincinnati. Affiliated members approved were North American Philips Co., Inc., New York; Time, Inc., New York; RCA Victor Division, Camden; Capitol Radio & Engineering Institute, Washington, D. C., and Midland Broadcasting Co., Kansas City. These were additions to the former membership roster consisting of CBS, New York; Allen B. Du Mont Laboratories, Inc., New York, and Television Productions, Inc., Hollywood.

Appointment of a publicity committee was also announced. Headed by Robert L. Gibson, GE, and Paul Raibourn, Television Productions, Inc., the committee also includes James Carmine, Philco Radio & Television Corp.; Leonard Cramer, Allen B. Du Mont Laboratories, Inc.; George Crandall, CBS; John T. Williams, NBC, and Will Baltin, secretary-treasurer of TBAI.

**N. Y. Newspaper Attacks
"Singing Commercials"**

(Continued from Page 1)

particularly if the listener happens to be fond of good music, has been the "singing commercials," which have turned out to be thoroughly annoying—though, for all we know, they may have been effective in selling various nostrums designed to alleviate certain unpleasant ailments."

**OWI Radio Director
Here For Conferences**

(Continued from Page 1)

which starts June 12. Cohen, speaking of the recent Red Cross campaign, said that radio industry did an excellent job.

**Mexican University
To Operate Station**

Mexico City—In the belief that radio fans are just as interested in cultural subjects as they are in popular music, humorous sketches, and quiz shows, Mexico's National University is planning to go on the air in competition with local commercial and government stations.

For this purpose, the university is now installing a powerful transmitter, which is expected to begin operation sometime next month. It will be under the direction of Joaquin de la Garza and university rector Brito Foucher.

Selvin Traveling

Ben Selvin, vice-president of Associated Recorded Program Service, left last week on a six-weeks trip that will take him to many key center cities en route to the coast. While in Chicago and Hollywood, Selvin will supervise the making of recordings by new artists. This marks the first time Associated has made transcriptions outside of its New York studios.

COMING and GOING

KINGSLEY HORTON, assistant manager director of programs and sales for W CBS-owned station in Boston, is visiting several days at the New York offices of network.

"TED" ENNS, national sales manager of Cowles Group, has arrived from Iowa for conferences at the headquarters of the Blue network and for talks with the local station representatives.

TOM SLATER, director of special features and sports for the Mutual network, is in Chicago making arrangements for the convention.

FRANK WEBB, sales manager of KDKA, **JOSEPH BAUDINO**, station manager, callers yesterday at the spot sales department of NBC.

JOHN MAYO, of Radio Advertising Co. New York station reps, has returned from a business trip to New England.

GEORGE H. ROEDER, general manager WCBM, Baltimore, arrived in town Sunday called at the Blue Network yesterday leaves for the home offices tomorrow.

HERBERT L. KRUEGER, commercial manager of WTAC, Columbia affiliate in Worcester, Mass., is here for several days on station network business.

WILLAN C. ROUX, assistant manager NBC national spot sales, leaves today Cincinnati.

B. BRYAN MUSSELMAN, vice-president managing director of WCBA-WSAN, Allentown, Pa., is in New York. Visited yesterday the local representatives of the station.

V. HAMILTON WEIR, general manager WLEU, Blue Network outlet in Erie, Pa., visited yesterday in New York on business and for home last night.

FRED WEBER, executive vice-president WDSU, New Orleans, is leaving for the offices following several days here on station business.

RALPH MILLER is in New York. He's commercial manager of WKY, Oklahoma City.

**AROUND-THE-CLOCK
VARIETY**

There's always something interesting to listen to — on W-I-T-H. There's pace and variety all around the clock. Small wonder W-I-T-H is the Baltimore station that's listened to 24 hours a day. No wonder it delivers sales at the lowest-cost-per-dollar spent.



TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

there's **NO QUESTION** ..about SELLING KANSAS when you hire: **Ben Ludy, GEN'L. MGR. WIBW** The Voice of Kansas TOPEKA

Makes Application For Tele Station

(Continued from Page 1)
 10,000 people living within a radius of 10 miles of Hartford. The results attained through our experiments at Avon have indicated the feasibility of rebroadcasting television," said Paul W. Morency, general manager of the Travelers radio station, "and we expect to have everything ready so there will be no delay in materials for transmitting and receiving sets are available." It is planned to locate the transmitter on Avon Mountain where The Travelers Broadcasting Service Corporation now maintains the WTIC 10-watt amplitude modulation standard broadcasting transmitter and WTIC-FM 1000-watt frequency modulation transmitter and antenna. The same transmitter building employed for both those stations will be used for television transmission but a special antenna would be mounted on a new 350-foot mast.

Boat-Builders On WCAE

Pittsburgh—The Dravo Corporation's boat-builders of LST boats, are now sponsoring the Sunday 5:30 News on WCAE. Their purpose is to secure badly-needed employees. John Dravo brings this news summary to WCAE listeners.

★ AGENCY NEWSCAST ★

J. WALTER THOMPSON COMPANY has elected six of its executives as vice-presidents of the agency. They are: Paul Berdanier and Arthur J. Blomquist, of the art department in New York; Ruth Waldo, of the editorial department, New York; Fred W. Boulton, art department, Chicago; Harry Mitchell, contact man in Chicago, and George Reeves, of the editorial department in the Windy City. L. O. Lemon has been named comptroller of the agency.

NEW YORK COUNCIL of the AAAAA has elected as chairman of its board of governors Sherman K. Ellis, president of the advertising agency bearing his name. Vice-chairman is Robert E. Lusk, executive vice-president of Pedlar & Ryan, Inc., while the council's secretary-treasurer is H. B. LeQuatte, president of H. B. LeQuatte, Inc.

ADVERTISING FEDERATION OF AMERICA has elected to membership WBRK, Pittsfield, Mass.

RALPH H. JONES COMPANY has been appointed to handle the advertising of Harle Publications, Inc., and Comic Corporation of America. Radio will be included among the media to be used.

MAL McCRADY has joined N. W. Ayer & Son, Inc., as representative in the New York office. He was formerly with Roy S. Durstine, Inc.

HAMILTON SHEA, formerly of Chase National Bank and more recently Secretary-Treasurer of Tel Autograph Corporation, has joined the Emerson Drug Company, Inc. as Assistant Comptroller. He will take over his new post on April 15th and will make his headquarters in Baltimore, Md.

R. P. CASTELO BRANCO, Brazilian author, has joined the Sao Paulo office of J. Walter Thompson Company as head of the copy department. He formerly was associated with the Brazilian offices of McCann-Erickson and N. W. Ayer & Son, Inc.

LAWRENCE M. HUGHES has been elected executive editor of "Advertising Age," with headquarters in New York. He formerly was an associated editor of "Sales Management" and advertising news editor of the New York "Sun."

ALBERT G. LOOMIS, formerly of Geyer, Cornell & Newell, has been named office manager of Sherman K. Ellis & Co.

'Quiz Kids' War Bond Tour Netted \$28,794,000 in Sales

Chicago—"Quiz Kids," whose bond sales venture in co-operation with local merchandising promotions has resulted in the sale of \$28,794,000 in bonds on visits to nine cities past few months, will make a guest appearance in Cincinnati on Wednesday in connection with the annual National Retail Dry Goods Association convention. The Cincinnati appearance was arranged by John Lewellen, "Quiz Kids" manager, as a courtesy to the department stores which have sponsored recent war bond appearances and broadcasts. Lewellen in speaking of the store sponsorships said that recent tour was highly successful and that the retailers were excellent exponents of exploitation and bond sales. The cities visited included Washington, D. C.; Richmond, Va.; Williamsburg, Va.; Detroit, Mich.; Los Angeles, Calif.; San Francisco; Pittsburgh, Pa.; Boston and New York City.

Sarasy-Denny Nuptials

Lake Placid—The wedding of Miss Jeanne Sarasy, the daughter of Mr. and Mrs. Ralph J. Sarasy, of Janesville, Wisconsin, and of Mr. George V. Denny, Jr., president of Town Hall in New York City and Moderator of "America's Town Meeting" was solemnized yesterday in the Dewey Memorial Chapel of the Lake Placid Club. The nuptial ceremony was performed by the Rev. Frederick B. MacKenzie.

First →

First →

First →

LISTENERS

All surveys agree WRC leads morning, afternoon and night!

PROGRAMS

39 out of 50 network Firsts and most highly rated local programs!

SALES

Lower rates than the second station ... lowest cost per listener of all stations!

But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923

WRC

Washington



Olive Kackley
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO....
W C K Y

**50,000
WATTS
C B S**

THE *L. B. Wilson* STATION

CHICAGO

By BILL IRVIN

THE NBC "War Clinic," recently held in Chicago, had a romantic extra curricular angle, it was revealed last week. Morton Henkin vice-president and secretary of station KSOO, Sioux Falls, S. D., and Sylvia Wolff of the same city, both of whom attended clinic sessions, were married Sunday March 19.

Singer Jack Berch and the "Three Suns," a trio-combination of electrical organ, guitar and accordion, began a Monday-through-Friday series over WGN and Mutual, 12:15 to 12:30 p.m., CWT last week, under sponsorship of the Kellogg Company, Battle Creek, Mich. Account is handled by Kenyon and Eckhardt.

WBEZ, frequency modulation station of the Radio Council of the Chicago Public Schools, has signed with the Associated Press for the AP's 24-hour radio service. George Jennings acting director of the radio council said the move was made because it was felt that WBEZ should have news service for national and international coverage in connection with its school broadcasts. It is believed to be the first time a school system has signed for the AP service.

Spring means flying for Marilou Neumayer. Grounded for the winter, Marilou has resumed flying lessons and has three more hours to go before soloing. Marilou is currently playing "Stella" in "Ma Perkins."

Ann Gillis, of the NBC eastern division news and special events department, and George McElrath, NBC operating engineer, both of New York, will be in Chicago this week to join central division officials in conferences with radio publicity men of the Republican Party regarding coverage of the GOP convention in Chicago starting June 26.

They're dubbing Henry Selinger "Hustling Henry" these days. Writer of the serial, "Ma Perkins," for the past year, Selinger has taken on a double duty chore for the serial, "Helpmate," producing as well scripting the series.

Olan Soule who has played the role of Sam Ryder since the inception of the CBS serial, "Bachelor's Children" in 1935, has left the cast preparatory to entering the army at Fort Sheridan on April 15. Bess Flynn, author of the show, came from New York for last Friday's broadcast and afterward joined other members of the cast in wishing Olan godspeed. In the script, "Sam Ryder" likewise is going off to war.

Joins L. A. Corporation

Los Angeles—Lewis E. Scott, formerly superintendent of the Resident School of American Television and more recently Industrial Engineer with Consolidated Aircraft and Douglas Aircraft, has joined the staff of Hoffman Radio Corporation of Los Angeles, in the capacity of Methods Engineer.

MAIN STREET



California Commentary!

● ● ● A \$64 query. What former vaudeville headliner now in radio, billed himself as "the bad boy from a good family?" "No help, please!" ... S. S. Fox, major-domo of KDYL, Salt Lake City, pioneered in silent pictures and radio and is determined to be in on "the ground floor" in television and FM. ... Gross, head man at KFMB, San Diego, is quite a booster for "Miracle Of Morgan's Creek," the Paramount opus, and has seen it twice. By the way, Jack is also shouting praise for the newly-born San Diego Daily Journal, which is devoting a page to radio and giving the station boys splendid co-operation.

Los Angeles

● ● ● Many friends of Ed "Archie" Gardner celebrated April Fool's Day by journeying to Pasadena to greet the "Duffy Tavern" chief on his arrival from the East. A one-man band, a lone drum majorette and others played pranks on Ed. ... ● Bill Ray, veteran KFVB figure, said he has known the writer for 15 years, but has never been given any publicity by him. Mebbe, this will remedy the complaint. ... ● Radio row seemed deserted March 31, with many of its employees making last-minute purchases of cosmetics and liquor to avoid the new tax, which became effective April 1.

● ● ● Groucho Marx relaxes from his Saturday "Blue Ribbon Town" chores by bicycling Sunday morning in Beverly Hills and watching baseball teams in action in the afternoon. ... ● It is not surprising that Earle C. Anthony, owner of KFI-KECA, was a co-sponsor of the Los Angeles Philharmonic Young Artists competition, as he was one of the first presidents of the Hollywood Bowl association. ... ● KSTP graduates are busy in various parts of the country. John Patrick Costello is an NBC staff announcer. John Wald has been the "Richfield Reporter" for the past seven years and is doing his bit for the war effort by working nights at Douglas. Abbott Tessman, now a Sergeant with the Army Air Force at La Guardia Field, New York, was with NBC in San Francisco and more recently with the Pacific Blue. Eddie Dunstedter, band leader, is now an officer with the Army Air Force at Santa Ana, Calif.

● ● ● The boys are still talking of the friendly spirit shown by KMPC competitors at the KMPC "house-warming." Among the network and station executives who attended were Niles Trammell, Don E. Gilman, Sid Strotz, Lewis Allen Weiss, Sydney Gaynor, Harry Witt, Fox Case, W. B. Ryan, Calvin Smith, Harry Maizlish and Kenneth O. Tinkham. ... ● Dennis Day, who joins the Navy, is fighting against time. He has completed one side of a record for Standard Radio and is hoping to complete the other before he dons the Navy blue. Walter Kelsey, band leader and former Blue musical director in San Francisco, has recorded ten of his own compositions for Standard.

● ● ● Eddie Cantor starts his tour of service hospitals April 13 and his itinerary includes Topeka, Galesburg, Ill., Clinton, Ia., Chicago, the Great Lakes naval training station, Battle Creek, Utica and New York. He will stay in the East until he completes his radio season June 21. He will also attend the premiere of his RKO picture, "Show Business" while in New York. ... ● Ken Baxter, who is totally blind, is the new narrator on "Across The Threshold," an NBC dramatic show, heard Mondays through Fridays. Baxter is night telephone operator at the Radio Artists telephone exchange, and an NBC producer, calling for an actor, was so intrigued by Baxter's voice that he engaged him as narrator. All the scripts will be transcribed to Braille for Baxter.

— Remember Pearl Harbor —

San Francisco

KP.O.'s Monday through Friday variety show, Woman's Magazine of the Air, conducted by "Jane Lee" is now sold out, with seven sponsors taking part in the program. The sponsors include Glidden Paint of Cincinnati for "Spred," tri-weekly; Langendine Bakeries for "Dr. Penland's Vitamin B-1 Wheat Bread," daily; Decorative Cabinet Corp. for "E-Z-Do" war robes and chests, tri-weekly; Lone Linda Foods, for "Vegemeats," weekly; Oakite Products for Oakite cleanser, twice-weekly; Curtis Publishing Co. for "Saturday Evening Post," twice weekly; and Pure Food Inc., for Herb-Ox bouillon cubes, weekly.

With addition of three more days a week, and the signing of a 52-week contract, the record program "Sweetheart Swingtime" swings into place. KPO's largest show. Kay Jewel Co. of Oakland is the sponsor, with Budd Heyde spinning the platters seven nights a week. Philip H. Cowan, manager of the firm, signed the new KPO contract after the show was credited with boosting the Oakland store business at a faster rate than was shown by any of the firm's other stores in California.

Flapping of stork wings recently drowned out all other sounds at KGO Blue Network outlet here. Proud daddy is Bill Baldwin, of special evening. The baby is a boy.

Shopping San Francisco is a new KGO show, conducted five days a week by Ann Carlisle under sponsorship of American Meal Bread. She discusses fashions, home hints, and human interest items.

Newcomer to KGO's dramatic series is Virginia Lee Dodge, heard with Claude LaBelle's "Scrapbook," and the Great Melody.

Bill Baldwin, special events chief and engineer Clark Sanders of KGO, disced a report on the trial run of submarine tender, the show being broadcast the same night.

WHY HAS EVERYTHING — FROM "A" TO "Z"



G is for GROCERS

Grocers know that when your product is on WKY it doesn't stay long on their shelves.



WKY
OKLAHOMA CITY.
The Katz Agency
Representative

Midwest Politicians Using Radio Heavily

(Continued from Page 1)
 scheduled for WENR, Chicago; WOK, Rockford; WCBS, Springfield; KXOK, St. Louis. The broadcasts, scheduled to run until April, were placed through the McJannet Advertising Company, Chicago. Recently in the Wisconsin primary campaign spot announcements were carried on many stations in support of candidates who were entered in Presidential primary. Entrance of Charles Garland, veteran commercial executive of WBBM, in the race for Congress as a Republican candidate from Des Plaines, Ill., regarded as a boom to the folks radio. Garland as a radio-minded candidate will lead the way for others politically inclined to use airtime. Another phase of the radio-political picture which is doing much to make opposing parties air-minded is the broadcasting plans for the forthcoming Republican and Democratic conventions which will be held here in June.

DeMille's Own Picture Plugged On Lux Theater

Washington Bureau, RADIO DAILY
 Washington—Lux Radio Theater at night had Cecil B. De Mille, producer and emcee of the program, plugged up here in connection with his own picture's preview, "The Story of Dr. Wassell."
 DeMille mentioned that the "Navy" 83 admirals and vice-admirals who had been on hand to do honor to the picture's hero when the picture was seen in the Capital. Many diplomatic folk were also at the previews and various functions in connection with the broadcast, heard on CBS 9-10 p.m., EWT.

To The Colors

Norfolk, Va.—Ed Anthony, control room operator at WTAR, has been accepted by the Navy.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

WTAG
 WORCESTER

Debut Of Shostakovich Eighth Highlight Of Week-End Shows

(Continued from Page 1)
 period, the "American Scriptures" portion of the program was omitted to give the work complete continuity and keep within the allotted hour and a half time.
 Intermission speech was by Major General Charles M. Wesson, director of the Division of Soviet Supply of the Foreign Economic Administration. He saw the performance here of the Eighth Symphony as helping to further bind the ties of friendship between Russia and the Allies. Message from Shostakovich to Rodzinski read in part: "days of ordeal and hardship—days of decisive battles—music... is a means of friendship and understanding... with a friendly handshake, I wish you all luck and success."

\$10,000 Paid By CBS

CBS, reported to have paid \$10,000 for the privilege of putting on the premiere for its client U. S. Rubber, brought the score back recently from Moscow, in the hands of its returned correspondent William P. Downes. Probably no score in recent years received as much advance publicity and favorable mention in the press, both news and in the columns of the better known music critics. As a matter of fact, advance story in the New York "Times" Sunday actually mentioned the sponsor's name in the column by Olin Downes, which is considered going places.

Eighth Symphony is in four movements and ran a little over an hour when performed Sunday. Average listener probably liked it better than the same composer's Seventh Symphony because it was scored on a more even keel and did not develop climactic character which in the Seventh Symphony sought to depict the siege of Moscow. In fact the average listener was surprised that the hour and a half had passed so quickly and the theme was more easily followed wherein the forthcoming peace and post-war tranquility was depicted.

Downes' Comment

Writing in the New York "Times" yesterday, Olin Downes said in part: "... it can be said that Shostakovich's Eighth Symphony, on the occasion of its American premiere, received a superb presentation. This interpretation neglected no technical or expressive detail and appeared to reveal every facet of the composer's

thought..." Downes then analyzed certain structural weaknesses, traits of the composer and other items expected to eventually be corrected by the young but sincere composer.

Virgil Thomson in the "Herald-Tribune" while critical as to the formal continuity, said in part: "Its melodic material is interesting, and if this is not always of the highest expressivity in degree there is never any doubt of the nature of its expressive intent..." Thomson further wrote that while the political value of launchings such as these was not within his province to express, but if symphonic music has any real value as national propaganda, it is difficult to imagine a contemporary composer better suited than Shostakovich to the producing for this purpose.

At the conclusion of the Philharmonic's broadcast, it was announced that the regular subscription season was closing next week and that for the next few broadcasts listeners should write to U. S. Rubber Co. for tickets. Free tickets to guests are distributed during the off-season. This was done last year during the late spring and summer months.

96 Network Stations Join Adv. Campaign

(Continued from Page 1)
 uary marked the beginning of a continuous, year-round campaign, representing the largest amount ever expended by the Blue in advertising. The three advertisements which have appeared lay the foundation for the basic theme and purpose of the drive—to promote radio broadcasting as a whole; secondly, the importance of the Blue Network in the entire picture; and finally, to promote each affiliate to the listeners in its area.

In addition to using the advertisements in local newspapers, most of the cooperating stations are merchandising the copy by direct mail. Reprints of the advertisements are being mailed to selected lists including schools and prospects among advertisers and agencies. For example, WSUN, Tampa-St. Petersburg, Fla., mailed 500 reprints in color in every school in the county for distribution to classes, along with a letter to the principal of each school. Reprints were also sent to present and potential advertisers in the two cities.

A third and very successful phase of the campaign has been the recordings of the copy which have been widely used, with each station devising its own schedule to suit local conditions.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

On 187 U. S. stations...
 100 hours a week!

NBC's Syndicated Recorded Programs convincingly... consistently... prove their worth—are sought more and more for sponsorship. Now... 14 different program series are being heard in the United States and in U.S. possessions, over 187 different radio stations, adding up to more than 100 broadcast hours a week. In addition... NBC is furnishing its recorded shows to Canada, Newfoundland, New Zealand, Mexico, and Panama*. For full details of the wide variety of NBC 5-minute to half-hour recorded programs, write today.



*Does not include the hundreds of hours of musical shows programmed weekly by NBC Thesaurus on more than 225 stations.



National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
 AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
 Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

Vancouver Radio Engineer Injured In Explosion

Vancouver—Ross Whiteside, chief engineer at radio station CKMO, was burned about the face and hands and more than 100 persons were forced into the street when a recording apparatus upon which Whiteside was working exploded. The radio station was temporarily forced off the air when flames spread to studios in the building.

Crosley-Owned Outlets Plan Personnel Confab

(Continued from Page 1)

lead discussions on the important functions of their departments. All personnel will also have the opportunity to hear WLW-WSAI executives, agency and sponsor representatives in discussions on the broader aspects of the broadcasting industry.

Beginning on April 3, the series will continue through April 24, with the 90-minute sessions being scheduled for Mondays, Wednesdays and Fridays. All employees joining the broadcasting division since November 1 will be required to attend all the conferences, with special emphasis being laid on attendance by all personnel at the general opening and closing conferences.

First Session April 3

The opening session on April 3 will be under the chairmanship of Mr. Biggar, who will discuss "Why a Crosley Square Radio Conference?" Also heard will be E. K. Bauer, assistant to the vice-president on "Background on Crosley Broadcasting"; "The Engineering Picture" by R. J. Rockwell, technical supervisor for WLW-WSAI-WLWO, and concluding with "The American Scheme of Broadcasting" by James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting.

Two Advertising Sessions will follow, with addresses by H. M. Smith, WLW sales manager; M. F. Allison, sales promotions manager; Roger Baker, director of public relations, and concluding with a discussion by Robert E. Dunville, vice-president of The Crosley Corporation and assistant general manager, on the topic, "Crosley Stations in the Broadcasting Industry."

On April 10 will come the Employees' Service Session, on the 12th a Program Session and on the 14th a Music Session.

One Session for WSAI

A session devoted to station WSAI has been set for April 17, with talks by Walter Callahan, general manager of the station; William Christian, sales manager; Roger Baker, director of public relations, and James Leonard, program director.

On the 19th and 21st Department and Public Relations sessions will be held.

Concluding the series will be a general closing meeting on April 24, under the chairmanship of Mr. Dunville. Speaking will be Howard Chamberlain, WLW program director, on "Program Policies of the Nation's Station"; James Cassidy, special events director on "From Chungking to Crosley Square"; "FM and Television—Technical Aspects" by M. Rockwell, and concluding with an address by Mr. Shouse on "Looking Ahead in Broadcasting."

Following each meeting there will be an informal "question and answer" period. Digests of each talk of the series will be made available to present members of the broadcasting organization, and to new people joining the organization.

TELE TOPICS TODAY

Reflections

Recommendations of the television panel of the Radio Technical Planning Board will be submitted to the Board in mid-April. Findings of the RTPB's sight-and-sound section will not advise any major changes in standards and allocations. Expected approval of the tele panel's decisions by the Planning Board and ensuing action by the FCC may give look-and-listen broadcasting the green light in the near future. Situation is also dependent on the early release of materials for civilian production.

☆ ☆ ☆

Informed opinion holds that as soon as the forthcoming invasion of Western Europe appears to be progressing, raw materials will be allocated for the construction of tele transmitting and receiving equipment. Major reasons for getting tele off to a fast start will be because of the eye-and-ear medium's importance as a communications service and as a source of jobs for returning ex-servicemen. Accelerated return of tele will help adjust the Nation to post-war conditions as the most powerful means of education that we have.

☆ ☆ ☆

Settlement of the moot questions in tele will also stimulate the lingering art of video production. Program directors have a headache because the tele art is still largely regarded as experimental. Sufficient equipment, facilities and talent are therefore not available to develop program technique adequately. Major need today and for some time to come is the training of competent programming staffs. Important, too, in the opinion of Gerald Cock, former director of BBC tele, is the necessity for a functional tele plant designed for that purpose. The British experience has been that a reconverted studio does not give the desired result.

☆ ☆ ☆

Someone pulled a rib-tickling boner in the midst of Eddie Dowling's tele show, "Wide Horizons," the past Sunday night over W2XWV, the Du Pont outlet in Gotham. The aircraft-sponsored telecast centered around the magnificent work of the Air Transport Command in carrying heavy machinery and vital equipment to the ends of the earth. While Dowling talked about the achievements of the ATC in evacuating wounded soldiers from the frigid wastes of the Arctic, a film was flashed on to illustrate the theme. Payoff was that the movie showed briefly clad natives in a tropical setting of palms. As a result, the accompanying narration kept getting colder as the picture grew hotter.

☆ ☆ ☆

What's happened to Paramount Pictures' plans for building a tele transmitter atop Mt. Wilson, near Pasadena, Calif.?... Twentieth Century-Fox has a seasoned sight-and-sound specialist in Earl Sponable of Movie-tonews... J. Walter Thompson Co. will launch a half-hour tele program this month over the DuMont station in New York, with several of the ad agency's clients still bidding for its sponsorship... The American Television Society now boasts a mimeographed news sheet and members' dues have been doubled to \$10 a year... Jane Withers is in Gotham for her tele debut in the Television Workshop's "Interesting People" over Du Mont tomorrow night.

☆ ☆ ☆

The Radio Executives Club of New York will tee off an ambitious tele schedule at Thursday's luncheon meeting in the Shelton Hotel, New York, where Dr. Alfred N. Goldsmith, vice-chairman of the RTPB, will speak on "Television Opportunities." Plans for a 15-week tele course under REC sponsorship were being considered last night at an executive session... General Electric's post-war tele operation will be outlined by Dr. Walter R. G. Baker, vice-president in charge of electronics, and three other GE officials at a press luncheon Thursday in the Waldorf-Astoria Hotel... Richard W. Hubbell, tele author, will address an open meeting of the Radio Writers Guild on "Television and the Professional Radio Writer" tonight in studio 24 of the CBS Annex, New York... Doug McMullen, program production staffer at WRGB, GE tele outlet in Schenectady, N. Y., will become Pvt. McMullen of the U. S. Army Thursday.

Gen. Hershey's Wire Treats Radio Draftees

(Continued from Page 1)

able for military service with men currently not acceptable, the nation has been kept fully acquainted with spot war news and furnished with entertainment and educational broadcasts which undoubtedly have contributed to the upbuilding of American morale.

The requirements of the armed forces for young able-bodied men demand the release by employers of all men under 26, with few exceptions, and the continued efforts of employers to replace able-bodied men 26 to 37, inclusive. Individual cases of radio technicians, especially fathers, who have unusual skill and long experience in the radio field undoubtedly will continue to receive careful consideration by local boards and appeal boards.

I have faith in the aggressiveness and ingenuity of the radio broadcasting industry to continue its services to the public, however, despite the necessary drain on its younger manpower.

Lewis B. Hershey,

Major General, U. S. Army,
Director Selective Service System.

Gen. Hershey's graceful tribute to the industry's war effort, and the morale-building effect of that effort comes, significantly, at a time when the NAB is urging all members to co-operate fully with the Government by substituting on the stations' staffs such individuals as would ordinarily be ineligible for military service. Gen. Hershey's reference in his wire to this type of employee would indicate that the industry's efforts in this direction are recognized, and appreciated, by the Government.

Takes New Post

Montreal—Succeeding Robert Foot who resigned to become chairman of the British Mining Association, William J. Haley, BBC editor-in-chief has been appointed director general of that organization. He was former joint managing director of Manchester Guardian and director of Reuters.

Wins Philharmonic Contest

Los Angeles—Paulena Carter, 12-year-old pianiste; Pvt. Robert Jamieson, 20-year-old cellist, and Composer Eldon Davis Rathburn were the winners in the Los Angeles Philharmonic young artists competition sponsored by KFI, The L. A. "Daily News" and the Southern California Symphonic Association. Each of the winners received a \$500 war bond.

G. E. Stockholders Doubled

Schenectady — General Electric stockholders increased by nearly 8,000 the past year, reaching the all-time high of 230,910 on March 10, record date of the April dividend, according to an announcement by W. W. Trench, secretary of the company. The number has doubled since 1920.

Your RED CROSS is at his side



Give . . . RED CROSS 1944 War Fund

★ ★ ★ COAST-TO-COAST ★ ★ ★

—CONNECTICUT—

NEW HAVEN—"Yale Interprets The News," a quarter-hour Sunday evening program originated by WTIC, Hartford, is now being relayed by WOCD, the Yale Broadcasting System, covering the campus only. The program originates at the university in New Haven and features members of the Yale faculty speaking on the news behind the headlines.

—NEW JERSEY—

NEWARK—Shirley Cook, beauty editor of Hillman Magazines, will be the guest of Nan Lupo on her WAAT "Beauty Goes To Work" program Friday ayem, April 7.

JERSEY CITY—Michael Kecki and Natalia Lesczniewska of WHOM's Polish department were married recently. Michael is director of WHOM's Polish program and Natalia conducts several Polish language features. Thomas J. Murray and John J. Lynch are WHOM's new players. Polish Consul General Syvan Strakacz is currently being heard in a weekly series on the life of Paderewski.

—FLORIDA—

MIAMI—Members of the Women's Club of this city were guests of WIOD at a "Singing Keyboards" program featuring Earle Barr Hanson at the piano and Clark Fiers at the organ. Dorothy Cotton, director of women's activities at WIOD, turned fashion tables on 200 young women recently when she described the clothes they were wearing instead of giving them descriptions of what adorned professional models. The fashion show was part of a program held at Army Air Force Redistribution Center at Miami Beach to honor the girls who have devoted 50 hours or more of dancing with servicemen. Maj. John Ehrle, of the local AAF, was host.

—INDIANA—

FORT WAYNE—New on WOWO-WGL's engineering staff are: Frederick Bird, formerly with WFTL, Ft. Lauderdale, Fla., and Clyde E. Downing, originally with WKBH, Wisconsin. Bob Storey is this station's new speaker. Jane Weston, director of the WOWO "Modern Home Forum," is sked to speak before the Women's Auxiliary of the Fort Wayne Moose Lodge on nutrition and home mak-

ing. Bill Markwalder, formerly with this station in the engineering capacity, passed away last week after a lengthy illness.

—CALIFORNIA—

SAN FRANCISCO—Bill Martell, KFRC's singing announcer, has joined the Coast Guard Voluntary Port Security Reserve, and will serve 12 hours weekly on the local waterfront. Bob Wesson, manager of promotion and publicity for KGO, has been appointed program manager. He succeeds Bob Dwan, who transfers to the Blue's Hollywood staff. "Through a Woman's Eyes" is the new KPO program produced and written by two women: Helen Morgan and Monty Margetts. **FRESNO**—Frank Arthur resigned as special events and sports director of KMJ to take over the baseball announcer duties at KROW, Oakland.

—NORTH CAROLINA—

CHARLOTTE—Curt Webster replaces WBT announcer Charles Walters, recently inducted into the Army. Webster hails from WNOX, Tennessee. G. O. Shepherd, general manager of WAYS, spent last week in New York on station biz. **SPARTANBURG**—The Standard Oil Company of New Jersey announces that WSPA is the 38th station to carry the Esso Reporter. **WINSTON-SALEM**—Harold Essex, managing director of WSJS, has been appointed as head of the newly formed committee on publicity and public relations of the W-S Chamber of Commerce.

—COLORADO—

DENVER—James V. McConnell, NBC spot sales manager, and Charles P. Hammond, NBC director of network promotion and advertising, recently attended conferences with KOA execs. Clarence C. Moore, KOA program director, and dean of Denver radio announcers, will conduct a summer term lecture course on announcer technique for the Denver University School of Speech. Flowers, Inc., has sked a series of daytime spot announcements on KOA.

—SOUTH DAKOTA—

YANKTON—Wynn Hubler, woman's director of WNAX, presided over sessions of Midwest District Federation meeting of Extension Service held in this state recently. New news period on WNAX is the sponsorship of CBS "News of the World" by Old Ben Coal Corporation, Monday through Friday. The agency is J. R. Hamilton Advertising, Chicago.

—MISSOURI—

ST. LOUIS—Elmer Mueller, KMOX engineer, spoke on "Establishing Good Will Between the Farmer and the Sportsman" before a wildlife conservation group in this city recently. Rosemond Wilfley, educational director of KMOX, has returned from New York where she attended an indoctrination course and conferences with members of the CBS educational department in N. Y. France Laux, sportscaster of KMOX, went to Cape

Girardeau and Cairo, Illinois, to report on spring training activities of the Cardinals and Browns. Results were aired over the "France Laux Sports Review" program.

—MASSACHUSETTS—

BOSTON—"Red Cross Girls In Action" is the title of a new series of weekly programs to be heard on WCOP. The new feature describes the adventures and work of Red Cross women on battle fronts all over the world. A song composed by Francis X. Sheehan of the Boston office of the Collector of Internal Revenue, was recently featured on the "Youth On Parade" program over WEEL. Name of the song is "We Can, We Will, We Must" and was inspired by President Roosevelt's recent radio address. Mary Jane Walsh, songstress in "Allah Be Praised" at the Shubert, will be interviewed by Louise Morgan April 7, over WNAC.

—OHIO—

CINCINNATI—Jerry Belcher, public events director for WCKY, is back at his desk after an attack of grippe. Robert Fleming obliged while Belcher couldn't mike it. George C. Bigger, assistant to the vice-prexy in charge of employe relations for WLW-WSAI, has been elected a member of the board of trustees of Boys' Club. **TOLEDO**—Pfc. Bernard L. Young, former WSPD radio announcer, has been commissioned a second lieutenant in the marines at Quantico, Va. Glenn C. Jackson, former program director for WSPD, is now in the Navy. **MARION**—Walt Klozar, promotion manager, chalks up his first liability against the weekly paycheck: it's a 5½ pound baby girl.

—PENNSYLVANIA—

PHILADELPHIA—William C. Galleher, radio's "Colonel Bill," and KYW educational director, is the producer of the "Philadelphia Junior Town Meeting of the Air" series. Staff Sgt. Joey Kerns, former WCAU studio band conductor, visited the station recently. Ronald Dawson leaves his post as production manager of WIP to join the directors staff of CBS in New York. Fred Knight and Earl Carlisle of WIBG are collaborating on a comic strip about radio stations and hope to sell it to a syndicate. WFIL Engineer Richard Delp has recovered from a prolonged illness, and will assume his duties shortly.

—TEXAS—

SAN ANTONIO—Mrs. Mildred R. Jordan takes over duties as head of the KABContinuity department. Bruce Eagon is the latest addition to the announcing staff at WOAI. Tony Bessan, KMAC program chief, emcees the half-hour "Amateur Hour" show. Eddie Barker has been added to the announcer staff of KMAC, Mutual outlet. **DALLAS**—Ivan Wayne Plunkett has shifted from the engineering to the production department of WFAA-KGKO. **LONGVIEW**—New sponsors on KFRO are: Van Camp's Tenderoni and Linz Brothers, Dallas jewelers.

—DISTRICT OF COLUMBIA—

WASHINGTON—The dramatic story the White House at war was aired the first time last Friday, March 31, when Richard Eaton, noted news analyst, interviewed Stephen T. Early, veteran White House secretary, in a special program over WWDC. Carleton D. Smith, general manager of WRC, announces the promotions at the station: Barbara Hotkiss, news editor, upped to scriptwriter; Burton Bridgens, sound effects supervisor and music right assistant, appointed junior producer; Sonny Sanders succeeds Bridgens in the sound and music room.

—VIRGINIA—

RICHMOND—D. T. Lucy, WRVA general manager, was re-elected member of Columbia network affiliate's advisory board, representing District 3, which includes Virginia, Maryland, New Jersey, Pennsylvania and West Virginia. **PORTSMOUTH**—Plans for a new radio show in progress over WSAP. It's a Saturday matinee Kiddies Amateur Hour produced in co-operation with the Kiddies Centers of the Norfolk County Recreation Bureau.

—WISCONSIN—

MILWAUKEE—Don Cavitt has been added to the WTMJ-WFMF announcing staff. Cavitt was associated with WTMJ before he entered the Navy, from which he was recently honorably discharged. Bob Heiss and the WTMJ Grenadier salute Milwaukee women war workers a new added war effort feature on the hour-long daily Grenadier show aired twice a week. Women are present with orchids, and Heiss projects their records in short interviews. Approximately 300 persons are in the audience daily.

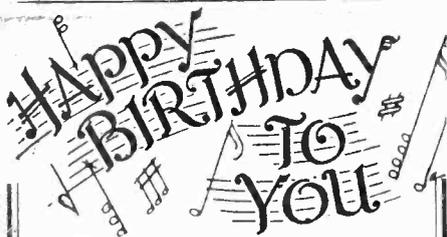
WOW Seeks Rehearing On Lease Decision

Omaha—WOW, Inc., and the Women of the World Life Insurance Society attorneys Thursday asked the Nebraska supreme court for a rehearing of the case involving transfer of the station from the society to a corporation headed by John J. Gill.

Cline, Williams & Wright, Lincoln, Neb., joined attorneys representing the radio station and Peterson DeVoe those representing the society. Recently the supreme court reversed a decision of the Douglas county district court and denied the transfer.

Attorneys contend in the rehearing motion that the judgment of the court is based solely upon constructive fraud and that this was not the issue; that the court erred in finding constructive fraud and also erred in inferences drawn and the construction placed upon the conditions and circumstances leading to the execution of the lease.

Question of the court's jurisdiction also is raised, the brief contending that the court's opinion nullifies a portion of the Federal Communications Commission and Federal Statutes regulating control and jurisdiction channels of radio transmission.



April 4

| | |
|------------------|----------------|
| Bernice Berwin | Mildred Brown |
| Edward D. Clery | Ed East |
| Jay Freeman | Dorothy Gordon |
| Ted McMichael | Doris Rhodes |
| Mollie Steinberg | Rosine Tremar |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

27, NO. 3

NEW YORK, N. Y., WEDNESDAY, APRIL 5, 1944

TEN CENTS

Multiple' Deadline Eased

Withycomb Heads Duane's Inf'l Division

The network has organized an International Division headed by Donald Withycomb, according to Edgar Duane, executive vice-president of the network. With Withycomb as manager, the new division will have headquarters on the fourth floor of the RCA building and will be responsible for coordinating all foreign broadcasting activities, especially as they relate to exchange of programs with foreign companies. The department, Kobak said, will work in close cooperation with established departments and as soon as negotiations are completed a detailed analysis of the foreign operations and long

Win-Williams Signs to Remain On All Year

Win-Williams Co. for the first time will remain on the air all-year in the same time slot over the Duane Network, having renewed the contract to carry over the summer but with a different show fill-gap. New program following the personal "Metropolitan Auditions Air," will be titled "World of

Too Realistic

Holyoke, Mass. — Archie Paradee, 9-years-old, impressed with "Superman's" feats on the air thriller over WHYN, tried to emulate his mythical hero in making a jump from a second story to the ground. Archie received a compound fracture of the right arm and the plaudits of third grade pupils at Center School.

New Lea Com. Counsel Speaks On FCC Inquiry

Washington Bureau, RADIO DAILY
Washington—The facts—"and the facts only"—are what John J. Sirica, new general counsel to the Lea committee investigating the FCC seeks to develop, he said yesterday. "Objective in this case," he said, "is to do the best, fairest and most objective job possible. I want to bring out the facts regarding the FCC. Anything

Bill Carley Rejoins WBT; Heads Promotion, Publicity

Charlotte—William F. "Bill" Carley has rejoined WBT, Charlotte, in his former capacity of director of promotion and publicity, it was announced yesterday by A. D. Willard, Jr., general manager. He replaces Bill Parker, now in the United States Army. Carley was formerly promotion director of WMCA, New York.

NBC Symphony-Philharmonic Combine For Red Cross Job

WLW Plans Coverage Of Political Conventions

Cincinnati—Extensive plans for the coverage of the 1944 national political conventions by radio station WLW were announced yesterday by James Cassidy, special events director of WLW. Arthur Reilly and George Gow have been assigned to supplement

FCC Will Permit Dual-Station Owners To Ask License-Extensions Beyond May 31, Pending Sale Of Outlets

NBC Extends Series On "Here's To Youth"

Because of the interest focused on the problems of youth in wartime America, NBC has extended its "Here's To Youth" series for five weeks starting Saturday, April 15, 1 p.m., EWT. The program has been heard since January 15. The network, and the ten voluntary youth agencies concerned in "Here's To Youth," have selected the follow-

FCC Approves Transfer Of WMAZ And WDSM

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved the transfer of control of WMAZ, Macon, Ga., from E. K. Cargill to George P. Rankin, Jr., for \$120,000. Rankin purchased 279 shares of the

Miami Beach Buys Time Over 30 Mutual Outlets

City of Miami Beach, will sponsor a variety-quiz program over 30 Mutual stations beginning Sunday April 16, at 3-3:30 p.m., EWT with the

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday reconsidered its order of last November affecting ownership of two stations in the same primary service area. The May 31 deadline, by which date all holders of two stations were to have disposed of one, has been set aside in response to numerous petitions for extension. Before that date, however, all applicants to whom the order is or may apply are required either to show compliance, to petition for individual hearing, or to petition for extension

Philco's Net Profit Totals \$3,573,569

Net profit of \$3,573,569 for the year ending Dec. 31, 1943 was reported by the Philco Corp. which compares with \$2,209,992 in 1942. Available for dividend payments is the sum of \$1,372,143 comparing to \$1,029,107 in 1942. Gross sales for the year totaled \$135,199,527 which is almost double that of the

Six New Staff Members Join CBS In New York

Two assistant directors and four new announcers have been added to the staff of CBS in New York, it was announced yesterday. Edward Booth and Newman Burnett

"Circus Music"

Circus band music as played by Merle Evans and the Ringling Brothers-Barnum and Bailey band will be featured on the Fitch "Bandwagon" over NBC, Sunday, 7:30 p.m., EWT. Show will originate in Madison Square Garden, New York, with Tom Reddy as emcee. Two hundred Boy Scouts will be guests at the broadcast and will view the circus.

Tele Church

Pictorial version of the Easter story lesson will launch the first television church series over WLW, the Du Mont tele station in Gotham, Sunday at 10 p.m. In addition to the pastor's sermons and choir, the tele cameras will illustrate the Scripture readings with a collection of famous paintings covering the dramatic events from Palm Sunday to Easter.

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Vol. 27, No. 3 Wed., Apr. 5, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irwin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wijk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, April 4)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 5/8 | 157 1/2 | 157 3/8 | + 1/8 |
| CBS A | 28 | 28 | 28 | - 3/8 |
| Crosley Corp. | 19 | 18 5/8 | 19 | + 1/8 |
| Farnsworth T. & R. | 11 3/4 | 11 3/4 | 11 3/4 | + 1/8 |
| Gen. Electric | 35 7/8 | 35 5/8 | 35 3/4 | + 1/4 |
| Philco | 29 | 28 3/4 | 28 3/4 | - 1/4 |
| RCA Common | 9 1/4 | 9 1/4 | 9 1/4 | - 1/8 |
| RCA First Pfd | 70 1/2 | 70 1/2 | 70 1/2 | - 1/4 |
| Stewart-Warner | 13 1/4 | 13 1/8 | 13 1/4 | + 1/4 |
| Westinghouse | 96 1/8 | 95 1/2 | 95 3/4 | + 1/4 |
| Zenith Radio | 35 1/2 | 35 1/2 | 35 1/2 | - 1/4 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|-------|-------|
| Nat. Union Radio | 4 1/8 | 4 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------|--------|--------|
| WCAO (Baltimore) | 20 1/2 | 20 1/2 |
| WJR (Detroit) | 32 1/2 | 32 1/2 |

"Click" Using Tele

"Click" magazine embarks on a television series tonight over W2XWV, the Du Mont tele outlet in New York. Monthly half-hour program will visualize the layouts of the picture publication.

20 YEARS AGO TODAY

(April 5, 1924)

WIP, Philadelphia, plan broadcast from depths of Atlantic ocean off Steel Pier, Atlantic City... event heralded as first underseas radio pick-up. Captain Herbert Harley, commander of the U. S. S. Leviathan, spoke over WJZ on operation of U. S. Lines and reconstruction of Leviathan.

Time Buyer Available

Woman with 7 years experience in radio time, research, transcription. Excellent references in trade. Not interested in slide-rule job. Would consider combination time and talent. Write—
Box 825, RADIO DAILY
1501 Broadway, New York 18, N. Y.

WLW Plans Coverage Of Political Conventions

(Continued from Page 1)

daily network coverage by the station, under the direction of William Dowdell, editor-in-chief of the WLW newsroom. The station will also have its representatives of the press relations department on the scene. Close liaison between WLW's newsmen and the Radio Correspondents' Association of Washington, D. C., has also been set up. RCA of W is the official body in charge of radio arrangements for both conventions.

In addition to daily coverage from the scene, WLW will originate its Sunday feature, "World Front," over an NBC network from the convention scene. The first program, with Howard Chamberlain as moderator, will be heard on Sun., June 25, the day before the official opening of the Republican convention. The second will be heard July 16, the Sunday preceding the opening of the Democratic meeting, which is scheduled to start July 19. Gregor Zeimer, WLW European correspondent, will be in Chicago for both broadcasts.

WLW will have its headquarters at the Stevens Hotel, in addition to special facilities at the huge Chicago stadium, scene of the convention sessions.

The WLW operation from the two conventions will supplement national network service made available to WLW listeners through regular channels, Cassidy said. An estimate of cost has not been made, but it is recalled that WLW's coverage of the 1940 convention exceeded \$16,000.

Six New Staff Members Join CBS In New York

(Continued from Page 1)

are the new assistant directors. Booth comes to the web from the radio production department of Ruthrauff & Ryan, Inc., while Burnett was previously co-chairman of the Stage Door Canteen of Cleveland, Ohio.

John Clark, one of the four new announcers, recently received an honorable discharge from the Army. Other announcers added to the staff are William Cullen of Pittsburgh; Raymond Ovington, formerly of KDYL, Salt Lake City, and West Coast stations and Erwin Darlington, who was an announcer and producer at WRVA, Richmond, Va., and WDNC, Durham, N. C.

New Lea Com. Counsel Speaks On FCC Inquiry

(Continued from Page 1)

other than facts I'm not interested in. The facts are what the American people want."

Sirica said he is seeking to withdraw from an important labor case here in which he has been retained in order to devote the bulk of his time to the FCC study. He hopes he can arrange that release today.

He is not certain yet how much of a staff he will have, although it is expected that additional personnel will be added to the committee staff. Harry S. Barger, chief investigator who served as general counsel during the interim between Eugene L. Garey's resignation and the appointment of Sirica, and investigators Robert Barker and Ralph Walker were also reengaged at the meeting which saw Sirica's selection.

Sirica intends to devote his time in the immediate future to familiarizing himself with the voluminous record piled up for him by Garey and Barger. Pending additions to the staff, he said, he will lean heavily on Barger, whom he has known for 15 years and for whom he professes great admiration.

Sherwin-Williams Signs To Remain On All Year

(Continued from Page 1)

"Song," featuring each week, two singers who have succeeded in becoming members of the Metropolitan Opera through the "Auditions" program. Music will be the more familiar arias and songs. Wilfred Pelletier will conduct a 50-piece orchestra, in the 4:30-5 p.m., EWT spot.

Additional contract is for 32 weeks, effective April 16, on approximately 132 stations. Warwick & Legler is the agency.

Argentine Radio Stations Must Support News Agency

Buenos Aires—Argentine radio stations must support the state news agency according to a decree handed down yesterday by the Argentine Government. Stations are required to subscribe to the services of the Argentine News Agency, Andi, at a cost ranging from five to 15 per cent of their gross income. Decree becomes effective May 15.

COMING and GOING

J. GORDON WARDELL, local sales manager of KWTO, Springfield, Mo., is spending a few days in Gotham. He has been in conference with New York station reps.

TOM TINSLEY, president and general manager of WITH, Baltimore, and R. C. EMBRY, commercial manager of the station, are here on short business trip.

FULTON LEWIS, JR., WOL-Mutual commentator on national affairs who has just completed a coast-to-coast news gathering left Los Angeles on Friday for the East.

CHARLES E. DENNY, general manager of WERC, Erie, Pa., is in town for conference with the New York representatives of the station.

ARTHUR AUSTIN, who handles production and direction for the General Motors Symposium on NBC, off on a short vacation. Kamman, assistant production manager of the network, will substitute for him in the interim.

SIGFRIED MICKELSON, news editor at WMIN, Minneapolis, is back at the Minnesota office following visits at CBS newsrooms in New York, Chicago and Washington, D. C.

E. L. MOORE, station manager of WPTZ, Toronto, Ont., has returned to Canada on a short business trip to New York during which he conferred with his local station reps.

MAJOR EDWARD BOWES goes up to New York tomorrow. He will present his Army Hour over CBS from the United States Training Station.

Webs' Red Cross Support

Three out of four network stations gave time to the American Red Cross on Feb. 29, officially designated Cross Day by the major webs, it disclosed by OWI officials yesterday. Figures show that 164 out of a combined total of 214 network stations broadcast that day carried Red Cross messages from overseas and domestic sources.

TEST YOUR COPY APPEALS

If you can sell it in Baltimore more you can sell it anywhere. It's a stable, solid market that even a war boom can't ruffle. To make sure you reach the people of Baltimore, test copy on the station they listen to. If time is available... grab it!

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



WITH IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE



GOLD...and the San Francisco Market

... in the days of the Forty-niners, San Francisco grew into a great western market...

... and it's never stopped growing. Though automobiles and planes and trains and modern industry have replaced the covered wagons and the placer pan, economically, San Francisco still rides high, wide and handsome—flushed with the greatest prosperity in its colorful history.

... Employment is up 91%; payrolls have increased 164% since last year. Retail sales have gained 22% over 1942; carloadings are up 24%.

... San Francisco is an essential market for American business... and KPO is

the essential station for advertising in that market.

That's gold in them thar hills.

KPO—SAN FRANCISCO

One of Eleven Essential Stations
in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first. Here's why these eleven stations are *essential* to you—essential to your coverage of the *biggest, most prosperous* markets in the U. S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation's average.

Essential? Yes, indeed. These eleven stations are essential to American business for its sales—both now and in the postwar period.

KPO—SAN FRANCISCO

| | |
|------------------|--------------------------|
| WEAF—New York | WGY—Schenectad, |
| KYW—Philadelphia | WBZ-A—Boston-Springfield |
| WRC—Washington | WTAM—Cleveland |
| KOA—Denver | WOWO-WGL—Fort Wayne |
| WMAQ—Chicago | KDKA—Pittsburgh |



NBC SPOT SALES

A SERVICE OF RADIO CORPORATION OF AMERICA

LOS ANGELES

By RALPH WILK

JOHN CONTE, singing emcee of NBC's "Maxwell House Coffee Time" program, has been signed by M-G-M as the romantic lead opposite Marilyn Maxwell in the new Abbott and Costello picture, "Lost in the Harem."

Janet Rampe, of KHJ's script department, was recently married to Corporal Dempsey Carson of Jacksonville, Ill. Corporal Carson is stationed in North Carolina.

Ruth Hussey will be called a "Hussey" by Charlie McCarthy on the Bergen-McCarthy show Sunday (19) and like it, because she'll be guest star.

According to present plans, Eddie Cantor and his troupe will leave Hollywood for New York on or about April 13, stopping en route to entertain service men confined in Army, Navy and Marine hospitals. Cantor and the members of his program company will conclude their current radio season in New York.

Margo has been signed to guest star for Producer C. P. MacGregor on Hollywood Radio Theater in an original radio play, "Mary Had a Little Lamb."

Blue Signs Leland Stowe For Commentary Series

Leland Stowe, war correspondent and author, has been signed by G. W. Johnstone, director of the Blue Network's news and special features, to broadcast exclusively over the web in a commentary series starting Friday, April 14. He will be heard Friday and Saturday 10-10:15 p.m., EWT, the same period Raymond Gram Swing is heard Monday through Thursday.

Stowe, who is a Pulitzer Prize winner for doing the best interpretive job during the Young Reparations Conference, will replace John W. Vandercook on the two-day a week program series.

FCC Approves Transfer Of WMAZ And WDSM

(Continued from Page 1)

Southeastern Broadcasting Company, Inc., licensee corporation—or 41 per cent of its capital stock.

The Commission also approved the transfer of control of WDSM, Superior, Wis., by Victoria B. Conroy, to Roland C. Buck for \$18,000. Stock transferred included 45 shares—or 39.4 per cent of the issued and outstanding capital stock.

JOHN TILLMAN

CBS Announcer

New serving in the Army of the U. S.



MAIN STREET



Notes From a Ringside Seat...

● ● ● Chronologically speaking, this is a story of Norman MacKay of WQAM, Miami... what he did, and what happened as a result... On April 1, MacKay wrote to some 150 clients and time-buyers to the effect that Winter was almost over but "you haven't had a chance to get down to Miami"... therefore MacKay proceeded to say in his letter that a little Florida sunshine would do you good, and knowing what the transportation problem was, under separate cover "we are sending you a round trip ticket to Miami, with compartment reservation, and a two-weeks due-bill on the Roney-Plaza Hotel... will arrange for your Pullman space going back"... also he wrote, "be on the lookout for the above and we hope you absorb a lot of vitamins from the trip"... now comes the payoff... MacKay sent to each recipient of a letter a box of citrus fruit and figured with the publicity about Florida transportation and the April 1, date, folks would catch on... but many didn't and took the letter at face value... especially when the fruit arrived later than the letter... one man phoned long distance to thank him and another said his wife and daughter were on the way, having taken the first train out... subsequently MacKay began to wonder who was kidding who and frantically sent wires to all hands that it was an April Fool gag and that only vitamins to be absorbed would be through the box of citrus fruit... MacKay now sees only a possible backfire and wonders "what has happened to the April Fool spirit?"



● ● ● There naturally has been quite a bit of speculation re: the lucky comedian, who is to be named successor to Ralph Edwards, when the "Truth Or NBComic" goes into the armed forces... we may be wrong in our surmise but we think that the field of seven has been narrowed down to two, namely Lew Lehr of "Monkeys is the quaziest People" fame and Harry Von Zell, announcer on the Eddie Cantor show... but we have a hunch that Edwards and some of his staff are even now en route to California where Herb Moss awaits them and that this portends the naming of Harry Von Zell, as the program's new emcee... anyhow, if we're wrong, it was a good try... ● Coming down in the same elevator with us from the 17th floor at Loew's State Bldg. in Gotham yesterday, we greeted three old friends and the thought struck us that we might find a quip as a result of the meeting... but don't say we didn't warn you... ergo the quip... Gotham's three Don WaHNs... Don Albert, the station's Musical Director, Don Bestor, Maestro of this station's "Gloomdodgers" program, and Don Saxon, good-looking young vocalist on the latter show and formerly one of the late Ben Bernie's 'lads'... ● The Jim Boles (she's Athena Lorde) are expecting Sir Stork and day now.



● ● ● WFIL, Blue Net's Philadelphia outlet will experiment with a new type of program... starting Tuesday, tenor Joe Nash, emcee Milton Cross, a trio selected by Paul Whiteman and an all-string ensemble will be heard locally (7:30-8p.m.)... sounds like a good bet to us... ● Take a listen to good-looking Ermine Randolph when she guestrills next Saturday on the "On Stage Everybody" program via the Blue... ● Producer Phil (just became a daddy) Cohan takes his CBS "Camelcade" to the Coast following the April 21 program... The "Schnozz" has signed to appear in a M-G-Movie and Garry Moore is committed to a film role for Selznick International during the troupe's Hollywood stay... ● Zero Mostel is preparing a television program based on "Gulliver's Travels" which is in the nature of an experiment combining television and motion picture miniature technique.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THE Milk Foundation, Inc., of Chicago, has signed with WBBM sponsor "Fighting Man-U. S. A. dramatic narrative of the explosion in service. Contract, pl through McCann-Erickson Advertising Agency, is for 13 weeks a April 1. Program is heard 9:45 to 10:00 p.m., CWT on Saturday.

New NBC Chicago employees include Juliet D. Rolle, secretary William Drips, director of agriculture Edwin A. Golec, apprentice engineer Albert D. Grzebieniak, studio secretary June M. Rose, program transcription clerk; Dorothy H. May, clerk, and Thomas J. Bowles, guide.

Miami Beach Buys Time Over 30 Mutual Outlets

(Continued from Page 1)

originating outlet being WFTL. Del Crosby acting as announcer. New York outlet will be WOL.

Miami Beach plugs will not do on the city as a resort but rather post-war industrial and commercial center, and similar potential. Also will be plugged the fact that is a rehabilitation center for returning servicemen. Servicemen and women will take part in the quiz show teams, selected from the various rehabilitation hotels and hospitals. C. & Presbrey, New York, is the agency. "This is Fort Dix," now heard 7 p.m. will be moved.

Network used will go as far as Kansas City and St. Louis, through the South and East. California territory will not be "propagandized."

Bill Carley Rejoins WBT Heads Promotion, Publicity

(Continued from Page 1)

director of promotion and publicity for WINS, New York, and supervising promotion for NBC's managed and operated stations.

NEED HELP?

If you are looking for a very special type of man or woman to fill some vacancy, let me assist you.

I specialize in filling orders for men and women "blue-printed" specific positions... My last month's placements included men whose salaries ranged up to \$15,000 a year.

CALL

FRANK McGRANN Radio Specialist

POSITION SECURING BUREAU, Inc. (Agency)

331 Madison Ave., N. Y. C. MU. 2-649

Philco's Net Profit Totals \$3,573,569

(Continued from Page 1)

year previous when the sales were \$3,505,979. It is estimated that after allowances were made, earnings amount to \$2.60 per share, for the year 1943.

Report, signed by John Ballantyne, president and Larry Gubb, chairman of the board of directors also makes reference to post-war planning and research in Radar and electronics fields. As to post-war planning, Philco states that while the company is chiefly concerned with war production, it is "mindful of the necessity of being prepared for peace." Post-war markets are being studied for radio, television as well as other commodities such as air-conditioning and refrigeration.

Radar And Electronics

Relative to Radar and electronics, Philco report says:

"One of Philco's most important contributions to the war on the production front has been its research and engineering in those specialized fields of Radar and electronics where there has been little or no prior experience in mass production techniques.

"It has been the Company's privilege to be concerned in a number of such projects of vital importance to the progress of the war. Working in close cooperation with the scientific branches of the Government and the Radiation Laboratories of the Massachusetts Institute of Technology, complex equipments have been developed and refined from the laboratory stage to fully engineered standardized units, ready for mass production.

Philco a Leader

"This involved considerable research work not only in the development of the original scientific idea, but in the creation of special instruments and techniques through which the equipments could be produced in quantity according to the highest Army-Navy standards of precision and dependability.

"Today, the Philco research laboratories are among the largest in the world devoted exclusively to radio and electronic engineering, employing 500 scientists, technicians, and research assistants and devoting an excess of \$2,000,000 a year to research and engineering."

★ ★ GUEST-ING ★ ★

KATINA PAXINO, Greek actress featured in "For Whom the Bell Tolls," on the "Suspense" program, Thursday (WABC-CBS 8 p.m.).

LIZA MORROW, vocalist heard on "Lyrics by Liza" over NBC, on "Broadway Matinee," Thursday (WABC-CBS, 4 p.m.).

JANE WITHERS and **CHARLES BUTTERWORTH**, at the "Stage Door Canteen," Friday (WABC-CBS, 10:30 p.m.).

PROF. LAWRENCE CONRAD, on the Martha Deane program, Friday (WOR-Mutual, 2 p.m.).

LEO DUROCHER, manager of the Brooklyn Dodgers, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

MARJORIE LAWRENCE, Wagnerian soprano, and **MILTON CROSS**, announcer, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

GOV. FORREST G. DONNELL of Missouri, on "Your America," Saturday (WEAF-NBC, 5 p.m.).

BESS GOODYKOONZ, assistant U. S. Commissioner of Education, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 a.m.).

JEANNE CAGNEY, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

WILLIAM KAPPELL, pianist, on the program of the Philadelphia Orchestra, Saturday (WABC-CBS, 3:30 p.m.).

LYNN BARI, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

WILBUR EVANS, baritone, on the "Hall of Fame" program, Sunday (WJZ-Blue Network, 6 p.m.).

JASCHA HEIFETZ, with the "General Motors Symphony of the Air," Sunday (WEAF-NBC, 5 p.m.).

ALFRED MARCHEV, president of Republic Aviation Corp., on "Wide Horizons," Sunday (WOR-Mutual, 4 p.m.).

DOROTHY MAYNOR, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

HELEN HAYES, on the "Silver Theater" show, Sunday (WABC-CBS, 6 p.m.).

PATRICE MUNSEL, coloratura soprano of the Metropolitan Opera Company, on the "Family Hour," Sunday (WABC-CBS, 5 p.m.).

KAY FRANCIS, on Walter Pidgeon's "The Star and the Story," Sunday (WABC-CBS, 8 p.m.).

ARCHBISHOP GEORGE CARUANA of Havana, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

VERNA OSBORNE, lyric soprano, on "New Voices in Song," Sunday (WABC-CBS, 9:45 a.m.).

PICK AND PAT, on the Mary Small program, Sunday (WJZ-Blue Network, 5 p.m.).

Withycomb Heads New Blue Division

(Continued from Page 1)

range planning, will be announced by the network.

Withycomb who will report to the executive vice-president, has been associated with broadcasting since 1926. During that time he has had experience in executive operations, station relations and sales. He was for some time station manager of WFIL, Philadelphia, and for the past three years has been head of the Brazilian Section of the CIAA.

Easter-Passover Program Will Promote Tolerance

A plea for tolerance as a special Easter-Passover feature of "This Is Our Cause" radio program will be presented on Sunday, April 9 over radio station WINS, New York, from 7:00 to 7:30 p.m. Under the sponsorship of the National Conference of Christians and Jews, the play, "Nathan the Wise" starring Herbert Berghof with Jay Williams and directed by Nathan M. Rudich will be presented. At the end of the presentation of "Nathan the Wise," Willard Johnson, Assistant to the President of the National Conference will explain the true significance of Easter-Passover commemoration in this war year.

"THE Dayton Station"

The responsive, war-active Metropolitan Dayton market — a market of half a million — can be reached economically over WING. Ask for proof.

**BASIC BLUE
NETWORK
5000 WATTS**

WING

**RONALD B. WOODYARD, Executive Vice-President
WEED & COMPANY, National Representatives**

1480 Kilocycles

Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

NBC Extends Series On "Here's To Youth"

(Continued from Page 1)
ing cities as origination points for the new series:

April 15: Palo Alto, Calif. This program will present a dramatization of the work being done at the Palo Alto Youth Project, with a short address by Dr. Ray Lyman Wilbur, president of Stanford University.

April 22: Winston-Salem, N. C. Originating from the studios of WSJS, this program will outline the work of Winston-Salem's Community Council, showing how it has developed a positive program to combat juvenile delinquency.

April 29: Fort Wayne, Ind. From the widely-publicized "Teen Canteen," this program will be carried over the NBC network through station WGL.

May 6: Los Angeles, Calif. This city, once a hotbed of "zoot-suit-ism," has developed a program designed to channel the energies of its youth into worthwhile activities.

May 13: Salt Lake City, U. Dramatization over station KDYL of the city's excellent program for youth will precede a roundtable discussion led by J. F. Ketcham, editor of the Salt Lake City "Telegram."

Canada's Post-War Radio Policy Undetermined

Montreal—A post-war radio policy for Canada will not be drafted until after the Parilamentary committee investigating radio has reported to the House of Commons. General L. R. LaFleche, War Services ministry states the policy would depend on the recommendations brought down by the committee which is studying radio broadcasting and more particularly the handling of the affairs of the public owned Canadian Broadcasting Corporation.

When asked whether the government had any post-war policy under review at present, Gen. LaFleche drew attention to his statement before the radio committee March 15 and said that the policy would depend on the committees report.

"It may be taken for granted that publicly owned radio in Canada is here to stay, not, I believe as a monopoly but to fill a very important part of Canada's radio requirements," Gen. LaFleche said in his statement to the committee, "given a readiness on all sides to play fair and work in the general interest of Canada, I can also see a satisfying future for all radio stations. The meetings of this committee offer very proper occasion to make certain that Canada's position in the radio world is developed with the greatest interest of the greatest number in mind."

KSLM Joins Mutual

KSLM, Salem, Ore., became a full time Mutual network affiliate on April 1 with its joining the Don Lee-Mutual network. Station operates on 1,000 watts, 1,390 kilocycles.

WHO'S WHO IN RADIO THOMAS TINSLEY

IT'S all in the day's work to Thomas Tinsley, president of WITH in Baltimore, who learned about radio the hard way. What else could you expect of a fellow whose first job in the business was for a station with call letters WORK up in York, Pa.?

In the beginning Tom Tinsley sold time for WMCA and WBNX in New York. Managing radio stations proved a ready outlet for his sales ability. He once held that job simultaneously on two stations in the same town. That was in Wilmington, Del., at WDEL and WILM. Better posts offered, and he switched to WBIG, Philadelphia, as commercial manager; then to the sales management of WBAL, Baltimore.

Along about 1941, Tinsley figured he knew almost enough about radio to start his own station—WITH, Baltimore. The rest is part of the broadcasting record. The promotion-minded radio executive built his independent station on three program fundamentals: news, music and sports. His was the first Baltimore outlet to go on the air 24 hours a day and has been broadcasting around the clock since its inception.

Baltimore had been strictly a spot town. Tom Tinsley reversed this picture with across-the-board selling. One of the first to make sports a regular station feature, WITH has had a two-hour afternoon sports attraction six days a week under the same sponsor for the past three years. Civic activity is only partially reflected in the independent station's War Bond activities through which one broadcast of a rally helped to raise more than a third of a million dollars in 65 minutes. Small wonder then that the outlet uses the slogan, "The People's Voice in Baltimore."

Personal background for Tinsley's active radio career began 41 years ago down in Nashville, Tenn., his birthplace. Journeying North in his youth for an education, he went to exclusive Hill School and Yale University. In 1941, the year he began his own station, he married the former Miss Margaret Patricia McCord of Philadelphia.



"promotion-minded"

ATS Plans Roundtable On Technical Tele

Technical aspects of television will receive a popular analysis at the next experts' round table of the American Television Society to be held Tuesday evening at the Capitol Hotel, New York. Scheduled participants include: Peter C. Goldmark, chief television engineer of CBS; Dr. Thomas T. Goldsmith, Jr., director of research, Allen B. Du Mont Laboratories, Inc.; Dorman D. Israel, vice-president in charge of engineering, Emerson Radio & Phonograph Corp.; J. R. Poppele, chief engineer, WOR, New York, and A. H. Rosenthal, chief television engineer, Scophony Corp. of America.

Reorganization of ATS will be completed when new officers and directors take over in June. Elections are set for May 11. The nominating committee has proposed the following slate: Dan Halpin, of RCA, for president; Ray Nelson, Charles M. Storm Co., for vice-president; Don McClure, engineer and one of the founders of the Society, treasurer, and Kay Reynolds, Pendleton-Dudley Associates, secretary.

Presented for the board of directors were: Prof. Edward C. Cole, of the Yale University Drama Department; David H. Halpern, Henry Souvaine, Inc.; J. Raymond Hutchinson, OWI; Charles Kleinman, Reeves Sound Studios; George T. Shupert, Paramount Pictures; Lela Swift, CBS, and Norman D. Waters, of the advertising agency of that name. Addi-

Tele Speaker Advises Writers On Technique

Radio writers can take television in their stride if they can develop a picture sense, members of the Radio Writers Guild were told last night by Richard W. Hubbell, tele-writer-director at an open meeting of the Authors League radio branch in the CBS Annex, New York.

"Television is technically ready to go ahead," declared Hubbell, "but there will be a serious bottleneck in trained directors and writers because of the lack of program development work by television broadcasters." For the next few years, skilled telewriters and directors will be at a premium, he stated, and the ranks of professional radio writers will be scrutinized for talent.

Video technique is very different from sound, he indicated. "In television you cannot write your dialogue first," he asserted, "and then try to fit in the pictures. You get much better results," he summed up, "when you learn to think simultaneously in terms of pictures and sound and dialogue." Another speaker was Arthur Richman, former president of the Dramatists Guild, who discussed the subject of the playwrights' first basic agreement.

tional nominations may be made through petition signed by at least 10 members in good standing, it was announced by ATS, and such petition must be handed in at next Tuesday's meeting.

Big Red Cross Benefit By Radio Symphonies

(Continued from Page 1)
leges, churches and oratorio groups in the New York area.

Toscanini has donated his services to the event and the entire personnel of New York's two great symphonies are also performing gratis.

The American Federation of Musicians, Local 802, cooperated with the Red Cross in the musical feature.

To point up the bill, Toscanini will conduct the combined symphony organizations in one of the most impressive air achievements—Verdi's "Hymn of the Nations," which the maestro first presented more than a year ago with the NBC Symphony. Its musical indictment of fascism made front page news. A few weeks ago, the OWI's Overseas Division made an official film of the Hymn based on the original broadcast by the maestro.

Another number on the concert card will be the complete third act of "Rigoletto"—another outstanding Toscanini radio highlight.

Among the noted vocalists who will appear with Toscanini are Jan Peerce, tenor; Leonard Warren, baritone; Nicola Moscona, basso; Nan Merriman, mezzo-soprano, and Zinka Milanov, soprano.

The Wagnerian portion of the program will include the overture "Tannhauser," "Siegfried's Rhine Journey" from "Götterdämmerung," "Prelude and Liebestod" from "Tristan and Isolde" and the "Ride of the Valkyries" from "Die Walküre."

Boone Gets Post With Blue Spot Sales

Julian Boone, has been appointed to head a new promotion division of Blue Spot Sales, by Murray Grabhorn, manager of Blue Spot Sales. Boone will assemble and coordinate information forwarded to the spot sales department by promotion departments of outlets WJZ, WENR, KGO, and WMAL, all represented by Blue Spot Sales. This is expected to keep the salesmen informed on up to the minute activity. Boone comes to the new post from WJZ.

Howard St. John has been appointed to the sales promotion staff of WJZ by John McNeil, manager. He replaces Thomas Ellsworth who will resign in the near future to join the armed forces. St. John, a member of the New York Stock Exchange, has been associated with the investment banking business for the past 10 years.

WNAX Luncheon In N. Y.

Luncheon for advertising and radio men will be given by WNAX, Yankton, S. D. in the Jade Room of the Waldorf-Astoria Hotel in New York on Wednesday, April 12. Arrange through its representative the Kay Agency, the station will show movie of its new tower and the story in background. Outlet is a CBS affiliate.

NEW BUSINESS

WIPIL, Philadelphia: Frank & Seder, Philadelphia (Women's Apparel), one announcement weekly, 26 weeks, through E. L. Brown Advertising Agency, Philadelphia; **Loew's Inc.**, (G-M Pictures), one announcement weekly, 52 weeks, through Donahue & Coe, Inc., New York City; **Morris Wax Shoe Store**, Philadelphia (Foot Comfort Shoes), five announcements weekly, 13 weeks, through H. Dittman Agency, Philadelphia; **Sam Hats**, eight transcribed announcements weekly four weeks, through Glicksman Advertising Co., Inc., New York City; **Edw. G. Budd Mfg. Co.**, Philadelphia (Help Wanted), 2 announcements weekly, indefinite period, through Lewis & Gilman Agency, Philadelphia; **George Gorson**, Philadelphia (Used Cars), four announcements weekly, 13 weeks, through Philip Klein Advertising Agency, Philadelphia; **Phila. & Reading Coal & Iron Co.**, three announcements weekly, 39 weeks, through McKee & Albright, Inc., Philadelphia; **Philadelphia Hotel Association**, one 15-minute studio program weekly, 13 weeks, through Robert L. Hance Agency, Philadelphia; **M. Buten & Sons**, Philadelphia (Paints), three 15-minute studio programs weekly, 13 weeks, through Philip Klein Agency, Philadelphia; **Skinner Mfg. Co.**, Omaha, Nebraska (Raisin Bran), six 15-minute studio programs weekly, 13 weeks, through Ferry-Hanly Co., Kansas City, Mo.; **Lit Brothers**, Philadelphia (Department Store), six 15-minute studio programs weekly, indefinite period, placed direct.

WSBC's Shortwave Debut Expected By End Of Year

Montreal—Canadian radio will go to war in a big way starting on a date between October and December, bringing words and music from a new shortwave transmitter at Sackville, N. B., it was disclosed this week. Dr. Augustin Frigon, acting general manager of CBC, continuing his report to the Commons Radio Committee, outlined the setup and object of the new station which he described as "one of the most up to date" on the North American continent. He announced that preliminary studies have already been started on a tentative program schedule and on the hiring of necessary personnel so that the most effective use can be made of shortwave broadcasts during the war.

The station, which will be beamed to various world regions with emphasis on the European beam, "should be tested in October so that we may start any time from then on and not later than Jan. 1, 1945," Dr. Frigon said.

While he did not give details on programs, Dr. Frigon listed the composition of a broadcast advisory committee which includes Norman Robertson, Under-Secretary of State for External Affairs; A. D. P. Heaney,

'Dual-Owner' Deadline Eased To Expedite Selling Of Outlets

(Continued from Page 1)

of their licenses until they can complete negotiation for orderly disposition of the station which they will let go. The latter petitions must include a declaration that the licensee is striving to comply with the order and an outline of the steps he has taken and plans to take toward compliance. Unless these conditions are met, the license renewal for stations involved in dual ownership will be set for hearing.

The Commission declared also that it "will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order."

The Commission announced also that in considering individual applications it will study "location of centers of population and re-distribution of population, location of main studios, areas and populations to which services of station are directed as indicated by commercial business of stations, news broadcasts, sources of programs and talent coverage claims and listening audience."

Although several applications for Commission's approval of sales arranged to comply with the multiple-ownership order are pending, none has yet been approved. They include the transfer of WOV, New York, from Arde Bulova to Mester Brothers—a transaction disallowed two years ago. Bulova also owns WNEW, New York.

The sale of both KFAB and KFOR, Lincoln, Neb., also are pending—KFOR to go to James and Charles Stuart, and CBS to acquire a 45 per cent interest in KFAB.

WJJD Sale Pending

Third sale pending is that of WJJD, Chicago, to Marshall Field, the station currently is owned by the owners of WIND, Hammond, Ind.

Gene Dyer, of Chicago, who owns WSBC, WGES and WAIT, also has an application pending, for sale of WSBC.

Including those above, there are about 26 stations which must be sold to comply with the FCC order. Petitions for postponement of the effective date have been led by Earle Anthony, KECA-KFI, Los Angeles; Oregonian Publishing Company, KGW and KEX, Portland; Louis Wasmer, KHO and KGA, Spokane, and Fisher's Blend, Inc., KOMO and KJR, Seattle.

The Commission announced also that upon granting applications for

Secretary of the Cabinet War Committee; A. D. Dunton, general manager of the Wartime Information Board, Dr. Frigon and others. This was generally taken to bear out previous reports that a department of psychological warfare was to be established to carry Canadian propaganda to enemy and occupied countries as well as to Allies.

Dr. Frigon said that television and facsimile transmission have made great strides and that after the war

transfer filed in order to comply with the multiple-ownership rule it will issue certificates pursuant to the provisions of the special section of the tax law which reads as follows:

Tax Law Text

"(M) Gain from sale or exchange to effectuate policies of Federal Communications Commission: If the sale or exchange of property (including stock in a corporation) is certified by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting station such sale or exchange shall, if the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of sub-section (F) of this section. For the purposes of sub-section (F) of this section as made applicable by the provisions of this sub-section, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use. To the property so converted, the part of the gain, if any, upon such sale or exchange to which sub-section (F) of this section is not applied shall nevertheless not be recognized, if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for depreciation under Section 23 (1) remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year.

"The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the secretary. Any election made by the taxpayer under this sub-section shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before January 1, 1944, but a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the secretary) and such election shall be binding for the taxable year and all subsequent taxable years."

improvements introduced by the armed forces would be revealed to the public. He said some manufacturers are taking orders for television and other equipment to be delivered after the war.

Dr. Frigon said the gross annual revenue of the CBC was \$2,489,224; expenses were \$1,245,870 and net profits were approximately \$1,243,353. He added that expenditures included \$457,980 in advertising commissions and \$787,690 to private stations.

PROGRAM REVIEWS

'THE PEOPLES' OPINIONS'

Time, Inc.

The Blue-WJZ, Thurs., March 30, 7-7:30 p.m., EWT
 Producer: John Schramm

The Blue's program, "The Peoples' Opinions," is contradictory to the format which actually reveals the opinions of individuals. Something seems to have gone amiss.

The radio programs department of Time, Inc., plans to analyze each week the latest Roper and Gallup surveys of public opinion—"with a distinguished panel of guests who are interested in the field under discussion." Figure out for yourself the fallacy of the foregoing sentence. The title of the program, is "The Peoples' Opinions"; during the proceedings one hears percentage results of the R & G surveys; the opinions aired on this program are those of the participants.

Elmo Roper, competent charge d'affairs, asked a lot of leading questions concerning the forthcoming presidential campaign. In a round-table discussion, the two shrewd guests, Gov. Raymond E. Baldwin, Republican of Conn., and Gov. James H. McGrath, Democrat of Rhode Island, answered the questions with all the finesse of astute politicians—with Gov. Baldwin seeming a little more confident in his manner.

National Biscuit Co., Buys 15-Min. News Spot On WOR

The National Biscuit Company has purchased time on WOR and will present Tro Harper and the news four times weekly, McCann-Erickson agency handling the account, announced yesterday. Schedule of news broadcasts will be as follows: Tuesday, Thursday and Saturday from 11 to 11:15 a.m., and Sunday from 12:45 to 1 p.m. Contract is for 52 weeks, effective Tuesday, April 11.

Few Stations in the Nation Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

FIRST IN DENVER **KOA** 50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY SPOT SALES

★ ★ ★ COAST - T O - COAST ★ ★ ★

— WASHINGTON —

SEATTLE — Music, opera, education and farming went into the quarter-hour broadcast recently when Norm Runions of KIRO interviewed Kenneth Yeend, farm and education director at KIRO, and his wife, Frances Yeend, who appeared in the Broadway production of "The Merry Widow"...

— UTAH —

SALT LAKE CITY—To help recruit workers for the B-24 repair line at Hill Field, KDYL arranged to air a unique "Bomber to Ground" show, from a newly repaired B-24 Liberator. Show was spiced with music from the Hill Field Band, stories about the bomber's war flights and an actual account of the Doolittle Raid on Tokyo by Capt. Jack Manch, veteran Tokyo bombardier...

— CALIFORNIA —

LOS ANGELES—Frances Scully gives a personality profile of Jeanne Sooks when she broadcasts her regular feminine features program over KECA next Thursday. Miss Sooks and her Snow Maidens are currently featured in the "Classics On Ice" at the Shrine auditorium...

— NEW YORK —

NEW YORK—When Hugh Stix leaves to join Uncle Sam, the "Art In New York" program of special art news and interviews will be emceed by Frank Kleinholz...

FRANK DUNNE

Formerly WOR Staff Now Free-Lancing ANNOUNCING & ACTING Call Radio Registry Currently: MGM, Grove Laboratories, White Owls, and Others

on "Is Swing a Cause of Juvenile Delinquency?" went into the files of the 135th Street branch of the New York Public Library... Allan Zee, night manager for WHN for the past nine years, leaves his position this week to become producer for the Capitol Theater. Louis Cucol, transcription department head, succeeds him.

— OKLAHOMA —

OKLAHOMA CITY—Gayle V. Grubb, WKY station manager, joined the NBC War Clinic executives in Chicago and also the finals of the coast-to-coast Clinic meeting of far west station owners and managers... Blue Wright slides into the slot of acting program director of WKY upon the resignation of John I. Prosser...

— PENNSYLVANIA —

PHILADELPHIA—Mary Catherine Mears has joined the program department of WIP... Lieut. Tom Moore, former WIBGaber, writes home that he's enjoying bombing the Nazis... WDAS has been broadcasting throughout the entire Lenten season the "Stations of the Cross," which was originated by Rev. Dr. Wm. E. Campbell, Ph.D...

— MISSISSIPPI —

COLUMBUS—For the first time since WCBI went on the air in October, 1940, the station was forced off the air for almost 24 hours on March 30, this past week. The flood waters from the Tombigbee River, which flows within 300 feet of the WCBI antenna, rose rapidly to an all-time high water level of approximately 38 feet to inundate the transmitter tower site...

the WCBI engineering staff, a temporary antenna was erected and went back on the air on the 31st.

— MISSOURI —

ST. LOUIS—To aid teachers in the use of CBSchool of Air program, KMOX recently conducted a demonstration of classroom use of radio in its playhouse. W. N. Sellman, director of elementary education for the St. Louis public schools, acted as chairman of the meeting. About 300 teachers packed the studio auditorium. Twenty school children represented the stage classroom. Rosamond Wilfley, KMOX's director of education, was in charge of the classroom.

— NEW YORK —

SCHENECTADY—Woody Wilson, new male vocalist with the Gordie Randall Band on WGY, pitched baseball instead of woo for many years. Wilson is still in demand in Eastern New York as a pitcher with semi-pro clubs... PLATTSBURG—Thomas F. Clark Company of New York City replaces George P. Hollingbery Company as representative for WMFF... WOODSIDE—The Resurrection of Christ will be dramatized over WWRL on the "Ave Maria Hour" program.

— COLORADO —

DENVER—KFEL has begun a new series entitled "Music of the Rockies," and is produced by the Rocky Mountain Council. The half-hour program features mixed choral groups, instrumentalists, string ensembles and symphonic bands from the colleges and universities of Wyoming and Colorado... During a recent newscast in which Vic Roby announced that "the outlook was dark" for German troops retreating from Russia, the large Venetian blind fell and hit Roby—making things very dark temporarily.

— MINNESOTA —

MINNEAPOLIS—The Alec Templeton portion of the CBS "Cresta Blanca Carnival" originated recently from the WCCO studios. Clellan Card announced the local portion of the program... ST. PAUL—"Hello, Pastor," new Thursday feature on Bee Baxter's "Household Forum," on KSTP, is clicking with audience, according to fan letters. Idea of "Hello, Pastor" presents ministers, priests and rabbis, not particularly from a religious standpoint, but rather to acquaint the Forum audience with them as men.

— MASSACHUSETTS —

BOSTON—Bela Lugosi and Irina Baranova recently appeared together as guests on WCOP's "Girls About Town" program... Walter J. Stiles, chief engineer at WEEL, CBS-owned outlet in Boston, designed and supervised the construction of the new studios and offices of WCAE in Burlington, Vt... WORCESTER—Official ceremonies at the opening of a USO Service Club in Worcester this week were covered by WTAG. Participating in the broadcast were: Mayor William A. Bennett, James A. Crotty, chairman of the Worcester USO Council, and Col. Howell M. Estes, commandant of Camp Devens. Bill Fariss, of the WTAG special events staff, emceed for the occasion.

— NEW JERSEY —

NEWARK—When Paul Brenner interviewed officers of the United States Coast Guard Auxiliary of the Northern New Jersey division over WAAT's "Coffee Club" recently, you also heard the voice of Archie Miller during the round-table discussion with the officers. Miller is pianist with Gus Steck's orchestra... JERSEY CITY—Good Friday Services direct from Sacred Heart's and St. Stevens rectory, Brooklyn, will be broadcast by WHOM Friday the 7th. Complete Good Friday evening services will be presented.

— CANADA —

ONTARIO—CBC is presenting a repeat performance of "Brebeuf and His Brethren," a dramatic poem by E. J. Pratt, with original musical setting by Dr. Healey Willan, on Tuesday, April 11, 9-10 p.m., EDT. Orchestra and chorus will be conducted by Ettore Mazzoleni. The role of Brebeuf will be portrayed by E. A. Dale, professor of Classics and Ancient History, Trinity College, with Rev. W. Lyndon Smith, as narrator... CKNX recently carried a remote broadcast from Walkerton for the Kinsmen's "Milk for Britain" fund. The two-hour airing brought in \$1,200 from loyal CKNXians.

HAPPY BIRTHDAY TO YOU April 5 Jack Brown E. Schuyler Ensell Vincent F. Callahan Bob Lewis J. Jessie Kane Judson La Haye, Jr. William McGrath Marjorie Whitney

Denver Delivers LUMBER KLZ Delivers THE DENVER MARKET

IN Chattanooga it's WOOD CBS 5,000 WATTS DAY AND NIGHT PAUL H. RAYMER CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 27, NO. 4

NEW YORK, N. Y., THURSDAY, APRIL 6, 1944

TEN CENTS

Movie-Radio Co-op Noted

Special Easter Shows Planned By Networks

Radio is scheduled to lead the Easter parade. Special broadcasts have been arranged by all the networks and many independent outlets commemorate the glory of the resurrection. Religious and musical programs abound in the week-end radio from tomorrow, Good Friday, through Easter Sunday.

Among Mutual's array of special Easter events will be a Good Friday service from St. Peter's Episcopal Church in Philadelphia, at 2:15 p.m. (All time noted is EWT.) A drama—*(Continued on Page 6)*

Frigon May Become CBC General Manager

Montreal—Promotion of Dr. August Frigon, assistant general manager of CBC to the vacant post of general manager and appointment of Bernard Sandwell, new governor, as chairman of the board are forecast in political circles.

It is believed that following the parliamentary radio committees inquiry and report consideration will *(Continued on Page 7)*

Ted Husing To Emcee New "Visiting Hour" Show

A new program titled, "Visiting Hour" with Ted Husing as co-ordinator, will premiere on CBS, 3:30 to 4 p.m., EWT, on Saturday, April 29. The program is designed to bring to the American public a fuller understanding of the wounded soldier, his treatment and care during convalescence; *(Continued on Page 2)*

Movie-making

Hollywood—Roy Acuff and his Smoky Mountain boys and girls are here to make a motion picture. Because of their commitments, Acuff will originate his portion of the "Grand Ole Opry" from Hollywood on next Saturday. Show usually comes from Nashville, Tenn., and is heard over the stations of the National Broadcasting Company at 10:30 p.m., EWT.

Ton O' Mail

Which may sound like Don McNeill and it does, in a way. His "Breakfast Club" program on the Blue brought in a ton of mail at the Chicago postoffice the past week, all applications for membership in the "club." Estimated that more than 100,000 letters received on April 3, were the result of two announcements made March 31, and April 1, by McNeill.

Important Tele Meetings Today

Television's future place on the broadcasting horizon will be scanned today at two important luncheon meetings in New York under the auspices of the Radio Executives Club and the General Electric Co. respectively.

Radio execs will hear Dr. Alfred N. Goldsmith, vice-chairman of the Radio Technical Planning Board, on the subject of "Television Opportunity" *(Continued on Page 6)*

West Coast Electronics Group Elects Officers

Los Angeles—A permanent slate of officers for the West Coast Electronic Manufacturers Association was elected in this area recently by the association's executive council for the Southern and Northern California regions. Officers selected were: H. L. Hoffman, president; Jack Kaufman, vice-president; Herb Becker, secretary *(Continued on Page 2)*

Von Zell Succeeds Edwards On 'Truth Or Consequences'

London-To-WLW Feature Sets Anniversary Salute

Cincinnati—Three American soldiers stationed in England will join with top executives of the British Broadcasting Corporation, London, and of WLW, Cincinnati, Sunday, April 9, at three o'clock CWT in marking the first anniversary of the *(Continued on Page 2)*

Film Company Spokesmen Deny Charge Of Increasing Price Of Scripts; Value Radio Web Plugs

Argentine News Edict Hits Amer. Services

As a sequel to the governmental decree in Argentine which requires radio stations to use services of the government news agency, Andi, both the Associated Press and the United Press are reported to have been hard hit.

Argentine clients of both American news agencies are served through their subsidiary companies, The Associated Press's Association Noticiosa *(Continued on Page 7)*

Heinz Sets Summer Show To Replace "Info. Please"

H. J. Heinz Co., sponsors of "Information Please," heard Mondays over NBC from 9:30-10 p.m., has selected as the summer replacement for the quiz show a musical program, "Vacation Serenade," which will start in July and will be broadcast at the *(Continued on Page 6)*

Blue Net Giving Plaque To Met. Opera Association

Metropolitan Opera Association will be presented with a silver plaque by the Blue Network this Saturday as a tribute to the "invaluable service it *(Continued on Page 6)*

Spokesmen for motion picture companies, particularly Paramount and 20th Century-Fox, told RADIO DAILY yesterday that the recent hullabaloo regarding movie firms boosting the prices or their scripts and generally adopting a non-cooperative policy as to radio, was more or less a "lot of noise" that was distorting the facts in the case. It is admitted that in the case of Warner Bros. a representative offered a chance remark that was built up into the semblance of a new policy. This was characterized as being in reference to an isolated case, such as "Destination Tokio." Odds are being laid that this title will probably *(Continued on Page 7)*

Educational Station Contracts Press Wires

Chicago—The daily broadcasting of news, using a radio news service, will begin shortly in Chicago public schools, according to an announcement by George Jennings, Director of the School Radio Council. Jennings said the Chicago schools will *(Continued on Page 2)*

Cincinnati Utility Renews Sponsorship Of Baseball

Cincinnati—For the second consecutive season the Cincinnati Gas and Electric Company and its affiliated companies in southwestern Ohio and *(Continued on Page 2)*

Small World

Expansion of radio's far-flung lines of news transmission resulted in the recent accidental meeting on Guadalcanal of two brothers. They were 1st Lt. Edward Sarnoff, 23, of Army communications, and Lt. (j.g.) Robert W. Sarnoff, 25, of the Navy, both sons of David Sarnoff, RCA president. The meeting occurred while the brothers were at the island on radio missions.

Climaxing one of the most intensive talent quests in radio history came to an end yesterday when Ralph Edwards, army-bound creator and emcee of "Truth or Consequences," announced that Harry Von Zell, veteran announcer, would be his successor. Von Zell was chosen after one month of auditions that kept 14 men busy literally day and night; 94 hopefuls went through the mill and *(Continued on Page 2)*



Vol. 27, No. 4, Thurs. Apr. 6, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, April 5)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 5/8 | 157 1/2 | 157 5/8 | |
| CBS A | 28 3/8 | 28 | 28 1/4 | + 1/4 |
| CBS B | 28 1/4 | 27 3/4 | 28 1/4 | + 1/4 |
| Farnsworth T. & R. | 12 | 11 3/4 | 12 | + 1/4 |
| Gen. Electric | 36 | 35 3/4 | 35 3/4 | |
| Philco | 29 1/2 | 29 1/4 | 29 1/4 | + 1/2 |
| RCA Common | 9 1/2 | 9 1/4 | 9 1/2 | + 1/4 |
| RCA First Pfd. | 72 | 71 1/2 | 72 | + 1 1/2 |
| Stewart-Warner | 13 5/8 | 13 1/4 | 13 5/8 | + 1/2 |
| Westinghouse | 96 | 95 3/8 | 96 | |
| Zenith Radio | 35 3/4 | 35 1/2 | 35 3/4 | + 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|------------------|--------|-------|
| WCOA (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 6, 1924)
 Crystal set owners in San Francisco can now hear programs delivered in WJZ's studios in New York by means of a radio relay through four transcontinental broadcasting stations... Oatmeal boxes are in great demand for winding crystal set coils... Filter promised to rid WOR of 200 meter harmonic now heard on amateur band.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

London-To-WLW Show Sets Anniversary Salute

(Continued from Page 1)
 London-to-WLW wartime broadcasts. The soldiers, whose identities have not been revealed, will take occasion to convey Easter greetings to their families and all listeners back home. Representing the British Broadcasting Corporation will be Sir Noel Ashbridge, deputy director general of the BBC, to be heard from London, while speaking from Cincinnati will be James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting and general manager of WLW. Although they will be separated by 3,500 miles of land and ocean, Ashbridge and Shouse will be renewing an acquaintance begun last fall when the latter, visiting London as the first independent radio executive ever invited there by the BBC, was Ashbridge's guest.

The broadcast will mark a milestone in the development of a system of international broadcasting developed with Britain and later extended to other nations, which has brought WLW two of the highest awards which can be given to American radio. In addition to the Easter afternoon special broadcast, there will be an Easter sermon by a pastor in London heard over WLW Sunday morning at 8:45 o'clock on "Church by the Side of the Road." It was on this program that the first special BBC-to-WLW shortwave pickup in the new setup was heard on Easter Day on 1943.

Educational Station Contracts Press Wires

(Continued from Page 1)
 be the first in the country to have such service. The Board of Education has approved a contract with Press Association, radio subsidiary of The Associated Press, for installation and maintenance of the special AP radio wire service. The broadcasts will be made over WBEZ, an FM station, owned and operated by the Board of Education. Jennings said the new school service will be directed to elementary pupils. In many cases, news stories will serve as bases for lessons in geography, history, civics and other subjects.

Cincinnati Utility Renews Sponsorship Of Baseball

(Continued from Page 1)
 northern Kentucky, will sponsor the WSAI broadcasts of the Cincinnati Redleg games. Commercially, as in 1943, will stress public services rendered by the utility company in maintaining its own service equipment and that of its customers, in line with wartime needs. Given a prominent spot in the commercial copy also will be the need for conservation of gas and electricity as an important part which utility consumers can play in saving important wartime fuels. Plans call for play-by-play broadcast of games during the 1944 season with Roger Baden and Dick Bray, veteran baseball broadcasters for WSAI, handling the games.

Von Zell For Edwards On "T. Or C." Program

(Continued from Page 1)
 Edwards spent \$6,500 during course of the search. Edwards' package-show contract with Procter & Gamble contains a war clause whereby Edwards provides the replacement and keeps the show on the air, the replacement if any was to be at Edwards' expense. Terms of the new deal, it is understood, will originate the show on the West Coast for five months of the year, at the request of Von Zell, who also does his stuff on the Eddie Cantor program. He also does the Dinah Shore show. Recent reports had Von Zell leaving Young & Rubicam, but this has not been fully confirmed. His contract with Edwards provides that he cannot make stage or film releases on "Truth or Consequences" without an okay from Edwards.

Meanwhile Edwards has revamped his staff and set up their respective assignments. Herb Moss, his production director, will select the stunts for broadcasting from material submitted from the idea staff. The writers will now write their ideas in their own script form after Moss has routinized the show. A new idea man, Ray Harvey, has been hired and Carl Jampel will do full time writing to compensate for Edwards' absence. Other writers on the show will continue submitting their "pixie" ideas as usual. Edwards will probably have to split the staff and keep some people on each end of the country. The troupe this Saturday will originate from Hollywood, with Von Zell breaking in as a guest star, accompanied by Eddie Cantor for moral support. Following week Von Zell and Edwards will work together. All plans are according to what the draft board does about Edwards and when they call him.

The tough audition and standards set by Edwards made it really tough for the contestants, but Von Zell is reported as having come through with flying colors. Von Zell like Edwards came up from the announcing end of the business and is generally regarded as of the same "patern."

West Coast Electronics Group Elects Officers

(Continued from Page 1)
 tary, and Howard Thomas, treasurer. West Coast electronic manufacturers are now reported to be producing yearly more than was produced by the entire radio industry in the United States in certain years before the war. Result has been the establishment of almost a complete, self-sufficient electronic industry on the Pacific Coast under the impetus of vital war production. Some 45 manufacturers, comprising producers of virtually all electronic equipment types, are represented in the WCEMA.

Joins WOR News Staff

Whitford "Nick" Carter, formerly of the New York "Times" editorial staff, has joined WOR, New York, as a news editor.

COMING and GOING

J. GORDON WARDELL, general manager of KGBX, Springfield, Mo., left yesterday for the home offices following a few days in New York during which he conferred with the local representatives of the station.

B. J. HAUSER, sales promotion manager of the Blue Network, off on a business trip to Minneapolis and Chicago.

THOMAS D. CONNOLLY, CBS director of program promotion, who returned recently from a trip to Nashville, Shreveport, New Orleans and Birmingham, left yesterday for Cincinnati, where he will be a member of the radio panel at the convention of the NRDGA.

BENEDICT GIMBEL, JR., president of WIP, in New York early this week for confabs with executives of the Mutual network.

CLARK A. LUTHER, national sales and promotion manager of KFH, Wichita, Kans., is enjoying an extended stay in New York.

LOUIS J. F. MOORE, of Radio Advertising Company, station representatives, returned yesterday from an out-of-town business trip.

HAL WADDELL, national sales manager of WJW, Cleveland, is back at that station following a business trip to Cincinnati and Louisville.

JACK BENNY and his program company do their last broadcast over NBC from Hollywood's Radio City on Sunday, after which they leave on a four-week tour which will include service camps, hospitals and Canadian War Bond rallies.

Ted Husing To Emcee New "Visiting Hour" Show

(Continued from Page 1)
 show will be presented by CBS in collaboration with the Medical Corps of the Army Service Forces. It will be written by Staff Sergeant Jerry Lewis and directed by Major Ed Byron.

When Payrolls Shrink in '44

There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers now employed will be needed all out in 1944! Reach them through the sales-producing, low-cost station W-I-T-H.

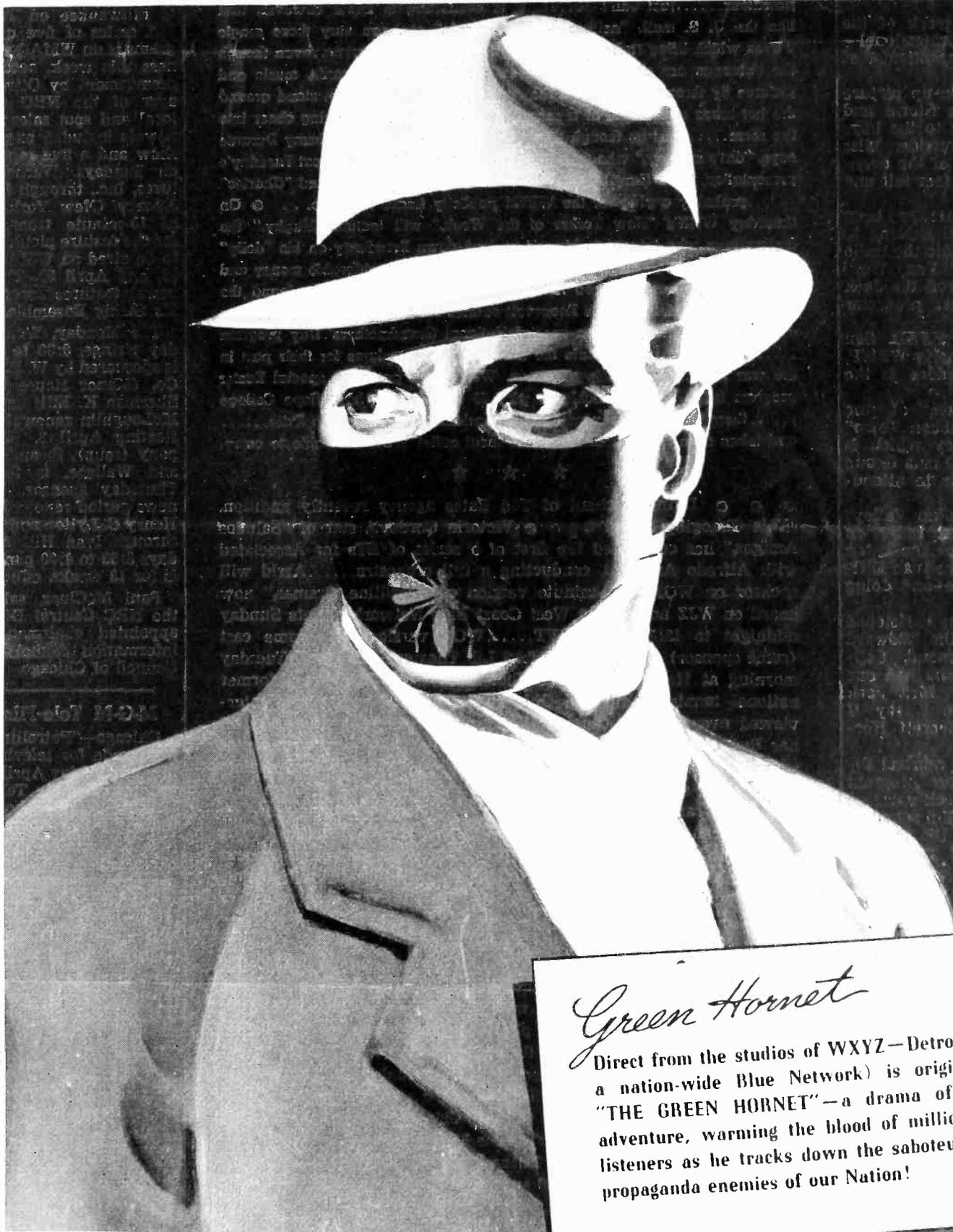
W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

national network originations
make WXYZ a great station!



Green Hornet

Direct from the studios of WXYZ—Detroit (to a nation-wide Blue Network) is originated "THE GREEN HORNET"—a drama of high adventure, warning the blood of millions of listeners as he tracks down the saboteur and propaganda enemies of our Nation!

LOS ANGELES

By RALPH WILK

KATE SMITH may soon make one of her infrequent appearances as a dramatic actress. The CBS star has been approached with an offer to star on a special "Mother's Day" broadcast on Sunday, May 14 via CBS.

Our selection of the week of the most photogenic non-professional—Ruth Ann Hartmann, receptionist at KMPC.

The world's largest pin-up picture has been made of Gale Storm and was presented in person to the boys at Camp Haan in Riverside. Miss Storm was their "Guest of the evening." The picture is six feet tall and four feet wide.

Ted Wick, radio producer, has been loaned by Foote, Cone & Belding to David O. Selznick to handle the radio exploitation of "Since You Went Away." Wick has produced the Jack Carson and Dick Haymes programs for the agency.

Charles Ross, late of KFSD, San Diego, and Ed Kerz, formerly WEMP, Milwaukee, have been added to the KGFJ announcing staff.

Writer Jack Robinson, of the Groucho Marx "Blue Ribbon Town" show, has penned a play which is being produced by a Pasadena Group Theater, with film scouts in attendance.

At the "Al Pearce in Fun Valley" show... Benny Carter, sax player in the orchestra, taking over the baton on the first broadcast since Ivan Dittmars joined the marines—and doing a swell job.

When Mary Livingstone christened a Kaiser Liberty Ship the "Edward Everett Hale" at Richmond, California, the other night, she had one great worry. "Omgosh," Mrs. Jack Benny gasped, "suppose I say 'I christen thee Edward Everett Horton'."

Robert Emmett Dolan, musical director on the Dinah Shore program returned after a three-week vacation from a heavy radio and film schedule to plunge into work on the musical score of the Paramount picture "I Love a Soldier" starring Sonny Tufts and Paulette Goddard.

"WAVES Farewell Party," a special program on KECA, saluted the largest contingent of new WAVES to weigh anchor from Los Angeles. The program included recorded excerpts from the party given the WAVES and other week-end celebrations given in their honor, and a broadcast from the Union Station from where the WAVES entrained for Hunter College.

LANNY & GINGER HONORED
 to join the ranks of the Foremost, Radio, Stage & Screen Stars under management
WILLIAM MORRIS AGENCY
GINGER & LANNY GREY
 "I Go for a Man Who Wears an Adam Hat."
 (whistle)
 LExington 2-1100

MAIN STREET



Blurbs and Blizzards (In April) ! !

● ● ● And the former may be perennial, but the latter..... is simply ridiculous..... just can't be..... it is comforting to know however, that like the U. S. mail, "neither snow, nor rain" etc. can stay those magic waves which bring radio and television into the receiver..... even though the antennas are obscured by the swirling snows, the words, music and pictures fly through the air, hit the aerial, run down the wire, stand around the hot tubes a millionth of a second, get warmed up and bring cheer into the room..... just as though there were no snows..... as Jimmy Durante says—"dat's my boy," who does dat. . . ● Norman Corwin's next Tuesday's presentation, "You Can Dream, Inc."..... has a character named "Chartoc"..... probably a plug for the WBBM publicity head, we hope. . . ● On Saturday WHN's "New Yorker of the Week," will feature "Hughy," the legless man who transports himself up and down Broadway on his "dolly" selling pencils..... he recently found a wallet with considerable money and other valuables and pushed himself all over the city until he found the owner. . . ● Mrs. Eleanor Roosevelt salutes the grandmothers of America over NBC next Monday in a special National Grandmothers' Day program..... Treasury Dept. presents the tribute to the grandmas for their part in the war effort. . . ● This afternoon, WNYC will put on a special Easter program from Holland, Michigan, with 36 girls' voices from Hope College..... there will be a tieup with the Netherlands Government in Exile..... and taken from the Mutual line since local outlet WOR is unable to carry.



● ● ● Didn't a client of Ted Bates agency recently audition, "This Changing World"? . . . ● Victoria Cordova, star of "Saludos Amigos," has completed the first of a series of ETs for Associated with Alfredo Antonini, conducting a full orchestra..... Arrid will sponsor on WOR a 15-minute version of "Deadline Dramas," now heard on WJZ and on the West Coast Blue Network outlets Sunday midnight to 12:30 a.m., EWT..... WOR version with same cast (same sponsor) will be called "Ad Lib Theater" and heard Tuesday morning at 11:15 a.m. . . ● When Miss Mary K. Brown, former national tennis champ and Ohio state golf title-holder was interviewed over WCKY, Cincinnati, she tempered her grim report on her Red Cross activities in the South Pacific with the fast reply of an aviator, one of the crew which got out of a crashed and burning plane in 16 seconds. Said Miss Smith: "I asked one of them how they did it and his reply was: 'Mary K., when your pants are on fire, you can move plenty fast'". . . ● Don McNeil, emcee of "The Breakfast Club," Blue net's morning feature, will be honored on next Tuesday morning with a plaque to be awarded by Tune-In magazine, all nicely inscribed as a tribute to his cheerful ayem fare.



● ● ● Not too widely heralded was an excellent show on CBS Monday night, "The Greeks Remember Marathon," by way of marking the 123rd year of Greek independence..... written by Maxwell Anderson, produced by Robert Lewis Shayon and lead played by the Greek actress Kyveli Aliki..... Katina Paxinou, introduced the play from Hollywood, which told the story based on fact, of a Flying Fortress crew forced down in the mountains of Crete. . . ● Lone Ranger will return for a second appearance as a featured attraction of the Olympia Circus in Chicago April 14 to May 7..... General Mills, sponsor of "Ranger" on the Blue, is working out a ticket deal at reduced prices for the kiddie listeners (box tops will help). . . ● Red McKenzie, jazz singer who started sometime ago as such an exponent, both with the famed Mound City Blue Blowers and later Paul Whiteman, will be featured at the Town Hall (N. Y.) Jazz Concert this Saturday afternoon.



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

H. V. Kaltenborn and Richard Harkness, NBC commentators, are in Chicago this week to do broadcasts. Harkness attended an agricultural committee meeting of the Republican party on Monday and went to Milwaukee on Tuesday.

A series of five quarter-hour programs is on WMAQ's list of new business this week, according to an announcement by Oliver Morton, manager of the NBC Central Division; local and spot sales department. Renewals included one daily 15-minute show and a five minute news period on Sundays. Warner Brothers Pictures, Inc., through Blaine Thompson Agency (New York) order a series of 15-minute transcribed programs for the feature picture, "Mark Twain," to be aired on WMAQ between April 15, and April 30. The 15-minute renewal features Joseph Gallichio and his String Ensemble.

The Monday, Wednesday and Friday airings, 6:30 to 6:45 p.m., CWT, is sponsored by W. F. McLaughlin and Co. (Manor House Coffee), through Sherman K. Ellis and Company. The McLaughlin renewal is for 10 weeks starting April 3. Wyler and Company (soup), through Aubrey, Moore and Wallace, is the Tuesday and Thursday sponsor. The five-minute news period renewed is sponsored by Henry C. Lytton and Sons, (The Hub) through Ivan Hill Agency, on Sundays 3:55 to 4:00 p.m., CWT. Renewal is for 13 weeks, effective March 26.

Paul McCluer, sales manager for the NBC Central Division, has been appointed chairman of the public information committee of the USO Council of Chicago.

M-G-M Tele-Film Debut Set

Chicago—"Patrolling the Ether," film made for television, will be exhibited Monday April 10, for the trade by the Zenith Television station W9XZV, Will Bishop, M-G-M publicity director, announced yesterday.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

WTAG
WORCESTER



We have the Audience*

Look to WFBR for the listeners you want! The solid, substantial Baltimore families . . . the people who have made WFBR a daily listening habit for over twenty-two years. Today, there are over a million people in Baltimore . . . and they spend *four hundred million dollars annually!*

PROGRAMS DID IT!

We've built a loyal family of radio listeners during the twenty-two years we've been on the air . . . built it with programs Baltimoreans like best. In addition to airing all top-notch programs of the fast-growing Mutual Network, WFBR-produced shows have been longtime favorites; "Morning in Maryland," on the air six times a week for over six years; "Club 1300," six times a week for over four years; "Quiz of

Two Cities," a half-hour weekly for over 350 consecutive weeks; and the "Tune Shop," which increased WFBR's afternoon listening audience *over 50% in three months.* Shows like these give WFBR *the audience!*

ADVERTISERS KNOW IT!

Many advertisers have capitalized on the reliability of the WFBR audience. One advertiser has been on the station thirteen years; one, for eleven years; one, for ten years; three have been on eight years! Such longtime records of radio-wise advertisers prove our point.

The facts add up to one important conclusion for radio buyers . . . if you want *the audience* in Baltimore, WFBR is the station that can deliver it!

* ANOTHER GOOD REASON WHY

WFBR

IS YOUR BEST BALTIMORE BUY!

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

Special Easter Shows Planned By Networks

(Continued from Page 1)

tization of the "Scene on the Road to Emmaus," featuring film actor Charles Bickford, will be presented by MBS Saturday at 2:30 p.m. That network will celebrate the arrival of Easter Sunday with a broadcast of the finale of Beethoven's Victory Symphony number five by Werner Janssen's symphony orchestra from the Hollywood Bowl at 9:30 a.m. The program will feature John Charles Thomas singing "Allelujah" and a reading by Charles Coburn entitled "The Voice of Freedom."

Spotlighting NBC's many holiday events will be an Easter message by the Archbishop of York Saturday at 6:45 p.m. The Archbishop, who ranks second in the Church of England clergy, is now making his first visit to the United States. The annual Easter Dawn service will start the day's radio fare over that web when Dr. Henry S. Coffin, president of Union Theological Seminary, speaks at 7:30 a.m. The Rockefeller Center Choristers will sing.

Special Music on NBC

Special Easter music will be presented over NBC Sunday at 2:30 p.m. when John Charles Thomas will sing "The Lord's Prayer" and other sacred melodies followed by John Nesbitt's reading of the "Twenty-third Psalm." Pickups of seasonal music from Italy and England will highlight the network's "Army Hour" at 3:30 p.m. Included will be the touring company of "This Is the Army" from the Mediterranean Theater of Operations, while from London a Negro chorus will sing selections long associated with Holy Week. Among the later features will be Arturo Toscanini, who will conclude his Winter season over that net when he directs the NBC Symphony Orchestra in Wagnerian Lenten music at 5 p.m., with Jascha Heifetz as violin soloist.

CBS Opens Early

Columbia opens two hours earlier than usual on Easter Sunday to broadcast the 172nd annual Moravian sunrise service from North Carolina at 6 a.m. Topical standouts of the numerous CBS programs will be the participation of Gen. George C. Marshall, Army Chief of Staff, and Gen. John J. Pershing, former leader of the AEF, in the fourteenth annual Knight Templar service from Arlington National Cemetery at 7:30 a.m. An all-Negro Easter sunrise service will originate from the Great Lakes Naval Training Station at 8:15 a.m. A quarter of an hour later Columbia takes its listeners to the world-famous Garden of the Gods at the foot of Pikes Peak, near Colorado Springs, for the twenty-fourth annual Easter sunrise service.

Sunrise Service on Blue

The New York Philharmonic-Symphony Orchestra under the direction of Bruno Walter will be heard over CBS in a performance of the first part of Bach's "St. Matthew's Passion" at 3 p.m. Soloists include soprano Nadine Conner, contralto Jean

★ AGENCY NEWSCAST ★

BERNARD H. PELZER, JR., has been appointed head of the radio department of John H. Owen, Inc., Previously he served as radio director of the Abbott Kimball Co. and prior to that was for four years with Benton & Bowles.

CHARLES DALLAS REACH AGENCY, Newark, has appointed Kent-Johnson, Inc., to produce a one-minute jingle for Admiration Shampoo.

DUANE JONES COMPANY has been appointed to place the advertising of Wilbert Products Co., Inc., makers of furniture polish and floor wax.

MIKI G. DENHOF, formerly of J. Walter Thompson Company, has joined Conde Nast Publications, Inc., as art director of promotion.

OWI, in cooperation with the War Food Administration, is distributing to national advertisers in the farm market a booklet titled "How Farmers Can Make Food Fight for Freedom by Meeting 1944 Food Production Goals."

D. H. KILLIFER has joined the public relations staff of Hazard Advertising Company.

O. S. TYSON & CO., INC., has been appointed by Thomas A. Edison, Inc., of Orange, N. J., to handle the advertising of its storage battery division.

ERWIN, WASEY & CO., through its New Haven office, will service the account of A. B. Hendrix Co., New Haven, makers of wire and plastic products.

HILLMAN-SHANE-BREYER, Los Angeles advertising agency, has resigned the account of the Associated Apparel Manufacturers of Los Angeles, Ltd. In order to allow the Association time enough to appoint another agency, the resignation has been extended to June 1st. The account has been serviced by H-S-B since 1935.

TED BATES agency is auditioning a new daytime serial, "This Changing World," with Fran Carlin and Lawson Zerbe in the leading roles. Don Cope is directing.

Important Tele Meetings Scheduled For Today

(Continued from Page 1)

ties" at a look-and-listen luncheon session in the Shelton Hotel. An advance list of tele questions from REC members has been submitted to Dr. Goldsmith. Murray B. Grabhorn, REC chairman, has made special arrangements for the noon-day session, which will be attended by a number of specially invited tele authorities as guests of honor.

General Electric's post-war television plans will be discussed by Dr. Walter R. G. Baker, vice-president in charge of GE's electronics department, at an invitation luncheon for the press in the Waldorf-Astoria Hotel.

The address by Dr. Baker, who is also chairman of the Radio Technical Planning Board, will be followed by brief analyses from three other GE officials.

Watson, tenor William Hain, baritones Herbert Janssen and Mack Harrell and bass Lorenzo Alvary. Many other noted musical artists will appear during the rest of the day. Dramatic feature will be Helen Hayes in "The Miracle of the Rain," an Easter allegory by Ben Hecht, on the Silver Theater broadcast at 6 p.m.

A sunrise service from the Italian battle front will highlight the Blue Network's observance of Easter Sunday, along with special seasonal broadcasts, messages from religious leaders and programs of sacred music. Picked up from a hillside near Naples, the overseas service will be heard at 7:30 a.m. Opening the network an hour earlier than usual, a special service with choral music will be conducted by the Greater New York Federation of Churches from Radio

Blue Net Giving Plaque To Met. Opera Association

(Continued from Page 1)

has rendered the American people through peace and war for 60 years." Presentation will be made over the network during the opera quiz at 2:25 p.m., EWT by Mark Woods, network president. Plaque will be accepted by George A. Sloan, president of the MOA.

Heinz Sets Summer Show To Replace "Info. Please"

(Continued from Page 1)

same time on Mondays and over the same stations in the United States and Canada. "Vacation Serenade" will feature prominent vocalists and an orchestra conducted by Wilfred Pelletier.

Maxon, Inc., is the agency controlling the Heinz account.

City Music Hall, New York, at 7 a.m.

Following the overseas service on the Blue net, the Great Lakes Choir, numbering 100 voices, will present some of the best-loved Easter hymns.

Leading up to the celebration of Easter Day, Holy Week services and Good Friday devotions and music have been scheduled by the Blue net. "The Music America Loves Best," regular web program, will observe the Easter season Saturday when special music is featured by vocalists Eleanor Steber and Jan Peerce and the orchestra under the direction of Jay Blackton during the broadcast at 7:30 p.m. The Boston Symphony, with G. Wallace Woodworth guest conducting, will direct the orchestra at 8:30 p.m. in portions of Bach's "Penitential Cantata for Seasons" and the "Cantata for Easter."

PROGRAM REVIEWS

"EVERYTHING FOR THE BOYS"

Autolite
"This Living Book"
NBC-WEAF, Wed., April 5,
7:30-8 p.m., EWT
Ruthrauff & Ryan
Director-Writer: Arch Oboler
Supervisor: Willson Tuttle

Arch Oboler's "This Living Book" remains one of the most provocative plays this department has heard on the air in a long time. It is hoped it won't be too far away before a particular play is aired again, because it is necessary in these times to strip the pertinent themes that reflect sordid realities.

Mr. Oboler's story is written with the utmost simplicity—about a young man who, while attending college during the years that Hitler was carying on his surreptitious work, tried to impress his scornful student friends that their slogan "peace in our time" was inopportune. That it was time to act while Hitler was acting, etc. The story continues to the inevitable of Pearl Harbor. Mr. Oboler interspersed poetic passages from the Bible between each stage of the man's life up to the point where he tells his wife he wants to participate in war against nazism. And that's the story and format in a nutshell.

Because the situation on the home front isn't all peaches and cream, Mr. Oboler may be criticized for being a little too tight. However, this department feels that he exercised his pen with justified restraint. He obviously realized that the subject matter spoke for itself; it wasn't necessary to project it in a propagandish-like manner, yet he achieved that effect brilliantly. All the play ended, reverberations seem to fill the air. One can say that there is always more to Mr. Oboler's play than meets the ear.

This department was never able to find fault with Ronald Colman's readings, and sees no reason to do so now. As usual, he was superb as the narrator. Robert Bailey projected the role of the democratic enthusiast with great sincerity and force. The musical score provided by Gordon Jenkins complemented the play beautifully.

Will Lampoon Corwin

"Priming the Prime Primer" or "Corwin's Turn To Burn" are the titles and sub-titles of the satire by Milton Robertson has penned and which will be produced by Ted Cott over station WNEW, Wednesday, April 12, 8-8 p.m., EWT.

Gets Power Boost

Washington—The FCC yesterday announced that it has granted a net power boost of from one to five kilowatts to WSPA, Spartansburg, S. C. The grant is contingent upon meeting of certain conditions regarding directional antenna.

Operation Of Movies-Radio Sited By Pix Company Execs.

(Continued from Page 1)

soon on Lux Radio Theater
other program.
of the matter seems to lie in
tural effort of movie firms to
quest shots and dramatizations
y that will boost box office and
y carry a plug for a forthcom-
newly released picture. Thus
of the firms stated they had "no
so to speak, but were handling
se separately. Where a "dead"
or star is used, effort is made
a plug in for something live.
are being made on this basis.

Buying Air Time

executive said it was a paradox
n certain movie firms were
time on the air, paying good
for spot and other series while
ng away excellent opportuni-
get better results over nation-
networks. Paramount points to
ent Kate Smith deal where it
be freight for the troupe to go
Coast. Fox points to its most
tieup with "Double Or Nothing
which originates this week in
do for the new picture "Buffalo
Fox claims to have an open
and is charging approximately
for a radio performance of a
but unless the script is of a
e that has been released for a
onths, it believes that the radio-
audience would prefer high-
of the picture rather than one
ives the whole plot and sus-
away. None of the movie firms
ey are in the business of sell-
dio rights to scripts. Paramount
aintains it is holding down ra-
ghts to \$1,000 or so.

"Guesting" Convenient

the firms fear to have stars do a
which they do not okay and
of them want to have their
originate on the Coast under
ision of their own man, such as
acher for Fox.

st star business is figured as

a God-send to most stars who have
but to mention that they are going to
New York and immediately they are
set. This more than covers all ex-
penses, not only train and hotel but
throws in not a little shopping. Prob-
ably the prize example is that of Alan
Ladd, who since he was released
from the Armed services last Octo-
ber, has earned approximately \$40,000
in radio guest shots. In fact he is re-
ported as getting more fan mail than
any other star, due solely to his radio
appearances. Ladd took his first guest
shot after getting out of the Army
for \$250. He now gets as much as
\$4,500 and this week is sked for two
appearances. On Monday he was on
"Cavalcade of America" on NBC and
will also be on Lux Radio Theater.
Recently he did three in a week,
Burns & Allen, "Suspense" and Kate
Smith.

Allied With Radio

At least three of the larger motion
picture companies have radio or tele-
vision interests. M-G-M owns through
subsidiaries the 50,000 watt WHN
in New York. Warner Bros. own
KFWB in Hollywood and Paramount,
which once owned a 50 per cent in-
terest in CBS, now have an interest
in Du Mont television and control
the television station on the Coast
W6XYZ. In Chicago, Paramount has
substantial tele interests through its
subsidiary Balaban & Katz.

Appreciate Radio Co-op

Consensus of motion picture men
is that they do appreciate what radio
can do and wish to cooperate, but
that the time is not always ripe to
have certain stars on the air and cer-
tain scripts. One way of saying "No"
is to boost the price on certain scripts
or rights. Many exhibitors feel that
while a star is a good movie draw,
the less they are on the air, the
more movie fans will think they are
good.

on May Become BC General Manager

(Continued from Page 1)

en to a request for the estab-
nt of four French-language
asting stations in western
a.
gestion was made by E. G. Han-
t the national film board make
documentary pictures to "sell"
o the Canadian people and off-
eir tendency to listen to Amer-
tations.

Gets Promotion

ewood, Calif.—Bob Ramsey
ted at Universal Microphone
be outside production manager.
ceeds Neville Robinson, who
ed to take a lengthy vacation
desert. Ramsey joined the staff
this year after serving with
rmy in Kiska.

Argentine News Edict Hits Amer. Services

(Continued from Page 1)

Argentina and the United Press's
Prensa Unida. Because of the govern-
mental edict they are now placed in
a position of restricted competition
with Andi, government news agency.
Stations must set aside from five to 10
per cent of their gross income to
pay for the Andi service, according
to the governmental edict.

Rebroadcast BBC Program

British radio warning of a coming
air raid to the people of Budapest.
recently described in the BBC's re-
corded "London Column" program
over WMCA, New York, came true
when U. S. B-17 Flying Fortresses
and B-24 Liberators bombed the Hun-
garian capital for the first time three
days ago.

Featured Today

at the

RADIO EXECUTIVES CLUB LUNCHEON

"TELEVISION OPPORTUNITIES"

a discussion by

DR. ALFRED N. GOLDSMITH

—Noted inventor and electrical engineer. Vice-Chairman of
the Radio Technical Planning Board and Chairman of Panel
No. 1 on Spectrum Utilization.

Honored Guests Will Include:

Allen B. Du Mont, President, Television Broadcasters Association; Norman
D. Waters, President, American Television Society; James H. Carmine,
Vice-President, Philco Corporation; Jack Poppele, Asst. Secretary and
Treasurer, Television Broadcasters Association; Orrin E. Dunlap, Jr.,
RCA; Arthur Levey, President, Scophony Corporation of America; Dr.
A. H. Rosenthal, Director, Research and Development, Scophony Corpora-
tion of America; Ralph Austrian, Radio and Television Consultant, RKO;
Richard W. Hubbell, Tele. Author; Keith S. McHugh, Vice-President,
American Tel. and Tel.

Featured Soloist

CHRISTINA CARROLL

Lovely Soprano of the Metropolitan Opera

NOTE FOR NON-MEMBERS:

The Radio Executives Club welcomes your participa-
tion in these informative luncheons. Attendance
fee for non-members, including lunch, is \$2.50 each
session.

Meetings begin promptly at 12:30 in the Gothic Lounge
at Hotel Shelton. Earlier—for cocktails.

HOTEL SHELTON

Lexington Avenue at 49th Street
Gothic Lounge

COAST-TO-COAST

— KANSAS —

SALINA—First-hand information of the establishment of a local chapter of Altrusa, international service organization for women, was projected by Miss Mabel F. Meek of Chicago, when she was interviewed over KSAL by Ema Lou Bireline. Miss Bireline, member of the continuity staff, represents radio in the local club, and is also a member of the board of directors and the education committee. . . . Norman Zancker is no longer speling for KSAL. He's en route to Kansas City.

— OHIO —

CLEVELAND—William Slater, of WGAR's engineering department, has obtained a leave of absence upon being accepted for an overseas assignment with the OWI. . . . Stephen C. Bodnar has been appointed office manager for WJW. . . . **DAYTON**—Lin Mason, program director of WING, is a tenor—he recently sang the lead in Mozart's "The Magic Flute" with the Knoxville Symphony Orchestra. . . . Richard Higham, Tommy Dunkleberger, organist, and Freddy Campbell, announcer, joined hands in presenting a special show on behalf of WHIO, for the Liberal Markets employes and families. . . . **COLUMBUS** — Geer Parkinson has been promoted from staff organist to traffic manager and musical director of WBNS.

— MINNESOTA —

MINNEAPOLIS — John Broberg, formerly of the Minneapolis "Star Journal," is the new addition to the WCCO newstaff. . . . **ST. PAUL** — Minneapolis and St. Paul Junior Associations of Commerce got together for the first time on a joint radio venture—this the "Mr. Jaycee" program on KSTP Firdays. Program is a public service feature. Listeners send complaints about community problems to "Mr. Jaycee," who, in turn, passes them along to a board in each city. Board members take the questions to the proper authorities and the answers are read on the air each week.

— MASSACHUSETTS —

BOSTON—"Youth On Parade" originates from WEEI and broadcast to the entire CBS net. It's produced by Ray Girardin, directed by Dolphe Martin and written by Johnny Graff. . . . "On the Air," the story of broadcasting, was screened as a feature of the spring conference of the Radio Council of Greater Boston recently. The annual getogether took place in the Littauer Center at Harvard University with Dr. James R. Angell, public service counsellor for NBC as the featured speaker. . . . The Rev. Michael J. Ahern, S. J. of Weston College, spoke on "The Feast of St. Joseph" recently over WNAC and YN stations.

— NEW JERSEY —

NEWARK—Mrs. Bonaro V. Overstreet, author of "American Reason"; Catherine Hutten, author of "The Outnumbered"; and Thelma Lippe, director of the Drama and Book Forum, will be guests on the WAAT "Coffee Club" Friday. The program will be broadcast directly from the Liberty Room of the Hotel Sheraton, where Paul Brenner will conduct the interview. . . . **JERSEY CITY**—The Easter Sunrise Service from Central Park Mall, in cooperation with the Churches of God of Greater New York, Inc., will be broadcast by WHOM on Easter morn from 7-8 a.m.

— COLORADO —

DENVER—Col. M. Thomas Tchou, organizer of the World Citizenship Movement in the U. S., described the organization's aims to KOA listeners during a special 15-minute broadcast recently. Col. Tchou was formerly secretary to Gen. Chiang Kai-Shek. . . . KOA broadcast recently its "KOA Salutes the Hour of Charm" program in which were featured the four winners for the Rocky Mountain and Plains States Region in the General Electric nation-wide contest to find "the" fem-vocalist. Three of the winners were Denver girls.

— CONNECTICUT —

HARTFORD—Charles Parker is a new member of WDRC's control room staff. . . . Program Director Ralph Kanna of WNBC has announced the appointment of Barbara Heintz, his assistant for the past several years, as traffic supervisor of the station. . . . The Noah Webster Fife and Drum Corps appeared on the Jane Dillor program "Connecticut Men and Women In the War" over WTIC recently. The corps played selections in the style of the revolutionary days and wore red and beige uniforms copied from Colonial days.

— GEORGIA —

MACON—a new radio program emanating from Washington, D. C., and originated and produced by Leo J. Paulin and associates, made its bow recently over WMAZ. The program is unique in that it is probably the only presentation from the Nation's capital which is strictly localized for stations in any particular state. It features each week a member of Congress from the state, brief and breezy ad libbed interviews with several boys and girls from the state, working in the Nation's capital and will close with a three-minute analysis of the week's important news.



DO NEW YORKERS

giggle when you tickle them? YES!

Do New Yorkers sleep in beds? Like apple pie? YES!

BUT

New Yorkers as a whole do not drink up the same type of radio programs in the same proportions as do our distant relatives in other States of the Union.

A National Program Sponsor

who is not using WOR to supplement his network show in New York is probably losing audience, money, prestige. How do we know? We had an analytical breakdown of national and local audience data gathered. Here's a comparison of % of audience lost in New York, which can be protected with plus-programming on WOR.

| Program type | % of U.S. Rating in New York | N. Y. deficiency to be made up on WOR |
|-----------------|------------------------------|---------------------------------------|
| Daytime serials | 60% | 40% |
| Variety | 78% | 12% |
| Dramatic | 80% | 20% |
| Popular Music | 67% | 33% |
| Quiz | 84% | 16% |
| Classical music | 95% | 5% |

*More information?
Write our Executive
Sales Office,
1440 Broadway . . . today.*

WOR

WTBO

Full Time
NBC Affiliated
Cumberland, Md.



April 6

Frederick C. Dalquist Marge Morin
Clyde North Lowell Thomas



Interest In Tele Growing

E. Gives Insight Into Industry's Planning

General Electric took the wraps off its post-war television plans yesterday at a special press luncheon in the Waldorf-Astoria Hotel, New York, discussing an ambitious program of development in the video field. The GE representatives, headed by Dr. Walter R. G. Baker, vice-president in charge of electronics, gave the press

(Continued on Page 7)

Webs Complete Convention Plans

Plans for the co-ordination of broadcasting operations from the Republican and Democratic national conventions which will be held in Chicago in June were worked out the past few days at a conference held by network representatives in the Windy City. It was agreed, according to reports, that the physical setup for broadcasting at the Chicago Stadium which will be used at the Republican convention will also be left intact and used for the Democratic convention. On the subject of network time allotments to both parties it was decided that this matter would be discussed at a conference in New York with both political parties on April 20th.

G. W. Johnstone, director of news and special features, headed the Blue Network delegation to Chicago. Paul White, director of public affairs, of CBS; Tom Slater, director of special features and sports for Mutual, and Ann Gillis of the news and special events department of NBC, were also in attendance.

Dr. A. N. Goldsmith Outlines Video's Prospects

Interest in the development of television gained added momentum in New York yesterday when Dr. Alfred N. Goldsmith, noted inventor and electrical engineer, addressed a turnaway luncheon meeting of the Radio Executives Club at the Hotel Shelton on "Television's Opportunities."

Seeing early post-war develop-

(Continued on Page 6)

Overseas OWI Shortwave Special Easter Programs

Elaborate Easter programs are being planned by the Overseas Division of the Office of War Information with many programs to be broadcast in many languages in order to reach the occupied countries.

The first program will be broadcast by shortwave and relayed by the London BBC and the United Nations Broadcasting System in North Africa;

(Continued on Page 2)

Leaders Discuss Free Speech Issue

Cincinnati—Sequel to the Winchell-Dies radio controversy was the symposium here last night on airwave free speech by a quartet of speakers representing Congress, broadcast management and commentators at "America's Town Meeting of the Air"

(Continued on Page 5)

Radio's Aid To Stores Told To NRDGA Men

Cincinnati — Approximately 500 keenly interested retail merchants, representing the leading department stores and specialty shops of the country, were told here yesterday what radio has to offer the retailer and how stores can best take advantage of

(Continued on Page 5)

Curtin Joins WMC Staff Heading Radio Information

Washington Bureau, RADIO DAILY
 Washington — D. Thomas Curtin, erstwhile McCann-Erickson public relations director with the U. S. Maritime Commission since 1942, has been named radio chief for the War Manpower Commission's Information Service, chairman Paul V. McNutt announced yesterday. A native of Boston and a Harvard graduate Curtin has travelled extensively and written widely about the first World War.

Radio Will Aid Fund Campaign In New York

Radio will have a major role in mobilizing New York's business concerns and employee groups to support the seventh annual campaign of the Greater New York fund beginning April 18. J. Stewart Baker, campaign manager, announced yesterday. Plans for the airwave promotion, he an-

(Continued on Page 2)

FCC Gets Application In Bulova Sale Of WELI

Washington Bureau, RADIO DAILY
 Washington—Application was filed with the FCC yesterday for the sale of WELI, New Haven by Arde Bulova

(Continued on Page 2)

Secretary Hull To Speak On CBS Sunday Evening

Secretary of State Cordell Hull will be heard in a 45-minute talk on the United States foreign policy over CBS, Sunday, from 6:30 to 7:15 p.m.,

(Continued on Page 2)

Seek Recognition For Overseas Writers Group

A campaign to gain recognition for American war correspondents who have seen active and dangerous duty with armed forces overseas was launched by the Writers War Board and the Overseas Press Club following a luncheon in New York on Wednesday. Rex Stout, chairman of

(Continued on Page 2)

No Special "News Bargains" Slated For Invasion Time

There will be no special "news bargains" during the forthcoming invasion or any previous development pertaining to the war is the consensus among networks and key outlets queried by RADIO DAILY yesterday. Query cropped up as a result of certain Johnny-come-latelies in the spot field, unable to obtain suitable time, hitting upon the idea of buying all station breaks for invasion bulletins etc. Network officials pointed out that

no network station breaks are sold and as to key station spots or spot announcements, it will have to be a regular contract with no specific package idea, covering certain periods only.

Majority of station breaks, it is pointed out, are sold out on key outlets and the process of cutting in on commercial and sustaining shows will continue to be the rule. At the same

(Continued on Page 7)

Surprise!

Wendell Willkie's decision to forego the race for nomination on the Republican ticket as Presidential candidate took the network news and special events men completely by surprise. None of the radio officials knew that the dramatic announcement was to be made in Omaha on Wednesday night and as a consequence had made no special radio preparations.

"Miss Nightingale"

The Women's International Bowling Congress will be honored by NBC tomorrow when the network will broadcast from La Guardia Field the presentation by the kегlerettes of "Miss Nightingale," an \$80,000 ambulance plane, to the U. S. Army. Ben Grauer will emcee the program, which will be heard from 2-2:30 p.m. Maj. Gen. David N. W. Grant will speak.



Vol. 27, No. 5 * Fri., Apr. 7, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, April 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 5/8 | 157 1/2 | 157 5/8 | — 1/4 |
| CBS A | 28 1/8 | 27 3/4 | 28 | — 1/4 |
| CBS B | 28 1/4 | 28 1/4 | 28 1/4 | — |
| Crosley Corp. | 19 | 19 | 19 | — |
| Farnsworth T. & R. | 12 | 11 7/8 | 12 | — |
| Gen. Electric | 36 1/8 | 35 3/4 | 36 1/8 | + 3/8 |
| Philco | 29 1/2 | 29 1/8 | 29 1/4 | — |
| RCA Common | 9 5/8 | 9 3/8 | 9 1/2 | — |
| RCA First Pfd | 72 1/4 | 72 1/4 | 72 1/4 | + 1/4 |
| Stewart-Warner | 13 3/4 | 13 5/8 | 13 3/4 | + 1/8 |
| Westinghouse | 97 | 96 | 96 | — |
| Zenith Radio | 36 1/2 | 36 | 36 1/2 | + 3/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|---|---|---|-------|
| Nat. Union Radio | 4 | 4 | 4 | — 1/8 |
|------------------|---|---|---|-------|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|---------|---------|
| Stromberg-Carlson | 117 1/8 | 127 1/8 |
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 33 | |

20 YEARS AGO TODAY

(April 7, 1924)

Distance record reported by WOR when music broadcast in New York was picked up in Japan, 9,300 miles away... U. S. is establishing a radio station in Wiseman, Alaska, with Private Elmer J. Ulen of the Signal Corps in charge... location is most northerly radio station on American continent.

AVAILABLE FOR PUBLICITY

... promotion, station and talent exploitation. For you, I have creative ideas, imagination, showmanship and a draft proof status. No, I'm not another Ferris, Fisdale nor Hannagan, but I'll do a job that'll make your clients—yes, and even you, sit up and take notice. To give me the chance, write

Box 826, RADIO DAILY
1501 Broadway New York 18, N. Y.

Overseas OWI Shortwave Special Easter Programs

(Continued from Page 1)

This program will consist of: a message from Jacques Maritain, famous French Catholic philosopher; a sermon by Charles Boyer, the actor; a talk by Father Pierre Goube, chaplain of the French fliers training at Tuscaloosa, Alabama.

The second Easter program scheduled will include: a sermon by Rev. Father Coutuier of Religious Art at Notre Dame of Maryland College, Baltimore; a message from Rev. Dr. John Maynard, pastor of the French Reformed Church of St. Esprit, New York.

Pre-recorded excerpts to be included during the day: Hollywood Bowl Easter Sunrise Services, a short talk from Pearl Harbor by an American Army chaplain; a talk by Corp. John Yanok, from his bedside at Walter Reed Hospital, Washington; an interview with Miss Catherine Stebbe, a Gripsholm repatriate; the Fisk University Choir of Nashville, Tennessee.

Italian Easter programs will consist of: an Easter music show, sermon by Monsignore Ciarrocchi, Leonard Brown commentary on Easter in Washington; an Easter message from Don Luigi Sturzo; Easter music for broadcast to Sardinia; LaGuardia Easter message.

The following programs will be shortwaved to Central and South-eastern Europe from the various designated desks: from the Albanian desk of the OWI, an Easter greeting from Bishop F. S. Noli; Hungarian desk, address by Rev. Takaro of the Reform Church in New York City; Polish desk, Easter greetings from a Polish Catholic Priest; Yugoslav desk, messages by American Catholic dignitaries. Tentative plans are being designed for the Bulgarians, Czechs, Greeks and Rumanians.

New Aviation Account

Pittsburgh—KDKA announces that the Curtiss Wright Company (propeller division) signed for four accounts as it turned to radio in seeking to enlist employes for its plant at Beaver, Pa. The plane company is sponsoring a 15-minute show every Saturday, a 10-minute news analysis twice a week participations in the Shopping Circle six days a week and participations in the Farm Hour four times a week. Agency is Burke Dowlings Adams, Inc., of Montclair, N. J.

Six Stations Sign Up

Six more stations have acquired the special AP radio wire report through Press Association, Inc., radio subsidiary of The Associated Press, it was announced this week. They are: KBTM, Jonesboro, Ark.; WOW, Omaha, Neb.; KODY, North Platte, Neb.; WJRD, Tuscaloosa, Ala.; WWNC, Asheville, N. C.; WBEZ, Chicago, Ill., an FM station.

WIP To Hollingbery

Philadelphia—Benedict Gimbel, Jr. president of WIP announced yesterday the appointment of George P. Hollingbery Co., as national sales representatives for WIP effective as of April 18.

FCC Gets Application In Bulova Sale Of WELI

(Continued from Page 1)

to Harry C. Wilder of the Troy Broadcasting Co. Price for the station, which operates on the 960 band with one kilowatt days and 500 watts nights, was \$220,000.

The Commission also reported FM applications by two standard broadcasters the licensees of WBOC, Salisbury, Md., and KFEQ, St. Joseph, Md.

Seek Recognition For Overseas Writers Group

(Continued from Page 1)

the Writer's War Board suggested the combined effort. At present correspondents are not permitted to wear campaign ribbons for the areas in which they have served.

Secretary Hull To Speak On CBS Sunday Evening

(Continued from Page 1)

EWT. Secretary Hull will speak from Washington and the schedule cancels, "America in the Air" normally heard from 6:30 to 7 p.m., and shifts William L. Shirer and the News" from 7 to 7:15 p.m.

Ask Budget Elimination Covering WNYC Expenses

Joseph Goldsmith, president of the Taxpayers Union, has demanded that \$120,000 be eliminated from Mayor LaGuardia's executive budget for the fiscal year 1944-45, the amount covering an appropriation for the Municipal station WNYC, New York.

Goldsmith said that if the mayor wishes to speak over WNYC every Sunday at 1 p.m. the city could purchase similar time on a privately owned radio station for \$25,000 and thereby save the taxpayers about \$100,000 annually. WNYC is a non-commercial outlet.

COMING and GOING

CHARLES P. HAMMOND, NBC's director advertising and promotion, returned yesterday from Chicago, where he stopped off on his way from the network's War Clinic meeting in Los Angeles.

KEN BROWN, manager of KOMA, Oklahoma City, Okla., is in Cincinnati to attend the convention of the N. R. D. G. A. and the Promotion Conference of the NAB.

COMM. WILLIAM C. EDDY, U.S.N., television director of Balaban & Katz, Chicago, and rector of the Navy Radio School in that city, New York yesterday for Los Angeles.

DWIGHT S. REED, vice-president of Hearst Reed Company, station representatives, has returned to his Chicago headquarters following a trip to Cleveland and Cincinnati.

JOHN T. MURPHY, of NBC's station in Oklahoma City, is expected back today for a visit to WHAM, Rochester, N. Y.

RALPH MILLER, commercial manager of WOKL, Oklahoma City, a visitor yesterday with New York station reps.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, N. Y., in New York. Broke bread yesterday at the luncheon meeting of the Radio Executives Club.

EARL HARPER, sports director of WJW, Cleveland, is going and coming frequently between Buffalo and Cleveland as he announces hockey play-offs between the Barons and Bisons.

ROBERTS VENABLES, formerly of WHN in Chicago to take over his new duties the announcing staff of WBBM.

Radio Will Aid Fund Campaign In New York

(Continued from Page 1)

announced, include a host of special features ranging from spot announcements to variety shows. Radio talent station management and technicians have donated their service to the campaign.

How About The Little Fellow?

You hear about the big boom and big outfits. But did you know that there have been mighty few casualties among the little and medium size Baltimore firms? Look into this stable market!



W-I-T-H
IN BALTIMORE

TOM JINSLEY, President
REPRESENTED BY HEADLEY-REED

CKLW

BEST RADIO BUY

in the DETROIT AREA

5,000 WATTS DAY and NIGHT

800 Kc.

MUTUAL SYSTEM



Please send
me yesterday's
hungry speech

What is a "hungry" speech? Or when is a speech hungry?

A stickler for NBC's Information Department, interpreting and answering this youngster's letter.

Did he mean a news broadcast about a famine in India or China—or was this "juvenile jive," meaning he considered some speech "strictly from hunger"?

Neither . . . "Information" searched the files and found he wanted a speech about conditions in wartime Hungary.

Whatever his reason may have been in asking, "Information" answered this letter as faithfully as it answers 100,000 other inquiries a year from college professors, housewives, students, technicians . . .

Yes, every person who writes to NBC gets an answer—whether his question is about broadcasting, Babe Ruth, Burmese or battleships.

And what has all this got to do with advertising on the radio? Precisely this. It builds good will—and good will for an advertising medium is good will for the products it advertises.

Not a rapid way of reaching masses of people, writing letters. But NBC painstakingly handles the "little things" in radio because they add up to making the "big things" more effective.

★ ★ ★

Faithful attention to details helps NBC retain its leadership, helps make NBC "the Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

LOS ANGELES

By RALPH WILK

CONTINUED pleas by commentator Art Baker for women to join the Women's Army Corps as Air WACS caused his step-daughter, Jean Ormsby, 20, to enlist. Miss Ormsby, a stenographer in civilian life, will be assigned to an Army Air Force in the Western Flying Training Corps upon completion of preliminary training at Des Moines, Iowa.

K. T. Stevens was signed as Producer C. P. MacGregor's guest star for an original radio drama entitled, "The Most Enchanted."

Dick Ross, formerly an announcer at KHJ-Don Lee, was graduated from the United States Army Air Forces Advanced Navigation School at Hondo, Texas, recently. Lt. Ross has been attached to the Hondo Army Air Base.

"The Fountain-Aires," featured quartette on the Joan Davis Show with Jack Haley (NBC-Thursdays), are celebrating their tenth year together this week. During the ten years, none has ever missed a broadcast.

Joe Woolverton, guitarist member of Spike Jones' City Slickers, who make with musical mayhem every week on the Bob Burns show, reported to the Army on March 27. Three others in the 10-piece band are now 1-A.

Dinah Shore airs her 11th "Mail Call" for the armed forces this week, teaming with her film partner, Danny Kaye, in a song from their current picture, "Up In Arms."

Phil Baker, quizmaster of Columbia's "Take It Or Leave It," has placed a diamond on the third finger, left hand of Irmgarde Erick, Copenhagen-born dancer. It will be wedding bells in June for the couple who will be married in Chicago.

Louis P. Lochner, NBC commentator, declares in a by-line article in the April issue of the new Argosy magazine that the future of post-war Germany lies in our ability to secure democratic support within Germany, rather than attempt to destroy the country and all its people.

Hans Conried, who plays "Uncle Baxter" on the "Life of Riley" series, starring William Bendix, is only 27 years old, but he has faced the mike on 6,500 broadcasts, sometimes hitting 15 programs a week.

Sponsors of the "Date with Judy" air show this week announced that they have dated "Judy" for another 13 weeks.

Groucho Marx took his "Blue Ribbon Town" program to Santa Monica, Calif., Army Redistribution Center for the broadcast of April 1.

MAIN STREET



Reporter At Large. . . !

- ● ● Rumor has it that two CBS shows, namely, "Report to the Nations," heard Tuesdays and "Cresta Blancapades," musical variety program heard Wednesdays, will swap time. . . . supposed to take place about the end of the month. . . ● Ben Grauer will be permanent announcer on NBC's "Atlantic Spotlight" Saturday at noon program which is beamed to England. . . . Joe Mansfield is the producer. . . ● Decca has just released a "Mexican Hayride" album featuring the voice of that show's star baritone, Wilbur Evans. . . ● Among the interested listeners to Dr. Alfred N. Goldsmith's enlightening Television talk, yesterday at the Radio Executives Club, were out-of-towners, Jack DeRussy, KYW, Philadelphia; Charles Stahl, WDAS, Philadelphia; Jake Embry, WITH, Baltimore; Williamson of Roche, Williams and Cunningham; Ralph Miller, WKY, Oklahoma City; H. L. Kruger, WTAG, Worcester; Sherman Marshall, WOLF, Syracuse. . . ● As Paul Whiteman was leaving the Polyclinic Hospital where his 'Girl Friday,' Dorothy Ross is divorcing herself from an attack of pleurisy, 'Pops' noticed that her room number was 802. . . . are you reading Prexy Jack (local 802, A.F.M.) Rosenberg? . . ● Beatrice Kay, 'Gay Nineties Revue' thrush, heard an announcer over WBNS while in Columbus and advised him to trek Gothamward. . . . he took her advice and Johnny Clark now is a CBStaffer.



- ● ● Herb Polesie, a graduate of Carnegie Tech (no less) is the director of the CBScrewball show, "It Pays to Be Ignorant" incidentally, several seasons ago, Polesie played 'straight' to the Howard & Shelton team, featured on a radio program sponsored by Hellman's Mayonnaise. . . . (would you say that's dressing the item?) before you throw that inkwell in our general direction, don't forget all this is yours at very little cost and besides you get a RADIO ANNUAL, free with your subscription. . . ● Boyd Raeburn and his 'in-the-groovers', (whose band impressed us last year when we happened to visit the Band Box in Chicago) opens a five-week stay at the Commodore Hotel in Gotham, April 27, succeeding Vaughn Monroe's Orchestra. . . ● Connie Porreca, formerly of WOV, is the newest addition to Murray Grabhorn's Blue Spot Sales department. . . ● Art Baker, NBC Coast Commentator, has a persuasive manner. . . . Jean (Art's daughter) Ormsby, heard his eloquent radio plea for recruits for WAC. . . . and is now Fort Des Moines' newest 'rookie'. . . ● A similar case. . . . NBC receptionist, Marie Gerard Wiegand, after typing a letter for Phyllis Oakley, was so moved by the 'outline' of the purpose behind the program, "Now is the Time," (dedicated to WAC, WAVES, SPARS and Women Marines) that she enlisted the very next day in the Marines.



- ● ● Margaret Arlen on WABC, rates a RADIOKAY for a timely idea. . . . she would solve the egg surplus by having her listeners hard-boil and dye some eggs and donate same to USO, Travelers Aid Society and other similar organizations, for distribution this week-end to service men and women seen at railroad depots. . . . other cities should copy . . . ● Universal Filmoguls are so pleased with Morton Downey's vocalisthenics in the forthcoming Olsen & Johnson flicker, that they want him to play a 'return engagement' in "The Band Played On". . . ● Chris Cross & his Orchestra will get plenty of air time when they open July 1 at the Glea Island Casino. . . ● Everett ("Crime Doctor") Sloane knows a radio actor 'who's so dumb he's seeking a job telling ghost stories to those employed on the grave-yard shift.'



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THE Morris B. Sachs Amateur Hour, one of radio's oldest commercial programs in point of continuous broadcasting, celebrates its 500th consecutive broadcast on Sunday, April 9. The program made its debut over WENR on the first Sunday in September, 1934, and until March 5, 1944, was broadcast continually over that station from 5:00 to 6:00 p.m., CWT on Sundays. During the past month, because of a conflict with the Blue Network's "Hall of Fame" program, the Sachs' Hour was moved to a new time (12:30 to 1:00 p.m.) and is now heard on both WENR and WCFL.

The Lone Ranger will make a second personal appearance in the Chicago Stadium from April 14 to May 7 as the feature attraction of the Olympic Circus. General Mills, sponsors of the Ranger's Blue Network broadcasts establishing a special ticket offer for school children whereby they may attend the circus at reduced prices by presenting either a box top from a package of Kix or Cheerioats. Dancer-Fitzgerald-Sample, Chicago, is the agency handling the account.

Wyane Osborne, 31-year-old six-footer, who played professional baseball for 13 years in the Pacific Coast and national leagues, has joined the staff of WJJD for the 1944 baseball season. He will handle "Dugout Interviews" and "Sports Review" programs, and will work relief with Bert Wilson, who will broadcast the exclusive play-by-play broadcasts of Chicago Cub games this season. Osborne, a pitcher, came to Chicago from San Jose, Calif., where he was training with the Portland Beavers. He made his radio debut in Hollywood in 1938 with a baseball question and answer program.

When WGN's "Human Adventure" series becomes a studio-audience show with the Thursday night, April 6 broadcast, not only will visitors be invited to attend the broadcast itself but also will sit in on the final stages of the rehearsal. The program is broadcast from 7:30 to 8:00 p.m., CWT each Thursday from WGN's main audience studio and is heard coast-to-coast over the Mutual network. At 7 p.m. doors will be opened and for a half hour the audience will view the final part of the rehearsal—the period when final cuts, corrections and revisions are made just before air time. At the conclusion of the rehearsal and just before going on the air, Sherman H. Dryer, producer of the series, will address the audience briefly, explaining the various production problems and procedures they have just witnessed.

If You Know
EDWARD D. HARVEY
 Formerly of Hearst Radio, Inc.
 Please Ask Him To Call
FRANK McGRANN
 MUrroy Hill 2-6494

FRANK DUNNE
 Formerly WOR Staff
 Now Free-Lancing
ANNOUNCING & ACTING
 Call Radio Registry
 Currently: MGM, Grove Laboratories, White Owls,
 and Others

ers Discuss Free Speech Issue

(Continued from Page 1)
WSAI and the Blue net. A caparowd filled the Taft Auditorium, the program originated under the joint auspices of the Cincinnati and the League of Women

s. ators Burton K. Wheeler, D. ana, and Chan Gurney, R. S. airman and member, respective- the Senate Interstate Commerce nittee met with Gilbert Seldes, executive, and H. V. Kaltenborn, of the executive committee of association of Radio News Ana- George V. Denny, Jr., acted in sual role of moderator.

Wheeler 'Airs' View
Wheeler indicated that the FCC's atory authority to review the nistration of the public-owned lengths or frequencies is a pro- on against the abuse of that free- through maladministration by roadcaster. "As long as I am in Senate," he summed up, "I am g to raise my voice against any station being permitted to put he side of the question and deny ther side the right to be heard." ncern was expressed by Gurney at the ever-increasing encroach- upon the radio industry by the al regulating bureaucracy." we need in this country, he d, is a new law which clearly xplicitly tells the Federal regu- body what it cannot do, rather a law outlining a program of it can do.

Kaltenborn Also Heard
nsorship of commentators was ed by Kaltenborn. He empha- his point by quoting from the A Code: "The Association op- all censorship of broadcast rial except as duly required by nment authority during a na- l emergency in the interest of ic safety." Kaltenborn warned ic crippling "by dogmatic law well-tried system of self-control h has made our free radio the ess champion of liberty and an rights."

Defines CBS Policy
des pointed out the objective policy of CBS. He explained: policies in regard to news and ssion weren't challenged until, r the stress of war, some people and special privileges; they ed to use news periods to start ades—and to inject emotional bias their reports. We declined to part in such an abuse of the on- ce which the American people in the integrity of radio news. want that confidence to continue."

Anniversary Program

he commemoration of the fourth versary of Norway's invasion be broadcast by WINS, New York, t the Brooklyn Academy of Music Henry Milo's "The Cavalcade of ed Nations" program, which will broadcast from 9:00-9:30 p.m., er Sunday, April 9th.

PROGRAM REVIEWS

"LISTEN, THE WOMEN"

Sustaining

The Blue-WJZ, Sun., Apr. 2,
10-10:30 p.m., EWT

Producer: John Schramm

CREDITABLE BEGINNING.

When Janet Flanner, mistress of ceremonies of the new "Listen, the Women," is presented with a time-piece, so that she can tell when the program begins and ends, and if everybody expresses herself individually, this program will be a most listenable item. When this happens, it will, without a doubt, turn out to be one of the most diverting programs on the air—because it gives the feminine side of the story. Somebody once declared never to underestimate the power of a woman. One cannot overestimate the power this program is bound to command in a very short time to come.

The format of this show is greatly concerned with two things; common sense and a dash of wit. Miss Flanner, contributor to the New Yorker magazine, asks questions which call for editorial answers, not factual replies. And the panel of "name" participants respond with their opinions, if they happen to have any on the given subject. The persons whose questions are used on this program become the recipients of \$10 in War Stamps. That's the recipe of this program, which, despite the many ruffled moments on opening night, was both immensely entertaining and vastly informative.

Taking part in the first program were: Dean C. Mildred Thompson of Vassar, whose definitions for the questions on nazism, fascism, communism and democracy received a nice round of applause; Marcia Davenport's mikeside manner leaned toward the glib side; Emily Hahn was rather serious, but always confident and intelligent; Jean Meegan, AP journalist, was humorous but chary. If Miss Meegan is invited to appear on subsequent programs, a little more diplomacy on the part of Miss Flanner will have to be exercised if this chariness is to be avoided, so as not to embarrass. Radio audiences do not take to serious faux pas.

Questions projected on the first show ran the gamut from Mother Goose rhymes to issues of the forthcoming Presidential election. Inci-

Gives Insight Into Army Radio Operations Overseas

Disclosing that the American Expeditionary stations, now have eight stations operating in North Africa for the benefit of the armed forces, Major Andrew Baruch, Signal Corps officer, was interviewed by Jerry Lawrence on WMCA, New York, yesterday. Major Baruch stated that the stations are located in Casablanca, Oran, Tunis, Palermo, Naples and Algiers while a mobile unit travels with the troops.

"AIR FORCE NEWS REEL"

Sustaining, WNEW, New York

Monday, April 3, 9-9:15 p.m.

"NETWORK CALIBER."

"Air Force News Reel," is a new sustainer heard over WNEW, Monday nights 9-9:15 p.m., EWT and is entirely done by members of the AAF from Mitchel Field, Long Island. Production supervisor is Capt. Frederick W. Pederson and script is by Pvt. Richard M. Pack, the latter, formerly publicity head for WOR. Show is produced by the Base Public Relations Office of Mitchel Field, Major Hunt T. Dickinson in charge. "News Reel" has music, sound effects and the usual component parts of a good dramatic series, but makes it more interesting by using short clips on true stories of the air force activities including human-interest and amusing yarns as well. Program is of network caliber.

First program gave a resume of a bomber, "Who Dat?" which circled its home base in England, seeking a landing when the control tower noticed a big hole in its fuselage. Conversation is heard and the ship cannot make a landing. Officer in charge circles until all but two of the crew bail out and then two remaining officers head the ship out to sea where they also bail out but the bomber drops into the sea where no damage is done. Similar experiences are given in various theaters of war, including men landing in Yugoslavia among friendly folk, and finally gain their way back to Allied lines.

Exploit of Jackie Coogan, now a lieutenant, in landing his glider in back of the Japanese lines in Burma was included as well as other items. Each week a pertinent question is answered on the show provided no military secrets are given away. Monday night the difference between groups, flights, squadrons, etc., was delineated. Each week, also a person, aviator or officer, in the air force is presented, in this case Senior Chaplain, Col. Maurice Reynolds, back from England was heard. At the close the air force personnel on the show were credited. Also at the close a late bulletin of AAF news.

dentally, don't be surprised if this program is unwittingly responsible for producing a woman worthy of holding her own in the election campaign.

Firestone Renews NBC For 16th Year On Network

For the 16th year, Firestone Tire and Rubber Co. renewed on NBC as a full-time sponsor. Its program "Voice of Firestone," heard Monday 8:30-9 p.m., EWT embarks on another year on May 29, effective date of the renewal. Howard Barlow conducts the symphony orchestra with Richard Crooks as soloist.

Sweeney & James Co., of Cleveland is the agency.

Radio's Aid To Stores Told To NRDGA Men

(Continued from Page 1)

radio's tremendous selling potentialities. The occasion was the closing session of the "Promotion Clinic" of the National Retail Dry Goods Association, an all-day session devoted entirely to the radio phase of retail advertising. Sessions during the preceeding two days of the clinic had dealt with newspaper problems and relations and with display problems and relations.

Presiding as co-chairman at the Thursday meeting were B. Lewis Posen, director of Hochschild, Kohn and Company, Baltimore, and Dietrich Dirks of station KTRI, Sioux City, Iowa; while panel members included C. K. Beaver, station KARK, Little Rock, Ark.; Walter Johnson, station WTIC, Hartford, Conn.; Arthur Hull Hayes, station WABC, New York; Paul McCarthy, publicity director for the J. N. Adam Company, Buffalo, N. Y.; E. Davis McCutcheon, sales promotion manager, D. H. Holmes Company, Ltd., New Orleans, and Richard G. Meybolm, publicity director, J. W. Robinson Company, Los Angeles.

Question-and-Answer Clinic

Following opening statements by the co-chairmen, the session developed into a questions and answer clinic, during which many pertinent questions were asked regarding the use of radio by retailers, types of programs best adapted for creating buyer interest, what the retailer might reasonably expect in the way of returns for his radio budget, and how to go about instituting a radio retail sales campaign.

It was brought out during the discussion that retailers recognize they are late in getting into radio on a comprehensive scale, and that much of the most desirable time already is taken by advertisers who have used this medium for many years. This situation, it was pointed out, might make it necessary on many key stations to "wait in line" until wanted spots become available.

However, it was emphasized, "good solid programs" of direct interest to retail shoppers are of first importance, and where stations are not prepared to provide such programs with their own talent staffs, it would be more advantageous for retailers to sponsor transcribed programs that carry nationally known names.

William Joyce Heard

Concluding the session was a talk on television by William Joyce, sales manager for the radio, record and television division of RCA-Victor, during which he demonstrated the difference between present radio commercial announcements and those which will be used in television. Local radio talent staged the demonstrations.

"Tosca" From Metropolitan

Puccini's opera, "Tosca," will be broadcast over the Blue Network tomorrow from the stage of the "Met," starting at 2 p.m., EWT.

Interest In Tele Growing

Dr. Goldsmith Sees Tele In Theaters As Inevitable

(Continued from Page 1)

ment on tele, Dr. Goldsmith declared the industry will be a boom to employment and that "science and engineering will have added one more great implement to those at the disposal of humanity." He saw no conflict in FM and tele, insofar as the public is concerned, and indicated that frequency modulation would implement television development.

Predicts Wide-Angle Screen

Speaking on the prospects of theater television development, Dr. Goldsmith stated that application of tele to the wide-angle theater screen is now ready and that two types of equipment for theater projection have already been demonstrated successfully in New York and London. He added that two or more other types of theater television projection equipment are under development and disclosed that the Radio Technical Planning Board was giving consideration to theater tele planning.

The large crowd which gathered at the REC luncheon indicated the growing interest among advertising agencies, networks and stations in the subject of television. Questions submitted by Murray Grabhorn, the club's president, formed the basis of the address which Dr. Goldsmith likened to a quiz. These questions were the basis of enlightening answers from the speaker on the subject of television development.

Answers REC Questions

"His first question is 'Shall we have to wait until after the war for practical technical development in television?' The answer is that the present shortages of men and materials prevent or limit the installation and operation of new transmitting stations and the manufacture and sale of new receiving sets or parts. Until after the Allied invasion of Europe seems well advanced or until some other highly favorable aspect of the war develops, any major relaxation of present governmental restrictions is unlikely. And full-swing operation in the television manufacturing field is not likely to start before six to 12 months after Victory Day.

Discusses Network Tele

"The second question which I have been asked to answer is: 'How far away are we from network television?' The answer is that we already have a youthful television network in operation. It extends from Philadelphia through New York to Schenectady and is therefore several hundred miles in length. It is of course only a small-scale foreshadowing of the great nation-wide television networks of the future but it significantly indicates that programs can in fact be originated in a single studio and broadcast from a group

of associated stations according to normal network procedure.

Tele Nets Visualized

"A more detailed and elaborate plan for television network expansion has been proposed, subject to certain qualifying provisos, by the American Telephone and Telegraph Company. Utilizing coaxial cable or radio relay circuits for the purpose, the development of a national television network is estimated to require from 1945 to 1950. Some of the details are interesting. Thus, in 1945 New York and Washington will be connected. In 1946 the span from New York and Boston will be bridged; Washington will be connected to Charlotte; Chicago to Terre Haute and St. Louis; and Los Angeles to Phoenix. In 1947 Chicago will be further connected to Toledo, Cleveland, and Buffalo (perhaps with a northern extension to Detroit). At the same time a large part of the southern transcontinental route will be completed including a section from Charlotte through Columbia, Atlanta, Birmingham, Jackson, Dallas, El Paso, Tucson, and Phoenix. Between 1948 and 1950 the southern transcontinental route will be completed. Washington will be connected to Pittsburgh and Cleveland. St. Louis will be joined to Memphis and New Orleans. Kansas City and Omaha will be connected, as will also Des Moines and Minneapolis. A spur will pass from Atlanta to Jacksonville and Miami. And the Golden West will rejoice in a link between Los Angeles and San Francisco.

"It is interesting in this connection that the New York-to-Boston circuit will be of the radio-relay type, taking two years to complete and estimated to cost two million dollars.

"The detailed nature of these plans and the evident earnest purpose of those involved in their fruition constitute a happy augury for the future of network television.

Theater Tele Discussed

"The third question which was asked was: 'Is television ready now with a wide-angle theater-size screen?' The answer is in the affirmative. There are at least two types of equipment for theater projection that have already been demonstrated publicly in New York and London. Pictures have been produced ranging in size from 9 x 12 feet to 15 x 20 feet. At their best, these pictures are clear, of acceptable brightness, and capable of telling a story in interesting fashion. The performances were well greeted by the audience, particularly in the case of horse-racing and boxing events.

"Two or more other types of theater television projection equipment are under study or development, and some of these seem promising.

"The next question submitted was: 'What is the situation as far as the

use of higher frequencies for television is concerned?' The present television frequencies assigned by the Federal Communications Commission lie in the general range between 50 and 200 megacycles. One group of television experts has suggested that television should have 30 assignments or channels, each six megacycles wide, beginning at or near 40 megacycles. This would require a continuous band from 40 to 220 megacycles. Frequency modulation broadcasting, which at present sends out sound programs directly below the lowest-frequency television channel, has asked through some of its representatives for twice its present number of channels, these to be obtained by transferring the first television channel to frequency modulation broadcasting. Recommendations in this regard will be made by the recently organized Radio Technical Planning Board. This Board broadly represents the technical thoughts of the great engineering societies and experimental groups, the manufacturers, the broadcasters, the communication and aviation interests, and others involved in the radio field and is effectively at work.

Sees Additional Channels

"It has been suggested, as indicated in the question, that television might go to higher frequencies, for example and purely illustratively, somewhere between 200 and 2,000 megacycles. But grave problems would then at once face this young and promising field of television broadcasting—and these problems might well take years to solve. For example, transmitting tubes giving high power output in the new range of frequencies are not available and will require considerable time for their development. The circuits, antennas, and operating methods will similarly need thought and time.

"It is therefore probable that television standards in the early post-war period will closely resemble the pre-war standards. There will, however, likely be additional bands or channels for 'blue-sky' experimentation devoted to the improvement of the art and resulting gradual changes in commercial practice within the next decade.

Talent Sources?

"The fifth question which has been proposed is: 'In your opinion will production stem from motion pictures or live talent?' The probable answer to this question is that both types of production will be used, alone or in combination. And each may well have its own preferred sphere of special application.

"Film talent has a number of program advantages. They include the following. An imperfect performance can be rephotographed. Careful editing enables the selection of the best part of each performance. Even before a radio or cable network is established, film programs can be syndicated on a wide scale. And film programs can be repeated as often as desired. A film program can be presented on a given evening at differ-

Replies To Queries Of REC's Prexy Hold Listeners

ent times, most in accord with the local desires.

"On the other hand, live-talent programs have a number of real advantages. They have news value. They enjoy a certain spontaneity and reality since the audience knows that the event is actually happening at the instant that it is viewed. There is therefore no delay between performance and viewing, and the resulting sense of spontaneity and immediacy is psychologically very appealing. Then, too, the suspense of a live-talent performance is sometimes great. For example, in a wrestling match one cannot tell the outcome until it actually arrives. But if one views a film at a later date, the result is already known.

Color Tele Far Away

"The next question proposed was: 'Is color television practical on an electronic basis?' The answer to this question must be general at present. Electronic color television was under development before the war. It has not been fully worked out in practice but will doubtless be effectively accomplished in the years following the war. The problems of electronic color television are numerous and substantial, and it will undoubtedly require a number of years to work them out.

"The last question which has been asked is: 'Do you care to discuss the possibilities of the third dimension?' Three-dimensional pictures have a solid appearance and great realism. They are generally produced by stereoscopic devices which, at least in principle, somewhat resemble the old-fashioned stereoscopes which our ancestors used as a substitute for television reception. Stereoscopic television is well understood in theory, but it faces somewhat the same practical difficulties as does color television. That is, in order to develop an electronic system of stereoscopic television, much work remains to be done."

Tele Seminar

It was announced at the luncheon that the REC would conduct a "Television Seminar" starting in May and continuing through September, covering all phases of the subject. The series of lectures will be open to members of the club, according to President Murray Grabhorn, at the nominal enrollment fee of \$1. Details concerning the faculty, subjects to be discussed and place of meeting will be announced at the April 20 meeting. In the meantime members have been invited to enroll for the series.

AGENCIES

LEN T. PREYER, executive vice-president of Vick Chemical Co., been nominated for president of the Advertising Club of New York to serve during the 1944-45 term. Also nominated were: Clarence L. Edson, president of Consolidated Edison Company, for vice-president; Lee J. Hagan, president of East Coast Television Company, for vice-president; Roy J. Resor, president of J. Walther Thompson Company, for vice-president, and James A. Brewer, president of Brewer-Cantelmo, Inc., for treasurer. Elections will be held at the Park Avenue club house on Tuesday, May 9.

NATIONAL BISCUIT COMPANY, its Premium Crackers, has signed its first spot on WOR, the Troop news period. McCann-Erickson is the agency.

WILLIAM TAYLOR and HARRY OSWORTH have joined the copy department of Kenyon & Eckhardt, the former had been with Foote, Belding, the latter with Ruth & Ryan, Inc.

ARTHUR L. DECKER has joined the Buchen Company as vice-president. He formerly was a vice-president of Henri, Hurst and McDonald, Chicago.

WOMEN'S ADVERTISING CLUB CHICAGO has chosen the committee of judges which will consider entries for its Josephine Snapp prizes. Judges will be Bruce Barnett, T. Ewald, Dorothy Shaver, Florence E. Meyer and Helen A.

HE. LEHMAN, media director of Fry-Hanly Company, has been elected a member of the board of directors and secretary-treasurer of the agency and of its subsidiary, Walter Fry-Hanly Co., Chicago.

Manpower Statement Issued By NAB Today

Washington Bureau, RADIO DAILY
Washington—National Association of Broadcasters will issue a statement today on the manpower situation and the status of radio employees in regard to Selective Service. NAB is issuing the statement as clarification. However, it is believed that the recent announcements by General Hershey and others have been cleared up the atmosphere. It is understood that the NAB sees technicians exempt since the broadcasting industry is still declared essential industry. Writers and production men, as known in the past, will be exempt. Many men are expected to be classified according to the NAB from the classification. However, anyone classified as IA will have to go to the draft board.

G. E. Discloses Ambitious Plan For Development In Television

(Continued from Page 1)

a comprehensive picture of their planning, using maps and charts to illustrate their talks.

The highlights of the revelations were:

1. The New York "Daily News" placed an order this week with GE for post-war delivery of complete equipment for a 40,000-watt tele station to be located in the newspaper's building in New York City.
2. Information was disclosed concerning a radically new vacuum tube, now widely used in war applications, which will make possible the ultra-high frequency relaying of tele programs.
3. Plans were announced for the installation of an experimental two-way tele relay network between New York and Schenectady as soon as manpower and materials become available.
4. Blueprint for the construction of master television outlets was drawn for the larger centers of population throughout the country as the framework of a web connected to smaller cities by the use of satellite sight-and-sound stations.
5. GE's tele receiver line was said to include both direct and projection view models.

Introduces Developments

Dr. Baker introduced the extensive GE developments, which were divulged principally by J. D. McLean, commercial engineer in the transmitter division of the electronics department. Also speaking were two other GE officials: Robert S. Peare, manager of broadcasting, and A. A. Brandt, general sales manager of the electronics department.

A picture and a sample of GE's revolutionary electronic tube were exhibited by McLean. The disk-seal type of tube, which was removed this week from the confidential list by the Army and Navy, he stated, opened up new parts of the ultra-high frequency spectrum impractical of use before the war.

Two-Way Tele Relay Plans

The proposed experimental two-way tele relay network between New York and Schenectady, said McLean, was expected to involve four ultra-high frequency relay stations: one in New York City, two along the Hudson River Valley and one at GE's Helderberg transmitter.

Master tele stations, asserted the GE commercial engineer, would have extensive studio facilities and staffs capable of originating complex programs such as musical programs and Broadway plays. He described at length, with the aid of pictures and a miniature model, a studio designed by the Austin Co., engineering and building outfit, in co-operation with GE. The functional construction of the studio, he pointed out, included a revolving stage, which was new to television. Also set forth were simpler

designs for smaller studios, similar to the ones at WRGB, the GE tele outlet in Schenectady. Advanced equipment designs were shown in a series of color drawings.

Envisions Future Networks

"Future television networks may combine both radio relay equipment and coaxial cable," McLean said. He went on: "We do believe, however, that transmitting the programs from point to point by ultra-high frequency radio beams has certain great advantages." Pointing to a map, he outlined a radio relay network which would bring tele to the major centers of population in the Northeastern portion of the United States.

Emphasizing that GE did not propose to operate tele network facilities, he forecast webs, beginning in New York and stretching west to Chicago and Detroit; a New England net, and southern network limits down to Richmond. Similar webs would also be established on the Pacific Coast, he later predicted, providing coast-to-coast tele after a period of the new industry's growth.

Service To Smaller Cities

Television program service can be brought to smaller cities by the use of satellite television stations, declared the GE commercial engineering representative. "A satellite station," he explained, "is one which is programmed from a network and has no expensive local studio facilities. It can be built for only a fraction of the cost of a master television broadcasting station." As an example, he pointed out, if we assumed five master tele outlets in New York State—New York, Schenectady, Syracuse, Rochester and Buffalo—and 11 satellite stations in 11 other cities, this regional tele net would cover 93 per cent of the State's population.

A tele satellite station could derive revenue from the locality it served, McLean noted, by taking pictures of local products with a 16 mm. camera. Local interest could also be aroused, he observed, by taking pictures of local events and televising them a short time later. A portable pickup unit could further add to satellite outlet facilities.

Growth of tele stations was predicted as jumping from 40 outlets, scheduled as of March 1 for post-war construction, to at least 100 active master stations in five years after the war, servicing areas of 67,000,000 people. This figure, McLean stated, did not include the smaller regions, which could be covered by satellite stations and network tele outlets. He prefaced these remarks by saying, "It will probably take 18 months or more to build, install and put new tele stations into operation after the war."

Television will be judged, and rise or fall, by the criteria of the home, declared Robert S. Peare, GE broadcasting manager. Home standards of decency, humor and code of conduct would govern, he indicated. "In this respect," he pointed out, "it is totally

Invasion Won't Offer Any "News Bargains"

(Continued from Page 1)

time, web officials said utmost care in judgment will continue on their part, but anytime news of sufficient importance develops, any and all programs will be broken into. Nearly all advertisers are agreed on the point that if hot news is breaking and if the listeners don't get it, they will switch to the point on the dial that has it.

Week's Newsbreaks Many

On rare occasions, sponsors have yelled and forbidden networks or stations to cut in with a bulletin of a specific nature when apprised in advance that such and such an item may break during course of their program. The past week, advances by the Russians; the attacks by the U. S. fleet in the Pacific; the Wayne Lonergan verdict; Charlie Chaplin verdict and more recently the Willkie 9 p.m. release on his withdrawal from the presidential primaries, have all been of bulletin material. One client apprised of the forthcoming Chaplin verdict forbid the station to hand any bulletins to its news-reader although the station thought it was giving him a break. Further, the client and agency actually went far afield and requested that neither before nor after its show, should a Chaplin bulletin be broken. This happened to be a motion picture company client and they shied from anything pertaining to Chaplin on or about the premises. Station decided it would bust into the program if necessary or possibly wait until it signed off. However the Chaplin verdict broke one hour later than that.

Key stations of networks in particular went on record as not wanting to be a party to any "cashing in" on invasion news beyond legitimate bulletins and regular sponsored or special sustaining news programs.

unlike other entertainment in which 'you pay your money and take your choice.' Their standards can never become the standards of a good television show." Television's competition with other activities of the home will make for better entertainment, he signified, since a viewer must look at a tele show and nothing else.

Home Receivers Described

A. A. Brandt, general sales manager of GE's electronics department described four types of home receivers, which the company planned to manufacture—table models with direct and projection views, a tele hookup with the set owner's present audio and a console projection model. He said: "We plan to make new-type television receivers available to the markets, where television broadcast services now exist, as soon as government authorization allows us to do so, meaning as soon thereafter as it is humanly possible to start the production lines. This is a large market and will provide an adequate jumping-off point for a good start in the full and orderly development of the industry."

★ ★ ★ COAST - TO - COAST ★ ★ ★

— TENNESSEE —

NASHVILLE — Walter Ferguson, former WSIX announcer, is now in Uncle Sam's Service. . . . New spiefers at this station are: Bill Maynard, formerly of KTTS, Missouri; Roy Osborne, formerly of KRBC, Texas, and Pat Marshall, new to radio. . . . James R. Lockert has left the WSIX announcer staff to join WSM as control operator. . . . Bill deLuca has resigned from this station's announcer staff to resume studies in photography in New York. . . . Jack J. Wolever, Jr., program director, is vacationing at Hot Springs, Ark.

— TEXAS —

SAN ANTONIO—Bruce Eagon is the latest addition to the announcing staff of WOAI. . . . John W. Scott, KABC newscaster airing the Red Cross drive through a series of special broadcasts on KABC, has interviewed civic leaders, current war vets and RC officials. . . . **DALLAS**—Latest additions to the engineering staff of WFAA-KGKO are: J. C. Irby, Jr., formerly with a Louisiana station; and Don Easterwood, formerly with WLAP, Kentucky. . . . **FORT WORTH** — "Melody Sweepstakes" with Frank Mills is now being given 30 minutes on each airing, thrice weekly over KGKO.

— VIRGINIA —

WHEELING—Honey Davis, WWVA entertainer, has just had a B-17 named in her honor. Miss Davis objected to the familiarity and wired the bomber crew to change the name to "Maxine". . . . **LYNCHBURG** — Catherine Grasty, traffic manager of the Tri-City station, was married to Acting Chief Petty Officer John Gleason, USN, this past week-end. Mrs. Gleason will return to her desk at WLVA in two weeks. . . . Harvey Evans has been added to the announcing staff of WLVA. . . . The mind reader,

PICTURE OF THE WEEK



Photo by Ted Bates Agency

This is a "Kelly Kandid Klose-up." The principals are Patsy Kelly, movie comedienne, and Emmett Kelly, king of clown pantomimists. Patsy, who co-stars with Barry Wood, on NBC Saturdays at 10 p.m., EWT, entertained Emmett, Ringling Brothers-Barnum Bailey circus star, in the Rainbow Room atop Radio City the other night. Occasion was the premiere of her new radio show.

Dunninger, is scheduled to appear in this city under the sponsorship of the Grace Memorial Episcopal Church on April 13.

— PENNSYLVANIA —

PHILADELPHIA—Norris West, assistant program director of WCAU, is now producing the weekly Philadelphia Orchestra broadcasts which go over the CBS net. . . . Robert Heckert has resumed his five-day-a-week commentaries. . . . Florence Smith, WFIL traffic supervisor, is spending a week in New York between jobs.

When she returns she'll take over her position as assistant to Wm. B. Caskey, assistant station manager. . . . Marie Cornet is the third woman to become a studio control operator at KYW. . . . **PITTSBURGH** —KDKA Sales Manager Frank V. Webb and his wife have adopted an infant girl. They call her Mary.

— NORTH CAROLINA —

CHARLOTTE—Royal E. Penny, WBT general sales manager, returned to his office this week following a trip to Chicago and Washington on

station biz. Penny is CBSales manager for the Charlotte office covering the Southeast. . . . Three members of the WBT staff have received service bars for having completed five years of service: Thelma Byrd Haigler, secretary; Allen Hingle Sterling Hicks, transmitter engineer. . . . Don Mack, promotion manager for WAYS, has just completed decorations of a window display presently displayed in the heart of the city. Display calls attention to popular Blue Network programs.

— CALIFORNIA —

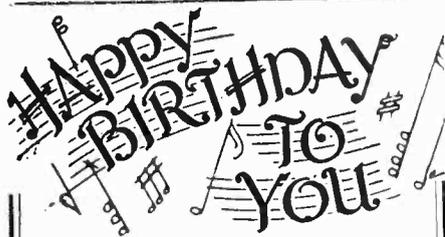
SAN FRANCISCO—Chief KFRC man, Bob Bence, and Linsey Spight of the John Blair Company tossed a party for members of Berkeley's Boy Scout troop 6. . . . Henry Schacht, conductor of KPO's Monday-through-Friday Farm Digest, was recently elected co-chairman of the newly organized Western Division of the American Association of Radio Broadcasters. . . . Bill Baldwin of KGO has something unique in the way he records his show. Besides featuring a different band and vocalist each week, Baldwin also presents a recorded view with either the singer or the band leader. . . . **OAKLAND** — Rubinoff, violinist, appeared on KROW while performing in that city recently.

— NEW YORK —

NEW YORK—"What Shall We Do With the Youth of Germany?" will be the subject of a round table discussion by four high school students who will be the guests of Hans J. Saks, newscommentator, over WOV, Friday, April 7. . . . New in radio program is the "How Musical Are You?" sponsored by Doron K. Antrim, on WNEW every Sun. matinee. . . . Withers, screen actress, recently guested on WHN's Adrienne Ames show. . . . "Storybook Preview" is the title of the new weekly series of programs to be aired over WNBC. Christine Quigley is writer, producer and originator of the series. . . . Rosalind and Antonio, noted gypsy ballroom dancers, guested on Ethel Cooper's "Broadway Busybody" show recently over WMCA.

Special Passover Program For 'Voice Of America'

Sam Jaffee, noted stage actor, will act as narrator for the half-hour special Passover program emanating from the Voice of America, shortwave system of the OWI, to be broadcast on April 14. Participating in the program are Rev. David deSola Pool, past president of the Synagogue Council of America and rabbi of the Congregation Shearith Israel in New York City; Cantor David Putterman and his choir; the New York Philharmonic Symphony Society, conducted by Leonard Bernstein with soloist Jean Toulou of the Metropolitan Opera. Rev. Dr. Joseph Hertz, chief rabbi of England, speaking from London. Plans have also been made for vicemen to take part in the program.



April 7

Charles Carlile Tyler Davis
Thelma Mierlman Bert Wheeler
George Jay Walter Winchell
Walt Frammer

April 8

Arthur Allen Bill Curtis
Bert Gordon Tito Guizar
Thornton Fisher Robert Schmid
Martin Gunther D. C. Hornburg
Ray Huhta Lulu McConnell

April 9

Mickey Alpert Jim Bannon
Franklin Bingman Oliver Smith
Brewster Morgan Fred Raphael
Martha Young Lavin
Rose Yvonne Stein
Gilmore Nunnally Nunn



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



... 27, NO. 6

NEW YORK, N. Y., MONDAY, APRIL 10, 1944

TEN CENTS

WLB-AFM Hearing Dull

Summer Substitutions and On All Networks

Summer replacement skeds, while being going along "according to plan" find several shows on the undetermined list as to summer runs or spots and only a few of the top spots already set with other substitutes. Majority of the spots on the undetermined list appear to await word from client, and as to a decision with the latter to hurry in many cases due to the fact that sponsors wishing to avail themselves of a hiatus have 45 days on some networks in which to make their plans. Thus if June 15, is

(Continued on Page 3)

Web Staff Musicians Dine Network Officials

Gar Kobak, executive vice-president of the Blue Network, will have dinner on the house this Wednesday when the staff musicians throw a party for him at Cavanagh's restaurant. Dinner will also serve as a welcome from 70 house musicians, arrangers and copyists to

(Continued on Page 2)

Philadelphia Station With Eye Toward Tele

Philadelphia—With an eye toward development of television WFIL production department has designated station's "Playhouse Studio" as an experimental studio for video coaching. In the future special emphasis will be put on stage settings for all live broadcasts of the Little Theatre group.

Mother's Day

Los Angeles—Hedda Hopper introduced a new feature on her Columbia Pacific Network "Hollywood Showcase" this week, when she interviewed Mrs. Charles Cooper, mother of screenland's movie hero, Gary Cooper. Hedda plans to spotlight more "movie mothers" in the "Showcase," telling their true-to-life stories behind the raising of world-famous sons and daughters.

Romantic

Elizabeth Reller, who plays a nurse in the CBS "Young Dr. Malone" drama series, will be married to a doctor, Lt. Francis B. Warrick, USNR, on April 30. Miss Reller had the role of a doctor's wife for five years in radio before meeting the Navy doctor who will become her husband in real life.

NAB Cites Necessity Of Draft Replacements

Washington Bureau, RADIO DAILY
Washington—Undeviating concentration on the task of obtaining replacements for industry workers subject to Selective Service was called for Friday by the NAB. Over-age or physically incapacitated men, and women, must be brought into the industry if it is to be kept at operating strength, NAB said, for the need for replacement is "inevitable." In a special statement, NAB declared that "there is absolutely nothing which

(Continued on Page 6)

NBC Releases 'Biog.' Data On Web's Invasion Staff

As a prelude to their invasion coverage planning, NBC has released complete biographical data on the staff of reporters and commentators at home and abroad. Series is introduced with a "biog." on William F. Brooks, director of news and special events for the network.

Familiar Arguments In Recording Row Re-Hashed For 4 Hours Friday; Padway, Petrillo Blame NAB

Movie Producer Plans Big Radio Campaign

An innovation in movie promotion via radio will be launched by Warner Brothers using approximately 200 NBC, CBS and Mutual network stations for a series of five 15-minute programs especially written by Arch Oboler. Series of shows will begin April 17 under the guidance of Mort Blumenstock of Warners in connection with the 200-theater day-and-date special premieres of "The Ad-

(Continued on Page 3)

Three Tobacco Accounts Renew Full CBS Network

Three major tobacco accounts have renewed the full CBS network in the U. S. effective late this month, it was announced by the web on Friday. Three firms are Philip Morris, American

(Continued on Page 2)

Atlanta Store Engages Television Consultant

Rich's, one of the South's largest department stores, in Atlanta, Ga., has named Irwin A. Shane, independent television producer and display

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The War Labor Board, in four stormy hours Friday, heard little that it had not already heard about the AFM recording dispute. Recording people generally felt that the board's attitude appeared favorable toward the recommendations of the special tripartite panel, made public last month, but it is doubtful that their appearance Friday did much to influence the board. Similarly, the union representatives had nothing new to present. Appearing for the union were its president and counsel,

(Continued on Page 6)

Fly To Participate In Tele Broadcast

First television premiere of a motion picture to be televised at key points across the country is M-G-M's "Patrolling the Ether," at 8 p.m., EWT today. Stations to telecast the premiere and ceremonies will be WNBT, New York (NBC); WRGB, Schenectady, N. Y. (Gen. Electric); WPTZ,

(Continued on Page 6)

Canadian Parliament To Continue Investigation

Montreal — With representatives of private radio stations still unheard, the parliamentary committee investigating radio adjourned for the Easter

(Continued on Page 7)

★ THE WEEK IN RADIO ★

Tele Interest Soars

By BEN KAUFMAN

MOUNTING interest in television's future place on the broadcasting horizon was reflected in the past week's industry developments. General Electric took the wraps off its post-war plans in a preview of post-war equipment designs at a press confab in New York. Displayed was an unusual vacuum tube, now widely used in war applications, which was said to make possible the ultra-high frequency relaying of video programs. Prelude to forecasts of far-flung tele

webs was the disclosure that the New York "Daily News" had ordered equipment from GE for a 40,000-watt sight-and-sound station.

Radio execs had their tele questions answered by Dr. Alfred N. Goldsmith, vice-chairman of the Radio Technical Planning Board, at another gathering in Gotham. Wide-angle screen theater tele was ready, Dr. Goldsmith indicated, in addition to other types of theater video equip-

(Continued on Page 5)

Biological

A young eighth-grade student from Oregon wrote William Winter, San Francisco news analyst, that her class was studying commentators, their style, idiosyncrasies, etc. She hastened to add that her "assignment" was William Winter. "So," she said, "please send me some intimate biological information about yourself." Winter's reply is being prepared.



Vol. 27, No. 6 Mon., Apr. 10, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mesereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wijk, 6425 Hollywood Blvd. Phone Granite 6607.

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

NBC Officials Visit San Francisco Studios

San Francisco—Gen. James G. Harbord, chairman of the board of RCA and acting president in the absence of David Sarnoff, headed a distinguished list of NBC radio visitors to KPO-NBC during the past week. Others were John F. Royal, in charge of television and international programs for NBC; Clarence Menser, in charge of programs; Roy C. Witmer, in charge of sales; and William S. Hedges, in charge of station relations. Also visiting were Raymond F. Guy, radio facilities engineer, and Charles Hammond, advertising and promotion.

20 YEARS AGO TODAY

(April 10, 1924)

Radio performed a public service in Chicago when announcements resulted in the successful mobilization of the 131st Infantry in less than half an hour. . . Mayor Hylan's "People's Concert" didn't come off on WJZ as scheduled. . . Musicians thought program went on the air at 9 p.m., instead of 8:45 p.m.

Wolly sez—
SELL WASHINGTON AND YOU SELL THE NATION
 . . . Sell Them on **WOL**
 Affiliated with Mutual
 Nat'l Reps. SPOT SALES, INC.
 New York, Chicago, San Francisco

Coming and Going

MILLER McCLINTOCK, president of the Mutual network, will return Wednesday from Omaha, where he addressed the Chamber of Commerce of the Nebraska metropolis.

"**PETE**" **JAEGER**, network sales manager for the Blue, will return tomorrow from a business trip to St. Louis and Chicago.

EVERETT HOLLES, CBS assistant director of news broadcasts, left Friday on a vacation of two weeks.

JAMES LAWRENCE FLY, chairman of the FCC is in New York today to be televised over WNBC from NBC's reopened Studio 3H.

GEORGE LASKER, general manager of WORL, Boston, arrived in New York on Saturday. He plans to stay through tomorrow.

JOHN FITZGERALD, of Compton Advertising, Inc., leaves early this week on a trip to the Middle West.

FAIR TAYLOR, publicity director for the Don Lee Broadcasting System, is spending a week in Gotham.

TED OBERFELDER, of WFIL, Philadelphia, arrived in town Saturday on business.

ALFRED J. McCOSKER, president of WOR, has returned from a sojourn in Florida.

CLARENCE L. MENSER, vice-president of NBC in charge of programs, is expected back at his desk early this week. He has been confined to his home for the past several days with a severe cold.

ANTON (TONY) HARDT, assistant producer on the Eddie Cantor show heard over NBC, has arrived in Chicago from the West Coast. He will make arrangements for the forthcoming Cantor broadcast which will originate at Great Lakes Naval Training Station.

CARL HAVERLIN, director of station relations for the Mutual network, and **EMANUEL DAN-NETT**, New York legal adviser, back in town today from Washington, D. C.

PARKS JOHNSON and **WARREN HULL** are in Austin, Tex., for the broadcasting of the CBS "Vox Pop" program from the campus of the University of Texas.

ANDREW "FREDDIE" FRIEDENTHAL, chief construction engineer of WJR, Detroit, is back at the home offices after having spent three months in Los Angeles directing the installation of new equipment at KMPC.

FRANK BLACK, general music director of NBC who has been absent from New York for 24 weeks, during which he conducted 38 programs of the Cleveland Orchestra, returns to New York to launch the Spring series of the General Motors Symphony next Sunday.

Three Tobacco Accounts Renew Full CBS Network

(Continued from Page 1)

can Tobacco Co. and P. Lorillard & Co. Philip Morris renews effective April 30, for Philip Morris cigarette, "Crime Doctor," heard Sunday 8:30-9 p.m., EWT, with rebroadcast at 11 p.m. Biow Co. is the agency placing the business.

"Your Hit Parade," is renewed by the American Tob. Co. effective April 29, heard Saturday 9-9:45 p.m., EWT with Mark Warnow orchestra; Frank Sinatra and Joan Edwards. Rebroadcast at 12 midnight. This program is also broadcast over CBS outlets in Honolulu and Hilo. Foote, Cone & Belding is the agency.

P. Lorillard renews its Old Gold cigarette campaign Wednesday nights 8-8:30 p.m., EWT with rebroadcast at 12 midnight. Client's new show, Allan Jones with Frankie Carle's orchestra debuted on the web April 5. Initial P. Lorillard campaign on CBS was launched in February 1929. Agency handling this account is J. Walter Thompson Co.

Atlanta Store Engages Television Consultant

(Continued from Page 1)

specialist, as tele consultant. Reportedly the first store to appoint a sight-and-sound adviser, Rich's will consult Shane on all department-store tele problems. These include installation of intra-store transmitting and receiving equipment and training of store personnel in tele scripting and programming.

Heading the store's tele set-up will be Miss Carrie Rowland, advertising manager, and K. V. P. Burnham, display manager. Both recently visited New York to inspect the video facilities of CBS, Du Mont and NBC.

Blue Web Staff Musicians To Dine Network Officials

(Continued from Page 1)

Paul Whiteman, who was appointed musical director of the Blue in October.

Other guests will be Edward J. Noble, chairman of the board; Mark Woods, president; Keith Kiggins, vice-president in charge of stations; C. Nicholas Priaux, vice-president in charge of finance; Charles Rynd, secretary and counsel; C. P. Jaeger, network sales manager, and others.

Three WJZ Spot Accounts Renew For Another Year

J. C. Eno, Ltd., has renewed "Hollywood Radio Theater" for a second year on WJZ effective today. The half-hour transcribed dramatic program, featuring motion picture personalities, is heard in behalf of Eno effervescent saline and associated products Monday at 10:30 p.m., EWT. Atherton & Currier, New York, is the agency.

Foster-Milburn has renewed for 52 weeks its schedule of spot announcements in behalf of Doan's pills on WJZ. Foster-Milburn uses five transcribed one-minute announcements weekly through Street & Finney, New York.

B. Altman & Co. has begun its second year of advertising on WJZ with the renewal of participations in Nancy Craig's "Woman of Tomorrow." To promote its dresses, the New York department store participates once weekly through Kelly, Nason, New York.

Harris In New WIP Post

Philadelphia—Reg K. Harris has been named acting assistant technical supervisor of WIP.

How do you buy time in BALTIMORE?

Is it on power alone?
 Population alone? Or
 do you look at the
 cost-per-listener? If
 it's low-cost-results
 you're interested in
 . . . W-I-T-H is the
 sales-producing, low-
 cost station for you!
 We're ready to prove
 it. We have the facts.
 We'd like to show
 them to you . . . any
 time you say.



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Summer Substitutions Send On All Networks

(Continued from Page 1)

The date of the vacation start, the agency does not have to send in a notice until May 1, even though they may have a new program on tap. Shows already set as replacements include Alan Young, Canadian comedian who will fill the Eddie Cantor slot on NBC, along with Bea Wain and Peter Van Steeden's orchestra, starting July 5. Alan who is 24 years old is currently airing his own program from Toronto. He was born in England. Sponsor is Bristol-Myers and agency Young & Rubicam. Bob Hope as recently announced will have a replacement in Charlotte Greenwood, comedienne, also on NBC and sponsored by the Pepsodent Co. Agency is Foote, Cone & Belding and the summer show starts June 13. "Information Please," has again set a musical program, titled "Vacation Serenade," as a replacement to start in July. Sponsor is H. J. Heinz Co. and agency Maxon, Inc. A few shows of lesser importance have been okayed but the setup as it concerns NBC has quite a few replacements to be announced. Disposition of the Fibber McGee and Molly show is still unknown but it is presumed Ransom Sherman may get a crack at it. Joan Davis-Jack Haley show is not set as to the summer either is the Red Skelton replacement if any. Bob Crosby program will be going off, due for one thing to the fact that he is classified as 1A by the selective Service.

Young & Rubicam Shows

With more than a dozen well-known programs being aired through offices, Young & Rubicam shows mostly concern CBS as to the summer plans. Remaining on all summer are: "Those We Love," on NBC; "Silent Theater," will hold the time but possibly use a different format; Goodson's "The Star and the Story" on CBS with Walter Pidgeon is scheduled to remain unless something unforeseen develops; "We The People" CBS runs through the summer; "Sherlock Holmes," on Mutual continues; "Great Moments in Music," on CBS remains on; also one or two other Y&R shows. "Aldrich Family," on NBC goes off in eight weeks with General Foods taking advantage of the summer interval to vacation the cast; Burns & Allen, CBS, one of the several Lever Bros. programs to take the hiatus will be off for Swan soap; Kate Smith hour, for General Foods, will vacation as usual, but nothing definite as a replacement as yet; "Duffy's Tavern," on the Blue has not set the summer plans for a replacement;

WANTED

WIBC, Philadelphia wants 3 good ad lib announcers. Wages and working conditions are good. Apply in person or send transcription and latest photo, draft classification, to WIBC, 1425 Walnut St., Philadelphia 2, Pa.

★ AGENCY NEWSCAST ★

INTENSIVE CAMPAIGN, featuring spot and chain break radio as well as co-operative newspaper advertising will feature the 1944 publicity program of the Goodall Company, makers of Palm Beach cloth, it has been announced by Elmer Ward, president of the company. Dealer selling aids will be used to supplement the program. Ruthrauff & Ryan, Inc., is the agency placing the business.

CAPT. L. D. GAMMANS, M. P., will speak at a luncheon meeting of the Sales Executives Club which will be held tomorrow in the Hotel Roosevelt.

STANLEY P. NICKERSON, assistant to the president of Brown University, has joined N. W. Ayer & Son, Inc., as member of the public relations staff.

ANTHONY G. DE LORENZO, formerly head of the Michigan bureau of the United Press Assn., has joined Arthur Kudner, Inc., in its publicity department, it has been announced by S. D. Fuson, vice-president of the agency in charge of public relations. De Lorenzo will make his headquarters in Detroit, replacing Frank Armstrong, who has been transferred to the Kudner office in New York.

Dinah Shore on CBS stanza is another show whose summer plans are unsettled. Y&R are no longer interested in the 7-7:30 p.m. time on NBC with Jack Benny leaving for a new client. American Tobacco as already reported, is placing "The All-Time Hit Parade" there, switching it from Friday night, also on NBC.

Fred Allen on CBS sponsored by Texaco is expected to have the usual summer light musical replacement, but no official word has been said as yet. Groucho Marx show for Pabst beer is also indefinite as to the summer.

JWT Programs

Frank Sinatra on his own mid-week show will take an eight-week layoff during the summer without a replacement. This is another Lever Bros. show (Vimms) and the hiatus is in order, according to the J. Walter Thompson agency. Same agency and sponsor's "Lux Radio Theater" will take a vacation as usual. Thompson agency also has Edgar Bergen (Charlie McCarthy) going off in June as to present plans. Shows under consideration for JWT replacements have not all been agreed upon by all concerned. As already mentioned above, Bob Crosby will not carry over the summer, possibly due to draft status. Bing Crosby for Kraft cheese will no doubt take the usual vacation and use a replacement.

Wm. Esty agency has apparently not settled its summer routine, particularly on the Camel cigaret shows. Bob Hawk in "Thanks for the Yanks" last year took the Friday night spot for awhile and then moved to its current Saturday night time. Hawk is a perennial and remains on, one place or another. The Jimmie Durante show

GEORGE C. DOHERTY, for 10 years publicity director of Joint Charities and its wartime successor, the United War and Community Fund, has resigned that post to join the staff of Baldwin & Strachan, Inc., as account executive and public relations counselor, it was revealed on Friday by William B. Baldwin, president of B. & S.

SAMUEL G. BARTON, president of Industrial Surveys, will conduct a symposium on the subject of packaging before the packaging problems group of the American Marketing Assn. to be held tomorrow at the Hotel Sheraton.

AL J. McCULLOUGH and **JACK E. MacCONVILLE** have been placed in joint charge of industrial instrument sales for the Brown Instrument division of the Minneapolis-Honeywell Regulator Co. at its Cleveland, Ohio, office. McCullough has been with the Cleveland branch for past eight years. MacConville has been with the Brown division for the past 15 years, most of that period having been spent in the sales department at the Philadelphia home plant of the Brown organization. Both appointments became effective April 1st.

for Camels now on Friday nights, is expected to vacation. "Blondie" also for Camels on CBS will stay through the summer. Abbott & Costello, also for Camels is included in the Esty shows (NBC) upon which no decision has been made known.

"Report to the Nation" will remain on CBS through the summer, but it is understood that this show and "Cresta Blanca Carnival" both may be involved in time switches in June. "Hit Parade" is an all-year show.

Blue Network will probably be concerned with the "Duffy's" replacement, but the status of the Philco "Hall of Fame," is problematical at the moment as to the summer plans. Mutual has no summer replacement problems, with the possible exception of Conti Products.

Meanwhile the business of readying suitable sustaining fare as summer-fill-ins proceeds rapidly at the networks.



"She got the idea from a blow-by-blow description over WFDF Flint."

Movie Producer Plans Big Radio Campaign

(Continued from Page 1)

ventures of Mark Twain" the week of May 6.

Movie producer is reported to be spending approximately \$250,000 in radio time for the Oboler series plus extensive spot announcements. Broadcasting of the 15-minute shows—each of which is a complete entertainment in itself will begin April 17, on a twice a week basis, with the final program being aired just before the film's opening date. This will be followed by 30 specially prepared spot announcements and station breaks.

Also as part of the same promotion, the Blaine-Thompson Advertising Agency, which is handling the radio campaign for Warners, has scheduled a series of ads on the radio pages of newspapers throughout the country, announcing the program both in advance and current with the broadcasts.

Exhibitors playing "Mark Twain" are being supplied with a radio coverage map, list of stations and brochure thoroughly explaining the broadcasts and the breakdown for local coverage. Publicity kits also will be sent to all radio stations involved for use in publicizing the programs in their territories.

In addition to being the first disc show of its kind ever turned out by Oboler, Blumenstock pointed out that these programs set a new precedent by using radio's own technique to sell a motion picture, and at the same time demonstrate that films and radio can work in harmony by utilizing different material best suited to their individual arts.

New WINS Appointments

The appointment of Joseph H. Tobin, as Chief Announcer, and Samuel E. Levine, as Director of the Continuity Department, has just been announced by Clarence G. Cosby, General Manager of Radio Station WINS, New York.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

Out-Flanked!

Your product IS out-flanked in the Hartford Market — unless you cover the entire trading area. WDRRC — the basic Columbia station for Connecticut — gives you complete coverage of Connecticut's Major Market.



USE WDRRC TO
CONNECT IN CONNECTICUT

LOS ANGELES

By RALPH WILK

AFTER repeated requests for the performance of Carl Hoff's theme melody for the Columbia Pacific Network's "In Time to Come" program in its entirety and with a vocal accompaniment, Carl Hoff commissioned Dave Franklin to write the lyrics to be used with his original composition.

Hassel Smith took over duties as general manager, a newly created position, at Hillman-Shane-Breyer, Los Angeles advertising agency, on April 1st. Mr. Smith has become widely known in advertising circles during his association with Botsford, Constantine and Gardner, Los Angeles.

Bill Fifield, CBS staff writer, has received the O. Henry Memorial Award for his short story, "The Fishermen of Patzcuaro," which was published in Story magazine last year. Fifield's work won third place in the national competition and has appeared in the "O. Henry Memorial Award Prize Stories of 1943."

J. Donald Wilson, writer-director of CBS "The Whistler" is a busy man these days. And well he might be. The first of a series of motion pictures based on the famous radio dramas was previewed the other night and Wilson has to get busy and write the next one.

Eddie Paul, musical director of the Joan Davis Show with Jack Haley, has signed a long-term contract to direct musical scores for Scientific Films, a Paramount short subject release.

This week Dinah Shore makes her 29th appearance on the "Command Performance" air show. Her co-stars on the broadcast will be Ginny Simms and Frank Sinatra. Dinah's last appearance on "Command Performance" was with Sinatra and Bing Crosby.

Harry W. Flannery, KNX-Columbia Pacific Network news analyst, will have his own box on the front page of the Hollywood Daily Variety, starting April 3, in which will appear his own analysis of the war and its progress. Heading the daily analysis will be the title, "As It Looks To—Flannery, CBS War Analyst."

Ona Munson and nine other top-flight motion picture stars will take over strategic posts throughout the city to sign up prospective ballot-casters in the coming election, as deputy registrars. Miss Munson, hostess on CBS "Open House" program, will be stationed in the building which house the "Los Angeles Times," prominent Coast newspaper.

MAIN STREET
WITH Ol' Scoops Daly

Memos of an Innocent Bystander. . . !

● ● ● When a news-hawk 'cops a beat,' aforesaid fourth-estator, naturally feels all those things, Oscar Hammerstein 2nd, had in mind when he authored the lyrics of "Oh What a Beautiful Morning" thus we can be seen with a ready smile (is that what it is?) these past few days, for in Tuesday's "Main Street," we not only broke the story to our readers of the selection of Harry Von Zell as Ralph Edwards' successor on "Truth Or NBConsequences" but also 'guessed' that the troupe was en route to the coast from where the next few programs would emanate. . . ● When "Cresta Blancapades" takes its CBSummer vacation first of June, Maestro Morton Gould will have an opportunity to catch up on his commitments. . . . composing an original Violin Concerto for Jascha Heifetz, a 'Musical salute to the Youth of the World' in the YMCA symphony and a Ballet Russe for the Cleveland Symphony Orchestra. . . . (what? no symphonic interpretation of Mairzy Doats?). . . ● Nelson Eddy, in Gotham for a few weeks, will guestrill on the Telephone Hour's NBClassical program, "Great Artists Series," April 17. . . ● Dick (Blue Net Publicity staffer) Osk took unto himself a bride Friday. . . . the new Mrs. Osk is the former Helene Gray Carlson.



● ● ● 'Amazing' is the only word for it. . . . we had occasion to be in the 247 Park Avenue Bldg. (Gotham home office of many a Radio Exec) when we found ourself waiting for a descending elevator beside a tall, pleasant-faced gentleman, whom we recognized as Frank Hummert. . . . not only did he, in turn, recognize your reporter, but he remembered us as the lyric writer of the theme song of his program, "Manhattan Merry Go Round," which has been NB Coast-to-coasted for the past 13 years but he also disclosed that he remembers when we were co-scripting special material and songs with the late Al Boasberg. . . ● The 'violin pillow' that caresses the chin of Evelyn, (one of Phil Spitalny's featured 'Hour of Charmers') is made from a silk parachute brought back from Tarawa and presented to her by Sgt. Charles Ritchie, U.S.M.C. . . ● Hollywood Director Rene Clair, will reveal some film secrets when he's interviewed tomorrow by WORacle, Bessie Beatty. . . ● Si (radio editor of the Pittsburgh Press) Steinhauser, is the proud possessor of the shovel with which Dr. Frank Conrad, founder of America's first radio station, KDKA, turned the first spade-full of earth for the erection of the transmitter. . . . Buddy DeSylva has revealed that Bob Hope will have quite a role as 'guest star' in Paramount's forthcoming flicker, "Duffy's Tavern," based on the radio show of the same name, and starring Ed (Archie himself) Gardner.



● ● ● Summer replacements are being selected and frantically sought by Radio and Advertising Agency Execs. . . . but what we can't figure out is how come they overlook a distinct radio personality, namely 'Professor Quiz,' whose novel and educational entertainment, once attained a Crossley of 19. . . . The Edward Ebis (he's producer of the CBSinatra programs) will remain in Gotham until May 3. . . . Side-light on the childhood of the NBC "First Piano Quartet" Adam Garner gave his first concert at the age of six in his native Poland. . . . Vladimir Padwa, born in a suburb of Moscow, spent his early teens 'concertilizing' in the capitals of Europe until brought to America in 1932 by the late S. Rothafel (Roxy). . . . Frank Mittler, born in Vienna, gave his first concert there at the age of nine (on the violin). . . . Edward Edson, only American-born product of these 'forty fingers of melody,' arrived on the scene in Chicago, 23 years ago, climbed his first piano stool when he was five and at the ripe old age of eight, scored his first success as a concert pianist. . . ● Ki Brown, who, in the past 17 years has produced over 10,000 radio shows, was bedded with the grippe Friday. . . . and heard for the FIRST time via a radio set, one of his programs. . .

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

TWENTY-FIVE Future Farmers of America who chose an all-expense trip to Chicago as their Rural Youth Award, will be guests of Prairie Farmer, WLS on May 13. The special recognition to be recorded the FFA members on that date is part of a far-reaching Prairie Farmer-WLS Rural Youth Award program instituted this year to honor outstanding members of the 4-H Club Future Farmers of America Association and all other farm youth groups in Illinois, Indiana, Wisconsin and Michigan. While in Chicago the twenty-five Future Farmers of America will tour the city, participate in a WLS broadcast and an informal round-table discussion with industrial leaders. They will also meet the Prairie Farmer-WLS personnel at a studio party Saturday afternoon and attend the WLS national barn dance that night.

Metro-Goldwyn-Mayer, in cooperation with the Zenith Radio Corporation's television station, W9XZV will televise a two-reel movie called "Patrolling the Ether" on Monday night, April 10, at the Graemere Hotel, 113 N. Homan Ave. The picture, made in cooperation with the Federal Communications Commission, will be televised from the Zenith television studios at 6001 Dickens Ave. Members of the press including radio editors and movie critics, have been invited to attend the demonstration.

Karl A. Rembe, has resigned from the WIND sales staff to join Campbell-Ewald agency as an account executive.

WJJD is offering an early morning devotional program, "The Faith of Our Fathers" for the benefit of night shift workers. The program is conducted by the Rev. Floyd Hitchcock from 4:15 to 4:30 a.m. Monday through Friday.

WLS listeners contributed \$12,995.00 to the WLS Christmas Neighbors Club in 1943, which sum was used for the purchase of 118 orthopedic walkers, 107 inhalators and 66 wheel chairs for 151 hospitals and child care institutions, it was announced by Glenn Snyder vice-president and general manager of WLS.

Gordon Van Dover, formerly a member of the team of "Tom, Dick and Harry," joined the WBBM production department. Latest addition to the WBBM announcing staff is Robert Venables, formerly with WGN and more recently with WHN, New York.

AVAILABLE FOR

PUBLICITY

. . . promotion, station and talent exploitation. For you, I have creative ideas, imagination, showmanship and a draft proof status. No, I'm not another Ferris, Fizzle nor Hannagan, but I'll do a job that'll make your clients—yes, and even you, sit up and take notice. To give me the chance, write

Box 826, RADIO DAILY
1501 Broadway New York 18, N. Y.

FRANK DUNNE
Formerly WOR Staff
Now Free-Lancing
ANNOUNCING & ACTING
Call Radio Registry
Currently: MGM, Grove Laboratories, White Owls,
and Others

PROMOTION

Victory, F.O.B.

Special brochure to promote the "Victory F. O. B.," has been prepared and is being widely distributed by WJR, Detroit, which program originates the sustaining program show to 110 CBStations, every day at 3 p.m., EWT.

Edited by Mark Haas, WJR advertising director, the 36-page brochure contains talks of six guest speakers, excerpts and other material, including a preface by WJR's president, A. Richards, explaining the purpose of "Victory F. O. B."

The brochure is being sent to more than 100 business and industrial executives, educators and other leading persons.

Names in the promotion piece are: A. Johnston, president of the Chamber of Commerce; University of Michigan's president Alexander G. Ruthven; Merle Thorpe, editor of the "Nation's Business"; National Commander Warren Burton of the American Legion; Mack C. Crawford, president of National Products of Cleveland; Guy Ruml, treasurer of R. H. Macy Company, and Howard W. Johnson, former mayor of Baltimore and president of the Riall Jackson Company.

Package Plug

"By, America!" is the theme of the new Kasper-Gordon, Incorporated package show—and, of course, the name of the brochure designed to promote it.

The department wishes to point out that if all other publicity departments of various organizations were to ignore America with the economy program of Kasper-Gordon, the paper situation wouldn't be as critical as it is.

Color of red, white and blue, the brochure projects the facts about "By, America!" There are 225 described five-minute programs involved revealing how the problems that faced Americans were solved. Some of the problems dramatized in the transcript include: the transportation of student nurses; the defense, the launching of big offensives, and many other problems solved without desperation by patriotic Americans. Despite its length, the brochure tells the whole story with some very punchy copy. Transcriptions should be a "must" for any stations.

Radio Will Exploit Film

Main Glenn Miller and the Army forces "I Sustain With Wings" program are devoting two programs to exploitation of "The Memphis U. S. 8th Army Air Force" technical combat report, which is being released to the theater through Paramount. First program was last Saturday and another scheduled for April 15. Mutual will broadcast a portion of next Wednesday's "I Sustain With Wings" program to the picture.

THE WEEK IN RADIO

Tele Interest Soars

(Continued from Page 1)

ment under development. Nationwide tele networks were visualized. Announcement of a forthcoming sight-and-sound seminar under the auspices of the Radio Executives Club of New York was made at the meeting by Murray B. Grabhorn, REC prexy.

Twelve new members joined the Television Broadcasters Association, Inc., bringing the total membership to 15. Application for a tele station was filed with the FCC by the Travelers Broadcasting Service Corp. of Hartford, Conn., to serve the 1,000,000 people living within a radius of 30 miles of the Connecticut capital. Advance of tele programming was predicted through a pooling of efforts for a training period of a few years by Gerald Cock, former director of BBC tele.

Essential draft status of unusually skilled radio technicians, especially fathers, was deemed recognized by Maj. Gen. Lewis B. Hershey, director of Selective Service. Opinion was given in response to a request by RADIO DAILY for clarification of the draft situation regarding technical and other hard-to-replace industry employees.

News Shorts: Deadline for the sale of multiple-owned outlets in the same primary service area was eased by the FCC, which decided to permit dual-station owners to ask license extensions beyond May 31 to expedite the transfer of outlets. Movie-radio co-operation was noted in interviews by RADIO DAILY with film company spokesmen, who denied rumors of boosting prices of scripts to keep them off the air and indicated generally that they wished to collaborate with broadcasters. Radio's aid to retail stores was explained to about

500 leading merchants at the promotion clinic of the National Retail Dry Goods Association in Cincinnati.

Webbs completed plans for the coordination of broadcast operations from the Republican and Democratic national conventions to be held in Chicago. Philco's net profit for the past year was reported to have totaled \$3,573,569, as compared with \$2,209,992 in 1942. Net profit of the Canadian Broadcasting Corp. for 1943 was estimated at close to a million and a quarter.

Personalities: John J. Sirica, prominent Washington attorney and a Republican, was named general counsel to the House Select Committee investigating the FCC. Donald Withycomb, veteran radio exec who headed the Brazilian section of the CIAA for the past three years, was appointed manager of the Blue Network's newly organized international division. George L. Moskovics, sales manager of the CBS Pacific web, was reported moving to New York May 1 to take over an executive post in the home office sales force.

Ralph Edwards, Army-bound creator and emcee of "Truth of Consequences," announced that Harry Von Zell, seasoned player, would be his successor. D. B. Stetler, of Standard Brands, Inc., was named chairman of the radio committee of the Association of National Advertisers for 1944. John W. Vandercook, NBC commentator, was elected president of the Association of Radio News Analysts, succeeding Major George Fielding Eliot, of CBS.

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

Percy S. Straus

Percy S. Straus, Chairman of the Board of R. H. Macy and Company, Inc., died at his home, 875 Park Avenue, on April 6, after a brief illness at the age of 67. He had been confined to his home for several days, suffering from a recurrence of a heart ailment which began several years ago.

Mr. Straus was a Director of WOR from January, 1930, to October, 1933. In respect to Mr. Straus, WOR will remain closed until noon on Monday, April 10.

Mr. Straus, a member of the class of 1897 at Harvard University, began his career at Macy's, and saw the store grow to one of the largest retail institutions in the world.

He also was a Director of L. Bamberger and Company, Newark; The New York Life Insurance Company; a member of the Council of New York University; a trustee of the New York Public Library, and Chairman of the Board of the Federation for the Support of Jewish Philanthropic Societies of New York City.

The funeral services will take place at Temple Emanu-El, Fifth Avenue, New York City, at ten o'clock a.m. today.

KGO Names Robt. Laws

San Francisco—Robert Laws, former reporter with the Daily News, and more recently graduate manager in publications at University of California, has been named sales promotion and publicity manager for KGO, local Blue Network outlet. He succeeds Robert Wesson, now program manager. Bill Guyman, newcomer to KGO's announcing staff from KHUB, Watsonville, has begun a nightly sports program on local and national events. Collaborating with Guyman in directing the show will be the four local sports editors—Ernie Cope of the Call-Bulletin; Bill Leiser of the Chronicle; Prescott Sullivan of Examiner; and Bud Spencer of the Daily News. Guyman also has worked at KLBX, Oakland; and KQW.

Gets RCA Sales Post

M. F. Blakeslee, nationally-known sales and merchandising executive, has been appointed Eastern regional manager for the sale of all RCA Victor products, it was announced by Frank M. Folsom, vice-president in charge of the RCA Victor Division of the Radio Corporation of America.

NEW BUSINESS

WIND, Chicago: Berghoff Brewing Co.-Ft. Wayne, Ind., 12 announcements per week, through The L. W. Ramsey Co.; Studebaker Theater-Chicago, one announcement daily, placed direct; Paul B. Saltimieras (Political), Chicago, 15-minute programs, placed through United Broadcasting Co.; Deneen Watson (Political), Chicago, 15-minute programs, placed through Irwin Myerson Advertising Agency; Coronet Magazine, Chicago, one-minute transcriptions, placed through Schwimmer & Scott.

Insight Into "Army Hour" Production Is Planned

An insight into how radio, motion pictures and news stories reach the battle fronts of the world will be given by the "Army Hour" on NBC, Sunday, April 16, when the Army Information Service lends a hand in the production of the program.

The program will feature a two-way conversation between Sgt. Marion Hargrove, author of "See Here, Pvt. Hargrove," from the United States, and a "Yank" correspondent in the Pacific.

From Hollywood will come a demonstration of how radio programs, both shortwave and recorded, are prepared and shipped to AEF low-power transmitters on all fronts.

"Snafu," "The Yank" and "Stars and Stripes" cartoon character, shortly to make his debut in the movies, will also be heard from.

Cpl. Mel Allen will interview a South Pacific veteran who has killed 50 Japs with hand grenades.

Can. Shortwave Plans

Montreal—Possibility of establishing a shortwave transmitter at Vancouver, British Columbia, to augment the one under construction at Sackville, New Brunswick, and thus assure complete world coverage for Canadian psychological warfare, propaganda and goodwill, is before the Canadian House of Commons.

Buying Time
IS ONLY
Half the Picture

The other, and most important half, is buying time on the RIGHT STATION... the station that will do the biggest job for you!

In Baltimore, it's

WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

NAB Cites Necessity Of Draft Replacements

(Continued from Page 1)

NAB can do by personal representation in the matter of individual deferments. For NAB to become involved in individual cases would impair its ability to work in the field of general policy."

Rather than calling upon NAB, the association suggests that if broadcasters desire to appeal rulings of their state director on appeals they communicate directly with the director in Washington.

The bulletin quoted at length from an article in the current "United States News," which warned of the possibility of a labor draft of 4-F's and declared that "industry shortly will lose nearly all its young technicians—first those under 26 and shortly those under 28 or 30."

Gen. Hershey Wire Reprinted

NAB revealed that in the past 10 days it has been extremely active in the manpower problem, conferring frequently with key government agencies on behalf of the industry. As a result of these conferences, it declared, three facts stand out: broadcasting still is an essential activity in official eyes, the critical jobs within the industry listed by WMC and Selective Service are still in effect, and no individual under 26 can claim occupational deferment unless it is recommended by his staff director of Selective Service.

NAB reprinted in its entirety the telegram sent by Selective Service Director Maj. Gen. Lewis B. Hershey to RADIO DAILY last week, verifying the above facts. In addition it outlined the various procedures involved in retaining occupational deferments and emphasized the fact that state and local authorities are still the key to the draft situation.

"Tougher Policy" Seen

In summation, NAB declared that "it is quite apparent from recent developments that WMC and Selective Service are committed to stricter, more stringent, tougher policy in the matter of occupational deferments. . . the manpower needs of the armed forces have been declared to be paramount to all other considerations.

"Industry, including broadcasting, is faced with the inevitable task of replacing its military age employees with over-age or physically handicapped men, or with women. For the immediate future (two months) men having occupational deferments in the 18 to 26 age group will be most seriously hit. But every man in the military ages will be carefully considered for military service regardless of his relation to industrial operations of any kind.

"In considering replacement it should be borne in mind that under the law all men 18 to 45 are subject to Selective Service. By executive order those over 38 are, for the present, not classified for military service. It now appears that drastic steps may soon be taken to force men in this group from non-essential into essential occupations in activities in support of the war."

No New Arguments Heard At Hearing On Disk Dispute

(Continued from Page 1)

James C. Petrillo and Joseph A. Padway. Padway, who did most of the talking, reviewed the entire history of the recording dispute, thereby boring the board and most spectators. The industry representatives did likewise.

"Agreed in Principle"

Padway claimed that RCA and Columbia Recording had agreed in principle to the unemployment fund feature now incorporated in the Decca contract—not yet approved by the board—and charged that it was only after consultation with "the high muckety-mucks of NAB" that these two companies had refused to enter contracts. NAB he described as "Mephisto behind the scenes." If Decca and the other signatories of contracts calling for royalties to this union fund desire to be relieved of this contract, he said, AFM will do so, and will stop making recordings.

Most of the argument centered around the unemployment fund, with the RCA attorney, Robert P. Meyers, declaring that he saw no safeguard against the fund becoming a "slush fund" to keep the present AFM administration in office.

CRC's attorney Ralph F. Collin, challenged the whole idea of widespread unemployment among musicians, and declared that the union cannot show that recording has caused widespread unemployment. "Send the men back to work," he urged, "and then at your leisure, if you desire, consider the other issues in the case."

Hard Job for Davis

The WLB chairman, William H. Davis, had an exasperating day trying to confine the witnesses to the issues before the board—whether it should accept or reject the panel recommendation that it not order CRC and RCA to sign contracts similar to the Decca contract and that it order the musicians to resume recording for these companies. So far, said Davis, when midway through his lunch of graham crackers and milk, which he ate during the afternoon session, "no one said anything on these issues." He said he was convinced of the board's jurisdiction.

Padway, of course, has argued that the board has no jurisdiction and has objected consistently to the use of the term "strike." He declared at one point that the panel was in error in treating the matter as a strike. If the refusal of the musicians to work for the recording companies constitutes a strike, even though they have made no demands, then the only way to quit work, he said, is to die or to kill your employer. He added that the employers had done nothing toward getting the men back to work for six months, asking, "how long does a strike exist?" AFM members, he added, are working, and are not trying to arrange terms under which they may "go back to work."

Looking straight at Davis, he declared, "we've quit. Therefore this

board is being asked to conscript manpower. Have you got that power?"

Davis replied that whenever the board orders people back to work, it is, in a sense, conscripting manpower. He added that "we think this is a labor dispute." The board was not certain about that, he added, until Petrillo told the Senate Interstate Commerce Committee 14 months ago that he would be glad to sit down and try to work out an agreement with the employers and until Padway argued before the Supreme Court that the ban was a labor dispute and the court upheld his contention. A moment later he walked out as Padway continued addressing him. Davis remarked, just before slamming the door of the hearing room, that he "had to catch a train."

Decision Re Decca Asked

Padway complained bitterly about the failure of the board to approve the Decca contract after it had been before the board for five months. He declared that CRC and NBC had been boasting that the Decca contract would not be approved.

When Colin took the floor during the afternoon session, he said in reply to questioning by Davis that he also would welcome a board decision on the Decca contract. Caught up by Davis for talking around the issue before the board, he attempted to dispose of it with a flat statement that "we will stand on the panel report."

Meyers declared that AFM is an open union, and that only about 5,000 of its membership of over 150,000 are employed by record companies. Practically any one can join, he said, and "if the union becomes a dividend-paying rather than a dues-paying organization it is inevitable that the membership will increase." The recording companies will be paying the bills, he said, and the more bills they pay the greater the demands upon them. Recorders are not responsible for unemployment, he said—if there is unemployment of musicians, then it is society's responsibility.

Fund-Control Questioned

He pointed out also that with the unemployment fund, the union will get five or 10 times as much income from a record as the musicians who make it. Harry James' band, he said, might get \$600 for a record, while royalties to the union might run to \$5,500. He objected also to the small measure of control provided for the fund, remarking that the Decca contract does not provide the advisory committee on the handling of this fund with any authority. He also put across the idea that establishment of the fund might result in additional payment to recording musicians, in violation of the stabilization act. Davis interrupted here in appreciation of the point, and Padway declared that AFM has no objection to having a ban on additional payment

Fly To Participate In Tele Broadcast

(Continued from Page 1)

Philadelphia (Philco outlet); WOX Chicago and W6XAO, Los Angeles.

James L. Fly, chairman of the board, will appear before the NBC cameras in New York to introduce the film which dramatizes the wartime activities of the radio intelligence division of the FCC.

Will Dine FCC Executives

Event will be preceded by a dinner at the French Cafe in Rockefeller Plaza for Chairman Fly and G. Sterling chief of the intelligence division of the FCC and the New York trade and press film critics. Fly will review the picture via television instead of the usual screening. Similar gatherings of film critics etc. being arranged in the cities where the picture is being televised.

Yank CBI Activities Subject Of Blue Series

Blue Network and its affiliated stations, in cooperation with the War Relocation Authority, will present a series of 13 transcribed programs titled "Yanks in the Orient" beginning April 16. The series will be heard Sunday from 11:15 to 12:15 p.m., EWT. Program will be based on activities of the Yanks in China-Burma-India theater.

An Army CBI radio team, composed of experienced radio men, has been commissioned by Lt. Gen. Joseph W. Stilwell, commanding general in this theater of operations, will travel throughout the area to obtain material.

Each 15-minute program will be with a particular phase.

to recording musicians written under the contract.

Meyers declared also that approval of this fund would leave the industry open for increased demands—greater royalty payments and for similar deals with other artist groups. AFRA and AGMA have already served notice, he said, that they seek similar funds if the board proves the AFM contract.

"Only Beginning," Says Petrillo

Petrillo later declared that "AFM will never be satisfied with the current contracts," and added, "they're only a beginning. The contracts must stand with these AFM officers for the next 12 federation conventions, but we're going to build them up."

Padway denied that the record ban constituted an interference with the war effort, throwing this statement at Davis as the latter walked out the door. He pointed out also that 67 companies are ready to abide by agreements similar to the Decca contract, asking why, if 67 firms are willing to sign such contracts, the board should order AFM to work for "other two."

The hearing was dry and humorless throughout, with the arguments which have been heard many times since the ban was first called.

★ ★ COAST - TO - COAST ★ ★ ★

— COLORADO —

ER — KOA broadcast the rights Templar Easter Sunrise from the Denver Municipal... Speaker of the special... was the Rt. Rev. Fred Ingley, D.D., Bishop of the Diocese of... A program of Easter music, d by KOA music librarian, Ward, was aired prior to the... KLZ has completed arments with Lakeside Amuseark for remote broadcast from o Ballroom. This is the ninth five year this station has st big name bands from the o.

— OHIO —

ELAND—Bennett L. Bade has he engineering staff of WGAR. former radio operator for the d Police Department's radio sypatients of Marine Hospital in this re recently entertained by Don and the Dixie Five, Louise and Miller of WLW, in behalf of the oss... YOUNGSTOWN — Gilbert wo years of promotion and pubk to his credit for WKBN, has in the Army... MARION—Chuck taff spieler, haunts local record or top past favorites that made ory.

— CONNECTICUT —

TFORD — Miss Genevieve Hartford woman, was honcently on the Blue's "Breakfast li's" as the "good neighbor of y." The program singled her the result of a letter sent to ood by an inmate at the sfield State Prison. The letter ed the fine work Miss Cowles ucting for inmates of this and institutions... Two long-term ntracts have been received at Cliquot Club will have ten d spots weekly from April 17, ust 18, and Colgate-Palmolive-ental Cream has taken seven ute spots weekly for 13 beginning April 3.

— COLORADO —

ER — Songstress Betty Perry has ded to the KLZ talent roster and ag star of the locally produced Party" program which features lay Allen rhythm trio... Ambrose

and Company has signed with KLZ for the mystery classic series "The Weird Circle" for 52 weeks. Ambrose also sponsors "Time Out With Allen Prescott."... For the second consecutive year, Hugh B. Terry, station manager, acted as chairman of the Denver Boy Scouts' annual circus... The Denver Home Planning Institute, through Lane Freiburger agency, has sked for 32 one-minute spots on KOA, to be aired thrice weekly.

— MASSACHUSETTS —

BOSTON—Charles F. Pekar, Jr., of the Columbia Broadcasting System's New York office of press information, is visiting WEEI, his first stop in a swing around New England to contact New England newspapers... Beginning April 17, over WNAC and the complete YN in New England, Beverwyck Breweries will sponsor the late night edition of the YNews every Mon. through Fri. Agency, Peek Co... Beatrice Kaye, former Gay Nineties songstress, was interviewed by George Michael recently over WCOP. She'll be seen on the screen shortly... WORCESTER — Mildred Bailey, WTAG's women's features editor, has been signed to air "Modern Kitchen Keynotes" Tuesdays and Thursdays, in addition to her Monday-Wednesday-Friday airings.

— MINNESOTA —

MINNEAPOLIS—Dorothy Houser, of the WCContinuity department, was named continuity editor this week upon the resignation of Beryl Stephens. Replacing Miss Houser is Youlen Barkus... ST. PAUL—"Catechism Comes to Life," a quiz show emceed by Fr. Louis Gales, who fostered a new method of teaching the catechism in Catholic Sunday schools, is now being aired over KSTP each Sun ayem. Sunday school students participate in the program, with three high scorers on Biblical questions held over from a panel of six each week.

— NEW JERSEY —

NEWARK—Dorothy Romance, narrator on "Story Time," children's program heard over WAAT, not only plays the part of the story-teller but also is author of last week's holiday story "The Splendiferous Easter Fantasy." Miss Romance narrated while the children acted the roles. Norm "Red" Benson, emcee, played the adult male part. Lee Stewart was the producer... JERSEY CITY—Rev. O. F. Wiseman, pastor of the Steuben Church, was heard during WHOM's German hour recently. The full choir of the church also appeared in a special Good Friday program.

— NORTH DAKOTA —

VALLEY CITY—All the color and activity that made up the 1944 seventh annual North Dakota Winter Show, held recently in this city, was brought to listeners in interviews, nemos from sales pavilions and pick-ups from exhibits scattered throughout the city. The Hoosier Hot Shots and Mrs. Mark W. Clark, wife of the famous general, hosted during the five-day winter fair. KOVC reports excellent reception of its broadcasts from the various distances in the state.

— INDIANA —

FORT WAYNE—Fred Holt, WOWO-WGL newsman, recently spoke to the Kirkland Parent-Teachers Club at Decatur on juvenile delinquency... WHITING—The Whiting refinery of the Standard Oil Company of this state was the scene of a radio broadcast last Saturday that was carried over WBBM. The broadcast told the story of the production of 100-octane aviation gasoline for the Army and Navy air forces and the manufacture of toluene for TNT for blockbusters.

— CONNECTICUT —

HARTFORD—Harvey Olson, chief spieler for WDRC, and soon to join the Marines, observes his 9th anniversary with the station this month... WNBC aired the Victory Garden ceremonies that took place on the lawn of the Old State House. Jane Withers, screen actress, was on hand to dig the first spadeful. Program was handled by Bob Mooney, WNBC's special event spieler, and Doug Fellows, garden editor of the Hartford Courant... STAMFORD—Harold Meyer, manager of WSRR, spoke recently to the graduating class of the Darien High School on the possibilities of student would-be's in the radio medium.

— MICHIGAN —

DETROIT — Jack Lellman, WJR spieler and emcee on the WJR "Stump Us" show, is the parent of a baby boy. Mother and son are reported well... Jeannette Boppre Riley, secretary to Owen Uridge, asistant general manager of WJR, has commenced her 14th year with the station... Bud Mitchell, this station's director of operations, is wearing a handsome diamond lapel pin—signifying his election to the presidency of the New Center Exchange Club.

— NORTH CAROLINA —

CHARLOTTE—Carolyn Fraley, receptionist for WBT, returned recently from a ten-day visit with relatives in Miami... ASHEVILLE—C. M. Ward, Jr., continuity editor of WWNC, was married Easter Sunday to the former Frances Godwin... WWNC spieler Sam Gifford has been named judge at the National Forensic League's inter-state competition being held in Asheville... B. C. Allen of Standard Oil of N. J.'s Charlotte office, and John Allen of Marschalk and Pratt agency, were recent visitors at WWNC.

— MISSOURI —

ST. LOUIS—A new sustaining half-hour quiz show, known as "Men In Uniform," has been inaugurated on KMOX. Contestants consist of five uniformed men and women of the nation's fighting forces. Jack Sexton, KMOX announcer, is quiz master, and music is furnished by Ben Feld and his orchestra with Lorraine Parker as vocalist. "Magic Kitchen" program of KMOX celebrated its eleventh anniversary this past month. Jane Porter, home economist, took over the program one year after its inception and is now starting her 11th year as writer and producer of the program.

— MASSACHUSETTS —

BOSTON—The Maine Development Association is sponsoring a series of one-minute spots over the Yankee Network... Constance Dever, traffic manager of WORL, recently announced her engagement to Charles Reynolds, who is an honorably discharged pilot in the USAC... Ned French and Dick Coughlin are recent additions to the announcerial staff of WCOP... Doris Comey, secretary for Mother Parker and Mr. Buffum of WEEI has been studying Chinese for several years—hoping eventually to visit Mme. Chiang's country... WORCESTER—Helen Elias of the WTAG program staff wrote the script for the "Marching With G. I. Joe" show.

— NEW YORK —

SCHENECTADY—Rodney Swift of WGY's announcerial staff was married to Elizabeth Master at Richfield Springs, Easter Sunday. Earle Pudney, assistant to program manager, A. O. Coggeshall, presided at the church organ... WHITE PLAINS—During the record-breaking 14-inch snowfall over Westchester county which produced an abrupt manpower shortage at WFAS, Managing Director Frank A. Seitz found himself the only person in the station at airtime. He had to perform the duties of transmitter engineer, studio operator, announcer, news editor, platter turner and traffic supervisor! Seitz has always maintained that persons working in a local station should be versatile—but not that versatile!

— MINNESOTA —

ST. PAUL—Plough, Inc., through Lake-Spiro-Shurman of Memphis, has renewed spot sked on KSTP for 52 weeks... Ball Brothers return to Bee Baxter's "House hold Forum," KTSP to promote their jars and closures for the spring canning season... J. M. Kern & Co., Inc., Philly agency, trying to paint this vicinity with Don Juan Lipstick, has placed 210 spots on KTSP.

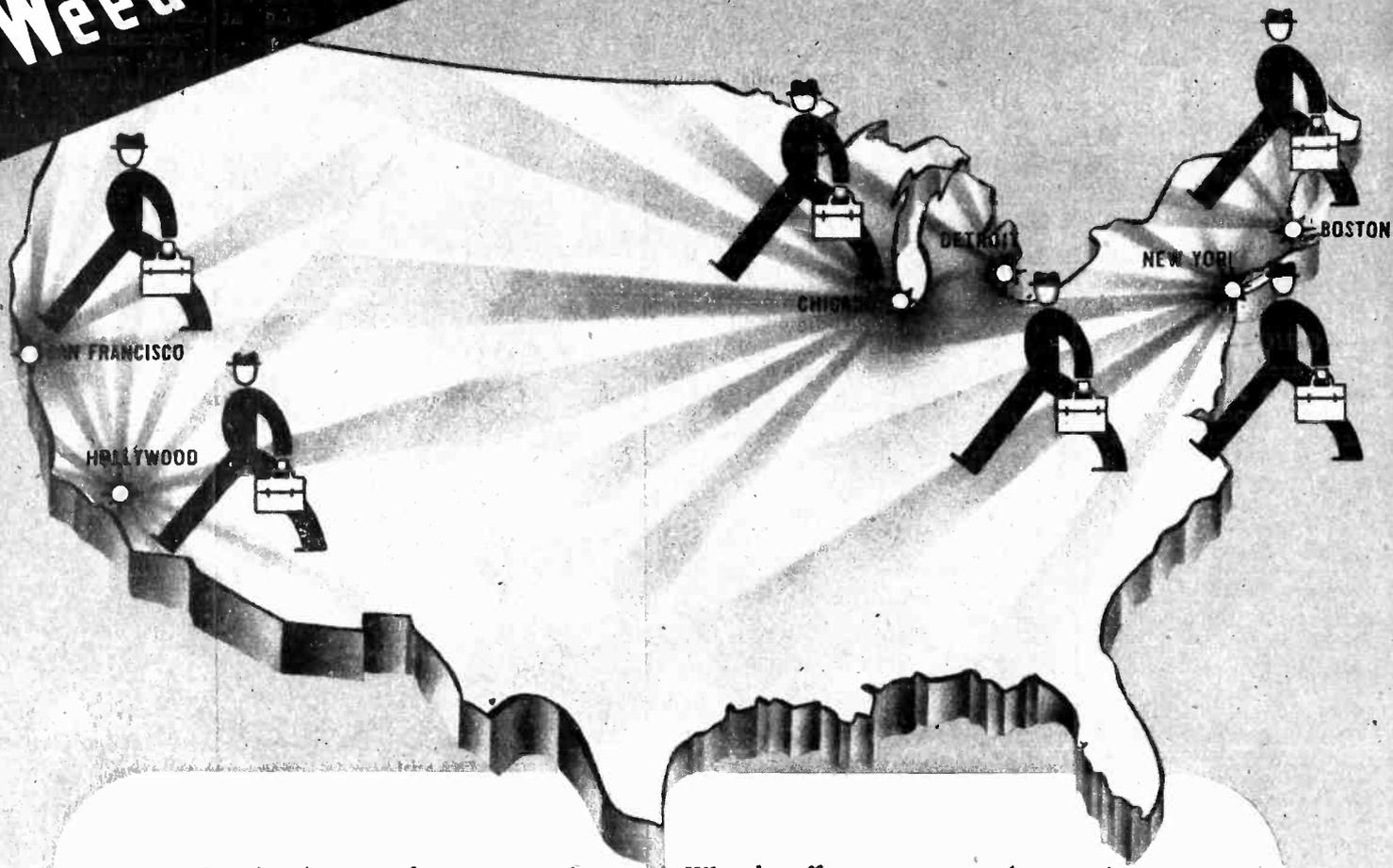
Canadian Parliament To Continue Investigation

(Continued from Page 1) recess although, Dr. Augustin Frigon has not yet completed his testimony. The representatives of the Canadian Association of Broadcasters are also expected to present a request that a board somewhat similar to the board of transport commissioners be set up to deal with radio problems. Already before the committee are suggestions that a full-time salaried chairman be appointed to the CBC. Rene Morin of Montreal now serves as part time chairman of the association. There is also a suggestion that chairman handle the policy affairs of the CBC with the general manager handling only executive matters. It is not known when the committee will complete its hearings and report to Parliament, but there are indications it will not be for some time.



- April 10
Crow Cox William B. Dolph
Hall Peg La Centra
MacQuarrie Eddie Rubin
Spaeth Mark Warnow
Ferdinand Kargl

**"NATIONALLY
represented by
Weed & Company"**



In the heart of every territory that produces bulk billings for radio stations — there you will find a Weed office, with ear to the ground for new advertising developments.

On any given business day,

Weed offices across the nation have men on the job for stations whose letterheads and advertisements say: "Nationally Represented by Weed and Company."

Weed offices are merely headquarters; Weed territory is the nation.

Slogan for stations: "Weed 'em and reap!"

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RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



27, NO. 7

NEW YORK, N. Y., TUESDAY, APRIL 11, 1944

TEN CENTS

Commercial Tele Status

Winchell's Lawyers File Libel Action

Walter Winchell, radio commentator and newspaperman, yesterday filed a \$250,000 libel suit against Rep. Charles W. Hoffman, (R., Mich.) in Supreme Court, New York City, charging that the Michigan Congressman libeled him in a letter to the Marquette (Mich.) "News," which was published in the paper last March. Winchell charged that the article re-

(Continued on Page 2)

Open House' Goes Mutual Effective Next Monday

Open House With Johnnie Neblett, a quarter-hour program which has been a feature on WGN for more than two years, will be heard on the Mutual network beginning Monday at 4:30 p.m., EWT and each day through Friday.

The program features Neblett as narrator, blending simple philosophy with reminiscence, with organ music composed by Preston Sellers. Original material is written for the show by Gene Smith.

War Sets Special Show To Boost Refugee Funds

"Fighting All," dramatized episodes of heroic efforts of refugees in the present conflict, will be presented Friday night April 23, at 11:30 to 12:15 EWT on the Blue Network, under the auspices of the United States Appeal for Refugees, Overseas and Palestine. Louis Calhern and Joseph Schildkraut will be

(Continued on Page 7)

Spoiled

Cincinnati—E. K. Bauer, assistant executive head of WLW, is on the verge of writing to Mr. Anthony. Seems when Bauer's chickens were very young, he used to lift them up on the roost. Now that they are fully matured, the hens at eventide mope around the door of the chicken house until the owner comes in and gives them the feed to which they were accustomed.

Authoritative Ad-Lib

Philadelphia—Alexander R. Griffin, news commentator on WIP, while waiting to broadcast his program last Friday, was handed a flash describing the Navy's victory at Palau. Discarding his script, he ad-libbed an exciting commentary on the battle. And Griffin knows his stuff; he authored "A Ship to Remember—the Saga of the Hornet."

Draft-Call Respite Now Being Studied

Most recent order by the Selective Service head General Hershey giving an indefinite respite to all men over 26 is regarded in radio circles more or less as a showdown to force the younger men out of the war plants and give others who are older an opportunity to take essential work before additional orders are issued, also to force more of the 4F's into

(Continued on Page 6)

Will Use Electronics As Rail Communications

Chicago—Plans for a program of study and experimentation in the use of the electronic devices for train communication and control were announced yesterday by the Chicago, Rock Island and Pacific Railway. Ernest A. Dahl, who has been engaged in Radar and microwave work by the Western Electric, has been retained

(Continued on Page 2)

Radio's Aid In 4th Loan Drive Is Estimated At \$15,000,000

WLW To Dramatize Paratroopers Story

Cincinnati—The dramatic story of the development of the Army's newest striking arm, the paratroops and glider troops, will be told in a new series to be heard over WLW beginning early in May, James Cassidy, director of special events, announced last week. In cooperation with the

(Continued on Page 2)

Chairman Fly Sees Progress Retarded Until WPB Eases Equipment Edict; Answers Five Vital Questions

Fly On First Tele Net Praises Work Of RID

Stringent and highly successful measures taken by the Radio Intelligence Division of the FCC were illustrated last night in the talk by FCC Chairman James L. Fly over television station WNBT, New York outlet of NBC, in conjunction with the premiere of the M-G-M short "Patrolling the Ether," also televised by the same

(Continued on Page 6)

AFRA Not Seeking Fees Similar To AFM Demands

AFRA has not served notice on the recording companies that it will seek fees similar to those sought by the AFM, according to Emily Holt, executive secretary, who yesterday pointed out that at no time has her organiza-

(Continued on Page 6)

Fetzer Starts Thursday At Office Of Censorship

Washington Bureau, RADIO DAILY
Washington—John Fetzer is due here Thursday of this week to take over his duties as radio director of the Office of Censorship, with Harold

(Continued on Page 5)

Indications that the commercial development of television will be retarded until the War Production Board relaxes its stand on the allocation of materials to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency broadcast station were

(Continued on Page 7)

White Statement Seen As Last Call For Bill

Washington Bureau, RADIO DAILY
Washington—Varying interpretations were placed here upon the week-end statement of Sen. Wallace H. White, Jr., R., Me., a co-author of the White-Wheeler bill, S. 814, upon which lengthy hearings were held last Winter. White called for action to complete a revised bill and submission to the full Senate Inter-

(Continued on Page 5)

New Type War Program To Use So. Pacific Disks

New type of war program will be presented by WOR's War Services director Dave Driscoll this Friday 10:10-11:15 p.m., EWT when he interviews

(Continued on Page 6)

Hot Work

A bakers' unit of 82 enlisted men and two officers have been fighting on the Anzio beachhead since February 8, disclosed Fulton Oursler, "The People's Reporter" on his Mutual broadcast recently. Working 24 hours a day in two 12-hour shifts, the company is turning out more than 14,000 two-pound loaves of bread each day for men in the front line.

(Continued on Page 7)



Vol. 27, No. 7 Tues., Apr. 11, 1944 Price 10 Cts.

JOHN W. ALIGOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Allcoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alioate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Coming and Going

ROBERT K. LINDSLEY, general manager of KFBI, Blue Network affiliate in Wichita, has arrived from Kansas for a few days on station and network business.

GILBERT McCLELLAND, Western sales promotion supervisor for Mutual, has joined the executive contingent currently in New York on business.

EDDIE CANTOR, HARRY VON ZELL, announcer; NORA MARTIN, vocalist, and BERT GORDON, comedian, will broadcast their NBC program from the Coast tomorrow and will leave the next day for Topeka, Kans.

PHIL HOFFMAN, vice-president and general manager of WNAX, Yankton, S. D., is in town accompanied by Jack Page.

SHEP CHARTOC, director of press information, public events and education at WBBM, CBS-owned outlet in Chicago, is in New York. WALTER PRESTON, program director of the station, also is in town.

B. BRYAN MUSSELMAN, vice-president and managing director of WSAN, Allentown, Pa., who was here last week for conferences with his New York station reps, has returned to the home offices.

ELMER PETERSON, NBC correspondent, who returned from overseas assignment three weeks ago, is back in New York from St. Paul, Minn., where he spoke before the annual meeting of Minnesota educators.

HI, LO, JACK AND THE DAME left yesterday for Portland, Me., where they have a theater date scheduled.

HUGH B. TERRY, station manager of KLZ, Columbia outlet in Denver, Colo., visiting this week at network headquarters. Paid a call yesterday at the offices of his local reps.

ROBERTA DUFTON, personnel director of Mutual and assistant to the president, has returned from a vacation of one month in Mexico.

CHARLES C. BURKE is here from WJR, Detroit, on a short business trip.

THOMAS D. CONNOLLY CBS director of program promotion, has returned to his office following his recent trip to Cincinnati, where he was a member of the radio panel at the convention of the NRDC.

J. A. MURPHY, manager of KIT, Yakima, has left New York after having conferred with his station representatives.

JOE H. CALLOWAY, U. S. N., formerly chief announcer at WSIX, Nashville, has returned to Mare Island Navy Yard, Calif., after visiting at the old stand while on furlough in Tennessee.

LOUIS SAIFF, JR., commercial manager of WWNV, Watertown, N. Y., outlet of CBS, is visiting briefly in New York.

BOB KERR is back at his desk following an illness which kept him away for two weeks.

LOUIS PRIMA and the members of his orchestra are at Freeman Field, Seymour, Ind., where they will be featured on the "Spotlight Band" program over the Blue Network. They then will entrain for New York, where they will open at the Coconut Grove in the Park Central.

WLW To Dramatize Paratroopers Story

(Continued from Page 1)
Troop Carrier Command of the U. S. Army Air Forces, the series will bring first-hand reports of training undergone by airborne units direct from the training centers of the TCC in the South and East. Gordon Graham, assistant to Cassidy, will do the first two programs of the series from an Army Air Field in the South.

Winchell's Lawyers File Libel Action

(Continued from Page 1)
flected on his character as a newspaperman and radio commentator and was not predicated on facts. Hoffman has been outspoken about Winchell during House debates recently in Washington.

Will Use Electronics As Rail Communications

(Continued from Page 1)
as electronics engineer by the railroad. Immediate plans for the railroad are to develop radio communications between the front and rear ends of trains in yards between the yard offices and switching crews and eventually between dispatchers and crews of trains en route. Radar will also be used in the railroad's experimental work on safety devices.

Staff Stork News

Margaret Ruth Goodwin, six pounds, five ounces, was born to Debby and Mike Goodwin at Beth Israel Hospital in New York City on Saturday, April 8th. Father is chief researcher of RADIO DAILY's 1944 Year Book and prominent Greenwich Villager.

What Are 106,000 People Worth To You?

They're not special people. Just the overflow from the Baltimore trading area. You see, there are about 1,313,000 people in the area. W-I-T-H reaches 1,207,000 of these people. Is that 106,000 bunch of people that we miss worth 2½ times more than you pay for W-I-T-H's primary area? Are they worth 3 times more than another station costs you? Or the 4½ or the 6½ times more asked by two other stations? We don't think so either.

FINANCIAL

(Monday, April 10)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|------|------|-------|----------|
| Am. Tel. & Tel. | 157¾ | 157¾ | 157¾ | |
| CBS A | 28¾ | 28¼ | 28¾ | + ¼ |
| CBS B | 28¾ | 28¾ | 28¾ | + ⅛ |
| Crosley Corp. | 18¾ | 18¾ | 18¾ | - ⅜ |
| Farnsworth T. & R. | 12 | 11⅞ | 12 | |
| Gen. Electric | 36¼ | 35¾ | 36 | - ¼ |
| Philco | 29½ | 29¼ | 29¼ | - ⅛ |
| RCA Common | 9½ | 9¼ | 9¾ | |
| Stewart-Warner | 13¾ | 13½ | 13¾ | + ⅛ |
| Westinghouse | 96 | 96 | 96 | - ¾ |
| Zenith Radio | 36¾ | 36¾ | 36¾ | - ¼ |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|-------------------|-----|-------|
| Nat. Union Radio | 4½ | 4½ |
| OVER THE COUNTER | | |
| Stromberg-Carlson | 12¾ | 13¾ |
| WCAO (Baltimore) | 20½ | 23 |
| WJR (Detroit) | 32½ | |

Wedding Bells

Doris Alcock, of the Blue's program information division, was married on Sat. to Lt. Bernard Curtis Ramey, U.S.A., son of Representative Homer A. Ramey of Ohio.

20 YEARS AGO TODAY

(April 11, 1924)

Graham McNamee's voice may be heard on recordings as a result of his success on the radio—Phillips Carlin also being considered for phonograph company recordings.

AVAILABLE FOR PUBLICITY

... promotion, station and talent exploitation. For you, I have creative ideas, imagination, showmanship and a draft proof status. No, I'm not another Ferris, Fizzle nor Hannagan, but I'll do a job that'll make your clients—yes, and even you, sit up and take notice. To give me the chance, write

Box 826, RADIO DAILY
1501 Broadway New York 18, N. Y.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

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

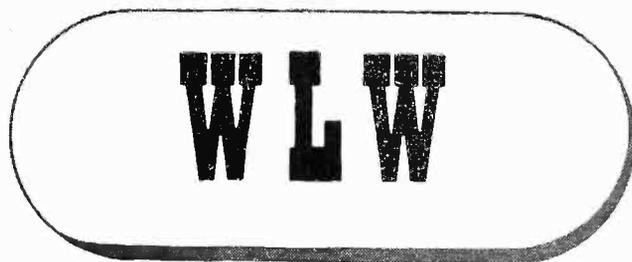
To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

**More advertisers spend
more money to sell more
merchandise to more people
on WLW than on any other
radio station in the world.**



DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station

RADIO DAILY

LOS ANGELES

By RALPH WILK

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MAIN STREET



Chicago

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—Remember Pearl Harbor—

First →

First →

First →

LISTENER
All surveys agree
WRC leads
morning, afternoon
and night!

PROGRAM
39 out of 50
network Firsts
most highly rated
local programs

SALES
Lower rates than
the second station
... lowest cost
per listener
of all stations!

But This is the
Usual Story for
WRC
We've Been First
Continuously Since
1923

WRC

Washington



White Statement Seen As Last Call For Bill

(Continued from Page 1)
 Commerce Committee shortly after the close of the recess this week, said he, it might be as well to let the whole matter go. White's statement was seen here as a pre-emptive move to bury the bill for the next Congress. Immediate action next month is very unlikely, what the poll-tax issue coming up in the Senate, the committee's launch of its investigation of international communications and the general falling off of trade interest. There are some who believed it indicated White was determined to force an issue for a new bill, but it is doubtful that as Senate minority floor leader he will have the time to put any forcing move.

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WANTED
 WIBC, Philadelphia wants 3 good ad lib announcers. Wages and working conditions are good. Apply in person or send transcription and latest photo, staff classification, to WIBC, 1425 Walnut St., Philadelphia 2, Pa.

★ AGENCY NEWSCAST ★

CECIL P. UNDERWOOD, West Coast manager of Needham, Louis & Brorby, Inc., and producer of two of the agency's radio programs, has been elected a vice-president of the organization.

THE SMITHS, INC., proprietors of The Yankee Shoemakers, Newmarket, N. H., producers of children's shoes, will introduce their new models at a showing in the Hotel McAlpin April 17 and 18. Thus will the groundwork be laid for a consumer advertising campaign to start in the Fall and which will include radio. Lawrence Fertig & Co., Inc., controls the account.

FORMER GOV. ALFRED E. SMITH and **COMMISSIONER ROBERT MOSES** will be guests of honor and will deliver addresses at the luncheon-meeting of the Advertising Club of New York which will be held tomorrow at the club house.

MONROE F. DREHER, INC., has been appointed to place the national advertising of the Forstmann Woolen Co.

VAN CAMP'S INC., has planned the largest Spring and Summer advertising campaign in its history for beans, Tenderoni and chili con carne, it has been announced by Ray N. Peterson, advertising manager. Afternoon and evening radio programs will be used over 127 stations of the Mutual web. Calkins & Holden is in charge of the account.

HARRY T. BREEDING, of the staff of Ivey & Ellington, Inc., has been elected a vice-president of the agency.

ROYAL CROWN COLA, is incorporating into its current advertising, including its radio programs, special material to aid in the solving of the juvenile delinquency program. The account is under the direction of BBD&O.

WALTER V. TOBIN, at various times merchandise manager of Bonwit Teller, New York; Arnold Constable Co., New York; Wm. Taylor Son & Co., Cleveland; Wm. H. Bock Co., Indianapolis, has resigned from the Allied Purchasing Corporation to become vice-president of Hirestra Laboratories, makers of Endocrine, a face cream, and other beauty products.

O'MARA & ORMSBEE, INC., New York, has been elected to membership in the Advertising Federation of America.

JAMES P. LAPPIN, formerly of the traffic department of NBC, has joined the stations relations department of the Keystone Broadcasting System, New York.

Interest In FM Is Running High

Washington Bureau, *RADIO DAILY*
 Washington—More than 120 applications for FM construction permits have been filed with the FCC, it was disclosed by FM Broadcasters, Inc., yesterday. In February the total list of applications numbered 77.

Forty-two commercial FM stations are now on the air and nine more have construction permits for which call letters have been issued. Six stations of the experimental or developmental variety are listed along with six non-commercial educational stations.

The FMBI organization also reports that their membership has increased to 118, constituting a gain of more than 60 per cent within a three-month period. On the first of the year there were 73 members.



Habit is contributing to victory in a dozen different ways. For instance, the dexterity of this worker on an assembly line is the result of doing the same thing, in the same way, thousands of times.

The manner in which the people of Southern New England listen to WTIC is an example of another powerful habit. For more than 19 years, WTIC has brought to these people the best radio programs available. As a result, WTIC enjoys an audience loyalty unsurpassed by any station in the area.

Because more people in South-

ern New England rely upon WTIC, and because these people possess a buying income at least 60% in excess of the national average, WTIC is the logical medium for creating sales response in the Southern New England market.

You'll find it profitable to put part of your appropriation to work on WTIC.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

WTAG
 WORCESTER

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
 The Travelers Broadcasting Service Corporation
 Member of NBC and New England Regional Network
 Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

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KCKN
The VOICE of
GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

MAIN STREET

WITH *Ol' Scoops Daily*

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First →

First →

First →

LISTENER
All surveys agree
WRC leads
morning, afternoon
and night!

PROGRAM
39 out of 50
network Firsts
most highly rated
local programs!

SALES
Lower rates than
the second station
. . . lowest cost
per listener
of all stations!

But This is the
Usual Story for
WRC
We've Been FIRST
Continuously Since
1923

WRC

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MONROE F. DREHER, INC., has been appointed to place the national advertising of the Forstmann Woolen Co.

VAN CAMP'S INC., has planned the largest Spring and Summer advertising campaign in its history for beans, Tenderoni and chili con carne, it has been announced by Ray N. Peterson, advertising manager. Afternoon and evening radio programs will be used over 127 stations of the Mutual web. Calkins & Holden is in charge of the account.

HARRY T. BREEDING, of the staff of Ivey & Ellington, Inc., has been elected a vice-president of the agency.

ROYAL CROWN COLA, is incorporating into its current advertising, including its radio programs, special material to aid in the solving of the juvenile delinquency program. The account is under the direction of BBD&O.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.



WALTER V. TOBIN, at various times merchandise manager of Bonwit Teller, New York; Arnold Constable Co., New York; Wm. Taylor Son & Co., Cleveland; Wm. H. Bock Co., Indianapolis, has resigned from the Allied Purchasing Corporation to become vice-president of Hirestra Laboratories, makers of Endocrine, a face cream, and other beauty products.

O'MARA & ORMSBEE, INC., New York, has been elected to membership in the Advertising Federation of America.

JAMES P. LAPPIN, formerly of the traffic department of NBC, has joined the stations relations department of the Keystone Broadcasting System, New York.

Interest In FM Is Running High

Washington Bureau, RADIO DAILY

Washington—More than 120 applications for FM construction permits have been filed with the FCC, it was disclosed by FM Broadcasters, Inc., yesterday. In February the total list of applications numbered 77.

Forty-two commercial FM stations are now on the air and nine more have construction permits for which call letters have been issued. Six stations of the experimental or developmental variety are listed along with six non-commercial educational stations.

The FMBI organization also reports that their membership has increased to 118, constituting a gain of more than 60 per cent within a three-month period. On the first of the year there were 73 members.



Habit is contributing to victory in a dozen different ways. For instance, the dexterity of this worker on an assembly line is the result of doing the same thing, in the same way, thousands of times.

The manner in which the people of Southern New England listen to WTIC is an example of another powerful habit. For more than 19 years, WTIC has brought to these people the best radio programs available. As a result, WTIC enjoys an audience loyalty unsurpassed by any station in the area.

Because more people in South-

ern New England rely upon WTIC, and because these people possess a buying income at least 60% in excess of the national average, WTIC is the logical medium for creating sales response in the Southern New England market.

You'll find it profitable to put part of your appropriation to work on WTIC.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Draft-Call Respite Now Being Studied

(Continued from Page 1)

essential war work. It is expected that within a month or two new orders will either change the age limit again or further seek to clarify existing status of available men in certain age limits.

With some radio men on jobs declared as essential industry, the status of free-lance workers is being studied by the broadcasters who now figure they are apt to lose the services of some of these men eventually. Many broadcasting employees in the 4F classification decided they could make more money by free-lancing, but at the same time it is pointed out, they have no organization to back them up and therefore can no longer be classified as being essential in an essential industry. Free-lance worker, it is said, not employed steadily by any one station, has no claim on either the station nor the draft board as an "essential employee."

New Type War Program To Use So. Pacific Disks

(Continued from Page 1)

James Hardin, U.S.M.C. radio combat correspondent on a special feature entitled, "Sixty Hours From You." Hardin will put on exclusive recordings of South Pacific natives of Vella Vella Island which will contain songs in native dialect, and natives singing in English such tunes as "A Bicycle Built for Two," and "Springtime in the Rockies," as taught them by Marines.

Driscoll points out that no place on the globe is now any further away than 60 hours of flying time and Tin Pan Alley can grab off plugs most anywhere as the recordings will reveal.

Hardin will also give his views on the impact war is having on American servicemen learning new, native customs and the natives learning the American way of life.

AFRA Not Seeking Fees Similar To AFM Demands

(Continued from Page 1)

tion gone on record for such demands. Attorneys for the recording companies engaged in oral argument before the WLB in the AFM disk dispute, had been quoted as stating that "AFRA and AGMA both had served notice to this effect, according to trade paper reports."

Miss Holt stated that no authorized announcement to this effect had been given to any newspaper in the past and of course no notice had been given to any disk company.

Nila Mack Ill

Nila Mack, CBS producer, is under observation at LeRoy Hospital, New York, following a heart attack suffered Sunday at her home. At the hospital she has been ordered to take a complete rest.

TELE TOPICS TODAY

Spectrum Beat

Wall Street is wondering about the significance of the sale of 5,000 common shares of Farnsworth Television & Radio Corp. by E. A. Nichols, the company's prexy, who is reported to have kept a block of 500 shares. Devotees of the Big Board are asking whether this move points the way to a coming marriage with General Electric, which only last week revealed the most comprehensive post-war tele project announced to date. In the face of GE's disclosure of intensive eye-and-ear enterprise, informed observers are still guessing whether the Schenectady (N. Y.) company's tele plans will be subordinated to its FM schedule in the first year and one half after the war.

☆ ☆ ☆

Metro-Goldwyn-Mayer has been scrutinizing the GE equipment situation, with Nicholas M. Schenck, chief of Loew's, Inc., the parent company, reported to have journeyed to Schenectady lately for a personal inspection. . . . RKO's plans for 1,000-line theater tele are still awaiting action by the corporation's directors, who may have decided to bide their time until the issuance of the Radio Technical Planning Board's recommendations. . . . Look-and-listen intentions of Twentieth Century-Fox and Paramount are believed to be affected by the same condition. . . . Meanwhile, ambitious undertakings are being prepared by newly organized independents for special tele film production.

☆ ☆ ☆

It is generally conceded that tele programming is far behind technical progress. Present need for a smooth video production technique is almost desperate. Yet, sight-and-sound shows continue to be present in a form that is nothing more than animated radio. Static enactments of visual programs contribute nothing to the new art except new obstacles to public acceptance. Camera work is far too rigid. Producers and directors have not been able so far to handle the fluidity of the sight-and-sound medium. Dissolves continue awkward and abrupt. Lighting is generally under par. Trick shots worthy of the name have still to be seen. In other words, television technique is still an unfulfilled promise.

☆ ☆ ☆

NBC will build its own tele shows as soon as the live-talent studio in Gotham, reopened last night, gets under way. Results will be interesting to compare with productions by ad agencies. . . . Du Mont, New York, will open its new studio around May 1. . . . Ivy Lee, the publicist, is lining up a one-shot visual liquor institutional for the Schenley account to be broadcast over W2XWV, the Du Mont station, about the middle of next month. Liquor commercial, reversing the usual order, will stress temperance. . . . Young & Rubicam, Inc., is preparing a plan of duration television for its clients. . . . "The American Magazine" will do a sight-and-sound show on WRGB, GE outlet in Schenectady. It is scheduled for Thursday, Apr. 20.

☆ ☆ ☆

Gilbert Seldes, director of CBS tele programs, wrote the stimulating program note for Eddie Condon's jazz concert from Town Hall, Gotham, the past Saturday. . . . Jim Leaman, former scenic and special effects specialist for CBS tele, is now video consultant for WMCA, New York, where he is also doubling as an announcer under the name of Lee James. . . . Paul Knight, program manager of WPTZ, Philco's sight-and-sound station in Philly, is in 1-A. . . . Klaus Landsberg, director of W6XYZ, Los Angeles outlet of Television Productions, Inc., Paramount subsidiary, is experimenting with a cartoon program called "Tele-Toon Serials." Show, a special tele adaptation, is a cross between the comic strip and the motion picture cartoon. . . . Jo Lyons, attractive young radio staffer at B B D & O, is the only femme member of the ad agency's tele board.

Fly On First Tele Net Praises Work Of RID

(Continued from Page 1)

station. Several out of town stations between New York and Los Angeles telecast the film at the same time while the Philco station in Philadelphia, WPTZ, and the General Electric outlet WRBG, Schenectady picked up the telecast from WNBT, as part of the NBC television network.

Chairman Fly, who was later given of honor at a dinner at the Ritz-Carlton Hotel, told his audience via radio that radio was the most powerful weapon in the hands of the spy day and in speaking of the countermeasures taken by the RID said part:

" . . . Two days after Pearl Harbor our listening posts spotted an unidentified call. Long range direction finders fixed the location in the vicinity of Washington, D. C. Mobile units sped to the scene, converged on the call and located it in the German Embassy—located it even before the station was able to establish communication with Germany.

Left North America

"As the result of this kind of radio patrolling, the Axis agents found North America unhealthful. They then began to operate in South America. But they soon found that even there they were not safe from the surveillance of the American Government's listening network. The RID receivers can pick up radio signals thousands of miles away. Every suspicious signal from South America was promptly reported to the nation in which it originated. In many cases the State Department asked the FCC to send men down to lead the South American authorities to the exact location of the espionage transmitter. Largely as a result of this cooperation Brazilian authorities were able to round up more than 200 agents that country alone. Brazil and other South American nations were so impressed with the effectiveness of our work that they invited us to send men there to assist them in setting up their own radio intelligence services.

Espionage Eliminated

"Today, the Western hemisphere is in large part free of espionage communication.

"The methods so successfully employed by the FCC in frustrating espionage radio during this war were developed in its day-to-day work running down all types of illegal and improper operation of radio stations and of various types of interference from such devices as X-ray machines, diathermy machines, high tension wires. Some of these noises can handicap or obliterate vital communications two thousand miles away. . . .

"To give this nation the protection it needs from illegal operation or espionage communication, the FCC has set up monitoring stations or listening posts from coast to coast and in Hawaii, Puerto Rico and Alaska, and has supplemented them with mobile units that can speed promptly to the source of any suspicious signal. . . ."

Chairman Fly Clarifies 5 Vital Points Re Development Of Commercial Tele

(Continued from Page 1)

ence Fly, chairman of FCC, in response to questions from RADIO

Questions Presented

When will the Radio Technical Planning Board report recommendations to FCC?
How many applications for television stations have been received?
How many tele stations will be needed major networks?
When will the FCC act on applications, allocate bands?
Will educational radio be given preference in television allocations?

Chairman Fly's Reply

Chairman Fly, in a letter yesterday, answered the questions disclosing the status of television applications and indicating that the Commission's planning is predicated entirely on the WPB stand.

His letter follows:
"In reply to your wire of April 4, 1944, asking that I answer your questions as to television.

"No time has been set for RTPB report its recommendations to the Commission. There are now applications for construction permits for commercial television broadcast stations pending before the Commission. The Commission will consider and act upon these applications when it is in a position to modify its policy regarding construction of commercial television broadcast stations as set forth in its Memorandum Opinion of April 27, 1942. A copy of the Memorandum Opinion is enclosed, in this connection your attention is so invited to the Commission's letter of February 23, 1943 to television broadcast station licensees, permittees and applicants, a copy of which is enclosed.

"Answers to the remainder of your questions are contained in the Rules and Regulations adopted by the Commission for commercial television broadcast stations on April 30, 1941. Section 4.226 regarding multiple ownership controls the number of television stations that will be allowed in a network. The rule reads as follows:

Tele Networks Defined

"No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control

would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: Provided, however, That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: And provided, further, That the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity."

Allocation Situation

"Regarding the allocation of frequency bands, Section 4.224 of the Commission's Rules and Regulations assigns seven channels between 50,000 and 108,000 kc and 11 channels between 62,000 and 294,000 kc to commercial television broadcast stations. The Rules and Regulations place no restrictions on the use of these channels for educational purposes."

Sincerely yours

James Lawrence Fly
Chairman."

Construction Status

Sections of the "Memorandum Opinions" referred to in Mr. Fly's letter are reprinted below. In part the opinion of April 27, 1942, reads as follows:

"Since the adoption of the Commission's Memorandum Opinion of February 32, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restrictions upon the use of materials and skilled personnel for the construction and operation of radio broadcast stations are necessary. Public interest demands that the requirements of the armed services be met before materials and skilled personnel can be used for the expansion of existing or the construction of new broadcast services.

"On April 16, 1942, the Defense Communications Board recommended to the War Production Board and this Commission that there be immediately placed in effect the following policy:

"No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct or to change

the transmitting facilities of any Standard, Television, Facsimile, Relay or High Frequency (FM, Non-Commercial Educational, Experimental) broadcast station."

"Upon consideration of this recommendation, the Commission has adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay, or high frequency (FM) broadcast station. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high frequency and non-commercial educational broadcast stations."

License Situation

The other memorandum, dated Feb. 23, 1943, which covers the tele license situation, reads in part, as follows:

"The Commission has decided that because of great shortages in material, equipment and skilled personnel, and in order to sustain the interest in television, holders of construction permits for television stations (experimental and commercial), may obtain licenses during the war to operate existing facilities to render program service on either an experimental or commercial basis, provided construction has reached a point where the station is presently capable of being operated to render a substantial service. Licenses issued under this policy will be subject to the condition that construction will be completed according to the Rules, Regulations and Standards of the Federal Communications Commission as soon as the necessary materials and engineering personnel become available.

Re-Application Permitted

"For the same reasons, the Commission decided also to continue its policy of October 27, 1942, namely, not to dismiss or deny applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942, for construction permits or for modification of construction permits requesting extension of periods of construction for television stations, but instead will take no action at this time upon such applications. Permittees or applications for construction permits for television stations (experimental and commercial) whose construction permits or applications for such television stations were surrendered or dismissed pursuant to the Memorandum Opinion of April 27, 1942 may request reinstatement of their applications.

"Similar policy has been adopted with respect to high frequency (FM) broadcast stations."

Carroll Ragan

Carroll Ragan, composer, publicity man and radio script-writer, died yesterday at his home in Yonkers.

\$15,000,000 Drive-Aid By Radio In 4th Loan

(Continued from Page 1)

exclusive of talent cost, was made by Harold Ryan, NAB president. NAB, with the OWI, is responsible for the survey.

Ryan revealed also that radio stations allocated to the Treasury in the past twelve months broadcast-time valued in excess of \$49,000,000.

Bond programs carried by the four networks during the Fourth War Loan were valued by OWI at \$2,200,000, exclusive of talent cost. Based on OWI allocations and individual station activities, the over-all estimate of radio's participation was made known in the report submitted to the War Finance Division this week. Commenting on the report, Ryan said:

Ryan's Statement

"The most important reason that radio has been so successful in promoting and selling War Bonds is that the radio industry looks upon this job as its own. The voluntary efforts of the networks, local stations and radio advertisers are due a large share of credit for the sales made since the beginning of the war bond campaign.

"Not included in this appraisal is the talent made available to the drive by such stars as Fibber McGee and Molly, Bob Hope, Kate Smith, Bing Crosby, Lum and Abner and all of the other personalities who performed time and again on the radio in the job of increasing War Bond sales.

"And, radio will continue to do this job so long as the government requests the nation's participation in this most important home-front activity."

Blue Sets Special Show To Boost Refugee Funds

(Continued from Page 1)

starred and the broadcast will mark the first radio presentation this year of the rescue efforts that are to be supported through the \$32,000,000 nationwide drive on behalf of the Joint Distribution Committee, United Palestine Appeal and National Refugee Service.

Material for the program will be taken from the files of the rescue agencies and dramatizations written by Irve Tunick.

George C. Furness

George C. Furness, 60, a pioneer in the production and broadcasting of commercial programs, and an executive of the National Carbon Company, died yesterday in the Columbia Presbyterian Medical Center.

Furness was supervisor of the Ever-ready Hour for 10 years, starting with its inception in 1923.

Joins Net Finance Staff

C. W. Sharpe, formerly comptroller of Columbia Pictures Corporation, has been appointed assistant to John H. MacDonald, NBC vice-president in charge of finance.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 27, NO. 8

NEW YORK, N. Y., WEDNESDAY, APRIL 12, 1944

TEN CENTS

Army Edict Cancels Show

WLS Revives Tele Studio Programs

Five-talent studio programs will be resumed over WCBW, CBS video net in New York, on a limited schedule Friday, May 5, it was learned yesterday. Present plans call for a temporary live operation of two hours a week, replacing the Friday evening transmission of motion pictures, in addition to a two-hour film show on Thursdays.

Columbia's tele station suspended production of live programs

(Continued on Page 6)

WLS Takes 20th Birthday in Wartime Stride Today

Chicago—WLS completes 20 years of broadcasting today. Due to present wartime conditions, the station will forego any formal birthday celebration and instead simply rededicate itself to its listeners. The present layout of studios, control rooms and offices in the Prairie Farmer Building are a far cry from the original quarters in Chicago's Sherman Hotel. A list of famous personalities heard on the initial WLS broadcast at 6 p.m.,

(Continued on Page 6)

Tangee Buys Sammy Kaye On 176 Blue Stations

George W. Luft Co. will launch first network radio promotion for Tangee Facial-Finish face powder, May 7, with Sammy Kaye and His Sunday Serenade on the Blue Network. The musical show featuring the "swing and sway" maestro and his orchestra will

(Continued on Page 6)

Savarin Cuts Jingle

Following the recent ban by WQXR on all singing commercials and jingles upon expiration of present contracts, Savarin coffee, sponsored by Schonbrun Co. has changed its jingle effective immediately, to a live announcement. Current contact on the singing commercial had some time to go. Agency for Savarin coffee is Roy S. Durstine, Inc.

"T. Or C." Biz

Now that Harry Von Zell has been chosen to bat for Ralph Edwards, and Edwards is past 26, what happens? This is bothering radio row. Here's one that already happened. Russell Swann, zany magician-comedian passed the audition with flying colors. But—imagine Procter & Gamble buying a guy named Swann—when Lever Bros. is plugging its own floating product, a soap well advertised as Swan.

Benson Resigns 4A; Gamble New Prexy

After more than 16 years as president of the American Association of Advertising Agencies, John Benson's resignation from that office was officially accepted during the 27th annual meeting of the AAAA held yesterday at the Waldorf-Astoria Hotel. Frederick Gamble was elected president by the association's board of directors.

Benson became president of the AAAA in 1927, following more than

(Continued on Page 5)

Board, Officers Re-elected By Stockholders Of W. E.

At the annual meeting of the stockholders of the Western Electric Company held yesterday, all members of the board of directors were re-elected. At the ensuing directors meeting, all officers were re-elected.

NBC To Televis The Circus; Out-Of-Town Stations Included

Mrs. FDR-Sec. Morgenthau On NBC Friday Night

Special War Bond broadcast this Friday on NBC will have Mrs. Franklin D. Roosevelt and Secretary of the Treasury Henry Morgenthau, Jr. in a 15-minute program 7:30-7:45 p.m., EWT on the network with the exception of WEAf which will do a tran-

(Continued on Page 4)

Miami Beach Program On Mutual Web Abandoned By Sponsors "Due To Army Or War Dept. Orders"

News Broadcasters To Support OWI Film

News commentators and analysts will cooperate in supporting the promotion for the OWI film "The Memphis Belle," the U. S. 8th Air Force combat report film which will be released in 500 cities this Friday. Picture, which is a four-reel technicolor production will be distributed by Paramount on a non-profit basis for the OWI through the War Activities

(Continued on Page 2)

NBC Appoints Fuller In Charge Of Casting

Mrs. Georgia Fuller, formerly in the traffic department of NBC's International Division, has been placed in charge of auditions and casting in the network's production dept. Wynn

(Continued on Page 6)

Own Communication Dept. Set Up By Blue Network

Effective April 15, the Blue Network will set up its own communications department to transmit and receive all messages for the

(Continued on Page 6)

City of Miami Beach, which had purchased 30 outlets on Mutual network with the programs scheduled to begin this Sunday, has cancelled the deal, due to objections of the Army, it is understood. Sponsor planned to plug the city as a post-war industrial and commercial center. Program was to have teams of contestants from the ranks of servicemen and women selected from the hospitals and rehabilitation centers in Miami Beach.

Officials of Cecil & Presbrey, agen-

(Continued on Page 6)

Movie Engineers To Discuss Television

A special symposium on television will be a highlight of the 55th semi-annual technical conference of the Society of Motion Picture Engineers to be held at the Hotel Pennsylvania, New York, April 17, 18 and 19, W. C. Kunzmann, convention vice-president announced yesterday.

The television forum will mark the

(Continued on Page 2)

Chilton Seeking To Sell KLRA-KGHI, Little Rock

Washington Bureau, RADIO DAILY
Washington—The FCC was asked yesterday to approve the sale of 2,400 shares of the 2,562 outstanding for KLRA, Little Rock, Ark., from H. L.

(Continued on Page 4)

625th Night

"First Nighter," dramatic series, chalks up another milestone when its 625th broadcast is heard over the Mutual network today from 9:30-10 p.m. The program, which stars Barbara Luddy, began its career Thanksgiving Night, 1930. In its 14-year history, it usually has taken a summer vacation. This year it will continue without interruption.

(Continued on Page 4)



Vol. 27, No. 8 Wed., Apr. 12, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, April 11)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 3/4 | 157 3/4 | 157 3/4 | |
| CBS A | 28 1/2 | 28 3/8 | 28 1/2 | + 1/8 |
| Crosley Corp. | 19 | 19 | 19 | + 3/8 |
| Farnsworth T. & R. | 11 7/8 | 11 3/4 | 11 3/4 | - 1/4 |
| Gen. Electric | 36 | 35 5/8 | 35 7/8 | - 1/8 |
| Philco | 30 1/2 | 29 5/8 | 29 7/8 | + 5/8 |
| RCA Common | 9 1/2 | 9 1/4 | 9 1/2 | + 1/8 |
| Stewart-Warner | 14 | 13 7/8 | 14 | + 1/4 |
| Westinghouse | 96 1/4 | 96 | 96 | |
| Zenith Radio | 36 7/8 | 36 1/2 | 36 7/8 | + 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|--|
| Nat. Union Radio | 4 1/8 | 4 1/8 | 4 1/8 | |
|------------------|-------|-------|-------|--|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Stromberg-Carlson | 12 3/8 | 13 3/8 |
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

Will Interview Wynn

Paula Stone, will interview Ed Wynn of her "Hollywood Digest" program this afternoon at 4:45 p.m., on WNEW.

20 YEARS AGO TODAY

(April 12, 1924)

WLS, Chicago, bowed in as a radio station today with a frequency of 870 kilocycles and power of 500 watts—U.S.S. Leviathan orchestra growing in popularity over WOR... WEF will broadcast a play by play description of the N. Y. Giants and Brooklyn game from the Polo Grounds on the 15th.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION



Coming and Going

JAMES L. FLY, chairman of the FCC; CHARLES R. DENNY, general counsel; EARL MINDERMAN, director of information, and GEORGE STERLING, assistant to the chief engineer, have returned to Washington, D. C., following a trip to New York.

ROBERT G. SOULE, vice-president and merchandising manager of WFBL, CBS outlet in Syracuse, N. Y., is in town this week for conferences at the headquarters of the network.

B. A. McDONALD, general sales manager of Westinghouse Radio Stations, Inc., a visitor yesterday at the Spot Sales division of NBC.

SHERMAN MARSHALL, president and commercial manager of WOLF, Syracuse, who has been here for four or five days, left yesterday for the home offices.

BEN LUDY, general manager of WIBW, Columbia's affiliate in Topeka, Kans., is spending several days in New York.

WILLIAM WARE, manager of KWFC, Hot Springs outlet of Mutual, has arrived from Arkansas for a few days on network business.

ROGER W. CLIPP, general manager of WFIL, the Blue Network's outlet in Philadelphia, is in New York. Conferred yesterday with web officials at Rockefeller Center.

C. HERBERT MASSE is in town. He's the sales manager of WBZ, Boston affiliate of NBC.

TOM SLATER, director of special features and sports for the Mutual network, left for Washington yesterday on network and Red Cross business.

TED MALONE, whom the Blue Network has accredited to the European theater of operations as correspondent and network commentator, will leave shortly to join the Blue's news staff in London.

BOB HOPE was at San Pedro yesterday for the broadcasting of the Pepsodent Show for the entertainment of the servicemen at Terminal Island. He was accompanied by ELLA LOGAN, FRANCES LANGFORD, VERA VAGUE and JERRY COLONNA.

DALE ROBERTSON, commercial manager and station director of WTBO, is here from Cumberland, Md. Paid a call yesterday at the offices of the New York station reps.

MRS. DOWDSLEY CLARK, wife of the head of the domestic news division of the OWI in Washington, stops off in New York today while en route to St. Paul, where she will join her son, just back from the South Pacific.

STEVE CONLEY, manager of WOWO, Ft. Wayne, Ind., and PAUL MILLS, sales director of the station, are spending this week here on network business.

BILL MOGLE, Chicago advertising executive, has left the Windy City on a business trip to New York and Philadelphia.

News Broadcasters To Support OWI Movie

(Continued from Page 1)

Committee of the Motion Picture Industry.

Film, which describes the 25th bombing mission of the famed Flying Fortress which titles the picture, had an advance screening before the radio commentators, yesterday. Those attending the screening yesterday and the luncheon that followed the showing, included:

John W. Vandercook of NBC, president of the Association of Radio News Analysts; Major George Fielding Eliot, CBS; W. W. Chaplin, NBC; Caesar Searchinger, NBC; Johannes Steel, WMCA; Waverley Root, WAAT; George Hamilton Combs, WHN; Prof. Charles Hodges of New York University and John Gunther on the Blue Network.

Also present were Major A. A. Schechter of the Radio Branch of the Bureau of Public Relations, War Department; Alec Moss, Paramount exploitation manager, and Burt Champion, Paramount publicity department radio contact.

Movie Engineers To Discuss Television

(Continued from Page 1)

opening of the first session with Thomas T. Goldsmith, Jr., director of research of the Allen B. Du Mont Laboratories, discussing "Recent Technical Advances in Television" and Sherman Price of Filmedia Corporation speaking on "The Scientific Approach to Television Program Production."

Norton Elected Member Of Gen. Education Board

Ed Norton, chairman of the board of WAPI, CBS affiliate in Birmingham, Ala. has been elected to membership of the General Education Board, a private philanthropic organization endowed by John D. Rockefeller, "to promote education within the United States of America without distinction of race, sex or creed."

In addition to WAPI, Norton's radio interests include WMBR, Jacksonville and WFOY, CBS affiliate in St. Augustine, Fla.

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

★ ★ ★ ★ ★

What's The Radio Test In Baltimore?

Baltimore is a compact market. There are about 1,313,000 people in the trading area. 1,207,000 are in the primary coverage area of the independent radio station W-I-T-H.

W-I-T-H reaches 92.3% of the radio homes in this area. And bigger than that, W-I-T-H delivers at the lowest cost... the big listening audience by any method of checking you believe in and use.



TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



gee, lamp da boids and da flowers...

Once again Spring comes to romantic Brooklyn and "dem beautiful bums," the Dodgers, begin their perennial struggle against the unpirical demons of the National League.

For the third consecutive year Old Gold and WHN will bring Dodger fans the blow-by-blow (!) account of the games. The "Verc" of Brooklyn, Red Barber, will, of course, be at the mike.

Again, in 1944, New York's largest sports audience is at 1050.

Represented by RAMBEAU



LOS ANGELES

By RALPH WILK

SEEN at CBS, Sunday, was Perry Como, popular baritone, doing his sustaining show. Como is out here from New York to work in the 20th Century-Fox picture, "Something for the Boys."

Since the completion of his role as Texas Guinan's (Betty Hutton's) husband in "Incendiary Blonde," Bill Goodwin, who announces and takes part in the Burns and Allen show, has received an invitation to be the judge of a contest at Dallas in that state for "Miss Texas of 1944."

Signs of spring at Universal Microphone Co. plants included removal of camouflage paint and nets and repainting of buildings. Outdoor signs have been returned and neon displays planned for rooftops of the twin factories.

Vyola Vonn, whistler-singer-actress on the commercial part of the Amos 'n' Andy broadcast, is so enthused about the new house which she and husband Hanley ("Daddy Snooks") Stafford have just acquired that she brings an album full of pictures of the place to rehearsal to show to interested members of the cast.

Dale Evans, Republic Studios featured player, has joined the "Jack Carson" show, CBS, in the featured vocalist spot, as a new addition to the program for the next eight weeks. Singer gained radio recognition locally on the Edgar Bergen program following network hits in Chicago.

Mrs. FDR-Sec. Morgenthau On NBC Friday Night

(Continued from Page 1)

scribed re-broadcast at 11:30 p.m. Broadcast will be the feature of a preliminary Fifth War Loan rally of Federal Government workers in Washington, and also by way of citing them for the fact that nearly all of them are now allotting 10 per cent of their pay for War Bonds. Mrs. Roosevelt is also expected to make a brief report on her recent Caribbean trip.

Chilton Seeking To Sell KLRA-KGHI, Little Rock

(Continued from Page 1)

Chilton to the Gazette Publishing Co. Sales price was \$275,000.

Chilton, licensee also for KGHI, Little Rock, is seeking also to transfer that license to a partnership composed of himself and Mrs. Chilton. The Gazette Publishing Co. owns 599 shares of the 10,000 outstanding for KGHI.

FRANK DUNNE

Formerly WOR Staff
Now Free-Lancing
ANNOUNCING & ACTING
Call Radio Registry
Currently: MGM, Grove Laboratories, White Owls,
and Others

MAIN STREET



Chairman Fly Is Very Videogenic !!

● ● ● So said NBC's John Royal at the Ritz-Carlton Hotel Monday night where the FCC's head man was guest of honor at an informal dinner, following the world premiere of the M-G-M short subject "Patrolling the Ether" on both a television network and individual stations across the country. Royal evidently coined the word when he arose to speak a few minutes and mentioned that General Electric at Schenectady had informed him that the telecast was relayed and picked up nicely in the Albany and Troy area. . . . and that GE was loud in its praise the way Chairman James Lawrence Fly of the FCC had photographed and televised during course of his introductory address before the picture was released. . . . and Mr. Fly didn't exactly scowl after he heard how well he did. . . . it was a great night for tele and its boosters. . . . in fact it was good to see the FCC Chairman seated along side of those with whom he occasionally disagrees and even able to take a little ribbing about it.



● ● ● John McKay did a good job in his remarks to the effect that while NBC for instance has been on the ropes groggy after various tussles with the FCC Chairman, they were all interested in television's welfare and disagreements will always be prevalent everywhere. . . . Fly sat at McKay's right, and around the table in order were Mrs. Frank E. Mullen, John Royal, Charles R. Denny, general counsel of the FCC, Earl Minderman, head of the Commission's information department. . . . Allen DuMont, James H. Carmine (Philco) and Frank E. Mullen. . . . Fly agreed that we should all keep up our interest in television and that "nothing could stop" its progress. . . . Mullen was in accord but reminded his audience that the war was on and that no startling push could be expected until the conflict was over. . . . John Royal put forth the reminder that in building up television, we should not overlook the building of suitable talent as well.



● ● ● Realizing that the Fly address and the M-G-M film was seen and heard simultaneously in Philadelphia a good 90 miles away and in the Schenectady, Troy and Albany area around 160 miles distant. . . . readily dispels some of that "local" feeling about tele. . . . General Electric has but one booster station along the way and it bridges an amazing piece of mileage for television. . . . and the reception is fine upstate where GE's WRBG picks up NBC's WNBT in New York. . . . Philco's Philly outlet WPTZ has no trouble whatsoever in relaying tele shows there from New York or vice versa. . . . Philco, according to Jimmy Carmine, has one terrific relay station in Rosemont, New Jersey and the story on the achievements of this outlet will be out shortly. . . . it was well at any rate, that so many tele interests, DuMont, NBC, RCA, General Electric and Philco, etc., sat around the tables and lauded each other. . . . it was a warm little tribute that Fly paid George Sterling, FCC assistant chief engineer who is guiding genius of the Radio Intelligence Division of the Commission. . . . Sterling did radio work for General Pershing in World War I, and continues to serve his country in World War II. . . . Fly got a rise out of the folks when he mentioned that representatives of two great national magazines were present. . . . each had laid dreadful charges at his door. . . . in which case, said Fly, whatinell did we have to lose if he did make two speeches in one night. . . . Clay Morgan saw that the guests didn't fret for want of this or that. . . . and how he worries about it. . . . otherwise the tele-wise guests included Bill Hedges, Orrin Dunlap, Jr., Horton Heath, Clarence Menser, Judge A. L. Ashby, Ken Patrick, John MacDonald, Charlie Hammond, Bill Roux and many others.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

NANNY O'NEIL, WBBM-CBS singer, has completed work on the Columbia picture, "Calling All Stars," and has returned to Chicago for his WBBM commitments. While on the Coast, O'Neil auditioned for the vocal spot on Jack Benny's program, replacing Dennis Day, who goes in the Navy, April 15. O'Neil has been promised a decision by Benny on his return from its current Canadian tour.

Newest addition to the NBC Chicago announcing staff is George Stone, formerly of WOOD, Grand Rapids, Mich. He succeeds Dick Noble, who has joined the Navy.

Durward Kirby announcer on the Blue Network's "Meet Your Navy," "Quiz Kids" and "Breakfast Club" programs, enters the Navy, Thursday.

Ken Griffin has taken over the role of "Gil Whitney" in "The Romance of Helen Trent" on CBS.

NBC To Televisе Circus Along Atlantic Seaboard

(Continued from Page 1)

ser through Beverly Kelley, radio director of the show. Schedule calls for pickups on three successive Saturdays from 6:30 to 7 p.m.

The plan was worked out to furnish entertainment to disabled service men in hospitals on the Eastern seaboard who have television receivers in their recreation halls. Circus broadcasts will also contribute to the "live talent" experimentation being conducted by NBC and allied stations.

Agricultural Series

Montreal—Current events are to provide the theme of a new summer series, announced this week by the CBC farm broadcasts department. The programs have been designed to give both urban and farm listeners a better understanding of Canadian agriculture's position in world economy, and to provide some of the historical background of farming.

CHATTANOOGA



WDOD
CBS

5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

TELE-VIEW

"PATROLLING THE ETHER"

Movie Premiere with Lawrence Fly, Chairman of FCC, (in person)

(NBC Tele Station), New York Monday, April 10, 8 p.m.

The premiere of M-G-M's movie "Patrolling the Ether," on television station is a sample movie-tele fare to come, the experts might do well to bring "live" personalities to the tele-cameras such as James Lawrence Fly, chairman of FCC. The movie, heralded as a dramatic presentation of the relentless work of Radio Intelligence Division in fighting down etherial espionage, proved to be a mildly entertaining melodramatic two-reeler. Unlike the other movie shorts broadcast for the armed forces and governmental agencies the "Patrolling the Ether" subject was a flashback to the hair raising "quickies" of silent picture days. Televised picture presented a fairly clear picture but failed in its entertainment enrichment value.

James Fly, on the other hand, is a pretty good "live" talent. He is seen sitting at a desk in the studio reading his notes on the RID. The story of RID under radio sleuthing was revealing and effectively sustained the interest of those privileged to see the real image on the television screen. In fact the Fly's introduction to the picture was far more instructive than the picture itself. The telecast was carried by stations in Connecticut and Philadelphia as well as the NBC outlet in New York. Chairman Fly referred to the telecast as "the nation's first television work."

Place Joins RCA; On Information Staff

Edward R. Place, former assistant director general of the War Relocation Authority, has joined the staff of the Department of Information of RCA. Place has had wide experience in the newspaper, advertising and publicity fields. He formerly was editor of "The Providence Journal," managing editor of "Labor and Management News," editor and publisher of "Playtime" magazine, and columnist on the old "Boston Transcript." In 1935, he was publicity director in New England for N. W. Ayer & Sons, Inc.

Will Sponsor Steel

The Electronic Corporation of America, through its research organization, has engaged in governmental work. It will sponsor Johannes Steel, commentaries on WMCA Mondays, Wednesdays and Fridays at 7:30 p.m., for 52 weeks beginning next week. Sponsor emphasizes that Steel's broadcast will be uncensored.

Gamble New Head Of AAAA As Benson Quits Presidency

(Continued from Page 1)

20 years in the agency business in Chicago. He was recently elected chairman of the Committee on Consumer Relations in Advertising and will continue in that capacity, it was announced. In 1940 Benson was awarded the Gold Medal for distinguished service to advertising.

Gamble was executive secretary of the association for 11 years, and for the last four years its managing director. He joined the association in 1929, coming from the Curtis Publishing Co. He has been active in trade association activities, serving as director and president of Trade Association Executives in New York City and as director and vice-president of American Trade Association Executives, the national organization.

The following officers were elected for one-year terms except where noted otherwise: Allen L. Billingsley, president of Fuller & Smith & Ross, Inc., Cleveland, to chairman of the board; Richard Compton, president of Compton Advertising, Inc., to vice-chairman; John L. Anderson, secretary-treasurer of McCann-Erickson, Inc., to secretary-treasurer.

Directors At Large

The following were elected directors-at-large to the board of directors with terms to expire 1945: Sigurd S. Larmon, president of Young & Rubicam, Inc.; Guy C. Smith, executive vice-president of Brooke, Smith, French & Dorrance, Inc.; Henry M. Stevens, vice-president, J. Walter Thompson Company. Following terms expire 1946: J. C. Cornelius, executive vice-president of BBD&O; J. F. Oberwinder, vice-president of D'Arcy Advertising Company; William Reydel, of Newell-Emmett Company. Following terms expire 1947: Emerson Foote, president of Foote, Cone & Belding; Philip W. Lennen, president of Lennen & Mitchell, Inc.; Fletcher D. Richards, president and general manager of Campbell-Ewald Company, Inc.

Following were elected sectional directors representing councils, to one year with terms to expire in 1945: New York Council, Sherman K. Ellis, president of Sherman K. Ellis & Company; New England Council, Kenneth R. Sutherland, partner of Sutherland-Abbott; Atlantic Council, Norman W. Geare, president of Geare-Marston, Inc.; Central Council, Melvin R. Brorby, vice-president of Needham, Louis and Brorby, Inc.; Pacific Council, Joseph R. Gerber, partner of Joseph R. Gerber Company.

Sectional Councils

Officers and governors of the sectional councils of the AAAA were elected for the year ending March 31, 1945. They are as follows:

New York Council: Sherman K. Ellis, of Sherman K. Ellis & Co., chairman; Robert E. Lusk, of Pedlar, Ryan & Lusk, Inc., vice-chairman; H. B. LeQuatte, secretary-treasurer; Monroe F. Dreher, governor; Dwight Mills, of Ken-

yon & Eckhardt, Inc., governor; Irwin A. Vladimir, governor.

New England Council: Kenneth R. Sutherland of Sutherland-Abbott, chairman; Harold Bugbee of Walter B. Snow and Staff, vice-chairman; Donald D. Douglass of Harold Cabot & Company, secretary-treasurer; following are governors: James Thomas Chirug, Richard S. Humphrey.

Atlantic Council: Lee E. Hood, of Richard A. Foley Adv. Agency, chairman; Howard A. Medholdt, of the Aitkin-Kynett Company, vice-chairman; Wesley M. Ecoff, secretary-treasurer; Norman W. Geare, governor.

Central Council: Melvin R. Brorby of Needham, Louis & Brorby, Inc.; chairman; Fairfax M. Cone, vice-chairman; DeWitt O'Kieffe, Leo Burnett Company, secretary-treasurer; governors: Charles L. Eshleman, of The Griswold-Eshleman Company; W. F. Lochridge, J. Walter Thompson; Ross W. Metzger, R&R; A. R. Moggs; Sidney Wells, McCann-Erickson; E. D. Winius, Anfenger Agency.

Pacific Council: Joseph R. Gerber, chairman; Terrell T. McCarty, vice-chairman; Warren E. Kraft, Erwin, Wassey & Co., secretary-treasurer; Robbins Milbank, Y&R, governor; Dan B. Minor, governor.

AGENCIES

LOUIS G. SHIELDS has joined L. Ruthrauff & Ryan, Inc. in an executive capacity. He previously had been with the J. Walter Thompson Co. and Pedlar, Ryan, and Lusk, Inc., and also served two years as a lieutenant in the U. S. Naval Reserve.

RADIO REPORTS, INC., has expanded its office space in the Daily News Building, New York City, by about 30 per cent. The firm, nationwide radio monitoring organization, recently added checking of spot radio advertising to its manifold services.

SCHENLEY DISTILLERS CORP. has appointed McCann-Erickson, Inc. as the advertising agents for Golden Wedding.

RICHARD H. GRANT, formerly vice-president in charge of sales for General Motors, now retired, will address the dinner-meeting of the Sales Executives Club which will be held April 20 at the Hotel Roosevelt.

KENTNER L. WILSON has been named branch manager of the Minneapolis-Honeywell Regulator Co. Detroit office. His appointment became effective April 1st. He started with Minneapolis-Honeywell at its Minneapolis plant in 1931.

"THE Dayton Station"

Significant is the fact that 3 out of 5 Dayton department stores use WING regularly. They rely upon WING's growing popularity and the enthusiastic response of this progressive station's audience.

BASIC BLUE NETWORK 5000 WATTS



RONALD B. WOODYARD, Executive Vice-President WEED & COMPANY, National Representatives

Army Protest Cancels Miami Show On MBS

(Continued from Page 1)

cy handling the account, were not available for comment yesterday. All that is known at the network is that the client cancelled "due to Army or War Dept. orders."

It was believed at Mutual that the cancellation would possibly be temporary and when Army policies and directives are complied with, the program "It's Miami Beach Time," may yet be heard. Program was set for the 3-3:30 p.m., EWT spot and "This is Fort Dix" was to be moved. Latter show now remains in its regular time.

WLS Takes 20th Birthday In Wartime Stride Today

(Continued from Page 1)

April 12, 1924, reads like an abbreviated "Who's Who." Participants included Jane Addams, head of Chicago's Hull House; Gloria Swanson, Arthur Brisbane, Amelia Bingham, H. B. Warner, Ethel Barrymore, The Duncan Sisters, George Beban and William S. Hart.

For many of these personalities the broadcast was their introduction to broadcasting and mike fright was prevalent. For instance, Ethel Barrymore stepped up to the microphone, hesitated, and then with a gasp, wailed, "I can't, I simply can't" and called it quits.

Station was first listed as WBBX then as WES and on April 11, the night before the formal opening, the call letters were changed to WLS. It started on a frequency of 870 kilocycles with a power of 500 watts. Subsequently the frequency was changed to 890 kilocycles and the power upped to 50,000 watts. Burridge D. Butler, publisher of Prairie Farmer and president of WLS, purchased the station on Oct. 1, 1928. Eight WLS staff members are 20-year veterans: songstress Grace Wilson, who sang "At the End of the Sunset Trail" on the opening program; tenor Bill O'Connor, Grace Cassidy, head of the traffic department; Thomas L. Rowe, chief engineer, and four members of his staff, Charles Nehlsen, Homer Courchene, William Anderson and Burr Whyland.

Own Communication Dept. Set Up By Blue Network

(Continued from Page 1)

Blue, Keith Kiggins, vice-president in charge of stations, announced Friday. Teletype machines will be located in New York, Chicago and Hollywood. Since the separation of the Blue from NBC in January, 1942, the Blue has been leasing communications facilities from NBC. Facilities available under this arrangement have become inadequate, Kiggins explained, with the increase in the Blue's business during the past two years.

In addition to the teletype machines for the receipt and transmission of telegrams, there will also be a private

Washington Front

By ANDREW H. OLDER

THE Democratic National Committee is planning to go all-out in its use of radio during the coming campaign. Paul Porter, publicity director, was in New York over the week-end prospecting for an A-1 radio director, and the way plans shape up now the demmies will write an awful lot of checks to broadcasters. They figure that the major part of the press is against them anyhow—and they have a feeling that radio is perhaps a more influential medium than the press. Which is an idea increasing in popularity.

★ ★ ★

One thing General Hershey didn't say in his wire to this paper on the manpower outlook (RADIO DAILY, April 4) was that it's pretty definite the age under which occupational deferments will be knocked out is almost certain to go up within a few weeks. It's scheduled to be pegged at 29, but may go even higher. If Hershey had his way there wouldn't be any occupational deferments at all. . . . Off for the Navy soon will be Erwin (Red) James, assistant FCC secretary who served as secretary to Cliff Durr from late 1941 until November of last year. Red was kayoed until he underwent an operation last summer which enabled him to pass the physical. He'll be a j.g. . . . Look for some interesting news on radio in trains in another few weeks. . . . We note that Ed Cooper is back in civvies—lent by the Navy to Senator Wheeler's Interstate Commerce Committee to work on the investigation of international communications. . . . Earl Gammons has real worries. One day last week he learned that 15 men at WTOP are all due for induction this month. Including Manager Carl Burkland.

★ ★ ★

If you think you've sold bonds, just wait until you read the plans for the Fifth War Loan. They're not completed yet, by any means, but it will be a campaign the likes of which has never been seen. . . . The FCC's compromise on enforcement of its multiple-ownership order represented a defeat for Chairman Larry Fly, according to leaks from the radio circle here. Fly was against any modification, we're told, while Craven, Case and one or two others were for indefinite postponement. The latter two appear to have sold their case well enough to put through the compromise measure announced Tuesday. . . . The Lea committee is still scheduled to hear much to do about the FCC's investigation of Robert J. Doran, who wanted WBAX, in Wilkes-Barre. It was nothing more than an investigation, incidentally, with no decision handed down because for over a year the committee had had all the Commission files on the case.

★ ★ ★

The Signal Corps is mighty proud of its mobile headquarters radio sets, proclaiming them "the best radio equipment at the front." This, says the Army, "is the unanimous opinion of all British and American officers interviewed." That reference was to SCR-229, which has given remarkable performances in the thick of battle and has covered ranges as high as 2,300 miles. . . . Now the corps is providing a new set, the SCR-399. Similar to its predecessor in most respects, it has an extended frequency range, increased mobility and a new shelter which can be mounted on a 2½ ton truck. It can be removed from the truck and set up as a complete field station, but the fact that it can be operated with truck in motion is extremely important. There is also a remote control provision permitting operation from distances up to one mile. Throat or lip mikes can be used in the event gas masks are being worn. . . . the same set, essentially, is also made up as SCR-499 for airborne transport.

NBC Appoints Fuller In Charge Of Casting

(Continued from Page 1)

Wright, national production manager announced yesterday.

Mrs. Fuller succeeds Pat Chose, who has resigned. Mrs. Fuller entered radio in 1927 and joined NBC in Chicago in 1930, and came to New York in 1943.

teletype wire between New York, Washington and Chicago and another one between Chicago and Hollywood.

The new communications department will be under the direct supervision of Thomas J. Dolan, traffic manager. In charge of the telegraph room will be Richard Hamilton who will report directly to Dolan.

Tangee Buys Sammy Kaye On 176 Blue Stations

(Continued from Page 1)

continue to be heard Sunday from 1:30-1:55 p.m., EWT, on 176 Blue stations. Warwick & Legler is the agency.

Tangee's sponsoring of the Sammy Kaye program marks an increase in the tempo of the advertising campaign for the Petal-Finish face powder, introduced one year ago. The first network radio program will supplement magazine, newspaper and local cooperative newspaper advertising, currently being used in addition to "Band of the Week," five-minute transcribed program heard Monday through Friday on station WJZ. Tangee will continue to sponsor the WJZ program.

CBS Revives Tele Studio Program

(Continued from Page 1)

originating within its studio D-1942. For 16 months its Thursday and Friday evening broadcasts consisted solely of films.

Immediate revival of programs developed during 1941-42 is contemplated by the net's tele department. Reopening of the studio will be of a laboratory nature, stressing testing of minimum requirements, electronic performance to guarantee acceptable production methods.

Available members of the former trained staff are meanwhile being called. Shortage of cameramen and skilled floor workers will probably stack up as the chief headache. Production operations will remain under management of Worthington Miller with Gilbert Seldes as director of programs.

Feiner Gets Tele Post

Ben Feiner, Jr., for the past months assistant in charge of program planning for CBS shortwave department, is being transferred to the network's television department as general programming assistant and director-writer. Dan Russell has been named to replace Feiner in the shortwave department.

CBC To Produce Program For NBC Educational Series

Montreal—The Canadian Broadcasting Corporation will contribute a special program of Canadian music to the next presentation in the NBC series "Music of the New World." Arranged as part of the "Inter-American University of the Air," the program will be broadcast from Vancouver on Thursday, April 13, at 11 p.m., EDT, over CBC's western and Midwest Network and stations of NBC.

Stations CBL, CBM and CBF will extend their broadcasting day on occasion, in order to carry the program.

Canadian Type Music

The orchestra and choral group, "The Cavaliers" will be conducted by J. Avison, and E. V. Young, dramatic narrator, will also take part. Featuring the work of Canadian lyricists and composers, the concert will consist mainly of music that has a distinctly Canadian flavor.

Following the opening orchestral selection of three English folk songs the choir and orchestra will join in two Canadian compositions, the "Acourt Song" by Healey Willan, "Heritage" by Arthur Benjamin, and by choir and orchestra will be a Canadian medley of "Sea Chant" "Canadian Boat Song" and "Song of the North West Mounted Police," famous red-coated organization.

E. V. Young is to be heard as narrator in "Hymn for Those in the Army" by Duncan Campbell Scott, with music by Healey Willan, and the concluding number will be an orchestral rendition of "Convoy" by Jean Coctard Adams.

★ ★ COAST - TO - COAST ★ ★ ★

— OHIO —

CLEVELAND—WGAR has added new announcers to its staff: Johnson, formerly with WJW, WJAY, and WKBN; John ... formerly with WFMJ ... hulte, "Louise" of the WJW ... has joined the WJW staff full-time warbler of the "Make" variety show. John F. ... president and general manager ... has been elected a vice ... of the Cleveland Convent ... Visitors Bureau. MARION ... Van Gordon is the newest ... flipper at WMRN's engineer ... Madge Cooper, editor ... of "Shopper's Digest," ... portion of her program to RC ... Nurses representative for ... to housewives to help alle ... serious shortage in this area.

— PENNSYLVANIA —

PHILADELPHIA—Martin Langweiler, ... promotion department, has ... a seaman first class in the ... Reserve. Art Hynett, popu ... organist currently featured at ... of Philly's night spots, has re ... Leonard MacCalin as the Memory ... "Do Re Mi For You" over WIP



April 12
 Bill Edmonds
 Margaret Gardner
 Leo Miller
 Howard Phillips
 Lincoln Simonds

Stations in the ... Can Equal ... A's Dominance in:
 PREFERER (68.8%)
 STENER LOYALTY (69%)
 PROGRAMS (9 out of top 10)
 POWER (50,000 Watts)
 COVERAGE (parts of 7 states)
 FIRST IN DENVER
 50,000 WATTS
 850 KC
KOA
 NATIONALLY BY SPOT SALES

Nancy Jane Sinclair is the new harpist with Eric Wilkinson's WIBG orchestra. Leslie W. Joy, general manager of KYW, has been appointed to represent the National Association of Broadcasters at the 48th annual meeting of the American Academy of Political and Social Science, to be held at the Benjamin Franklin Hotel, April 14 and 15.

— DISTRICT OF COLUMBIA —

WASHINGTON—When Vice-President Henry A. Wallace recently guested on WWDC's "World Statesmen" series with Richard Eaton, it marked the first time that the vice-president appeared on an independent radio station with a commentator. A talk by Tsen-ling Tsui, first secretary of the Chinese Embassy, will highlight the first program of "United We Stand" over WINX, April 12. Leon Pearson, noted news analyst and commentator, is heard daily over WWDC and WITB, Baltimore.

— NORTH CAROLINA —

CHARLOTTE—WBT's Office Manager E. J. DeGray was gifted last week with a super-special golf club by an appreciative staff that had hounded him for days for help in solving the Federal Income Tax form puzzle. WBT's Claude Casey, the yodeling favorite of the Southeast, has turned out another song that has the fan mail piling in, and network stars writing for permission to sing it. The name of it is "Little Soldier" and it's been sung on CBS by Joan Brooks—also on NBC and the Blue. Decca is expected to record it shortly. NEW BERN—WHIT is now originating a weekly program from the United States Marine Corps Air Station at Cherry Point, every Friday eve. Format contains dance music for the enlisted personnel.

— CALIFORNIA —

SAN FRANCISCO—A staff contest for original program ideas, conducted by KPO, resulted in a three-way tie for first place. Instead of a \$25 War Bond to the winner, three \$10 War Stamp books were presented to Joanne MacFayden of continuity; George Greaves, chief engineer, and Dave Simmons, local sales. First of the ideas to be sold to a sponsor means another War Bond for its owner. Judges were Helen Morgan

and Sam Dickson, producer, and Alfred Cropsey, sales manager. Father of a new son is Bob Wesson, new promotion manager of KGO. William H. Brown, KYA new news editor, has begun a Sunday show, "Inquiring Editor," in which he airs the opinions of people around the city on current topics.

— WASHINGTON —

SEATTLE—John Evans has left the sales department at KIRO to step into a public relations job with the C. & H. Sugar Refining Company. Station KJR and the Sears, Roebuck Foundation announce the sponsorship by Sears of Bill Moshier's "Farm Journal," which began a short time ago. Signing of the contract marked the first departure by Sears from their long-standing policy of using radio entirely through individual retail and mail order houses. YAKIMA—Bill Hansen, KIT salesman, has passed his pre-induction physical and is expected to leave for the Army about April 24.

— SOUTH DAKOTA —

YANKTON—New show on WNAX is "Saturday Matinee Club." Two-hour program consisting of popular recorded music now has a membership of 3,700 and each week three or more popular records or autographed pictures of band leaders are awarded to the lucky persons whose membership numbers are drawn. Stanley Dixon, IBS commentator heard regularly over WNAX for National Biscuit Company, is greatly in demand as a speaker in the WNAX area. Latest appearance in Sioux City, Iowa, was for B'nai Brith.

— MASSACHUSETTS —

BOSTON—Ken Wheeler, former daytime supervisor of WNAC, now answers the mail call as "Private Ken Wheeler" at Camp Crowder, Missouri. Bill McKenney, sportscaster for WCOP, is being featured in a 15-minute daily program of racing results. Herbert Rattigan is the new engineer in the WEEI control room. He was formerly with WFEA, Manchester, N. H. WORCESTER—"Snow White" stepped off the screen this week for a visit to WTAG where she sang favorite numbers from the film classic during a 15-minute interview with Mikeman Henry Felix.

— TEXAS —

SAN ANTONIO—New national sales representative for KABC, local Blue Network station, is Weed and Company. Spot Sales, Inc., was former sales representative for the station. DALLAS—Ted deHay, former traffic manager of WFAA-KGKO, has left for the Navy. Jewell McBride succeeds him, and she'll be assisted by Ruth Gotwald. HOUSTON—Steve Wilhelm, commentator on the Grand Prize Beer air shows heard over the Texas Quality Net, is recovering from an operation. He's still being heard on the air via transcriptions made at his bedside.

— WEST VIRGINIA —

WHEELING—Maxine and Eileen Newcomer, WWVA entertainers and radio's only blind twins, report the arrival of their 11th pillowcase from admirers in Army camps throughout the country. Their mother is going to make them all into quilts for the girls' twin beds. WWVA has instituted an hour variety show of hillbilly entertainment called "Midnight Frolic," miked Sundays through Friday nights. The program has a regular cast with alternating announcers plus a guest star or act each evening.

— COLORADO —

DENVER—KLZ Sales Manager Fred Mueller has been appointed entertainment chairman of the Denver Kiwanis Club. New on this station's staff are: Nann Standish and Dorothy Lang. Mrs. Joe Rohrer recently presented her KOA engineering supervisor husband with a 7½ pound heir. Two Colorado WAC officers and six men, residents of Denver, and now stationed in England, were heard recently in a special program recorded in London by NBC.



IS FOR HOOPER

Ever since Hooper has measured listening in Oklahoma City, WKY has had the highest listening index morning, afternoon and night of any Oklahoma City station.



WKY HAS EVERYTHING — FROM "A" TO "Z"

WANTED

One thousand watt transmitter, standard design or 1 Kw booster amplifiers. Three self-supporting steel towers 300 feet high, preferably (Lehigh). Also phasing equipment for three tower array. Write—

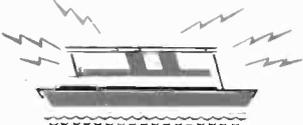
RADIO DAILY, BOX 828
 1501 BROADWAY, NEW YORK 18, N. Y.

April marks our 22nd birthday 

—yes, 900 of the 912 U. S. stations
are younger  than we are.

During these years we were first to
broadcast grand opera  direct from
the stage . . . first to broadcast a

football  game . . . first to

broadcast ship-to-shore  on a
regular schedule. Do you wonder we've

been first and still are first in the
hearts  of listeners throughout the
great Central Pacific Coast market?

KPO's still 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




RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

Vol. 27, NO. 9

NEW YORK, N. Y., THURSDAY, APRIL 13, 1944

TEN CENTS

WPB Comments On Tele

Permit Italian Aliens Regain Seized Sets

Washington Bureau, RADIO DAILY
 Washington — Attorney General Francis Biddle has announced that as authorized United States Marshals throughout the country to return to their owners all radios deposited with local police authorities by Italian aliens in December, 1941, and January, 1942, in compliance with presidential proclamations governing Italian aliens.

Under the terms of the order Italian aliens may obtain articles deposited (Continued on Page 7)

Blue Network Schedules Appointment With Life

Further effort to diversify daytime programming will be made by the Blue Network with the launching on April 17, "Appointment with Life," to be broadcast 3:15-3:45 p.m., EWT, Monday through Friday.

Valeria Hopkins Parker, expert on love and marriage problems will narrate and each show will be based on an actual case taken from (Continued on Page 3)

Defense Plant Corp. Deal Involves CBS Coast Int'l

Washington Bureau, RADIO DAILY
 Washington—Defense Plant Corporation announces a \$450,000 contract with CBS, the deal involving facilities at San Diego, Calif. No amplification was provided by either the DPC or CBS representatives, but it is understood the contract concerns a power-line shortwave outlet.

"Sillycycles"

When an announcer makes a slip on the air, his co-workers forget the thousand and one times he has projected some excellent readings, but they don't let him forget the one time he was wrong. Therefore, Frank Warrington is being laughed around the WJR, Detroit studios for his error "760 sillycycles." His copy, naturally, said "kilocycles."

Will Review Movie

For the first time in the history of the literary series "Of Men and Books," a film will be reviewed instead of books; the Warner Brothers production "The Adventures of Mark Twain." (Sat. April 15, CBS, 2-2:30 p.m.) Participants will include Jesse Lasky, producer, and Franklin J. Meine, national vice-president of the Mark Twain Society of America.

UP Staff Promotion; Adds New Clients

Willard C. Hazelbush has been appointed division news editor of the southwest division, of the United Press, it was announced by Jacques D'Armand, division manager. At the same time, 10 additional UP radio news subscribers in nine states were also announced.

Hazelbush, in his new post, will make his headquarters in Dallas and will have complete charge of both the news reports and the news personnel in the nine states comprising (Continued on Page 2)

Yankton, S. D., Station Tells Tall Tower Story

More than 150 agency and radio men and women attended the luncheon and screening of the WNAX film, "The Story Behind America's Tallest Radio Tower," held in the Jade Room of the Waldorf-Astoria (Continued on Page 2)

U. S. Artists To Aid Launching Of Canada's 6th Victory Loan

Fibber McGee & Molly To Start Tenth Year

Hollywood—Jim and Marian Jordan, better known to radio as Fibber McGee and Molly, will embark on their tenth year in radio April 18, over the National Broadcasting Company network. Don Quinn, the writer, has been with the program ever since (Continued on Page 7)

Government Agency Sees No Prospect Of Additional FM Or Television Equipment At This Time

Blue Committee To Meet In N. Y.

Spring meeting of the Blue Network's Stations Planning and Advisory Committee, will be held Friday, April 21, at the Hotel Waldorf-Astoria in New York. Plans for the future will be discussed by the members of the committee, representing the 181 affiliates of the Blue and Blue executives.

Members of the Committee are: (Continued on Page 3)

Sustaining News Periods Used By WOR Promotion

Sustaining news periods are now being used by WOR through the day for promotion messages for the station's special and regular programs, possibly the first time this particular type of program promotion has been (Continued on Page 2)

ANA Elects 12 Members In 1944 First Quarter

Association of National Advertisers elected 12 companies during the first quarter of 1944, several of them known to radio, including the Cross (Continued on Page 8)

As a sequel to FCC Chairman James Lawrence Fly's statement to RADIO DAILY, Tuesday, that development of commercial television depended on the War Production Board relaxing its stand on the allocation of materials, spokesmen for the WPB's Radar division yesterday stated there is no prospect of additional FM or television facilities at this time.

In response to another question on the subject of releasing surplus stocks of radio tubes for commercial use, WPB officials declared "WPB and the (Continued on Page 8)

Applications For FM Triple AM, Says FCC

Washington Bureau, RADIO DAILY
 Washington—Applications for FM stations, since the first of this year, have been more than three times as numerous as those for AM stations, according to FCC files. The swing away from standard broadcast was shown also by the fact that applications for commercial television facilities (Continued on Page 8)

CBS Officials To Attend Pan American Meeting

Edmund A. Chester, CBS director of shortwave broadcasting and Roberto Unanue, assistant director of Latin American relations for the network (Continued on Page 8)

Bundy Net Show

Jack Bundy, formerly of WTMJ, Milwaukee, where he produced "Heinie and his Grenadiers," debuts with his own show on Mutual Saturday from 3:30 to 4 p.m. The show, "Jack Bundy's Carnival," will originate at WOR, New York. Cast will include Monica Lewis and Sunny Skylar, vocalists, supported by Bob Stanley's orchestra.

(Continued on Page 7)

Coming and Going

Vol. 27, No. 9—Thurs., Apr. 13, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirach, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, April 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------------------------------|---------------------------------|---------------------------------|----------|
| Am. Tel. & Tel. | 157 ⁷ / ₈ | 157 ³ / ₄ | 157 ⁷ / ₈ | + 1/8 |
| CBS A | 28 ³ / ₄ | 28 ³ / ₄ | 28 ³ / ₄ | + 1/4 |
| CBS B | 28 ³ / ₄ | 28 ¹ / ₂ | 28 ³ / ₄ | + 1/8 |
| Crosley Corp. | 18 ⁷ / ₈ | 18 ⁷ / ₈ | 18 ⁷ / ₈ | + 1/8 |
| Farnsworth T. & R. | 11 ³ / ₄ | 11 ³ / ₄ | 11 ³ / ₄ | — 1/8 |
| Gen. Electric | 35 ⁷ / ₈ | 35 ⁵ / ₈ | 35 ⁵ / ₈ | — 1/8 |
| Philco | 30 | 29 ³ / ₄ | 29 ³ / ₄ | — 1/8 |
| RCA Common | 9 ³ / ₈ | 9 ¹ / ₄ | 9 ³ / ₈ | — 1/8 |
| RCA First Pfd. | 72 ¹ / ₄ | 72 ¹ / ₄ | 72 ¹ / ₄ | — 1/8 |
| Stewart-Warner | 13 ⁷ / ₈ | 13 ³ / ₄ | 13 ³ / ₄ | + 1/8 |
| Westinghouse | 96 ³ / ₈ | 96 | 96 ¹ / ₈ | + 1/8 |
| Zenith Radio | 36 ¹ / ₂ | 36 ¹ / ₂ | 36 ¹ / ₂ | — 3/8 |

20 YEARS AGO TODAY

(April 13, 1924)

WJZ yesterday aired the Jefferson Day Dinner direct from the Commodore Hotel. . . Also heard yesterday over the facilities of WJAF was the 68th annual convention banquet of the Theta Chi Fraternity direct from the Hotel Astor. Radio audience heard cheers of all the colleges. Speakers were B. C. Forbes, editor of Forbes Magazine and Rear Admiral Charles P. Plunkett, Commandant of the Third Naval District.

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 morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

THEODORE STREIBERT, vice-president of WOR and Mutual, left town yesterday with MRS. STREIBERT for a 10-day vacation in Pinehurst, N. C.

SHEP CHARTOC, press-special events head for WBBM, CBS-owned station in Chicago, is in New York looking the place over.

ROYAL ARCH GUNNISON, Mutual commentator, off for Chicago on the first leg of a lecture tour which will take him to Midwest and Northwest cities as well as several of the larger localities on the West Coast.

LT. WILLIAM B. FABER, U. S. A., a visitor yesterday at the offices of Headley-Reed Company while home on furlough.

DEWEY H. LONG, general manager of WELI, New Haven, Conn., spent yesterday in New York. Paid a call at the Blue Network.

QUIN RYAN, formerly manager of WGN, Mutual's outlet in Chicago, is visiting with radio friends in New York this week.

HAL HORNE, director of advertising and publicity for 20th-Fox, has left New York on a business trip to the West Coast.

VIVIEN DELLA CHIESA is en route from Canada to Washington, D. C., where she is scheduled for a concert on Sunday.

DAVE STANLEY, publicist, has left for Wooster, N. Y., to arrange lecture dates for William S. Gailmoor, commentator and newscaster on WHN.

JERRY WAYNE, of the U. S. Maritime Service program, "Full Speed Ahead," to Fall River, Mass., this week for a theater engagement.

Sustaining News Periods Used By WOR Promotion

(Continued from Page 1)

used. The station's schedule now has the 10 a.m. news period carry announcements of the 8 a.m. and the 11 p.m. news shows. The 2:30 p.m. news period will inform listeners of the WOR matinee 2:45-3:30 p.m. and invite them to write for tickets to the program, Monday through Fridays.

Other days will have the 2:30 p.m. news carry a message about "The Return of Nick Carter." On Friday for instance, the 2:30 p.m. news period will carry an advance announcement of WOR's special show "Sixty Hours from You," to be heard the same evening at 10 p.m. New idea for carrying station announcements is credited to Dave Driscoll of the station's War Services and News Division.

JOE ALVIN, assistant manager of NBC press in Hollywood, is in town visiting at network headquarters; leaves tomorrow for Washington, D. C.

G. MALLORY FREEMAN, production manager of WRNL, Blue Network outlet in Richmond, has arrived from Virginia for conferences at Rockefeller Center.

HARRY RAUCH, of the Blue Network's publicity department, off for Boston in connection with the broadcasting of the Boston Symphony program on Saturday. He'll return to the home offices Monday.

GEORGE CUKOR, film director, has arrived in New York to witness "Winged Victory," the Air Forces play, and to confer with Army officers regarding adaptation of the production for motion picture use.

LT. M. K. "VIC" VICKREY, formerly president and general manager of WMSL, Decatur, Ala., and who served as gunnery officer with the U. S. Navy in the South Pacific, visited at the station while home on leave last week. He is now headed back to the West Coast for new assignment somewhere in the Pacific.

"MEL" DRAKE, general manager of KGGF, Coffeyville, Kans., has joined the executive contingent currently in Gotham on business. Looked in Tuesday at the offices of the Blue Network, with which the station is affiliated.

EZIO PINZA, basso, who returned recently from Dallas, is now in Boston on road tour with the Metropolitan Opera Co. He will be heard as Mephisto in Faust, to be broadcast over the Blue Network Saturday afternoon. Licia Albanese will sing Marguerite.

Yankton, S. D., Station Tells Tall Tower Story

(Continued from Page 1)

Hotel yesterday afternoon. Officials of the Cowles stations were present, also executives of the Katz Agency, the Yankton, South Dakota outlet's representatives.

Those on the dais included Seymour Morris, assistant to Gardner Cowles, Jr.; Jack Page, promotion manager of WNAX; Harlan Logan, editor of "Look" magazine; Howard Lane, of CBS station relations; Steve Rintoul, George Brett, Morris Beck, the latter from the Katz Agency. Speeches were very short and Page acted as narrator for the film. Also shown was a reel showing how the governors of several midwest states cooperated in helping the station pick the Most Typical Midwest Farmer. Both films were unusually well produced.

UP Staff Promotion: Adds New Clients

(Continued from Page 1)

his division. He joined UP in 1938 and was for several years reporter on the Denver "Post" and Cheyenne "Tribune." For the past year he was field representative for UP and also manager in Denver.

New subscribers to UP radio news according to Al Harrison, radio sales manager, are: WOPI, Bristol, Tenn.; WDEV, Waterbury, Vt.; WWSR, St. Albans, Vt.; WJTS, Jackson, Tenn.; WRLC, Toccoa, Ga.; WHEB, Portsmouth, N. H.; WFBR, Baltimore; WKBB, Dubuque; WHMO, Hamilton, Ohio and WHIP, Hammond, Ind.

Reach

92.3%

Radio Homes

That's the coverage radio station W-I-T-H gives you in that solid, down-to-earth city of Baltimore. If you buy radio time and use the three factors of coverage . . . cost . . . and listening audience . . . as your guide, we'd like to show you the cold steel facts that make W-I-T-H the low-cost, big-result station in our town.

W-I-T-H
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

★ AGENCY NEWSCAST ★

LONIAL BISCUIT COMPANY, through Walker & Downing, Pittsburgh advertising agency, has signed a contract with NBC Radio-Recording whereby 12 stations in Pennsylvania, West Virginia and Maryland will broadcast NBC's recorded dramatic series, "Modern Romances," it was stated yesterday by Claude Barrere, in charge of syndicated program sales. Stations which handle the series are: WWSW, Pittsburgh; WJEJ, Hagerstown, Md.; WJJB, Greensburg, Pa.; WMBS, Monticello, Pa.; WISR, Butler, Pa.; WJPA, New Kensington, Pa.; WJPA, Washington, Pa.; WPIC, Sharon, Pa.; WJED, Du Bois, Pa.; WJAC, Johnstown, Pa., and WFBG, Altoona, Pa. With the exception of WJAC, all stations will broadcast the feature during the morning hours on Tuesdays and Fridays. NBC Radio-Recording has produced 156 programs of the "Modern Romances" series.

EARL B. THOMAS is now associated with John A. Cairns & Co. in executive capacity. He formerly was vice-president of McKee & Albright and an account executive with W. Ayer & Son, Inc.

H. COTTINGTON, radio director of Erwin, Wasey & Co., Inc., has returned from a three-week business trip on the West Coast.

BOTT KIMBALL CO., INC. is handling a series of television shows "Harper's Bazaar," fashion magazine. The programs will be broadcast once monthly at Du Mont Studios, Wednesdays, 9:45 to 10:00 p.m. A different guest star will appear on each, and the latest fashions will be modeled. Guest on the opening show, which was broadcast yesterday, was the Pearl of Baron Munchausen.

Network Schedules "Appointment With Life"

(Continued from Page 1)
files of Dr. Parker, founder of the Bureau of Marriage and Counsel and Education of New York. Dramatizations will be used also and will cover the entire range of problems confronting married couples.

LACKAWANNA RAILROAD announces that Phoebe Snow, who used to go, along the road to Buffalo, again will fight both day and night, to plug the Road of Anthracite. But Phoebe Snow, does not yet know, if she will use the radio, to bring the light, to those who might, prefer the Road of Anthracite.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has created a national committee on weekly newspapers in an effort to effect a better understanding between weekly newspapers and advertising agencies. The committee will endeavor to work with weekly newspaper publishers and their representatives to help them present their problems to agencies and will try to give the publishers a clearer picture of the functions and problems of the advertising agencies.

RUTHRAUFF & RYAN, INC., announces that Robert L. Perry, business and automotive editor of the "Detroit Free Press" is joining the agency April 24 as assistant to Matthew J. Casey, vice-president and manager of its Detroit office.

WILMER SARGENT CLARK formerly with WMCA, New York, WOOD-Grand Rapids, and most recently in the station representative field, joins New York office of Burn-Smith Company April 15.

WILLIAM F. FAIRBANKS, formerly associated with NBC and the OWI, joins Compton Advertising as a time buyer.

ROGER CRAIG, recipient of an honorable discharge from the U. S. Army, has joined the New York sales force of Joseph Hershey McGilvra, Inc., station reps.

Blue Committee To Meet In N. Y.

(Continued from Page 1)
Harold V. Hough, KGKO, Fort Worth-Dallas, chairman; William A. Rippe, WTRY, Troy, N. Y.; Allen Campbell, WXYZ, Detroit; C. T. Hagman, WTCN, Minneapolis-St. Paul; Henry P. Johnston, WSGN, Birmingham, Ala.; Frank C. Carman, KUTA, Salt Lake City, and W. B. Stuht, KJR, Seattle.

Members will be addressed by network executives as well as some members of the committee and round-table discussions held on network matters as they concern the network's affiliates.

WJMC Sale Approved; Deal Involves \$17,500

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved the sale of WJMC, Rice Lake, Wisconsin from Walter H. McGenty to Walter C. Bridges, for \$17,500.

NOW AVAILABLE.....

The most intensive listening study ever conducted in central New York. It is sponsored by all Syracuse stations.

This exhaustive study, conducted by Crossley, Inc., includes telephone and personal interviews in Syracuse and the 40-mile trading area.

WAGE believes this report is particularly useful and informative to those advertisers in or going into the rich central New York market.

Just ask your Petry man for the details.



Syracuse, N. Y.
Basic Blue Network

Represented Nationally by Edward Petry Co.



THE KATZ AGENCY—REPRESENTATIVE



You are the Hope of the World

Not in the Halls of Congresses and Parliaments—

Not in the Staff Rooms of Generals and Admirals—

Not in the meeting halls of societies and organizations—

It is in none of these places that a great new world will be fashioned and grow to new greatness.

It is in *your* home . . . *your* living room—in *your* mind and in *your* heart. *Yours* is the strength that must set the world aright.

Yes, *you* are the hope of the world.

A wiser, broader-visions, more understanding *you*.

A *you* of vision and the capacity for greatness . . .

A *you* who knows the ways of human beings . . . people of this land and other lands . . .

Who hears the news . . . the music and the drama of the world.

Who hears its laughter and its sobs—who understands the work and the games of everywhere.

A *you* who knows the aspirations and ambitions and strivings of others like yourself—folks who speak a common language of dreams and longings . . . and have the will and the wit to make dreams into realities.

Yes, it is *you* who are the hope of the world.

For no home, no village, no nation and no world can be more great or noble than the individuals who people it . . .

* * *

No American can look to the future without a deep and sober regard for the children of America

. . . his children . . . citizens of the future.

The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse . . . the entertaining and instructive Quiz Kids . . . the pure adventure that is part and parcel of every child's ambitions . . . Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

It's radio for all people of all ages . . . on "The Blue"—great music, complete, accurate news, great ringing forum, pure drama, adventure, variety, comedy! Listen, America!

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .

... and still it's

“YOU”



And here's advertisement number three in the BLUE Network-BLUE stations national campaign.

As you read the copy you will realize again that we are continuing to tell the story of broadcasting—not from our point of view, but from the listeners' angle—always the “you” angle.

A very important portion of that “you” is the youth of America.

The Blue is serving them with more shows for children than ever before. At the same time there are still several “kid shows” available and good periods in which to run them.

and the purpose of the Campaign is still

MAKE THE *Blue* A BETTER BUY FOR YOU

Artists To Aid Canada Bond Drive

Continued from Page 1)
on, on April 19 at 8:30 p.m., present the special arrangement of Percy Faith for a nationwide audience, including millions of as well as those in attendance at Massey Hall, Toronto.

ing the surefire pattern of Victory Loan programs, the Star Shows are bringing to and Canada's Victory Loan the support of the entertainment world's most generous and talented. In addition, Percy Faith, Canadian-born music sensation now a top-ranking arranger in Chicago, has written all settings for the five shows to be in Canada for three of this week, however, the baton entrusted to Samuel Hershenson who is well known alike to concert and radio audiences throughout Canada.

with Arrangement Featured
ighting the musical fare will y Faith's special arrangements sections from "Connecticut" and a striking finale which introduce the stirring airs of Britain and America, in a to the fighting men of the nations.

es Boyer, will bring charm nance to the broadcast in a dramatic sketch written for asion. Felix Knight, the dised young American lyric who has recently returned from -mile tour in the South Pacific for America's fighting men, provide songs typical of his fine ry, and Josef Marais will con- the unusual novelty of his African song presentation, sup- by a group of Canadian singers instrumentalists. The third Vic- lar show will be heard on sday April 26, will originate in al and will bring another cast to the Canadian listeners, send Canada's Sixth Victory ver the top.

McGee & Molly To Start Tenth Year

(Continued from Page 1)
h in 1935, and is now assisted il Leslie. Associated with the m are: Director Cecil Under- Billy Mills and his orchestra. Men, Ransom Sherman, Arthur yan, Shirley Mitchell, Marlin Sponsor of the program is S. C. on & Son, Inc. for Johnson's Agency is Needham, Louis & z, Inc.

W T B O
Full Time
NBC Affiliated
Cumberland, Md.

★ PROMOTION ★

Facts and Pictures

Interesting water colors, sketches, etchings, fotos, straight portraits, etcetera highlight WLW's new promotion piece which gives a factual and statistical account of programs and their ratings of the station in the Mid-Western area.

The elaborate brochure contains marked maps which show the "regular coverage area for WLW as reported by the NBC nationwide survey. In each county shown as primary coverage, at least 50 per cent of the radio families listen regularly to 'the nation's station.' In each county shown as secondary coverage, from 25 to 50 per cent of the radio families listen regularly to WLW." Incidentally, this promotion piece indicates that NBC dominates this area via WLW facilities.

Among the radio portraits "featuring" in the loose pictorial sheets are: Walter Winchell, Jack Benny, "Information, Please," Ed Gardner, "Amos 'n' Andy," Henry Aldrich, Bing Crosby, Tommy Dorsey, Eddie Cantor, "Can You Top This," Fred Waring, Bob Hope, McGee & Molly. On the back of these sheets are WLW audience ratings conducted by C. E. Hooper, Inc.

Time Buyers Calendar

Time buyers and sellers will find the Katz calendar of expiration dates, based on 13, 26, 39, and 52 week cycles, a very handy thing to keep around. Attractively produced with a bright red border, the months are composed in alternating colors of red and black to facilitate matters for its users.

The practical promotion piece was produced by the Katz Agency, Inc., which has some of its offices in New York, Chicago, Dallas and Los Angeles. In addition, this calendar, includes a listing of the 29 stations represented by the Katz Agency throughout the United States.

Five-Minute Strip On Blue Purchased By Quaker Oats

Quaker Oats Co. has purchased a five-minute strip on the Blue Network 10:40-10:45 a.m., EWT, effective June 19, according to E. K. Hartenbower, sales manager of the network's central division.

Five-minute program has not chosen a format as yet but is set to be heard Monday through Friday on the complete network and following "My True Story," to be sponsored by Libby, McNeill & Libby, 10:15-10:40 a.m., EWT beginning April 17.

Contract for one year was placed through Sherman K. Ellis for Quaker Oats.

Joins Announcing Staff

John R. Newhouse, formerly of WFIL, Philadelphia, and WSRR, Stamford, Conn., has joined the announcing staff of WOR, New York, replacing George Willard who is now night supervisor.

WLAC Exploitation

A couple of interesting items were placed recently on this department's desk. One is a sample of the announcing cards sent out by WLAC, the 50,000-watt station of Nashville, Tennessee, to announce the broadcast of the western hemisphere premiere of "The Eighth Symphony" by Dimitri Shostakovich by the New York Philharmonic Symphony, Artur Rodzinski conducting over CBS. The note accompanying it says that 2,000 members of the Nashville Community Concert Association received this card for the purpose of helping to publicize the premiere. These people represent the civic and social organizations of the city who bring the prominent personalities of the concert and operatic stage to this city. The promotion idea is most commendable.

The other item we have is a listening guide which tells briefly all the programs that are aired over WLAC, a CBS outlet. The more popular programs are featured with photographs of the stars of the shows. This guide is mailed to the homes of the leading citizens of Nashville and to each of the county seat towns surrounding this city, 20 in all. National and local agencies and sponsors also receive copies periodically.

Permit Italian Aliens To Regain Seized Sets

(Continued from Page 1)

by them upon presentation to the United States Marshal for the district in which they reside of (1) the original receipt given for the deposited article and (2) proper identification of the alien.

Nearly 600,000 Italian aliens who have been without radios are now permitted to recover their sets.

Announce Annual Meeting

Annual meeting of the Overseas Press Club is scheduled for Wednesday, April 19, 8 p.m., to be held at the Lotos Club, it was announced yesterday by Burnet Hershey, executive secretary. The meeting will concern the election of officers, vote on constitutional changes and a discussion of future plans.

CBS Adds Script Writers

Madeline Clark and Vincent McConnor, have joined the CBS staff as script writers, according to Robert J. Landry, network director of program writing. Both Miss Clark and McConnor, came to CBS with considerable background of free-lance writing. Miss Clark was also associated with NBC in Chicago for a year and a half.

**SEE NBC
FOR THE TOPS IN
RECORDED PROGRAMS**

Shows for the Summer

★ No need to stew and sweat, worry and fret about your programs for summer listening. Easy does it! Choose one of NBC's big-time recorded shows and your problems are solved. Large variety of programs available... musical and dramatic... wide selection in length, frequency and cost... all expertly produced... all strongly supported by promotional material... all packed with audience appeal. Write today for details about favorite cool-off entertainment.

★ ★ ★
Have you heard Sam Hayes' Through the Sport Glass? 52 quarter-hours

National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. Sunset and Vine, Hollywood, Cal.

FM-Tele Equipment Not Available—WPB

(Continued from Page 1)

armed services are endeavoring to re-allocate surplus materials and tubes amongst present military producers before granting release for military channels."

Only relaxation on electronic equipment by the Radio and Radar division evident at this time is the issuance of forms to be used by persons seeking to obtain industrial sound equipment for war production plants. Equipment referred to includes both public address and inter-communications systems.

Aid To War Effort

The WPB said that applications for sound equipment will be judged in the light of their contribution to the war program. Those plants engaged in essential production, or in the performance of essential services, should have their applications approved, the board said, if the installation of sound equipment will be of material assistance in increasing production, or improving the efficiency of operations, or in conserving manpower in critical areas.

CBS Officials To Attend Pan American Meeting

(Continued from Page 1)

work, will attend the Pan American Day Ceremonies in Havana. Trip will be made in connection with the annual award of the Pan American Colombista Society, presented this year to CBS.

CBS president William S. Paley, originally scheduled to be present, will be unable to attend due to a special overseas assignment with the OWI. Chester will accept the 1944 Scroll of the Society, one of the most highly-prized Latin American honors, granted in recognition of Columbia's contributions to hemispheric solidarity through its 99-station network of the Americas. (Cadena de las Americas).

Midwest Manufacturer Will Produce New Set

Chicago—With the appointment of Oden F. Jester as a vice-president and opening of Chicago offices on April 15, Meissner Manufacturing Company announces they will enter the national market after the war with a super radio-phonograph incorporating the latest improvements of regular and FM radio together with a record changing device. C. V. Rockey, executive vice-president, announced the company's plans.

WANTED

Experienced announcer wanted—4F or over thirty-eight, for progressive Philadelphia station. Salary plus opportunity for commercials. Write—

Box 829, RADIO DAILY
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—MASSACHUSETTS—

BOSTON—Victoria Naimo has been added to the WEEI secretarial staff in the general service department... Sid Reinherz, noted New England pianist and composer, is now heard daily, Monday through Friday, in a program of "Piano Patterns" over WCOP... **WORCESTER**—To precede the opening of its picture "Mark Twain," Warner Bros. will air five 15-minute ET shows and 13 spots on WTAG... **GREENFIELD**—H. W. "Bob" Nichols, manager of WHAI, recently became the proud pappy of a 8½ pound boy. The son will answer to William Taylor.

—MINNESOTA—

MINNEAPOLIS—At a meeting held in the studios of WCCO recently, Max Karl, station's educational director, was named program chairman of the Minneapolis Observance of Child Health Day. The program will be held May 1, at the Minneapolis Auditorium... **ST. PAUL**—Decorative Cabinet Corporation, through the Grey Advertising Agency, has been added to the list of sponsors of Bee Baxter's "Household Forum," over KSTP. Contract is for 13-week sked of thrice-weekly participations.

—MISSOURI—

ST. LOUIS—A new series of weekly programs demonstrating the new reconditioning medical program recently established by the United States Army will begin April 15, over KMOX. The broadcasts, titled "The Purple Heart," will originate in the U. S. Army General Hospitals and camp hospitals in the Seventh Service Command Area... **KANSAS CITY**—KCMO's news "Melody Ballroom" with James Coy is a program of popular dance tunes, with the accent on sweet music.

—NEBRASKA—

OMAHA—Wilson & Company has renewed the two popular morning programs, "Ideal Melodies," and "Cheerful Earful," on WOW. The programs, featuring Barbara Bates and Ray Olson, share the 7:15 a.m. spot, Mondays through Fridays... "A Song and a Smile—with Marvie and Lyle," aired at noon, week days, on WOW, is now sponsored by the Merchants Biscuit Company, makers of Supreme Salad Wafers. It features Lyle DeMoss and Marvin Wright.

—NEW JERSEY—

NEWARK—Jimmy Saunders, Charlie Spivak's vocalist, was interviewed recently while his latest plat-

ter releases were spun on Norman "Red" Benson's recorded show, "Take It Easy"... **JERSEY CITY**—"Pasquale, C. O. D.," oldest Italian language radio serial on the air, recently passed its 1000th performance over WHOM. The serial is written and directed by Giulio Amauli and is about everyday experiences in an Italian grocery... **PATERSON**—Helen Leighton, WPAT's director of women's activities and conductress of the popular full-hour daily program, "Luncheon With Helen," recently interviewed the much sought-after Maurice Zolito, author of "Whistling In a Dressing Room."

—NEW YORK—

WHITE PLAINS—Alexander Smith & Sons Carpet Company, Phelps Dodge, and Otis Elevator were among Yonkers' war plants contributing selected employee-talent for a series of special programs arranged in cooperation with the Yonkers chapter of the Red Cross over WFAS in this city... **WATERTOWN**—WATN announces the appointment of Spot Sales, Inc., as exclusive national sales representative... Bud Stapleton, announcer alumnus of WATN, is renewing his acquaintance with the mike at his alma mater during a short furlough from the Army.

—CONNECTICUT—

HARTFORD—Educational Director Sterling V. Couch of WDRC returned recently from New York where he conferred with Leon Levine of CBS... **NEW HAVEN**—WELI broadcasts programs from this city's newest night spot, The Stork Club, Junior. This novel project, the only one of its kind in New England, is a soft-drink night club for the younger set, designed to offer wholesome recreational facilities to boys and girls of high school age. The night club is fashioned after the New York spot of the same name, senior. Its purpose is to help curb juvenile delinquency.

—COLORADO—

DENVER—The Kuner-Empson Company, through the Ed. M. Hunter Agency, has renewed its program "War Correspondent," over KOA, for 13 weeks... During the Red Cross War Fund campaign, KOA aired a half-hour program on which Talbert D. Jessup, former RC director, addressed a RC luncheon meeting. Music was provided by the Denver University Soldiers Chorus and the Fort Logan Band.

Applications For FM Triple AM, Says

(Continued from Page 1)

ties outnumbered those for AM about 25 per cent.

Since the first of the year 66 applications for FM outlets have been received by the FCC, 18 for standard broadcast and 25 for commercial vision. Last month alone saw filing of 35 FM applications.

Impetus for many of these applications was seen in the Commission's retraction of its attitude toward news radio ownership, announced last January, and further relaxation for equipment freeze announced the month. Until late January, only applications for 100 or 250 watts were acceptable, in the standard band situation now appears more promising. Most AM applications, nonetheless, are for small local channels in small towns.

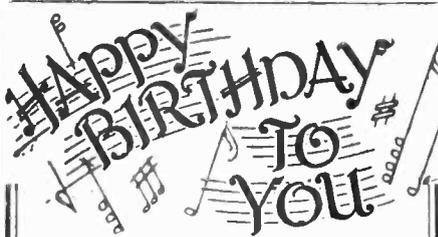
While the FM applicants have varied in most cases they already have some interest in AM stations and the tele filings have for the part been from big corporations which have already done pioneering in the field. Several have been filed by NBC, Bamberger, Wainhouse, Philco and similar groups.

ANA Elects 12 Members In 1944 First Quarter

(Continued from Page 1)

ley Corp. as well as some sponsor companies and their representatives are:

Crosley Corp., S. D. Mahan, director of advertising and public relations; The Seven Up Co., H. C. G. president; Jacob Ruppert Brewing Co., J. Kingsley Gould, advertising manager; Brown-Forman Distilling Corp., R. W. Moorhead, assistant secretary and advertising manager; Pan American Airways, Richard Walker, advertising manager; Rock Hosiery Mills, Inc., Kenneth Duran, president; Hal Bros. Inc., C. C. G. advertising manager; American Bergberg Corp., Theodore Wood, merchandising dept; New Idea, Earl F. Willett, advertising manager; United States Plywood Corp., Lowell, advertising manager; F. Kote Co., Kenneth E. Moore, advertising manager and Cherry-Bush Corp., Wm. S. Stinson, adv. mgr.



April 13

A. L. Ashby Cecil H. Hackett
Lilly Pons Bob Stanley
Arthur W. Ingoldsby

WANTED

One thousand watt transmitter, standard design or 1 Kw booster amplifiers. Three self-supporting steel towers 300 feet high, preferably (Lehigh). Also phasing equipment for three tower array. Write—

RADIO DAILY, BOX 828

1501 BROADWAY,

NEW YORK 18, N. Y.

Webs Exploit War News

Bulletin On Manpower Filed By NAB Today

Washington Bureau, RADIO DAILY
 Washington—A new bulletin on manpower, outlining developments of the week and clarifying employer procedure in the handling of draft appeals will be sent out by the NAB. Member broadcasters will receive a comprehensive report on the situation which affects broadcasters, carrying on where last week's special bulletin left off.

WHAM Will Celebrate Joining NBC Network

Chester—WHAM, the Stromberg-Carlson Company's 50,000-watt outlet in this city, joins NBC May 1. For the year the station, one of the best in the United States, has been bringing both Blue and NBC programs. In honor of the occasion the NBC "Mirth & Madness," will journey to WHAM for a three-stanza Jack Kirkwood and company
 (Continued on Page 5)

Former WPB Official Becomes Radio Manufacturer

Former P. Crane, former head of the projects and facilities branch of the Federal Radio Commission, has been appointed general manager of Lear Avia, Inc., manufacturer of radio and aircraft equipment in Grand Rapids, Mich., has been announced by William P.
 (Continued on Page 2)

Cigars For Quads

Reversing the unusual procedure where the father buys the cigars at the birth of a child, Andrew Kostelanetz' orchestra have been buying boxes of smokes to Harry Zariel, father of the recently arrived New York quadruplets. Zariel has received nine boxes to date.

MGM Launches Radio Campaign On Big Scale

Metro-Goldwyn-Mayer has launched a radio campaign of sizable proportions through its ad agency, Donahue & Coe, it was learned yesterday. Understood that the film company is buying news time on key outlets throughout the country for regional exploitation of product. While no figures are available at the present time, it is reliably reported in radio circles that the total will reach quite a magnitude. Word of the M-G-M move comes as a
 (Continued on Page 5)

Fly Leaves For South To Meet Broadcasters

Washington Bureau, RADIO DAILY
 Washington—Broadcasters in several cities in the South will have an opportunity to discuss their problems with FCC Chairman James Lawrence Fly during the next 10 days. The Texan left Washington yesterday, with conferences scheduled with local broadcasters for Asheville today and
 (Continued on Page 4)

Forty-Five Southeast Stations To Air 'Army Salute To South'

Anniversary Broadcast Of CBS 'We The People'

By way of marking its second anniversary broadcast, for Gulf Oil, "We The People" will be broadcast from Washington and Hollywood, on CBS Sunday, April 23, and present an impressive array of guests which will be headed by Lord Halifax. British
 (Continued on Page 2)

Advance Campaigns On Radio Coverage For Invasion Now Being Prepared; Mutual Network First With Kit

'Spring Drive' On OWI Started By Rep. Taber

Washington Bureau, RADIO DAILY
 Washington—The Spring drive against the OWI, which is expected to increase in tempo right up to November, got under way yesterday when Rep. John Taber, R., N. Y., attacked the agency for its publication entitled "A Handbook of the United States of America." A day earlier, Taber had placed in the "Congressional Record" a copy of the humor-
 (Continued on Page 5)

Standard Brands' Salute To Armed Forces Via NBC

Standard Brands, for Fleischmann's Yeast, will stage a one-hour salute to the armed forces over NBC, Sunday, June 4, at 8-9 p.m., EWT, title of the program to be determined;
 (Continued on Page 2)

R. J. Reynolds Scheduling Summer Renewal Shows

All shows sponsored by R. J. Reynolds Tobacco Co. for Camels and Prince Albert pipe tobacco, will undoubtedly remain on the air all summer.
 (Continued on Page 5)

With the ensuing months of 1944 conceded to be potentially the greatest period of news-interest in history, virtually all networks are setting plans to aid affiliated stations in properly presenting the invasion news to its audiences and circumstances surrounding such events before and after. Probably the most elaborate and most comprehensive issued to date is that of the Mutual network, under the direction of Harold M.
 (Continued on Page 5)

Radio Concert Singer Signs For Tele Series

Jessica Dragonette, concert-singing star of Columbia's "Saturday Night Serenade" for Pet milk, has been signed by the Television Workshop, independent production outfit, for a 13-week series of sponsored tele appearances in behalf of Durez Plastics & Chemicals Co. it was learned yesterday. Eye-and-ear engagement of Miss
 (Continued on Page 6)

Criticizes CBC Policy On Nat'l Selective Service

Brampton—Gordon Graydon, leader of the Progressive Conservative Party in the House of Commons charged here CBC is the position of National
 (Continued on Page 2)

Film Birthday

Golden anniversary of Thomas A. Edison's invention of the motion picture was celebrated last night in a telecast over WRGB, GE station in Schenectady, N. Y. Walter C. Simon, composer of the first score published for a film, was scheduled to play "Musical Satire," accompaniment to "The Great Train Robbery," first movie with a plot, exhibited in 1903.

Theme Song

"Batter Up!" the ringing cry so familiar to devotees of the baseball diamond, will have a song substitute to usher in the ball season over CBS Monday. The boys in the bleachers will get the general idea at the national pastime has started when Lillian Leonard sings a perennial rouser, "Take Me Out to the Ball Game," in Columbia's "Jay Nineties Revue."



Vol. 27, No. 10 Fri., Apr. 14, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL
(Thursday, April 13)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 7/8 | 157 3/4 | 157 7/8 | |
| CBS A | 28 1/2 | 28 1/2 | 28 1/2 | — 1/8 |
| CBS B | 28 1/2 | 28 1/8 | 28 1/2 | — 1/8 |
| Crosley Corp. | 18 1/2 | 18 1/2 | 18 1/2 | — 3/8 |
| Farnsworth T. & R. | 11 3/4 | 11 5/8 | 11 5/8 | — 1/8 |
| Gen. Electric | 35 7/8 | 35 5/8 | 35 3/4 | + 1/8 |
| Philco | 29 1/2 | 29 1/4 | 29 1/4 | — 1/2 |
| RCA Common | 9 3/8 | 9 1/8 | 9 3/8 | |
| RCA First Pfd. | 71 7/8 | 71 1/2 | 71 1/2 | — 3/4 |
| Stewart-Warner | 13 5/8 | 13 3/8 | 13 3/8 | — 3/8 |
| Westinghouse | 96 1/8 | 96 | 96 1/8 | |
| Zenith Radio | 36 1/2 | 36 1/8 | 36 1/2 | |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Stromberg-Carlson | 12 5/8 | 13 5/8 |
| WCAO (Baltimore) | 20 1/2 | 23 |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 14, 1924)

The greater part of this evening's broadcasting by WEAf, New York, will be given to proceedings of the annual Congress of the Daughters of the American Revolution direct from D. A. R. Hall, Washington, D. C. President Calvin Coolidge and Secretary of State Charles Evans Hughes will be heard as speakers. . . WJZ's Estey organ concert scheduled for 8:30 p.m. tonight will be cut so that the outlet can stand by for the President's speech.

WANTED

Experienced announcer wanted—4F or over thirty-eight, for progressive Philadelphia station. Salary plus opportunity for commercials. Write—

Box 829, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Coming and Going

HARRY C. KOPF, vice-president of NBC in charge of the central division, has arrived in New York to attend the network's management meeting which will be held today.

BOB ALLISON, of the CBS education division, has left for Washington, D. C., where he will arrange details for tomorrow's stanza of the "People's Platform" program, subject of which will be "Should the Poll Tax Be Abolished."

WARD DURRELL, manager of station reports for C. E. Hooper, Inc., off on a business trip to Detroit.

ARTHUR SIMON, general manager of WPEN, Philadelphia outlet of the Atlantic Coast Network, came up to New York yesterday on station business.

O. B. HANSON, NBC vice-president and chief engineer for the network, and C. J. BEERS, co-ordinator of advanced development engineering for RCA, have returned from Chicago, where they participated in a panel of the Radio Technical Planning Board.

FRANK C. CARMAN, general manager of KUTA, Salt Lake City, is here as representative of the Blue Network's mountain stations to attend meetings of the web's advisory council.

LIONEL HAMPTON and the members of his band leave today for Detroit, where they are scheduled for a broadcast of the "Your War Job" program on Saturday.

KEN GIVEN, president and sales manager of WLBj, Bowling Green, Ky., an affiliate of Mutual, is spending a few days in town on network business and for conferences with the local station reps.

Anniversary Broadcast Of CBS 'We The People'

(Continued from Page 1)

Ambassador to the United States. Others to be heard include: Maj. General Lewis B. Hershey, director of Selective Service; Joseph C. Grew, former Ambassador to Japan; Rear Admiral DeWitt Clinton Ramsey, chief of the Bureau of Naval Aeronautics; Bob Hope and others. Hope will be heard from Hollywood, speaking about his recent trip to entertain servicemen, and the others from Washington.

Lord Halifax, will accept a gift to a British destroyer from a group of American merchant seamen rescued by that destroyer. Gen. Hershey, Ambassador Grew and Admiral Ramsey, will dwell on experiences and problems of their respective fields in the war effort.

Milo Boulton will be master of ceremonies and Oscar Bradley's orchestra in background. For David Levy, it will be his final production of "We The People" before being inducted into the armed forces. Frank Telford will handle production supervision thereafter.

Former WPB Official Joins Radio Manufacturer

(Continued from Page 1)

Lear, the company's president. Crane, who was also with Western Electric for 18 years, will make his headquarters in Grand Rapids, where the Lear Avia organization's radio production is being centralized.

JOSEPH C. BURWELL, president and station manager of WMBS, Uniontown, Pa., who conferred this week with the New York representatives of the station, has returned to the home offices. His business trip included stops at Philadelphia and Washington, D. C.

LT. CHARLES E. PHELPS, U. S. Naval Reserve, who formerly graced the sales staff of the Blue Network, visited yesterday at his old stamping grounds in Rockefeller Center. He will return today to Washington, D. C., where he is stationed.

OLIVER W. NICOLL, of Radio Features of America and formerly regional production supervisor of shortwave programs for the overseas branch of the OWI, is in London, where he will be a deputy chief of broadcasting for the Psychological Warfare Branch of the Allied Command, under Brewster Morgan, chief of broadcasting.

MERT EMMERT, farm editor of WEAf, will leave Monday morning on a field recording and "contact" trip to Pennsylvania and New Jersey. He will return next Friday.

CHARLES G. BURKE has returned to WJR, Detroit, after having been in New York since the early part of the week.

EDDIE CANTOR, HARRY VON ZELL, NORA MARTIN, BERT GORDON and other members of the comedian's program entourage are in Topeka, where tomorrow they will entertain the soldiers at Winter General Hospital. Several hospitals will be visited later.

MORDECAI BAUMANN, singer, is en route to Camp Van Dorn, Miss., following a 10-day furlough in New York.

Criticizes CBC Policy On Nat'l Selective Service

(Continued from Page 1)

Selective Service as Canada's greatest wartime domestic muddle.

Speaking before the annual meeting of the Peel County Progressive Conservative Association, Mr. Graydon said the aimless policy of delay and drift which has characterized the government and the board of governors attitude toward this vitally important public enterprise has left the CBC in a position of peril today.

For years there had been scarcely a period when there has not been a vacancy on the board. One vacancy, he added, remained unfilled for 18 months while the last vacancy filled a week or so ago had remained open since November.

Quick and effective action will be needed if this vital Canadian institution is to take its proper place once more in our national structure, concluded Graydon.

Standard Brands' Salute To Armed Forces Via NBC

(Continued from Page 1)

show will be produced by Tony Standford and the talent to be signed includes Edgar Bergen, Fred Allen, Bob Hope, Judy Garland, Bing Crosby plus an orchestra and additional talent, also to be set.

Present plans call for shortwaving the program overseas and apparently most of the show will come from Hollywood and part from New York. J. Walter Thompson is the agency.

5,000 Baltimore Listeners Per Dollar

That's what W-I-T-H delivers in Baltimore on a Sunday afternoon show. Latest figures, using coverage, cost and number of listeners, give you a common denominator that proves why W-I-T-H, day in and day out, produces at the lowest-cost-per-dollar-spent in Baltimore.



TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

seasons change, but...



THE MOVE TO

MUTUAL



CONTINUES...

*the
radio
industry*

"GREEN VALLEY, U. S. A."

the weekly half-hour sponsored by

EMERSON RADIO & PHONOGRAPH CO.

*Sundays starting February 27,
through Wm. H. Weintraub & Co., Inc.*

*the
aviation
industry*

"WIDE HORIZONS"

the weekly half-hour sponsored by

BOOTS AIRCRAFT NUT CORPORATION

*Sundays starting February 27,
through Cecil & Presbrey, Inc.*

*the
food
industry*

"JACK BERCH AND HIS BOYS"

the five-a-week quarter-hour sponsored by

THE KELLOGG COMPANY

*expanding to the full Mutual Network April 3,
through Kenyon & Eckhardt, Inc.*

LOS ANGELES

By RALPH WILK

STU WILSON, KHJ-Don Lee master of ceremonies, put his talents to work on the membership luncheon of the Los Angeles Junior Chamber of Commerce held yesterday, at the Biltmore Bowl. Wilson shared honors with Bowen McCoy, manager of the Los Angeles Chapter, American Red Cross.

Henri Le Fevre, whose piano recordings of nearly a decade ago are now collectors' items, was really "Cookie" Fairchild, now musical director for the Eddie Cantor, Ginny Simms and Phil Baker shows. Then known for his classical playing, "Cookie" recorded popular music under about twenty-five different pseudonyms.

John Nesbitt, teller-of-tales for Columbia's "Passing Parade" soon adds another unique project to his long list of narrative "firsts." Nesbitt will record a reading of the New Testament to be included in a series of discs and released by Decca.

Sharon Douglas, who is heard as "Penny Cartwright" on the Joan Davis show with Jack Haley (NBC), has received an offer to teach radio technique in a special summer course offered by the high school in New Mexico which Miss Douglas formerly attended.

Comedienne Cass Daley, of the stage, films and radio, is planning a campaign to interest radio stations in a "National Humor Day" during which all airshows would feature laughter and fun.

Jim Doyle, NBC news commentator, this week did six broadcasts for the War Department in addition to his regular shows—all in a single day!

'Army's Salute To South' Set For 45 Dixie Outlets

(Continued from Page 1)

production center by the governors of the seven southeastern states: Alabama, Florida, Georgia, Mississippi, Tennessee, and North and South Carolina.

The Army's 15-minute transcription is a production of the public relations office of the Fourth Service Command, regional agency for Lt. Gen. Brehon H. Somervell's production-minded Army Service Forces. The disc includes a medley of popular songs identifying the seven states, a piano solo by Private Vladimir Sokoloff, former New York concert artist, and an address to southern labor by Maj. Gen. Frederick E. Uhl, chief of the Fourth Service Command.

FRANK DUNNE

Formerly WOR Staff
Now Free-Lancing
ANNOUNCING & ACTING

Call Radio Registry

Currently: MGM, Grove Laboratories, White Owls, and Others

MAIN STREET



Reporter At Large...!

● ● ● If your reporter's visage reminds you of a "portrait of a colyumist deep in thought," think nothing of it. . . . we're merely cogitating six grand per is a lot of coin for an orchestra leader but when you consider the fact that Paul Whiteman will be paid that sum for appearing as a solo at the Roxy Theater starting Wednesday, you'll understand why we say "pops is tops." . . ● You'll be reading the names of some top-notch band leaders who will shortly sign with Nat Abramson to record for the Feature label. . . . three of the four songs selected by the miracle WORKer, two months ago, are already in the Hit class. . . ● Yvette, blonde songstress, who just concluded an engagement at the Clover Club in Hollywood, will be screen-tested next week by Universal. . . ● Sotto Voce to Bill Irvin. . . . be sure to tell Irving Kupcinet, how much we enjoyed reading his (Kup's Column) in the Chicago Daily Times, while we sojourned in the Windy City. . . . in fact his "Chi"nanigans are "big timey" and rate this bow. . . ● Music publisher Edward B. Marks, whose first literary effort, "They All Sang," was a hit back in 1935, has authored a second tome, "They All Had Glamour," which will be nationally released April 24 by Julian Messner, Inc. . . . he'll be honored, at a cocktail party, tossed at the Waldorf the day preceding publication.



● ● ● A note reaches this desk to the effect that the KFWB broadcast, five times weekly of "Dispatch from Reuter's," is written, produced and reported by Bill Pennell. . . . which reminds us of the time, several years ago, when this announcer, working on station WIOD in Florida, "pulled a fluff de luxe" the commercial for Blue-Jay Corn Plaster was supposed to read;—quote; Always use Blue-Jay it removes Corn, Root and all; unquote; Pennell merely announced; quote; Always use Blue-Jay. . . . it removes Corn, FOOT and all; unquote (no remarks, please). . . ● Moe Gale leaves for Hollywood Monday. . . . looks like a picture deal for the Ink Spots. . . ● Eddie NBCantor has signed for another year with Bristol-Myers' "Time To Smile." . . ● MBSongstress Crys Holland, who formerly was featured soloist with the St. Louis Opera Company, has caught the ears of Columbia Filmoguls and will catch their eyes just as soon as the positive of her screentest, is printed. ● Having just launched a new five-times-a-week songfest via MBS last Monday, Ginger & Lanny Grey, start a similar series, via the Blue net, this Monday. . . ● Tommy (NBC) Taylor, will honor the WAVES stationed at U. S. S. Hunter, next Tuesday with a special "Music Room" serenade.



● ● ● Other night Linnea Nelson, head time-buyer for J. Walter Thompson Co. had a dinner date with some fellers from CBS. . . . she purposely arranged to meet them at the restaurant, and brought with her the Misses Wright and Shannon so that there would be three couples after that they were to attend the Frank Sinatra show. . . . the gals showed up at the fancy restaurant all dressed up in bright red bobbie socks and big bows in their hair. . . . the fellers from CBS almost died right there and then. . . . later backstage with Frankie, Miss Nelson explained how they decided to come as Sinatra fans. . . . and Frankie actually cracked a smile and believed it was funny. . . . but the guys from CBS still "don't like it." . . ● Mind if we take a bow? last week we mentioned the fact that "Professor Quiz" is a personality of national repute, whose program definitely is "made-to-order" as a summer replacement. . . . as you read this, contracts are being or soon will be signed.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

WMAQ's record-breaking business pace during 1943 has continued into 1944, with local and spot sales billings in the first quarter 17 per cent ahead of the same period a year ago, it has been announced by Oliver Morton, manager of the NBC central division local and spot sales department. A month-by-month breakdown showed January 1944, 23.4 per cent ahead of January 1943; February 1944, 23 per cent ahead of February 1943, and March 1944, .09 per cent ahead of March 1943.

WIND and WJJD inaugurated the 1944 baseball broadcasting season yesterday, with play-by-play accounts of the city series games between the White Sox and Cubs. The game was played at Wrigley Field, home of the Cubs, and today's will be contested at Comiskey Park. The city series will continue through Monday. On Tuesday, April 18, WIND plans to air the American League opener between the White Sox and Cleveland Indians at Comiskey Park, and WJJD will carry the Cubs-Cincinnati Reds game at Cincinnati. WIND will broadcast all White Sox at-home and out-of-town games and WJJD all Cub games.

Due to the spring vacation in the Chicago schools, WBEZ, the Board of Education's FM station, will be off the air for two weeks, Monday, April 17 through Friday April 28. WBEZ will return to the air Monday, May 1, 9:30 a.m., with its usual schedule, it was announced by George Jennings, acting director of the Radio Council of the Chicago Public Schools.

Fly Leaves For South To Meet Broadcasters

(Continued from Page 1)

Jacksonville Monday. He will discuss "matters of mutual interest."

Among the topics Fly probably will discuss with broadcasters in the two cities, and perhaps others, will be the chain broadcasting rules, Commission policy on FM and television and the dual ownership rule.



The WTAG Mobile Unit

FOR BIG EVENTS IN A BIG MARKET

WTAG WORCESTER

**'Drive' On OWI
Criticized By Rep. Taber**

(Continued from Page 1)
column in the New York "Sun" by Charles Adams. Titled "The OWI Fund and Round," Adams decried the efforts of the "Sun" to publish a copy of this publication. He said he was not at all surprised that any newspaper should have been "given the runaround," in trying to obtain a copy. He then proceeded to quote from the booklet, and to task for saying too many things about President Roose-

Funds "Abused and Wasted"
"I saw a good deal of such comment," he declared, "it is perfectly apparent that the funds appropriated to OWI for the fiscal year 1944 have been abused and wasted, not only in the compiling of this book, but in the sound and administrative influence represented by the failure to get the New York 'Sun' after it says, to be able to get information out of this document. It is evident that those who were contacted by OWI are either incompetent or are operating under orders to keep the American public in the dark that there are very many on the OWI who are of no use to the war effort." He added: "I might say that those who have had experience across the water, do not rate the OWI as very high in its efficiency. Nothing could be clearer proving the case against OWI than that they clearly are not doing the job and did not want to reach the American public, but they find faults and its idiosyncracies are developed. I wonder how many thousands of dollars they have spent on editing and printing this book and others like it. We only run into the racks by accident and we run into so many that it is hard to believe that the whole thing is a racket. Those who voted to give OWI more money than they should have been contributing and helping, are guilty with the waste of the Government funds, but to make America better."

Show To Canada

The Sixth Victory Loan Drive will be aided by the CBS show, "Moments in Music," which will be broadcast from Montreal today at the invitation of the Canadian Government.

MC Show On Blue

The Manpower Commission show featuring Lionel Hampton and his orchestra will be heard on WJZ and WJZ on Sunday at 11 a.m. Guest speakers will expose the labor black-

An American Salute

A salute to Pan American Day, in New York, is presenting a special transcribed program of Latin American music today from 6:05 to 6:30 p.m.

**Webs Plan To Aid Affiliates
In Presenting Invasion News**

(Continued from Page 1)

Coulter, manager of audience promotion.

Blue Network is working out a promotional plan, but this will not be announced until completion. Network however will definitely prepare a substantial layout for the occasion. NBC is also said to be planning additional staff to aid its affiliates, having already sent out biographical data on the reporters and commentators who will be heard on the network. Also individual clients and commentators will tie up with various promotional plans, such as H. V. Kaltenborn's super-invasion map which will be distributed to listeners under certain conditions. CBS has been assembling material from Washington and other sources and it is expected that this will be utilized in some way at an early date.

Mutual Kit Complete

As an example and cross-section of what is to come, Mutual's "promotion kit" is probably worthy of analysis along this line, and the network also plans to swap ideas and pass good ones along to the various stations interested. Thus in addition to a general letter to all Mutual outlets, the kit contains: a folder slugged "Invasion" and inside "the biggest news story of all time"; air promotion-pre-invasion material; ad mats and layouts, including pix of commentators and items about them along side; general press stories; photo-

**R. J. Reynolds Scheduling
Summer Renewal Shows**

(Continued from Page 1)

mer with the exception of Abbott & Costello show on NBC, it was indicated yesterday by spokesman for the Wm. Esty agency.

Durante and Moore program on CBS will continue according to present plans, but originate from the Coast late this month. Last show in the East will be Friday April 21, and the troupe leaves on April 23. Next program, April 28, will come from Hollywood. "Blondie" will definitely continue Monday nights on CBS both the early and repeat shows. This program, originally a summer replacement, has now been on five consecutive years.

Early report that Camels might give up their Saturday night time occupied by Bob Hawk's "Thanks to the Yanks," with Hawk moving to a new time seems to have been dissipated, with the Durante show staying on. "Grand Ole Opry House" on NBC is also expected to remain now, the show having been reported as doing strongly.

Cugat Cancels Guesting

Xavier Cugat, orchestra leader, cancelled a guest appearance with Dick Gilbert on WHN yesterday afternoon. Cugat was reported ill.

graphs, action photos and others, mostly pertaining to the newscasters; pre-invasion visual displays; showmanship material, also pre-invasion; and under the heading of Invasion, "air-promotion," newspaper stories, visual displays, showmanship and a world-wide map. With the maps are gummed stickers labeled Invasion, with arrows, Russian fronts, Allied southern pressure, etc.

Letter to the station also offers, if requested, copies of News Promotion motion picture "trailers" and news promotion car-cards for display. Mutual is also adding the new slogan—The Network For News.

Transcriptions Promised

Many suggestions are offered for promoting news, via the stations, who are advised that transcribed announcement will be received shortly; also how to utilize every station-break and the "open time," to further build up the news angles. It is the MBS viewpoint that newspapers capitalize on certain events to "hawk" papers and that stations should do the same thing. Many such station-break announcements are set down as examples of what may be said. These include a specific introduction and sendoff for each news personality on the web.

**MGM Launches Radio
Campaign On Big Scale**

(Continued from Page 1)

sequel to the recently announced air-wave promotion by Warner Brothers over 200 stations in behalf of "The Adventures of Mark Twain." Paramount and Twentieth Century-Fox indicated to RADIO DAILY last week that they valued radio plugs.

A report from Hartford, Conn., states that M-G-M began a new 52-week contract over WDRC on April 11 for a twice-a-week sponsorship of Jack Stevens' "News Digest of the Air." The Metro agreement was handled by the Donahue & Coe agency.

Detroit—M-G-M has purchased time on WWJ and will sponsor the radio gossip column by Herschell Hart, two days a week at 12:40 p.m. Hart who is amusement editor of the Detroit "News," formerly did an evening show of picture reviews for M-G-M for a year, ending the run last November.

**WHAM Will Celebrate
Joining NBC Network**

(Continued from Page 1)

and orchestra leader Irving Miller will broadcast from the studios Monday and Tuesday mornings and a special show Monday night.

ARE YOU TIRED OF GAMBLING?

(\$20,000 per week for laughs)

Does a client have to gamble \$20,000 and up per week (exclusive of network time) to give the public 30 minutes of laughs?

When the saturation point between the pay check and the Crossley has been reached — then what?

Isn't there room for some new idea show to be developed which will also amuse the public? Without a lot of complications?

The answer obviously is "yes." Very definitely.

I have now available a new half hour comedy series built on a solid comedy premise, entitled

"ANYTHING CAN HAPPEN"

The show has a superb cast including Elsie May Gordon, Florence Halop, Art Kohl, Joe Latimer,—the Forrest Sisters, a new singing team, and music by Lew White and a small combination. Well known theatrical celebrities will be woven into the story.

A few seasons ago "Duffy's Tavern" was a new idea. So was "Fibber McGee and Molly." "ANYTHING CAN HAPPEN" can soon take its place beside them. It is that kind of a show. The price is right. It will take only 30 minutes to hear it. It is ready to go on the air immediately — no fuss — no bother. Crossley and Hooper are waiting.

FRITZ BLOCKI
WRITER — PRODUCER — DIRECTOR

655 FIFTH AVE., NEW YORK 22, N. Y. PLaza 9-6180

Also currently writing and directing for Decca Records and Twentieth Century-Fox Film Co.

PROGRAM REVIEWS

"PRIMING THE PRIME PRIMER"

or

"It's Corwin's Turn To Burn"

Sustaining

WNEW, Weds., Apr. 12, 8-8:30 p.m., EWT

Director-Producer: Ted Cott

Writer: Milton Robertson

With Ted Cott's brilliant and flawless production of Milton Robertson's satire of Norman Corwin called "Priming the Prime Primer or It's Corwin's Turn To Burn," the independent station WNEW rose to new heights in radio popularity this week. The musicianship, sound effects and performances were displayed with mastery. The only shortcoming was Robertson's script which started out with the intent to satirize but stumbled with praises for Columbia's first writer.

Mr. Robertson's idea in the program was obviously designed to sharpen the A to Z priming needle and apply it to the man who has in the past satirized his own and the celluloid medium. However, the results of this show indicated that the task was too great, simply because Robertson holds too much affection and esteem for Corwin to spoof him convincingly. While he was penning this script, he should have realized that he could have achieved his purpose by writing a pure comedy around him. Therein his affections for his idol would have rung forth plausibly. An example of this is George S. Kaufman's "The Man Who Came To Dinner." In Kaufman's play, the late Alexander Woollcott was ribbed, joshed and well roasted. Yet he wasn't satirized because Kaufman found too few flaws worthy of this treatment. Perhaps it was Kaufman's way of evading a Herculean task.

This department regrets that the script failed to jell, because some of the wit that went into the script was priceless—for still another reason: Robertson is one of Radio Row's most promising writers. However, the compensatory note is that WNEW didn't stint as far as the production was concerned. It is hoped that the team of Robertson & Cott will get together again very soon—and over this same station.

Radio Concert Singer Signs For Tele Series

(Continued from Page 1)

Dragonette is believed to be one of the first contracts a top-ranking radio artist has inked for tele. She will be featured on the new video program, "Your World Tomorrow," which will premiere over W2XWV, Du Mont outlet in New York, Sunday evening, April 30. Sharing the half-hour show with her will be Walter Dorwin Teague, industrial designer, who is scheduled to discuss and demonstrate post-war construction techniques.

★ WORDS AND MUSIC ★

By BEN KAUFMAN

Variations

On the eve of the coming invasion of Western Europe, the War Department continues its search for a pair of infantry tunes to popularize the important contribution of the foot soldier with servicemen and civilians alike. Several Army biggies, who attended a recent meeting of the American Theater Wing's Music War Committee, auditioned a number of new dough-boy songs by top writers yesterday.

★ ★ ★

Under consideration by the Army was a field of seven morale-building melodies, which were performed by the writers the past Monday at an MWC confab. Songs and songsmiths were: "Here's Mud in Your Eye to the Infantry," Irving Caesar; "Infantry Song," Oscar Hammerstein II and Richard Rodgers; "The American Infantry," Mort Dixon and Ray Henderson; "The Bunion Brigadiers," Irving Caesar and Harry Pyle; "The Infantry Moves On," George Vail, Bob Sour and Carl Kent; "(What a Helluva War) Without the Infantry," Buck Ram and J. Fred Coots, and "You Gotta Have 'Oomph' in the Infantry," Charlie Tobias and Abel Baer.

★ ★ ★

Other GI musical intelligence indicates that servicemen favor compositions ranging from 20 years ago to last year. April selections for the Army Hit Kit, issued monthly for members of all the armed forces by the Special Services Division, include: "California Here I Come" (1924), "Easter Parade" (1933) and "Besame Mucho" (1943). Also inducted by the military is the inevitable "Mairzy Doats," which is one of this month's 20 V-discs. The April platter set, another release of the SSD, brings the total of special pressings for our troops to 180. Contributing artists for the latest group of records include Lena Horne, Andre Kostelanetz, Carmen Miranda and Frank Sinatra.

★ ★ ★

A United Press dispatch from Bougainville by war correspondent George E. Jones has inspired a new song, "75 Japs Against Five Marines," written and published by Walter Bishop. Jones's dispatch began: "The cast—Five American Marines, including a skinny, blonde-haired machine gunner and an ex-cop, and 75 Japs. The scene—Along the Piva River, in the jungle. The climax—Close-up of 74 dead Japs, a rear view of a 75th, running, and five marines looking over their handiwork." The song suggested by this epic episode has been presented by Arthur Fields over WJZ-Blue, is currently being featured at Gotham's Coq Rouge by Dick Wilson and his band and has been sung by the composer to wounded war veterans at the Halloran and St. Albans hospitals in New York.

★ ★ ★

Guy Lombardo comes up with this oddity. Seeking to feature the favorite song of Alabama's governor, Chauncey Sparks, on the Blue net's Sunday-night "Musical Autographs," Guy learns that Alabama's favorite son prefers "Carry Me Back to Ol' Virginny!" . . . Another rib-tickling production problem was recently observed at WOR, New York. Scene: WOR Recording Studios. Time: two hours. Cast: one 15-piece orchestra, one chorus of 12 voices. Credits: two producers, two engineers. Master minds: president of an ad agency, president and ad manager of a sponsoring company. Result: one 15-second jingle.

★ ★ ★

If you've been wondering what's become of the following radio people, here are some tracers: Norman Brokenshire, widely known network announcer of yesteryear, makes a comeback Monday as conductor of a sponsored platter program over WBYN, New York . . . Gordon Graham, one of the Funnyboners ("Gordon, Dave and Bunny"), famed airwave trio of the past, is now director of program operations at WABC, Gotham . . . Irene Beasley, "the long, tall gal from Dixie," is now preparing and performing singing commercials for various P & G shows . . . Ed Cashman, former CBS announcer, is now head of the radio department of Foote, Cone & Belding.

TO THE COLORS

WKRC, Cincinnati, has lost its staff members to Uncle Sam's in two weeks. Reporting to Great Lakes Naval Training Station are Bisbee of the engineering department, Barney Yelton, bass-man with WKRC staff orchestra and James Patt, program director. Joel Stover, who came to WKRC recently from KMOX in St. Louis, will fall heir to program director's duties.

— VVV —

Harry Renfro, public relations director of KXOK, St. Louis, who has been with the station since it was established in 1938, has been inducted into the Navy. His successor is Neil W. man, formerly program director of WIL, St. Louis. John Corrigan, KXOK announcer, has recently been inducted into the Army. He has been replaced by Jack Bennett, formerly KARK, Little Rock. Awaiting the calls to service are Harry C. KXOK sport editor, and Vernon P. studio engineer. Both have passed their induction examinations.

— VVV —

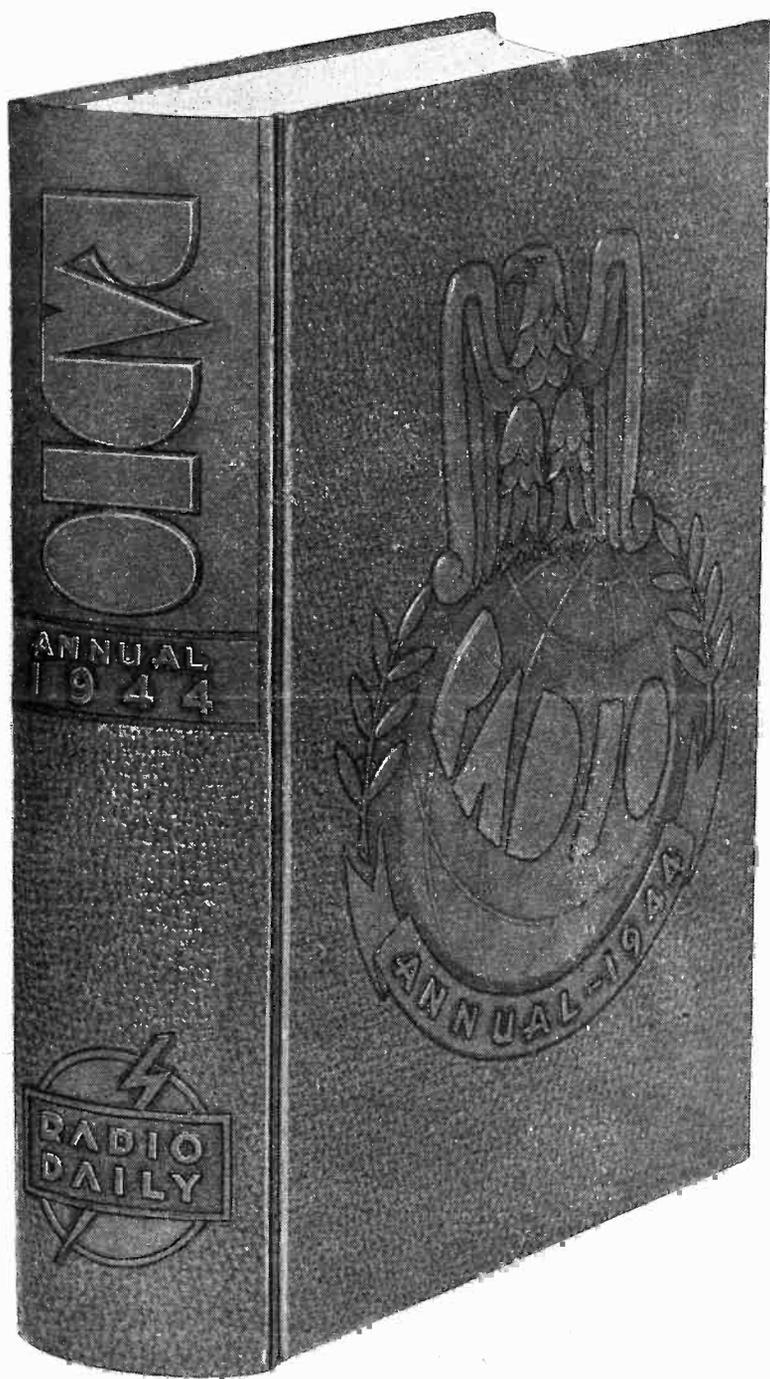
KIT, Yakima, Wash., has a new vice flag with 13 stars. The 13 stars represent: Jimmy Nolan, Army, Florida; Jack Carlson, Marines, So. Pacific; Walter Mott, Army, California; Johnny Maxon, Army, Texas; Peder Wick, Navy, Montana; Dan Linberg, Navy, Alaska; Bill Murray, Navy, California; Chuck Foster, Army, Air, Africa; Jack Hoggatt, Army, Georgia; Clarence Lemming, Army, Texas; Wallace Beebe, Army, Alaska; R. Lee Black, Army, India; Bill R. sen, Army, Washington (State).

Television Society Hears Of \$10,000 Transmitter

Contention that it takes a lot of money to construct a television transmitter was rebutted at the Tuesday night meeting of the American Television Society in New York by William B. Still, head of an independent manufacturing and service organization, who revealed plans for building an experimental outlet with a 100-watt sight-and-sound transmitter at an estimated cost of \$10,000. Still recently filed with the FCC for a license for three in the metropolitan New York area.

The speaker was one of a group of tele experts who discussed the technical aspects of the video medium. Others included: Dorman D. Isom, of Emerson Radio & Phonograph Corp.; Philip Goetz, of CBS; Miles Walsh and William Boelke, of RCA, and Richard Campbell, of DuMont. Walsh, a theater tele expert, suggested that 1,200-line scanning would be required for television projection to equal present movie clarity. Isom contended that, while almost a number of lines was technically possible, the industry needed to explore the possibilities of present-day line scanning considerably farther before it could attain peak efficiency for transmitters, receivers and programming.

Out Today!



**The
most
widely
used
book
in the
entire
radio
industry**

The 1944 RADIO ANNUAL

Now Being Distributed Exclusively to RADIO DAILY Subscribers

★ ★ ★ COAST-TO-COAST ★ ★ ★

— COLORADO —

DENVER—A quarter-hour of music by the 90-piece University of Colorado Band, made up of naval personnel attending that school, aired its last program this week over KOA. The series began March 15. . . . Joslin's, large Denver dept. store, has signed a 52-week contract with KLZ for sponsorship of a TS program titled "Calling All Girls." Joslin's is the fourth large department store to sign with KLZ in the past few days. Others who have programs on the station are: Daniels and Fishers, Neusteters and the May Company.

— CALIFORNIA —

SAN FRANCISCO—Fifty dollars in merchandise orders are now given away weekly by Ann Carlyle's "Shopping San Francisco" show, for the best entries in the American Meal Bread reducing contest. . . . Deane Stewart, former KYA announcer, has joined the Army to become a radio specialist. . . . When Leo Kailin, director of the KFRC orchestra, and Tommy Harris, singing emcee, launched the first performance of Don Lee's new morning musical last week over KFRC, they chose a theme song suggestive of the happy purpose behind "Skyline Serenade," the raison d'être for the program, called "Can't We Be Friends" . . . **OAKLAND**—Western Auto Supply Company has purchased a 52-week schedule of announcements on KROW, through BBD&O of Los Angeles.

— MASSACHUSETTS —

BOSTON—Pen Brown, WORL spieler who has been waking up New England on the "Early Bird" program, is leaving shortly to join the American Field Service for overseas. . . . Paul Turner, control operator at WCOP for the past two years, has accepted a position with NBC's short-wave station at Bound Brook, N. J. Alfred Hogan, new to radio, replaces Turner at the controls. . . . **SPRINGFIELD**—Two veteran members of the WBZA transmitter staff have been honored for their years of service with Westinghouse. General Manager C. S. Young of WBZA and WBZ has presented a 15-year pin to Ellis Crossman and a 10-year pin to Dayton Morehouse.

— OHIO —

CINCINNATI—Frank D. Heibeck is this week's newcomer to the WLW-WSAI announcer staff. He hails from WLOK. . . . WKRC's educational director, Judson J.

PICTURE OF THE WEEK



"Caught in the Draft" . . . "Gone With the Wind" . . . or "Look Who's Healthy Now?" might be captions for this picture. Facts are: that lightweight Russ Salter, WIND announcer, just received his 1-A Selective Service greetings at the Gary, Ind., station when he walked Allen Earle, heavy-weight announcer replacement from WBRE, Wilkes-Barre, Pa. Earle, who is in 4F, is 6 feet, 6 inches tall and weighs 380 pounds.

McKim, is vacationing at Daytona Beach, Fla. . . . WCKY's spieler, Arthur Barry, has written a poem entitled "Tarawa" which will be used in connection with future War Bond drives in Waterbury, Conn. It was learned. . . . **DAYTON**—The special events department of WHIO brought Martha Logan, noted cooking authority, to the mike recently. . . . **AKRON**—Bob Ingham, former announcer for WAKR, has taken a sports casting job with WJJD, Chicago.

— NEW YORK —

NEW YORK—James Hoffman is the newest member of the WQXR news department. He replaces George Her-

man, now with CBS. . . . Aime Gauvin, WHN newscaster, has joined the Army. . . . Akim Tamiroff, soon to be seen in "Dragon Seed," and Leonid Kinskey, now appearing in "Fighting Seabees," recently guested on Paula Stone's "Hollywood Digest" on WNEW. . . . SPARS will be saluted in the concluding script of NBC's all-woman program called "Now Is the Time," produced by Jane Tiffany Wagner and directed by Nancy Osgood, April 15. . . . Sammy has been written back into the "Goldbergs" script and will be portrayed by Phillip Gordon, currently playing in "The Cherry Orchard."

— CONNECTICUT —

HARTFORD—WDRG is now broadcasting a five-minute interview program thrice weekly, featuring returning war veterans. The show is put on in operation with the Connecticut War Reliance Committee which prepares scripts and handles the publicity. . . . Newspapers carry the advances and experience stories. . . . **STAMFORD**— recently broadcast the ceremonies of Naugatuck Chemical "E" Award through the facilities of the Connecticut State work.

— TEXAS —

SAN ANTONIO—Cora Woods, songstress, winner in the recent Ke Field musical revue, "Let's Take a Chance," is heard over KONO in a quarter-hour program Wednesdays. . . . Char Lutz, KSTA promotion manager, is proud of his latest effort, a 20-page radio album and program guide. . . . off the press for KTSA. . . . **WORTH**—Globe Laboratories, manufacturers of animal serums and veterinary specialists, have renewed their contract to cover their quarter-hour newscast each Sun. morn for another year over KGKO.

— FLORIDA —

MIAMI—WIOD listeners heard profiles of three of the world's leading figures projected by Emil Ludwig, national biographer, when he guested recently on Leslie Balogh Bain's program. Ludwig profiled President Roosevelt, Prime Minister Churchill and Marshal Stalin. . . . **ST. AUGUSTINE** — WFOY Easter parade and egg hunt awarded more than one hundred dollars in prizes to youngsters, in addition to six Easter bunnies. The event was broadcast over WFOY and local merchants sponsored it.

AMP Renews Licenses; Also Adds New Ones

Music licensing agreements have been inked by Associated Music Publishers, Inc., with WHLS, Port Huron, Mich.; WTCM, Traverse City, Mich.; and KRNT, WMT and KSO, Moines.

Contracts between AMP and the following outlets have been extended for additional periods: KBST, Spring, Tex.; KCMC, Texarkana, Tex.; KFXM, San Bernardino, Cal.; KGO, Los Angeles; KGKL, San Antonio, Tex.; KIEM, Eureka, Cal.; KMO, Kansas City, Mo.; KMO, Tacoma, Wash.; KOMA, Tulsa, Okla.; KPR, Paris, Tex.; KHBC, Abilene, Tex.; KRLH, Midland, Tex.; KRSC, Seaside, Wash.; KVCV, Redding, Cal.; KVE, San Luis Obispo, Cal.; KVOE, San Ana, Cal.; KVWC, Vernon, Tex.; KX, El Centro, Cal.; KYOS, Merced, Cal.; WDSM, Superior, Wis.; WELI, New Haven, Conn.; WHBF, Rock Island, Ill.; WIND, Gary, Ind.; WNB, Hampton, N. Y.; WOR, New York; WRR, Dallas, Tex.; WSTP, Salisbury, N. C.; WTIC, Hartford, Conn.; WXYZ, Detroit.

HAPPY BIRTHDAY TO YOU

April 14

Al Cormier Bill Green
Al Kavelin Robert Stanton
Dexter Hall Dorris Moger



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 11

NEW YORK, N. Y., MONDAY, APRIL 17, 1944

TEN CENTS

Resume FCC Probe Today

Mullen Sends Memo To NBC's Divisions

Announcing all departments to maintain ethical standards of program content and commercial copy in order to retain now and in the future the goodwill and confidence of the listening audience," Frank E. Mullen, NBC vice president and general manager, today issued a memorandum to all divisions and department heads of the Broadcasting Company, pointing out that "the National Broadcasting Company has always endeavored to maintain the highest possible standards." Mullen added that (Continued on Page 2)

Mexican Symphony Orch. Set For Mutual Program

Mexico's famed "Orquesta Tipica Mexicana," conducted by Pablo Marin Hernandez and originating in Mexico City, will be heard over the Mutual Broadcasting System, Sunday, 9 to 10 p.m., EWT. The orchestra will be replaced by a new symphonic orchestra to replace the Cleveland Symphony Orchestra. The arrangement for the special concert was made in cooperation with XEOY, Radio Mil, and its Mexican affiliate.

Frank Conrad Joins Blue Network Station Relations Dept.

Francis "Frank" Conrad, formerly of Edward Petry & Company, Inc., has joined the Blue Network as station relations contact man. Prior to his association with Petry, Conrad was connected with McCann- (Continued on Page 2)

Good Neighbors
Six of Latin America's leading newspapermen will be guests of CBS today at a reception at the network's headquarters in New York. Journalists will represent Chile, Ecuador, Peru, Venezuela, Colombia and Uruguay and are here on a tour of U. S. war plants and industrial centers arranged by the National Press Club and the CIAA.

Cohen To Resign OWI Radio Post

Philip H. Cohen will resign, probably this week, as chief of the OWI radio bureau. Cohen plans a brief vacation, after which he expects to enter the Marine Corps. Former radio producer, Cohen worked here for the Library of Congress and the now defunct Office of Facts and Figures. When OFF was absorbed by OWI he moved into OWI as an aide to William B. Lewis. When (Continued on Page 2)

Ripley Off Mutual Web; 'Nick Carter' Takes Spot

Robert Ripley's "Believe It Or Not" show heard on WOR-Mutual under sponsorship of Pall Mall bowed out last Friday with "Nick Carter," web sustainer, scheduled to take over the 9:15 to 9:30 p.m., spot today Monday to Friday inclusive. "Nick Carter," detective thriller, is presented (Continued on Page 5)

Lea Committee Investigation Summons Charles R. Denny, Counsel Of FCC, After Easter Holiday Suspension

Radio War-Aid Record Set During February

Washington—With the Fourth War Loan accounting a major portion of the time and talent, individual station contributions in support of the war effort rose from the extraordinary January figures to an even higher level in the short month of February. NAB figures (minimum rather than maximum) show over 200,000 an- (Continued on Page 6)

Red Cross Thanks Radio For Campaign Aid

Record contribution of the radio industry to the Red Cross 1944 War Fund of Greater New York was cited over the week-end by James M. Cecil, public-information chairman of the metropolitan campaign. He declared (Continued on Page 6)

Army-Navy-OWI Statement Clarifies War News Policy

Washington—A statement clarifying the war news policy of the Army, the Navy and the OWI was issued jointly Saturday. Earliest possible release of (Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—Hearings before the Lea committee investigating the FCC will resume this morning, with FCC General Counsel Charles R. Denny taking the stand. Denny will be examined by Harry S. Barger, who is expected to carry on much of the examination work while the new committee counsel, John Sirica, is engaged in studying the record of the investigation thus far. The hearings were suspended two weeks ago when Congress adjourned (Continued on Page 6)

McClintock Envisions Bright Tele Outlook

Omaha—Miller McClintock, president of the Mutual Broadcasting System, speaking before the Chamber of Commerce here, predicted as great an advance for television as there has been for the automotive industry. Some of the electronic advances forecast by McClintock include: "Radio broadcasting of higher qual- (Continued on Page 5)

OWI Overseas Positions Now Two-Thirds Filled

Washington Bureau, RADIO DAILY
Washington—OWI recruitment for overseas posts is now about two-thirds of current requirements, Elmer (Continued on Page 6)

★ THE WEEK IN RADIO ★

Commercial Tele Hits Snag
By BEN KAUFMAN

DELAY in the commercial development of television was indicated in Washington last week. Spokesmen for the War Production Board told RADIO DAILY that there was no present prospect of additional tele or FM facilities. The WPB statement upset rumors of an early release of materials for civilian eye-and-ear equipment. Tele progress had previously been acknowledged as dependent on the

easing of WPB allocations of materials by James L. Fly, chairman of the FCC, in response to another query by this paper. Fly also disclosed that there was no time set for the Radio Technical Planning Board to report its recommendations to the Commission. Action on the 33 applications now pending for commercial tele broadcast outlets, the FCC chief observed, (Continued on Page 3)

Finalist
Coloratura soprano from Des Moines will be the sixth audition finalist in the "Hour of Charm" search for "America's Singing Cinderella." She is Marjorie Christianson, 20-year-old substitute teacher in the Des Moines public school system. She will be heard on the Phil Splanly show over NBC this Sunday singing a selection from Meyerbeer's "Dinorah."

On the House
Youngest member of the "work-in-progress" to own a pass to the Bigling Brothers-Barnum & Bailey Circus is Scott Hall Robb, six months old son of Arch Robb, assistant to NBC's Eastern Program Manager. Seems that when Beverly Ripley, radio publicity head of the circus, heard about Scott's arrival, she rushed acknowledgment with the pasteboard.

LOS ANGELES

By RALPH WILK

DR. RALPH L. POWER, Los Angeles radio counsellor, is now supervising the editing of Micro Topics, bi-weekly house organ of the Universal Microphone Co., now in its second year.

Frances Scully presented some sound advice about "Letters to Service Men" in her regular Tuesday broadcast, heard over KECA.

Lurene Tuttle was starred in the "Star Performance" production "Blueprint for Heaven" on KFI, Tuesday night. Miss Tuttle is one of the busiest radio actresses in Hollywood and well deserved her projection into stardom on "Star Performance."

Catchy theme-song of "The Life of Riley" program, written by Music-Conductor Lou Kosloff, may be published in the near future. Kosloff is now adding suitable words and music.

Few of the listeners who tuned in on Joe Cotten's "America-Ceiling Unlimited" broadcast last week were aware that the number "I Fell In Love," given its air premiere by Wilbur Hatch's orchestra, was composed by Ramez Idriss, guitarist of the group.

Our Passing Show: Sid Strotz, Don E. Gilman, Earle C. Anthony, Irene Rich, Jean Hersholt, John F. Royal, Fox Case, W. B. Ryan, Freeman Gosden, Charles F. Correll, Clyde Scott, Gil Paltridge, Claude Sweeten, Matt Barr, Milt Samuel, John Swallow, Leo Tyson, George Turner, Atwater Kent and Jose Rodriques.

Widely circulated reports that the popular air show, "America Ceiling Unlimited," was about to change to another network were squelched when the sponsor emphatically denied that there was any basis for the rumor.

Dick Mack, producer of the Groucho Marx "Blue Ribbon Town" show recently celebrated his 13th wedding anniversary.

MAIN STREET



Sunkissed Sidelights!

● ● ● Hedda Hopper's "Hollywood Showcase" is proving an excellent springboard for screen aspirants. Eleven of the youngsters who have appeared on her program have been given studio and radio contracts and

three others are now taking tests at Hollywood film factories. . . . Three Dons — Gilman, Barclay and Sharp—attended the press party honoring Ed "Archie" Gardner. Leo Tyson, Jack Roche, Joe Venuti,

Charles Cantor, Elmer Pederson, Robert Mucks, Hal Gerard, Milt Samuel, Noel Corbett and Norman L. Paul were among the others at the affair. . . .

By the way, handsome Cary Grant was on the Gardner show April 4, and "Archie" received the following note from a femme member of his audience, "please move the bar; we can't see Cary Grant."

★ ★ ★

● ● ● Bernie Milligan, Lloyd Brownfield, Neil McDonald and Charles Levin are among the Coast Boswells who got their start as sports writers. . . . Shirley Mitchell is one of the busiest gals on the Coast and is doing three shows. She is also set for the Charlotte Greenwood Summer airer, "Life With Charlotte," which replaces the Bob Hope opus June 13th. . . ● Karen Prestholdt, who recently joined Marty Lewis' radio staff at Paramount, won the title of "Miss Sun Valley," because of the way she modeled ski togs.

★ ★ ★

● ● ● The "Duffy Tavern" scribes are now great boosters for Cary Grant. When Cary eyed the script for the April 4th show, on which he appeared, he said, "It's great stuff; I hope I can live up to it." Incidentally, Ed Gardner, major domo of "Duffy's Tavern," has given Marty Gosch an "A" in deportment, because "Archie" found his Bel-Air manse, that had been occupied by Marty and Mrs. Gosch, in A-1 condition when he returned from the East. Kidders had tried to rib Ed into believing he would find the place in shambles. . . ● Edwin Buckalew, Columbia Pacific field station relations man, reports his relations with his landlord are not good, and, because of the house shortage, Ed is hunting for quarters for himself, his wife and child. It's got to the point where he is threatening to buy a tent. . . ● Luis Van Rooten and Alexander Pope, recruits from radio, do outstanding jobs in Paramount's "Hitler's Gang," the former as Heinrich Himmler and the latter as Hermann Goering.

★ ★ ★

● ● ● -KLZ, Denver, is the newest CBS affiliate to adopt "Potluck Party," which originated over KNX, Hollywood, in October, 1943. Recorded commercials are an integral part of the program. KQW, KFPY and KARM are among the stations using the "Potluck" formula, while KRNT plans to inaugurate it soon. . . ● Amos 'n' Andy had planned to spend a few weeks at their favorite vacation spot, Palm Springs, but a cold "grounded" "Amos" (Charles F. Correll), However, "Andy" (Freeman Gosden) was able to proceed to the Springs. . . ● Ken Darby, accompanist and arranger, as well as bass for the King's Men, is recovering from an attack of the flu. By the way, the King's Men comprise one of the oldest quartets in radio, going on the air in 1931. The boys started as students at Chapman College, Los Angeles, and entertained at club and school affairs. Only Rad Robinson, of the original four, is on a for-the-duration leave of absence, serving in the Army Air Forces. His replacement is Raymond Clark. . . ● Betty Bunn, who wrote publicity for KIRO, Seattle, is now assistant to Jac Willen, former Radio Daily news typewriter pounder, now handling trade stuff for Columbia Pacific. Femme hearts went pit-a-pat April 9 when Dennis Day, appeared in his Naval uniform, on the Jack Benny show.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

R. W. JANETZKE, representing the St. Louis Board of Education, was in Chicago Friday, to study the radio setup of the Chicago public schools. Janetzke is a member of the committee on radio education recently appointed by Phillip J. Hickey, acting superintendent of instruction in St. Louis to study the use of broadcasts in the school program. Hickey has recommended to the St. Louis Board of Education that it make immediate application for a license for an FM station for the St. Louis public schools.

The entire cast of the "National Barn Dance," following its broadcast Saturday night from the Eighth Street Theater, went to the Chicago Service Men's Center to officiate at the regular weekly square dance at the center. Among the "Barn Dance" favorites who were on hand were Arkie, Pat Buttram, the Hoosier Hot Shots and the Dinning Sisters.

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Buying Time IS ONLY Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER
PresidentGEORGE ROEDER
Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Time Signal In Hartford

Not the usual time signal— but a signal you can follow for buying time! It's simply this:— For a spot announcement campaign in the rich Hartford Market, get all 3 on WDRC — coverage, programs, rates!

USE WDRC TO
CONNECT IN CONNECTICUT



Bright Future For Television Seen By Miller McClintock

(Continued from Page 1)

water realism; more powerful dependable shortwave stations for broadcasting; automatic, unattended radio weather stations and radio beacons; improved radio navigation controls, radio altimeters, radio detecting and ranging devices for aircraft, ships, trains and automobiles; radio facsimile equipment in homes; inexpensive methods providing for standard broadcast reception, television, frequency modulation, facsimile and improved phonograph reproduction—all in one cabinet; and three dimensional vision in color and extensive use of television in churches, theaters, schools and business offices."

Business Forecast

predicting great post-war business expansion, he gave the following estimates for the first year:
Radio—\$3,000,000,000 a year increase.
Transportation — \$4,000,000,000, 10 per cent over the 1940 level.
Auto industry—Demand for 1,000,000 cars, equalling all-time peak of April 1937.
Home building — \$7,000,000,000, doubling 1940 expenditure.
Household equipment—\$4,500,000,000 in 1940, to jump to an \$8,000,000,000 industry.
Most of these strides in aviation and radio communications are being developed by American business.

ness," he said, "it becomes the responsibility of American business to put them to uses that will best benefit both us and the rest of the world."

Sees Omaha Prosperity

McClintock said that today the industrial center of Omaha, by the miracles of aviation and radio, is, for practical purposes of trade as close to world markets as is New York or San Francisco. He said it was his opinion that development of sound competitive markets for American goods, including those of the middle west's farms and factories, could do more to bring ultimate peace than military pressure, shrewd diplomacy or global philanthropy.

American radio, if projected on a global basis through mechanical facilities already available and in accordance with sound principles of free enterprise, can have a dominant part in building the fabric of commercial good-will through the world, he said.

"This can be accomplished only by a perpetuation of the principle of competition in the radio industry beyond our own borders and the avoidance of monopoly cartels and the domination of international radio facilities for nationalistic propaganda purposes," he continued.

McClintock also advocated adoption of basic English as an aid to radio industry in covering the world.

Off Mutual Web; 'Nick Carter' Takes Spot

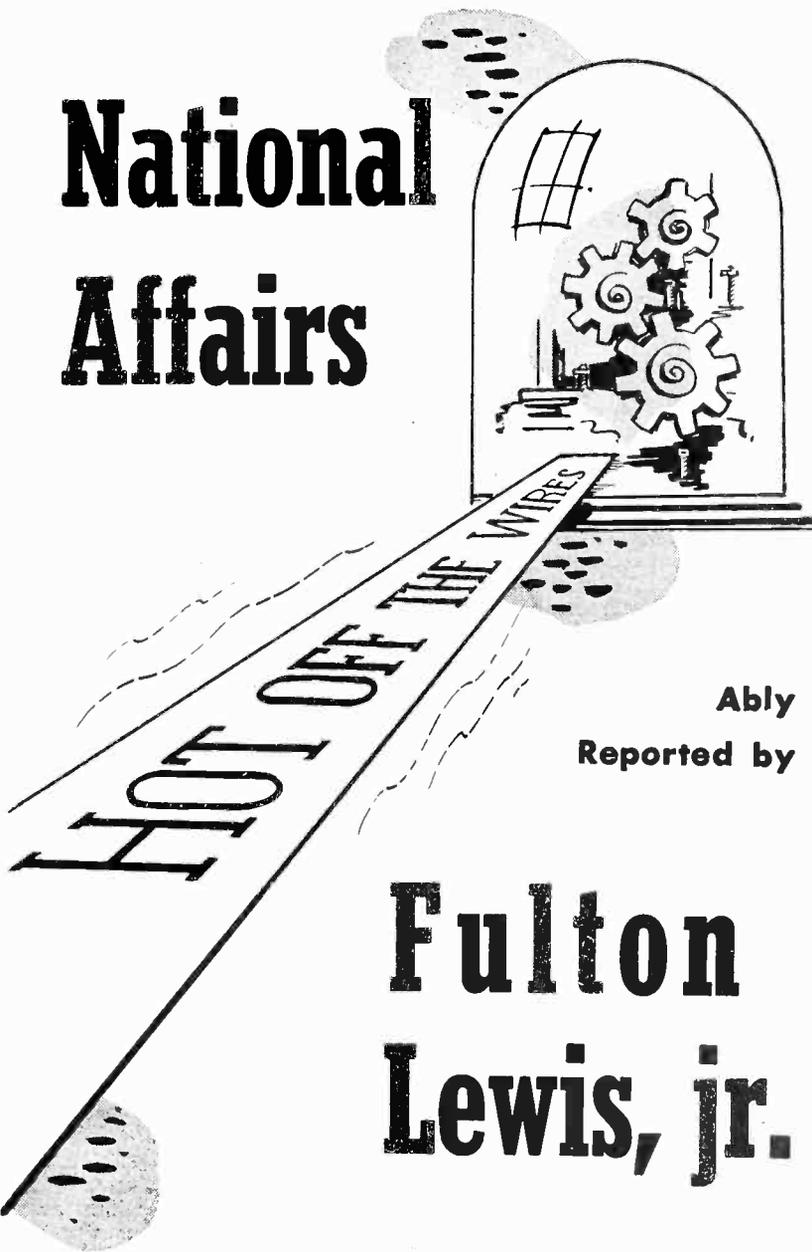
(Continued from Page 1)

an arrangement with Street Smith, publishers, with a view to obtaining a commercial sponsor. McGregor is the producer-director of the series. Lon Clark plays the role of "Nick Carter." Show was first heard as a half-hour suspense representing a complete "Nick Carter" adventure episode. New direction calls for serial presentation.

New Producers Join Blue Network Staff

Martin Andrews and Walter Scanlan have joined the production staff of the Blue Network, it was announced by Raymond Knight, production manager. The new producers replace John Schramm, who has been appointed to handle the "Wake Up America" series as radio director of the American Economic Foundation, and William Livingston, who has joined Warwick & Legler.

National Affairs



Ably Reported by

Fulton Lewis, jr.



Mutual's ace News Reporter is a crackerjack at digging into news and affairs of national importance. His reports on congressional doings are concise in form . . . yet interesting in style. He's America's most listened to and most respected news reporter . . . heard on 160 stations and sponsored by 130 advertisers. A few stations still available. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

THEY'RE OFF AT THE TRACK
WE'RE ON WITH RESULTS
 Ready — Set — Go!
 the Breathtaking Excitement
 of today's races . . .
 transmitted instantaneously
 only over **WBYN** all
 afternoon . . .
 and all day long, your
 favorite music, spot news
 and sports.

1430
WBYN
 "THE MINUTE STATION"

JAP THIS TIME
 THE ONLY OF
 BIRMINGHAM
 OVER POLICE



Vol. 27, No. 11 Mon., Apr. 17, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk; 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(April 14)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 158 | 157 7/8 | 158 | + 1/8 |
| CBS B | 28 1/2 | 28 1/2 | 28 1/2 | 0 |
| Farnsworth T. & R. | 115 5/8 | 111 1/2 | 111 5/8 | - 4 3/8 |
| Gen. Electric | 357 3/8 | 355 3/8 | 357 3/8 | + 2 3/8 |
| Philco | 29 3/8 | 28 7/8 | 29 | + 1/8 |
| RCA Common | 9 3/8 | 9 1/4 | 9 1/4 | - 1/8 |
| RCA First Pfd. | 72 | 72 | 72 | + 1/2 |
| Stewart-Warner | 135 1/2 | 131 1/2 | 135 1/2 | + 4 3/8 |
| Westinghouse | 96 | 96 | 96 | + 1/8 |
| Zenith Radio | 36 3/4 | 36 1/2 | 36 3/4 | + 1/4 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|--------|-------|
| Nat. Union Radio | 4 | 4 |
| OVER THE COUNTER | | |
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 17, 1924)

In connection with the currently appearing Ringling Brothers-Barnum & Bailey Circus, WGY, Schenectady, the other day broadcast an unusual "In the Menagerie" program from which listeners heard the roars of the animals.

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



Coming and Going

FAIR TAYLOR, promotion and publicity director for the Don Lee network, Los Angeles, who has been in New York for the past week or so conferring at Mutual, leaving for California by way of Seattle, Wash.

WILLIAM M. DAWSON, JR., commercial manager of WARM, Scranton, Pa., conferred on Friday at the headquarters of the Blue Network and left the same night for the home offices.

WILLIAM CARLEY, promotion manager of WBT, Charlotte, up from the Carolinas for a few days on station and network business.

PHIL HOFFMAN, vice-president and general manager of WNAX, Yankton, S. D., and JACK PAIGE, promotion manager of the station, left for home yesterday following about a week in Gotham.

DAVID O. ALBER, publicist, is in Philadelphia today on business.

T. W. AYDLETT, general manager of WSAP, Portsmouth, Va., visited Friday at the headquarters of Mutual, with which network the station is affiliated.

SHEP FIELDS off to Lancaster, Pa., for a one-nighter.

WALTER PRESTON, program director of WBBM, CBS-owned outlet in Chicago, has returned to the Windy City following a brief visit in New York.

JANE TIFFANY WAGNER, NBC's director of war activities for women, spent the week-end in Baltimore, where on Friday she addressed a luncheon of the Maryland Federation of Women's Clubs.

BEN LUDY, general manager of KCKN, Kansas City, Kans., arrived in New York Friday for a short stay on station and network business.

PARKS JOHNSON and WARREN HULL are at Camp Wolters, Texas, for the broadcasting of tonight's "Vox Pop" program over CBS from the Infantry training base at that point.

LOUIS SAIFF, commercial manager of WWNW, Watertown, N. Y., is here on station business and for conferences with the local reps.

MARGARET C. BOOSS, manager of the Market Research Division of McCann-Erickson, Inc., was in Rochester, N. Y., Friday. She addressed the Sales Managers Club of that city's Chamber of Commerce on the subject "A Practical Approach to Tomorrow's Distribution Problems."

Frank Conrad Joins Blue In Station Relations Dept.

(Continued from Page 1)

Erickson, advertising agency, was a member of the sales staff of NBC and held an executive post with KDKA, Pittsburgh.

Hanson Deputy Director OWI Domestic Branch

Washington Bureau, RADIO DAILY
Washington—Maurice F. Hanson of Chicago has been named deputy director of the OWI Domestic Branch, in charge of WFA and OPA programs. He is on leave from J. Walter Thompson advertising agency, and succeeds A. R. Whitman.

Boston Symphony Orch. Re-signed By Blue Sponsor

Boston—Boston Symphony orchestra reported signed by the Allis-Chalmers Company of Milwaukee to return to the Blue next week for a series of concerts next fall. Orchestra now heard at 8:30 p.m., Saturdays on the Blue Network under the same sponsorship.

Mullen Sends Memo To NBC Divisions

(Continued from Page 1)

"it is more imperative than ever that these standards be maintained and strengthened, not only in respect to network programs but likewise national spot and local announcements."

Mullen instructed the Continuity Acceptance department "to follow without deviation the acceptance policies of the company and without being arbitrary or unreasonable about it, to insist that the copy which we put on the air conform to all of our standards of good taste, proper programming and ethical advertising."

One source of criticism, he said, "is the spot announcement which oftentimes, due to time limits, does not permit inclusion of proper qualification of claims made."

"While we must make every effort," he continued, "to maintain harmonious relations with our clients and the advertising agencies, these relationships will be improved and not impaired if we insist on proper commercial copy with due attention to the proprieties, matters of good taste, and the elimination of unwarranted or doubtful claims."

Concluding the memorandum, Mullen said, "We must constantly improve our broadcasting practices to retain now and in the future the complete goodwill and confidence of the listening audience, and the acceptance by them of not only the programs that we send them but also the products which our clients sell."

Cohen To Resign OWI Radio Post

(Continued from Page 1)

Don Stauffer left as bureau chief about six months ago, Cohen took over the post.

No decision has yet been made as to who will succeed him.

Who Would Pay More To Reach Fewer Radios

Some people do. That happens sometime on radio with those who don't know the Baltimore market thoroughly. But not to people who know the astonishing success story of W-I-T-H, the independent station. W-I-T-H gives you 92.3% of radio homes in the Baltimore area. It produces at the lowest cost. By any method you choose . . . coverage, cost or number of listeners per dollar . . . W-I-T-H is the buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

THE WEEK IN RADIO

Commercial Tele Hits Snag

(Continued from Page 1)

ed on the position of the Com-
mission to modify its policy regarding
construction of stations. The
Commission's course, he noted, was
worth two years ago in a memoran-
dum opinion, which read in part:
"Public interest demands that the re-
quirements of the armed services be
met before materials and skilled per-
sonnel can be used for the expansion
of existing, or the construction of
new, broadcast services."

Meanwhile, tele broadcasting ac-
tivity registered an upward swing.
NBC opened its reconditioned studio
in New York with a televised ad-
vertisement by FCC Chairman Fly, who
was also picked up by WRGB (Gen-
eral Electric), Schenectady, N. Y.,
WPTZ (Philco), Philadelphia.
Two-talent video programs were
scheduled to be resumed over WCBW,
a sight-and-sound station in Goth-
am on a limited basis early next
month.

News Shorts: Familiar arguments
characterized the AFM disk hearing
before the War Labor Board in Wash-
ington. Due to Army orders the
proposed Miami Beach civic show
for 30 Mutual outlets was canceled.
Program was to have used service-
men contestants from hospitals and
rehabilitation centers in the resort.
Advance campaigns on radio
coverage of the European invasion
are being prepared by the net-
works to aid affiliates in news presen-
tation.

Clarification of the most recent
court order, giving an indefinite res-
pite to all men over 26, was awaited
by the new NAB manpower bulletin
issued over the week-end. Radio's
part in the Fourth War Loan Drive
is estimated at more than \$15,-
000 in a joint NAB-OWI survey.
Completion of a revised White-
feeler bill was asked by Sen. Wal-
ter H. White, Jr., R., Me., co-author
of the pending radio legislation, for
transmission to the full Senate Inter-
state Commerce Committee. Move-
ment is variously interpreted as nearly

burying the bill for the present busy
Congress or as forcing the issue for
new legislation.

Sizable radio campaigns were sched-
uled by Metro-Goldwyn-Mayer and
Warner Brothers. Application for
FM stations since the first of the year
more than tripled the number filed
for AM, an inspection of FCC files
revealed. Defense Plant Corp. re-
ported a \$450,000 contract with CBS,
the deal involving an operation at
Delano, Cal., which was understood
to concern a powerful shortwave out-
let.

Personalities: Frederick Gamble,
managing director of the American
Association of Advertising Agen-
cies, was elected president of the As-
sociation, succeeding John Benson,
former Chicago agency exec, who re-
signed after more than 16 years in
office. Walter Winchell filed a
\$250,000 libel suit against Rep. Clare
Hoffman, R., Mich., in U. S. District
Court, New York. C. W. Sharpe,
formerly comptroller of Columbia Pic-
tures Corp., was appointed assistant
to John H. McDonald, NBC v.-p. in
charge of finance.

Ed Norton, chairman of the board of
WAPI, CBS affiliate in Birmingham,
Ala., was elected to membership in
the General Education Board, philan-
thropic organization endowed by John
D. Rockefeller.

Obituaries: Percy S. Straus, chair-
man of the board of R. H. Macy &
Co. and a former director of WOR,
New York, died in his home in that
city at the age of 67. George Fur-
ness, pioneer in the production of com-
mercial programs and an executive
of the National Carbon Co., died in
the Columbia-Presbyterian Medical
Center, New York, at the age of 60.

Carroll Ragan, composer, scripter
and publicist died at his home in
Yonkers, N. Y.

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

Commercial Tele Station Asked For St. Louis Area

St. Louis—Application for a com-
mercial television station in this city
has been made by Alfco Products, a
newly formed company consisting of
Michael Alfend, Truman Brown and
Dwight Neiman.

Plans call for tele apparatus to be
installed as quickly as it can be built
following WPB release of critical
materials for civilian use. Company
has made arrangements for Du Mont
equipment, which it will also dis-
tribute in the Mound City area.

Coincidentally, the Sales Managers
Bureau of the St. Louis Chamber of
Commerce heard Sam Cuff, general
manager of W2XWV, Du Mont tele-
station in New York, speak on the
post-war potentialities of commercial
television at a luncheon meeting here
today.

Larger Sports Coverage Planned By CBS Network

CBS will augment its coverage of
sports events the coming season and
on April 29, will start its racing sea-
son when Ted Husing and Jimmy
Dolan cover the Jamaica Handicap.
Following week, May 6, the Kentucky
Derby will be broadcast by Husing
and Dolan at 6-6:30 p.m., EWT. There-
after racing coverage will be heard
Saturdays at 4:15-4:30 p.m. from such
tracks as Belmont, Empire, Saratoga
and Aqueduct.

Network also plans to have full
coverage of track and field meets as
the season progresses. Meanwhile the
projected "Visiting Hour" scheduled
to start April 29, will be headed by
another well-known sports commen-
tator in place of Husing who relin-
quishes this job due to press of other
shows.

thinking about
summer replacements?



FIVE STAR FINAL

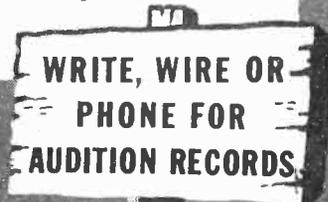
Fast-paced daily dramatization of last-minute
news and headlines. Backed by more than 10
years of successful New York broadcasting.
Top-notch cast, scripts, production. Available
to networks either as 15 minute nightly strip
or one half-hour program a week.

SHOOT THE WORKS

Novel quiz show starring a pair of jumbo dice!
Contestants "roll dem bones" for prize money.
Questions and ivories combine in a laugh-a-
minute for 30 minutes. Ideal vehicle for devel-
oping new emcee and quiz audience. For sale
completely produced or with your own talent.

MAN OF MAGIC

Combination telepathy, magic and studio stunts.
Comedy, thrills, Hollywood stars—and mental
feats as baffling as anything performed on the
air. An unusual half-hour of novel entertain-
ment. Entire production—talent, material,
staging—made-to-order for national presentation.



w m c a

1657 BROADWAY, NEW YORK 19, N.Y.
CIRCLE 6-2200

Represented by Weed & Company

LOS ANGELES

By RALPH WILK

DR. RALPH L. POWER, Los Angeles radio counsellor, is now supervising the editing of Micro Topics, bi-weekly house organ of the Universal Microphone Co., now in its second year.

Frances Scully presented some sound advice about "Letters to Service Men" in her regular Tuesday broadcast, heard over KECA.

Lurene Tuttle was starred in the "Star Performance" production "Blue-Print for Heaven" on KFI, Tuesday night. Miss Tuttle is one of the busiest radio actresses in Hollywood and well deserved her projection into stardom on "Star Performance."

Catchy theme-song of "The Life of Riley" program, written by Music-Conductor Lou Kosloff, may be published in the near future. Kosloff is now adding suitable words and music.

Few of the listeners who tuned in on Joe Cotten's "America-Ceiling Unlimited" broadcast last week were aware that the number "I Fell In Love," given its air premiere by Wilbur Hatch's orchestra, was composed by Ramez Idriss, guitarist of the group.

Our Passing Show: Sid Strotz, Don E. Gilman, Earle C. Anthony, Irene Rich, Jean Hersholt, John F. Royal, Fox Case, W. B. Ryan, Freeman Gosden, Charles F. Correll, Clyde Scott, Gil Paltridge, Claude Sweeten, Matt Barr, Milt Samuel, John Swallow, Leo Tyson, George Turner, Atwater Kent and Jose Rodriques.

Widely circulated reports that the popular air show, "America Ceiling Unlimited," was about to change to another network were squelched when the sponsor emphatically denied that there was any basis for the rumor.

Dick Mack, producer of the Groucho Marx "Blue Ribbon Town" show recently celebrated his 13th wedding anniversary.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Time Signal In Hartford

Not the usual time signal—but a signal you can follow for buying time! It's simply this:— For a spot announcement campaign in the rich Hartford Market, get all 3 on WDRC — coverage, programs, rate!

USE WDRC TO CONNECT IN CONNECTICUT



MAIN STREET

WITH *Ol' Scoops Daly*

Sunkissed Sidelights!

● ● ● Hedda Hopper's "Hollywood Showcase" is proving an excellent springboard for screen aspirants. Eleven of the youngsters who have appeared on her program have been given studio and radio contracts and three others are now taking tests at Hollywood film factories. . . . Three Dons — Gilman, Barclay and Sharp—attended the press party honoring Ed "Archie" Gardner. Leo Tyson, Jack Roche, Joe Venuti,

Los Angeles

Charles Cantor, Elmer Pederson, Robert Mucks, Hal Gerard, Milt Samuel, Noel Corbett and Norman L. Paul were among the others at the affair. . . . By the way, handsome Cary Grant was on the Gardner show April 4, and "Archie" received the following note from a femme member of his audience, "please move the bar; we can't see Cary Grant."



● ● ● Bernie Milligan, Lloyd Brownfield, Neil McDonald and Charles Levin are among the Coast Boswells who got their start as sports writers. . . . Shirley Mitchell is one of the busiest gals on the Coast and is doing three shows. She is also set for the Charlotte Greenwood Summer ainer, "Life With Charlotte," which replaces the Bob Hope opus June 13th. . . ● Karen Prestholdt, who recently joined Marty Lewis' radio staff at Paramount, won the title of "Miss Sun Valley," because of the way she modeled ski togs.



● ● ● The "Duffy Tavern" scribes are now great boosters for Cary Grant. When Cary eyed the script for the April 4th show, on which he appeared, he said, "It's great stuff; I hope I can live up to it." Incidentally, Ed Gardner, major domo of "Duffy's Tavern," has given Marty Gosch an "A" in deportment, because "Archie" found his Bel-Air manse, that had been occupied by Marty and Mrs. Gosch, in A-1 condition when he returned from the East. Kidders had tried to rib Ed into believing he would find the place in shambles. . . ● Edwin Buckalew, Columbia Pacific field station relations man, reports his relations with his landlord are not good, and, because of the house shortage, Ed is hunting for quarters for himself, his wife and child. It's got to the point where he is threatening to buy a tent. . . ● Luis Van Rooten and Alexander Pope, recruits from radio, do outstanding jobs in Paramount's "Hitler's Gang," the former as Heinrich Himmler and the latter as Hermann Goering.



● ● ● -KLZ, Denver, is the newest CBS affiliate to adopt "Potluck Party," which originated over KNX, Hollywood, in October, 1943. Recorded commercials are an integral part of the program. KQW, KFPY and KARM are among the stations using the "Potluck" formula, while KRNT plans to inaugurate it soon. . . ● Amos 'n' Andy had planned to spend a few weeks at their favorite vacation spot, Palm Springs, but a cold "grounded" "Amos" (Charles F. Correll), However, "Andy" (Freeman Gosden) was able to proceed to the Springs. . . ● Ken Darby, accompanist and arranger, as well as bass for the King's Men, is recovering from an attack of the flu. By the way, the King's Men comprise one of the oldest quartets in radio, going on the air in 1931. The boys started as students at Chapman College, Los Angeles, and entertained at club and school affairs. Only Rad Robinson, of the original four, is on a for-the-duration leave of absence, serving in the Army Air Forces. His replacement is Raymond Clark. . . ● Betty Bunn, who wrote publicity for KIRO, Seattle, is now assistant to Jac Willen, former Radio Daily news typewriter pounder, now handling trade stuff for Columbia Pacific. Femme hearts went pit-a-pat April 9 when Dennis Day, appeared in his Naval uniform, on the Jack Benny show.



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IS ONLY
Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

WCBM
BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

Bright Future For Television Seen By Miller McClintock

(Continued from Page 1)

greater realism; more powerful dependable shortwave stations for broadcasting; automatic, unattended radio weather stations and radio beacons; improved radio frequency controls, radio altimeters, radio compasses, radio detecting and ranging devices for aircraft, ships, trains and automobiles; radio facsimile equipment in homes; inexpensive sets providing for standard broadcast reception, television, frequency modulation, facsimile and improved phonograph reproduction—all in one cabinet; and three dimensional television in color and extensive use of television in churches, theaters, schools and business offices."

Business Forecast

Expecting great post-war business prospects, he gave the following estimates for the first year:

Radio—\$3,000,000,000 a year increase.

Transportation — \$4,000,000,000, 7 per cent over the 1940 level.

Auto industry—Demand for 3,000,000 cars, equalling all-time peak of April 1937.

Construction building — \$7,000,000,000, 10 per cent over 1940 expenditure.

Household equipment—\$4,500,000,000 in 1940, to jump to an \$8,000,000,000 industry.

Some of these strides in aviation and radio communications are being developed by American busi-

ness," he said, "it becomes the responsibility of American business to put them to uses that will best benefit both us and the rest of the world."

Sees Omaha Prosperity

McClintock said that today the industrial center of Omaha, by the miracles of aviation and radio, is, for practical purposes of trade as close to world markets as is New York or San Francisco. He said it was his opinion that development of sound competitive markets for American goods, including those of the middle west's farms and factories, could do more to bring ultimate peace than military pressure, shrewd diplomacy or global philanthropy.

American radio, if projected on a global basis through mechanical facilities already available and in accordance with sound principles of free enterprise, can have a dominant part in building the fabric of commercial good-will through the world, he said.

"This can be accomplished only by a perpetuation of the principle of competition in the radio industry beyond our own borders and the avoidance of monopoly cartels and the domination of international radio facilities for nationalistic propaganda purposes," he continued.

McClintock also advocated adoption of basic English as an aid to radio industry in covering the world.

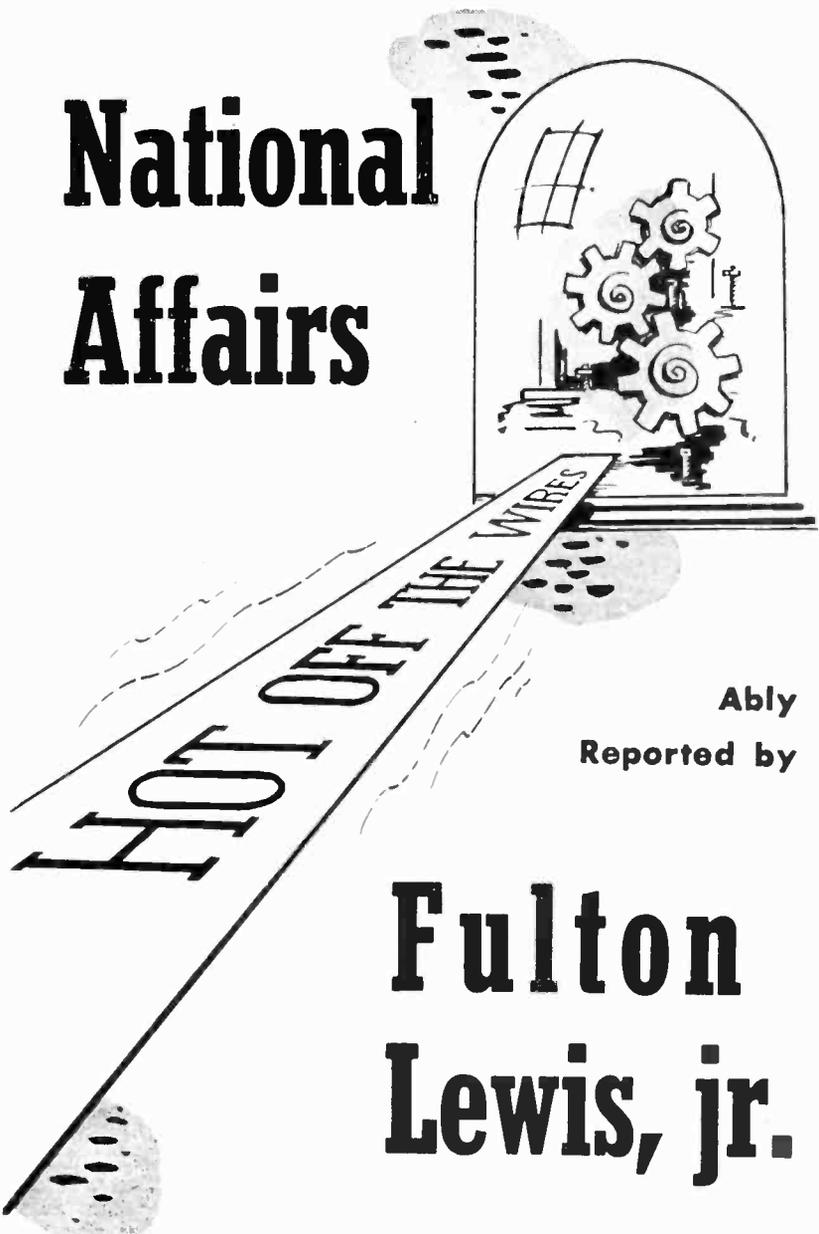
Order Off Mutual Web; 'Nick Carter' Takes Spot

(Continued from Page 1)

Under an arrangement with Street & Smith, publishers, with a view to attracting a commercial sponsor, MacGregor is the producer-director of the series. Lon Clark plays the role of "Nick Carter." Show was first heard as a half-hour suspense presenting a complete "Nick Carter" adventure episode. New plan calls for serial presentation.

New Producers Join Blue Network Staff

Martin Andrews and Walter Scanlan have joined the production staff of the Blue Network, it was announced by Raymond Knight, production manager. The new producers replace John Schramm, who has been appointed to handle the "Wake Up America" series as radio director of the American Economic Foundation, and William Livingston, who has joined Warwick & Legler.



National Affairs

Ably
Reported by

Fulton Lewis, jr.



Mutual's ace News Reporter is a crackerjack at digging into news and affairs of national importance. His reports on congressional doings are concise in form . . . yet interesting in style. He's America's most listened to and most respected news reporter . . . heard on 160 stations and sponsored by 130 advertisers. A few stations still available. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

THEY'RE OFF AT THE TRACK
WE'RE ON WITH RESULTS

Ready — Set — Go!
the Breathtaking Excitement
of today's races . . .

transmitted instantaneously
only over **WBYN** all
afternoon . . .

and all day long, your
favorite music, spot news
and sports.

1430
WBYN
"THE MINUTE STATION"

OWI Overseas Posts Two-Thirds Taken

(Continued from Page 1)

Davis, announced on Friday. As military operations advance, he added, it may be necessary to increase this overseas staff for disseminating information overseas even beyond present estimates. Appointment of 337 of the 450 persons needed for work in connection with the overseas propaganda program has been started, Davis said, with more applications on file.

The response to an appeal for additional personnel, issued last February by representatives of the OWI Newspaper and Radio Advisory Committees, has included 3,953 letters of inquiry from persons interested in overseas assignment. To date, 2,221 applications have been received.

Appointments recommended include: 12 administrative officers and assistants; 59 information specialists; 16 language specialists; 94 newsmen; 39 radio program specialists; 69 Morse operators and 48 radio engineers.

Most of the new recruiting will be assigned to the European areas.

Assisting OWI recruiting these workers was a special committee representing the broadcasting, newspaper and advertising professions. It included: Earl Gammons, CBS; Kenneth Berkeley, Blue; Charles Barry, Blue; Lewis Allen Weiss, KHJ, Los Angeles; Carlton Smith, NBC; William Brooks, NBC; Paul West, ANA; A. F. Jones, managing editor, Washington "Post"; B. M. McKelway, associated editor, Washington "Evening Star"; Mark Ethridge, publisher, Louisville "Courier-Journal"; Palmer Hoyt, publisher, Portland "Oregonian"; Fred Gaertner, Jr., managing editor, Detroit "News"; Wilbur Forrest, assistant Editor, New York "Herald-Tribune"; H. D. Paulson, editor Fargo "Forum"; Paul Bellamy, Cleveland "Plain Dealer"; Mason Britton, executive vice-president, McGraw-Hill Publications, and T. S. Repplier, general manager, War Advertising Council.

Army-Navy-OWI Statement Clarifies War News Policy

(Continued from Page 1)

important war news, consistent with military security, was promised. The responsibility of war theater commanders was especially stressed. OWI, the Army and Navy "are in agreement," the statement said, "that news of military and naval operations should be made public as soon and as fully as military security permits.

"Wherever immediate publication of an item of information might result in the loss of American lives or have an adverse effect on current or future operations, the release must be withheld until such danger definitely is past.

"While broad responsibility for military information policy rests with the Government in Washington, most of the news of military and naval action is released by commanders in

Radio War-Effort Cooperation Set Record During February

(Continued from Page 1)

nouncements or programs in support of War Bond sales during February, including 36,220 scheduled by the OWI.

OWI scheduled 48,890 Fourth War Loan plugs during January, while most of the Treasury's regular programs were played more during the

month of January than in February.

The Fourth War Loan benefitted, however, from a minimum of 114,940 live announcements in February, according to NAB.

NAB presented the following resume of programs and announcements during the two months.

| TYPE AND LENGTH | Number During JANUARY | Number During FEBRUARY |
|---------------------|-----------------------|------------------------|
| Announcements | 297,580 | 326,510 |
| 2 Minutes | 1,220 | 420 |
| 3 Minutes | 21,260 | 12,610 |
| 5 Minutes | 19,330 | 15,230 |
| 10 Minutes | 1,310 | 1,110 |
| 15 Minutes | 36,620 | 40,420 |
| 20 Minutes | 90 | 10 |
| 25 Minutes | 190 | 450 |
| 30 Minutes | 2,900 | 3,030 |
| 45 Minutes | 480 | 110 |
| 60 Minutes | 420 | 50 |
| 75 Minutes | | 10 |
| 90 Minutes | | 30 |
| 2 Hours | 20 | 20 |
| 2 1/2 Hours | 20 | |
| 3 Hours | | 10 |
| 3 Hours, 20 Minutes | | 10 |
| 3 1/2 Hours | | 10 |
| 4 Hours | | 10 |
| 10 Hours | | 20 |
| 12 Hours | | 10 |
| 12 1/2 Hours | 10 | |
| 13 Hours | 10 | |
| 24 Hours | | 10 |
| No Length | 50 | 1,120 |

Hurwitz Joins WCBW As Tele Writer-Director

Leo Hurwitz, has joined WCBW, CBS television outlet in New York, as writer-director. Hurwitz has had 10 years of experience in motion pictures in various capacities and more recently did documentary films for the U. S. Navy, the Office of the Coordinator of Inter-American Affairs, and the Office of War Information.

As recently announced, WCBW will resume a limited program of live productions beginning May 5.

theaters of operations. Their first concern is victory and they carry the heavy burden of responsibility for the lives of many men and the success of operations. Their decisions, including those on publication of news, are influenced accordingly. The local conditions and the particular demands of security on which they base action are usually not immediately obvious to the public at home or even to the local war correspondent on the ground, nor can an explanation always be given without serious detriment to our cause.

"However, theater commanders may not always be in a position to balance the relative importance of local problems against the need of giving the American people a full and accurate picture of the war situation as a whole, in so far as this can be done without giving the enemy useful in-

Uruguayan Tele Pioneer Gets Experimental License

Montevideo, Uruguay — Marion Giampietro, radio tinker and "ham" since 1924, has been granted the first experimental television wave length in Uruguay by the government. Under governmental authorization Giampietro is operating with the call letters, CXHAQ. Giampietro, an employe of the Uruguayan Congress, is now using 115 megacycles, but his experimental station is scheduled to change to a wave length of 52 megacycles.

formation which he could not otherwise obtain.

"In an effort to produce the fullest possible flow of information without distorting the importance of either good news or bad, theater commanders have been instructed to give prompt release to such news of action in their theaters as will not be harmful to security. Whenever the theater commander resolves a doubt in favor of withholding news, the facts will be submitted promptly to Washington for review and decision as to release, by officials of the War or Navy department and the Office of War Information.

"In areas of Allied operations, especially where the theater commander is not American and incidents occur involving troops other than ours, our procedure and that of our allies must be correct."

FCC Probe Resumes Charles Denny Calls

(Continued from Page 1)

for the Easter holidays. At that it was thought that the FCC investigation would be postponed until new committee counsel, Mr. S. had studied the record and plans for continuance of the FCC investigation.

James Lawrence Fly, chairman FCC, who was present and gave testimony at the last session of the committee will not be on hand when the committee reconvenes to Chairman Fly left Washington Thursday for a 10-day trip of inspection of radio stations. He will be Jacksonville, Fla., today.

Red Cross Thanks Radio For Campaign

(Continued from Page 1)

that the Red Cross this year received "the greatest quantity and finest quality" publicity in the organization's history.

More than 500 hours of program dedicated to the Red Cross were broadcast by 17 outlets in Gold during the two-month drive, which ended Saturday, it was estimated. John Donaldson, Jr., radio director of the New York War Fund. This figure did not include web programs carried by local network stations. Though shows were not tallied in terms of program hours, an average of 50 programs per week carried Red Cross dedications during the month of March.

Fifty of the 500 hours came from the broadcasting of over 6,000 announcements, averaging 30 seconds each. New York outlets averaged eight Red Cross announcements a day, with some of the stations giving as many as 12 daily. Particularly co-operation in this respect was served among the foreign-language outlets.

Special events staged by the Cross spotlighted the campaign. Cross "Radio Day" was one of the Every station in the country dedicated every program on Feb. 20 the Red Cross.

Exactly one month ago Norman Davis, national chairman of Red Cross, commended radio for outstanding contribution to the War Fund. The congratulatory message to the industry was sent Davis to the Radio Executives Club of New York.

Kate Smith And Bob Trout On Special Circus Program

Kate Smith and Bob Trout will participate in a special program originating with the Barnum-Bailey Ringling Brothers circus at Madison Square Garden, New York, Tuesday night for the Armed Forces Service. Program is being recorded and will be shortwaved to all theaters of war. It will be broadcast New York on WNEW, 9 to 9:30 p.m.



RED CROSS 1944 WAR FUND OF GREATER NEW YORK

Campaign Headquarters: 130 West 42nd Street • Telephone: BRyant 9-2104

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April 17, 1944

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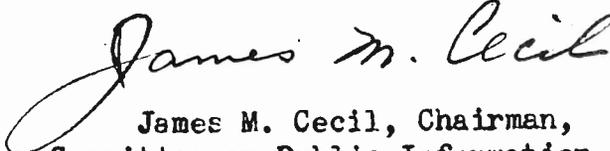
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TO: BROADCASTERS, PROGRAM SPONSORS AND
ADVERTISING AGENCIES OF GREATER NEW YORK

During the past several weeks you have been kind enough to offer a tremendous amount of effort and air time to the cause of the Red Cross War Fund. This year you gave more than ever before. I only wish we could measure accurately the total of it all. Not only has the quantity of time donated been greater, but the quality of the programs and publicity devoted to the Red Cross has been far superior to that of any preceding year.

It is impossible to thank personally everyone who has cooperated with us, and with our Radio Director, John Donaldson. So in reading this, please feel that if we haven't thanked you before for what you have done, we do so now. Your contribution is immeasurable here, but its benefits will be felt by our service men and women wherever they are in this world at war.

Sincerely yours,


James M. Cecil, Chairman,
Committee on Public Information

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★ ★ ★ COAST - TO - COAST ★ ★ ★

—MINNESOTA—

MINNEAPOLIS—A 21-page letter containing 32 individual messages from members of the WCCO staff was sent last week to 26 former employees of WCCO who are now in the various branches of the armed forces... Elmer Peterson, former WCCO analyst, visited this station recently. Peterson, in town for a speaking engagement, is on sick leave from London where he is an NBC correspondent... **ST. PAUL**—Local participation in Carey Longmire's NBC news reports has been contracted by Standard Oil (Indiana) over KSTP.

—NEBRASKA—

OMAHA—A dozen representatives of the H. J. Heinz Company, headed by H. F. Jones, manager, Omaha branch, visited WOW's studios recently to hear the story of this station's coverage for their "Information, Please" program and spot announcement campaign... Ex-WOW girls who have gathered in various points of the country include Lee Ryan, now Lee Van Hoozer, who has gone to join her Army husband; Marty Thomson, formerly in the continuity department, now head of continuity for KXYZ, Houston.

—MASSACHUSETTS—

BOSTON—A dramatization written around the late Commander John Joseph Shea's immortal letter to his five-year-old son is presented on the Catholic Hour in the first of a new series of programs over WBZ... Kerstin Thorborg, Bruno Walter and Christina Carroll, appearing in Boston with the Metropolitan Opera Company, guested on WCOP's "Girls About Town"... Irving T. McDonald, WEEI's news analyst, will discuss "The Invasion of Europe" in his talk before the Norfolk County Medical Association next month... **WORCESTER**—Army Day speaker on WTAG was Major Charles P. Rugg, past state commander of the Military Order of the World War.

—FLORIDA—

MIAMI—General Alberto Carlos Romero, minister of national defense for Ecuador, used the facilities of WIOD recently to transcribe a speech to be broadcast via shortwave to Ecuador. The general had just arrived in the United States for a tour of inspection. He was accompanied at the broadcast by Col. Jose Maria Suarez, his aide, and Col. Alban Augustin Borja, military attache to the Ecuadorean

Embassy at Washington. Among the American military men who accompanied the general were Lt. Col. Angelo R. Del Campo, chief of the U. S. Mission to Ecuador, and Lt. Col. Carroll Peeke, military aide to General Romero.

—PENNSYLVANIA—

PHILADELPHIA—Clarence Fuhrman, KYW musical director, and his orchestra have been engaged to play at Willow Grove Park every Saturday beginning April 22... Charles P. Shoffner, WCAU's vet farm broadcaster, begins his 21st year of farm broadcasts on April 13... From Hawaii to Philadelphia and the listeners of WIP will come a special broadcast salute on "Hawaii Calls," this Saturday... **PITTSBURGH**—Gimbel Brothers has renewed its daily 15-minute news broadcast on KDKA for 52 weeks... The newly formed WCAE Women's Bowling League has selected as captains for its two teams, Mary Higgins and Carol McVay, both in the accounting department.

—NORTH CAROLINA—

CHARLOTTE—To expand its religious broadcasting services, WBT has begun a series of weekly half-hours to air Catholic and Jewish Services, alternately. Charles H. Crutchfield, program director, in announcing the beginning of this new series, characterized it as a part of "WBT's program of fostering religious and racial understanding and brotherhood." The Reverend Maurice McDonald conducts the Catholic Services, and Rabbi Philip Frankel is in charge of the Jewish broadcasts.

—CALIFORNIA—

SAN FRANCISCO—Former KFRC engineer, Tom Razovich, is now with the Army in India... At the request of station executives, KYA announcer "William Trent" will use his own name, which is William Triest... Sponsors on the KPO "Jane Lee" program, which is conducted by the noted home economist and newspaper-radio columnist, Dorothy Rankin, are: Glidden Paint Company of Cincinnati for its new product "Spred," Langendorf Bakeries for "Dr. Penland's Vitamin B-1 Wheat Bread," Decorative Cabinet Corporation of N. Y. for "E-Z-Do" wardrobes and chests, Loma Linda Food Company for "Vegemeats," Oakite Products, Inc., of N. Y. for the cleanser by the same name; Curtis Publishing Co., for the "Saturday Evening Post"; and Pure Foods, Inc., for its bouillon cubes.

—MINNESOTA—

MINNEAPOLIS—Max Karl, WCCO educational director, will speak at the annual vocational day ceremonies to be held by St. Catherine's College, St. Paul, April 19. Mr. Karl will discuss the vocational aspects of radio... **ST. PAUL**—The cast of KSTP's "Sunset Valley Barn Dance," Saturday night show, recently entertained the Minneapolis Rotary Club. Ray C. Jenkins, station's sales manager, emceed the show.

—NORTH CAROLINA—

CHARLOTTE—A. D. Willard, Jr., WBT general manager, was in New York recently and attended the CBS managers' meeting of heads of C-O stations... WBT Program Director Charles Crutchfield expects a Navy commission any day. Incidentally, "Crutch" discovered some of radio's most famous personalities, among them are: John Scott Trotter, Golden Gate Quartet, the late Hal Kemp, Lansing Hatfield... **RALEIGH**—Fred Fletcher, emcee for WRAL's ayem show "Tempus Fugit," didn't have enough newly born babies to announce on his show, so he called one of his friends whom he knew was expecting and inquired. Her reply was, "I've been so impatient, I've been listening to your program regularly to hear if I've had it."

—TENNESSEE—

NASHVILLE—WSIX announces the appointment of the Katz agency as its national representative, effective April 1. The announcement was made by President Jack M. Draughon of the Nashville Blue and Mutual affiliate... Wayne Howell, former announcer at WLAC, was a surprise visitor at the studio a few days ago. He is with the medical corps attached to an engineering unit at Camp Hood, Texas... **KNOXVILLE**—Supporting the Easter Seal and "Tag Day" drive for the benefit of crippled children, WBIR staged a half-hour broadcast direct from the Crippled Children's Hospital with gala entertainment.

—IOWA—

DES MOINES—Eddie Truman, KRNT music director, arranged and played a special organ score for "Golgotha, March 18, AD 29," narrative drama presented on the Palm Sunday program of the Central Presbyterian Church in this city. Jim Lounsbury, announcer, also participated... KRNT originated the Victory Party broadcast of the Iowa Farm Bureau Federation. Taking part in the affair were: Allan Kline, Federation president, who recently returned from a tour of Great Britain; W. W. Waymack, editor of the Des Moines "Register and Tribune"; W. Earl Hall, editor of the Mason City "Globe Gazette."

—WASHINGTON—

SEATTLE—Lightning does strike twice as was evidenced by the fact that Patricia Rouse of Olympia made her second appearance as guest songstress with Max Dolin and his orchestra on "30 Minutes of Music" over KIRO recently... **YAKIMA**—Harrison Miller, "main push" around KIT, has added another duty to his present duties of sales manager, continuity writer, organist, pianist, newscaster-in-emergency, sound-effects man, program manager, personnel director. Miller has now taken to publishing a paper for KIT servicemen who want to be kept informed about the station.

—COLORADO—

DENVER—KOA recently began a series of programs by Shrednik and his string ensemble which is broadcast from the stage of the Post Theater at Fitzsimons General Hospital, Denver—the largest military hospital in the world... Henceforth, Saturday evening, "Clambake In Khaki," also originate from the Fitzsimons Post Theater... Jesse L. Lasky, Hollywood producer, was guest speaker on the KLZ's "Budget Brigade" program recently.

—WISCONSIN—

MILWAUKEE—WEMP's staff is all-out the fight against inflation with the slogan, "Don't Buy Another Depression." C. J. Lanphier, manager, is radio chairman of the drive, and his continuity staff is preparing a series of spot announcements which vary from chain breaks one-minute stories and programs... WTMJ's news commentator recently referred to the Washington Political Circus as "the Washington Political Circus," apologized and repeated "circles," which seemed to annoy several listeners who wrote in that he was right the first time.

Lauds Canadian Radio Network Pioneering

Montreal—Canadians have done outstanding pioneer work in at least two departments of radio, Dr. Augustin Frigon, acting general manager of CBC, told the Engineering Institute of Canada here. One development in which CBC took the lead and which is now being adopted by some networks in the United States, is the construction of small repeater stations at outlying points, especially in the Northwest and in northern Quebec, which make it possible to reach isolated areas that otherwise would have no radio reception whatever. The second feature was the devising and building of special mobile units for use at the war fronts abroad, said.

Of 89 broadcasting stations in Canada, only 10 are government-owned, Dr. Frigon explained, speaking on the subject, "Network Radio Operation." Four powerful CBC stations form the basis of the coverage that is provided, he added, but that coverage would be quite impossible without the cooperation afforded by the privately-owned local stations.

Turning to problems of network operation, the speaker said by far the greatest was that presented by the five different time zones across Canada. Here the only solution was to record and then rebroadcast programs, a process made difficult because of the attitude of the musician's union.

The problems of static, interference, fading and improved tone quality, he thought would be solved in the post-war period by high power frequency modulation broadcasting.



April 17

Howard Claney Margaret Epsy
Lawton Campbell Jack Nedell

Tele Newscasts Planned

Denny Charges Waste In Lea Probe Of FCC

Washington Bureau, RADIO DAILY
 Washington—The Government has spent \$3710 1/4 man-hours solely answering questions and requests from the staff of the House committee, General Counsel Charles R. Denny told the committee yesterday. His comment came during a heated exchange with Harry S. Barber, who is continuing temporarily to serve as committee counsel while the newly-appointed John Sirica studies the matter.
 (Continued on Page 6)

Survey In New York Reveals Musical Audience

Survey among the FM radio audience in the New York area to determine in part what makes them listen to FM, reveals that the major portion gave as their reason the desire to hear good symphonic and classical music. About 17 per cent listened because of better reception and absence of static or interference. Less advertising and commercials attracted 11 per cent, while lesser percentages...
 (Continued on Page 4)

Harold Extends Contract With NBC Another 26 Weeks

Los Angeles—W. M. Jeffers, president of Union Pacific Railroad, re-signed with Sidney N. Strotz, NBC vice-president in charge of the western division, that Union Pacific had approved a full 52-week contract for its program, "Your America," heard on NBC Saturdays, 2:00 to 2:30 p.m.,...
 (Continued on Page 2)

New High in Sales
 Sioux City—KTRI boasts a new high in sales. An aviator flying 18,000 feet above Sioux City heard a station announcer doing a pitch for "Aviation Sunglasses." When he completed his flight a half hour later he walked into the studios and asked about the glasses he heard advertised while flying over Sioux City.

Atlass Hits Walkout Of WJJD Disk Men

Chicago—Ralph L. Atlass, president of WJJD, yesterday released the following statement to Chicago newspapers:
 "On Tuesday, April 11th, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13th. There had been no strike threat and no strike vote by our musicians. There is now no dispute...
 (Continued on Page 5)

West Coast Radio Division Oversubscribes Red Cross

Los Angeles—The Radio division of the American Red Cross campaign wound up Saturday, with better than \$45,000 obtained from various branches of the radio industry, including stations, AFRA, networks, transcription companies, Radio Writers Guild, Musicians, music publishers...
 (Continued on Page 2)

Wants Press, Radio Present At International Peace Confab

Rickenbacker-Major Bong In Two-Way Conversation

Special unannounced broadcast yesterday at 6:10 p.m., EWT over WEA (NBC) had Capt. Eddie Rickenbacker in New York studios in a two-way conversation with Major Richard I. Bong in the South Pacific. Rickenbacker congratulated Major Bong on exceeding the former's World War I...
 (Continued on Page 2)

News Summaries Forecast By Speaker Under PA Auspices In Near Future During Confab Held By SMPE

Fly Discusses Tele With Broadcasters

Asheville, N. C.—No technical barrier to commercial television or equipment production in the post-war period was foreseen by FCC Chairman James L. Fly, at a press conference here following the two-day meeting of the North Carolina Association of Broadcasters. Previously Chairman Fly had attended the meetings on Friday and Saturday as guest and principal speaker. Chairman Fly left...
 (Continued on Page 6)

Agency Executives To Meet Treasury Exec.

Treasury Department and the War Advertising Council will hold a meeting of leading advertising men Friday 3 p.m. in the Music Room of the Hotel Biltmore. Meeting which will...
 (Continued on Page 5)

U. S. Rubber Sets Renewal Of Philharmonic On CBS

United States Rubber Co. has renewed for a second year sponsorship of the New York Philharmonic-Symphony Orchestra, effective May 21...
 (Continued on Page 5)

Televised news summaries will probably be launched next month by Press Association, Inc., radio affiliate of AP, it was revealed yesterday by Sherman Price, president of Filmedia Corp., who has been discussing a deal to survey tele news production for the wire service. Eye-and-ear extension of PA's radio service, mostly through films, was disclosed by Price in an interview prior to his participation in the television symposium...
 (Continued on Page 5)

RCA-Victor Recordings For Allied Prisoners

Montreal—The first shipment of RCA Victor records to be sent monthly from now on to prisoners of war in 19 camps in Germany was received here by Major-General Hon. L. R. LaFleche, Minister of National War Services, from F. R. Deakins, president of RCA Victor Co., Ltd., at a special inauguration service at the RCA Victor plant.
 Accepting the donation of records...
 (Continued on Page 6)

Advertising Federation Postpones Convention

Indefinite postponement of the annual meeting of the Advertising Federation of America scheduled in Chicago for June 4-7 was announced...
 (Continued on Page 4)

In-Between

Followers or worriers of the Bing Crosby-Frank Sinatra status, will find themselves on neutral ground Sunday with the appearance of Norman Wieland on "Wide Horizons," on MBS. Wieland, discovered Eddie Dowling in an airplane story, is modestly described as a cross between Crosby and Sinatra and he plans no cutting in on either Bing or the "Voice."

Solid

Listeners to Fred Allen's program on CBS Sunday night heard a new "Mr. Nussbaum," and were agreeably surprised at his cleverness and ability to take the part so well in that role and later on in the comedy with Leo Durocher. Fact is he is a veteran actor and writer who has been around a little himself. "Mr. Nussbaum" is otherwise known as one Patsy Flick.



Vol. 27, No. 12 Tues., Apr. 18, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wijk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Movie Company Signs News Time On WMCA

Twentieth Century-Fox Film Corp. and the Roxy Theater, New York, have signed a one-year contract with WMCA, Gotham independent, under which they will jointly sponsor "The World's Front Page," the outlet's battlefield news pickup heard five evenings a week. The half-year-old news show, which features reports from "Christian Science Monitor" correspondents, has had no sponsor up to this time.

20 YEARS AGO TODAY

(April 18, 1924)

WOR, Newark, airs a morning gym class every day but Sunday at 7 o'clock, presided over by A. E. Bagley, Director of Physical Education of the Newark YMCA. This is the largest class of its kind in the world.... WJZ's broadcast of a program by the Hasty Pudding Club of Harvard University did not take place last night because participants failed to show up. Keith McLeod, studio organist and Milton Cross, announcer, filled in the time.

Your SALES DOLLARS TRAVEL FAR... when you use them on **WIBW** The Voice of Kansas TOPEKA

Ben Ludy, GEN'L. MGR.

Coming and Going

FLIGHT LT. ANDY McDERMOTT, in charge of public relations, radio division of the Royal Canadian Air Force, is in town from Ottawa for three days. He's stopping at Beekman Towers.

TED HUSING, CBS sports reporter, goes tomorrow to Chester, Pa., to address 3,400 workers at the Sun Shipbuilding Yards. He will speak before the group at the invitation of the U. S. Treasury which is honoring the workers for extra War Bonds purchased by them to the extent of the cost of a ship, which will be launched and christened by them also on Wednesday.

EMERSON J. PRYOR, station manager of WRRN, Mutual outlet in Warren, Ohio, is in town on network business and for talks with the local reps.

CLAIR R. McCULLOUGH, general manager of the Mason-Dixon Radio Group, is spending a few days in Gotham. Dropped in at Mutual for a while yesterday.

FRANK C. CARMAN, president and general manager of KUTA, Salt Lake City, has joined the executive contingent currently in New York on business.

W. J. ROTHSCHILD is in town for talks with the station's local representatives. He's the commercial manager of WTAD, Quincy, Ill.

PHIL BUXBAUM, Jr., WELI's authority on sports and broadcaster of athletic events, is here from New Haven to cover the National League opening between the Giants and the Boston Braves this afternoon at the Polo Grounds.

DONALD DWIGHT DAVIS, president of WHB, Mutual affiliate in Kansas City, Mo., is in New York on business. Looked in yesterday at the network offices.

MRS. HELEN McCAULEY LAMBETH, owner of WMFR, High Point, N. C., and WGBG, Greensboro N. C., was a visitor yesterday at the headquarters of the Blue Network during the course of a business trip which will keep her in New York for the rest of the week.

DON LERCH, regional radio director of the War Food Administration, goes down to Philadelphia today for a special broadcast over KYW, then he'll spend the remainder of the week in Baltimore and Washington.

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, Ala., has arrived from Dixie for conferences with the New York representatives of the station.

EDWARD F. LOOMIS, president of Radio Reports, Inc., off on a trip to the West Coast, during which he will visit Los Angeles, San Francisco, Portland and Seattle. He will return in about a month.

Rickenbacker-Major Bong In Two-Way Conversation

(Continued from Page 1)

record of shooting down 26 enemy planes.

Rickenbacker gave the new record-holder some sound advice on keeping on the alert, spoke a little shop on new planes which will keep coming and also talked about the P-38 Bong now flies. Conversation was clear and reception from the South Pacific unusually good. Bong was calm and modest in his speech as though it were a routine matter; in New York Rickenbacker had a faint trace of emotionalism and while not excited apparently was as thrilled as the listeners must have been.

Program followed the 6 p.m. news with Don Hollenbeck, whose show was cut and arrangements made for additional time if necessary. Two-way conversation to the deep South Pacific ran approximately from 6:10 to 6:15 p.m.

Wants Radio And Press Present At Peace Confab

(Continued from Page 1)

fronting both peoples and nations is: Shall we have freedom of international communications after this war?"

"The future of journalism is in the air, literally, not figuratively," Dean Ackerman declared. "Scientific developments, in aviation and electronics, via the airways and the airwaves, will have such a profound influence upon the press, radio, television, facsimile and other instrumentalities of communication after this war that they will determine the extent and the content of public education in politics, social and economic relationships and foreign affairs."

Railroad Extends Contract On NBC Another 26 Weeks

(Continued from Page 1)

26 weeks, but the decision was made to close for a full 52-week deal without option which will take the program through December 30, 1944.

Strictly institutional in nature, "Your America" originates in the studios of WOW, Omaha, Nebraska, with Joseph Koestner's orchestra and personnel of the railroad taking part. The Caples Company of Chicago, Illinois, is the agency representing the sponsor.

West Coast Radio Division Oversubscribes Red Cross

(Continued from Page 1)

ers and advertising agencies. The quota set was \$30,000. This sum is 50 per cent more than that obtained in the War Chest Drive, and better than twice that obtained for the American Red Cross last year. Sidney N. Strotz was chairman of the Radio Division.

FINANCIAL

(Monday, April 17)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 158 | 157 7/8 | 158 | — |
| CBS A | 28 7/8 | 28 3/4 | 28 3/4 | — 1/8 |
| Crosley Corp. | 18 3/4 | 18 1/4 | 18 1/4 | — 1/4 |
| Farnsworth T. & R. | 11 3/4 | 11 1/2 | 11 1/2 | — 1/8 |
| Gen. Electric | 36 1/4 | 36 | 36 | — |
| Philco | 29 1/2 | 29 | 29 | — 1/2 |
| RCA Common | 9 3/8 | 9 | 9 1/8 | — 1/4 |
| RCA First Ffd | 71 1/2 | 71 1/2 | 71 1/2 | — 1/2 |
| Stewart-Warnac | 13 3/4 | 13 5/8 | 13 5/8 | — |
| Westinghouse | 96 1/4 | 96 | 96 | — |
| Zenith Radio | 36 1/2 | 36 1/4 | 36 1/4 | — 1/2 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Stromberg-Carlson | 12 3/4 | 13 3/4 |
| WCAO (Baltimore) | 20 1/2 | 23 |
| WJR (Detroit) | 32 1/2 | |

Simple Arithmetic In Radio Time Buying

You can buy Baltimore radio time on a strictly slide rule basis. No emotion... no guesses... no worn out time buying in the "tradition."

Here are the facts using W-I-T-H's 312 one-minute night time rate as a base

Station A costs 2 1/2 times more to reach fewer people

Station B costs 3 times more to reach 2% more people.

Station C costs 4 1/2 times more to reach 5% more people.

Station D costs 6 1/2 times more to reach 7.7% more people.

Proof: W-I-T-H is the buy in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...



THE TWO who gave Peoria its 28,000,000 population

NEVER MIND what the census says . . . since Johnson's Wax gave America our Fibber McGee and Molly in April, 1935 this pair has made part-time Peoria citizens of darn near every one who listens to the radio.

Now as James and Marian Jordan enter into their tenth year of broadcasting over an NBC network in the same character parts . . . with the same writer, the same sponsor . . . they "come in" even more secure in the affection of the public than ever before. NBC feels that not only this network but the entire world of entertainment owes a salaam in the general direction of Fibber and Molly and Don Quinn, the writer whose exceptional talent has contributed so

much to the success of this program.

The McGees and their neighbors and friends portray the warmheartedness, the ready wit, the human frailties that Americans understand and appreciate. But there must be more to their popularity than that.

Maybe it's because the public senses that the friendliness they project over the air is as real in real life as the characters of Fibber and Molly are to their millions of listeners.

* *

Whatever it is, NBC proudly numbers this show in its top-notch list and points out that it is programs of this caliber . . . plus the finest facilities in radio . . . which make NBC "The Network Most People Listen to Most."

They all tune to the
National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio
Corporation of America

LOS ANGELES

By RALPH WILE

TOM BRENEMAN, "Host" of the Blue Network's "Breakfast at Sardi's" program, found a letter in his mail bag from an 18-year-old Michigan girl saying she is now in Kansas working until she can save enough money for a bus ticket to Hollywood. But she says, she doesn't know anyone in the film city, and it would be terrible to arrive with no one to meet her, so would Tom please meet the bus if she lets him know when she will arrive.

erly with KNET, Palestine, Texas. Nelson Pringle, CBS news analyst and a former West Point man, attended an annual academy Alumni Association dinner in Hollywood the other evening... the first time Pringle had met his former classmates on home ground. He has participated in West Point reunions at such remote places as Manila, Honolulu and Paris. Al Sloey, member of the KNX, "Riders of the Purple Sage" western balladers, is the oh, so proud father of a new baby boy, Alfred Michael. The newcomer boosts the Sloey census to four.

One chapter of Harry W. Flannery's original manuscript, "Assignment to Berlin," brought \$10,000 in a War Bond auction at Camas, Washington, according to word received this week by the CBS commentator. Flannery sent the typewritten pages of his best-selling book at the request of the Camas High School for use in the bond rally.

Even if Norris Goff, (Abner) of the popular radio team of "Lum 'n' Abner," is soon to be inducted into the U.S. Army, the popular program will continue on the air for the duration. In the absence of "Abner," other rustic Arkansas characters will be brought into the script.

Advertising Federation Postpones Convention

(Continued from Page 1)

Saturday by Joe M. Dawson, president.

"First consideration in all our affairs today goes to helping win the war," Dawson said. "It is necessary that all traveling be cut to an irreducible minimum so that the country's transportation facilities be free to carry more troops and war materials on their way to being shipped overseas for the fighting fronts.

"Our Board of Directors has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war needs. This action will not affect our war advertising activities. We are urging all our affiliated Advertising Clubs throughout the United States to continue their efforts to promote advertising for war bonds, Red Cross and all other war-supporting activities."

MAIN STREET



Radio Vitamins for Tuesday !!

● ● ● United Seamen's Service, Inc. has been made the official radio contact by the War Shipping Administration, for National Maritime Day, to be observed nationally May 22, as per Proclamation of the President and Congress... the week of May 22-27 will also be observed, as United Seamen's Service Week... this organization will contact radio through Carlos Ferreda, national public relations director and among the first moves is the release of the stirring song, "The Men in Dungarees," which is being published by BMI... USS will have available for radio programs many speakers and actors, also Admiral Land and others. ● Wauhila La Hay, of N. W. Ayer is sending out a few "off the cuff" recordings of Jascha Heifetz and the Bell Symphonic Orchestra in a rendition of "Mairzy Doats," no less... which all came about in an exchange of "favors" following a repeat broadcast recently... Bob White, writer and impromptu director of "Deadline Dramas," has been signed by Ruthrauff & Ryan to do the new "Charlie Chan" radio series to be sponsored in June by Lever Bros... White also scripted one of the "Chan" pictures for Fox a few years ago. ● Beverly War, pulchritudinous KOA disk jockey, is sporting a huge diamond ring, by way of announcing her engagement to a Buckley Field Band member. ● Philip Evans, 19-year-old son of George Evans the P.A. has enlisted in the Army Air Force as an aviation cadet and left over the week-end for Keesler Field, Miss.

★ ★ ★

● ● ● The radio "hams" had their day in New York Sunday, when a demonstration was held to show the measures to be taken in case all existing communications are disrupted... the FCC oath of secrecy was administered to some 300 members set to do the job of setting up and maintaining various communications in co-operation with the Army, Navy and the FCC... fancy gadgets from the walkie-talkie to mobile units and watch-sized receivers are part of the works... now that U. S. Rubber has renewed the Philharmonic on CBS, Moe Hastings the network's music expert, will probably settle down and forget the recent Shostakovich business, and probably also his vacation along with it. ● Speaking of music, Vincent Travers, maestro at Billy Rose's Diamond Horseshow, will double (in brass literally) starting April 26, when he takes over the musical directorship of the Eddie Cantor radio program... Cantor is en route to New York for a series of broadcasts from neighboring army and navy camps. ● On Tuesday, May 2, Tiny Ruffner, currently emcee and announcer on the "Pick and Pat" show on Mutual, will celebrate his 25th year in radio... his first broadcast took place in 1920 in the studios of KOMO, Seattle, said studio being in a tent and a pouring rain doing its stuff outside as Tiny sang through a microphone, at the back of which was an old carbon speaker... eventually he came East and handled the Maxwell House "Showboat" series as part of his busy radio life.

★ ★ ★

● ● ● Joe Rines, conducting the "Able's Irish Rose" program was telling a friend the other night that this Saturday marks the 100th performance of "Able" on the air... "How does this compare with the original stage version?" asked the friend. "It ran quite a while didn't it?"... Joe did some quick mental arithmetic and answered, "We have 1,400 more shows to go"... The Anne Nichols classic ran over five years in one theater and currently road companies are doing good business here and there. ● Hank Warner is sweating out a new pipe, selected with the help of experts who knew nothing about pipes either. ● Dick Mooney tells that Will Osborne has given up "Slide Music," even though he still holds a patent on it... Will, Canadian-born, Mooney reminds us, along with Rudy Vallee in 1929, tripled the sale of megaphones nationally.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

U. S. Marine Corps recently launched its first regularly-scheduled television series over station WKBF, Chicago. Future programs are scheduled for every other Friday and will be staged by a stock company drawn from Marine personnel of the Central Procurement Division, also returned combat Marines. The inaugural program featured Marine combat dogs. Capt. Arthur Engel, public relations officer, was master of ceremonies. Melvin Bailey, regional procurement director for the Doberman Pinscher Club of America in the Chicago area, introduced to the television audience two of his highly trained Dobermans. Bailey and the dogs gave a demonstration before the television cameras of the fundamental training given at the Marine dog school Camp LeJeune, N. C.

FM Survey In New York Reveals Musical Audience

(Continued from Page 1)

gave as their reason, "Better class programs," "curiosity and technical interest," "high fidelity and better range tone," "longer broadcast without interruptions" and the remaining 13 per cent gave miscellaneous reasons or didn't have any special reason.

Figures show, according to Pulse New York which conducted the survey, that except for technical interest and curiosity, the preference for FM comes almost exclusively from the limited audience interested in serious and good music as would be listening to AM reception. Survey conductors admitted that only a limited cross section of FM listeners was sampled and it was not intended that a definite answer to the question would be the result.

Connor Joins ABC

Richard F. Connor, former director of station relations for Mutual, has joined the ABC network as vice-president and will headquarter at the network offices in Grand Rapids, Michigan.



The WTAG Mobile Unit

FOR BIG EVENTS IN A BIG MARKET

WTAG

WORCESTER

PROGRAM REVIEWS

ARTHUR LESSER

Arthur Lesser is an American who has been in France for 20 years or so and very early embarked as a commentator on current events in France, its territorial and personalities in the news, and present. Heard over WNEW many nights at 9:45-10 p.m. Lesser has a concise and clean-cut picture of what is going on in the French underground since he has been connected with this group in the past and his connections. His vast knowledge of what has gone before in France, enables him to delineate the political characters that he has contributed toward the downfall as distinguished from the reactionaries, those who fought until the moment to maintain the Republic. Lesser tells who to watch out for when the day of liberation comes, and gives the background of those who may crop up as pseudo friends of the Allies. It is easy to note that he has all of his facts at his fingertips and combined with new items culled from the underground, Lesser gives a most comprehensive outline of what the French have done and are up against. Further he indicates to considerable extent what may happen in the future.

His delivery is unusually good; there is no French accent, but his pronunciation of the French language shows his knowledge of it is well nigh perfect. As a diversion from the regular routine of wartime commentators, Lesser deserves more time on the air and would have no trouble building a following in most any spot.

Rubber Sets Renewal of Philharmonic On CBS

(Continued from Page 1)

The CBS network Sundays 3-4:30 p.m. EWT. "The American Scripps" with Carl Van Doren, heard in intermission is also renewed. The new is Campbell-Ewald, Inc.

The regular subscription season of the Philharmonic ends Sunday April 23, at which time the sponsor resumes the agency of Carnegie Hall for its requests, until the fall season returns. New pact is for 52 weeks, and is the only one for an hour and a half on the major networks.

Denver Delivers RUBBER PRODUCTS

Delivers the DENVER MARKET

WATZ AGENCY—REPRESENTATIVE

Plans For Tele Newscasts Outlined At SMPE Meeting

(Continued from Page 1)

at the opening session of the three-day semi-annual conference of the Society of Motion Picture Engineers in the Pennsylvania Hotel, New York.

At the sight-and-sound symposium Price spoke on "The Scientific Approach to Television Program Production." Another speaker was William H. Sayre, development engineer for the Allen B. Du Mont Laboratories, Inc., who discussed "Modern Technical Advances in Television." Sayre substituted for Dr. Thomas T. Goldsmith, Jr., research director of the Du Mont Labs, who was suddenly called to Washington. Dr. Alfred N. Goldsmith, consulting engineer and vice-chairman of the RTPB, presided. A past president of SMPE, he briefly commented on the Society's position in tele.

Film Technique Used

Blue printed tele scripts—pre-photographed and pre-edited—were suggested by Price, who is currently using that technique in the production of war-training motion pictures, as a means of turning out greater volume at smaller cost. Live video production, he stated, was in essence the same as film—only more complicated—since all the elements had to be co-ordinated simultaneously. Analyzing the relationship of movie and tele presentation, the speaker indicated that a correctional factor had to be drawn from the common experience of both to develop a video technique. As for tele films, he demonstrated that 16 mm. movies produced with highly portable equipment could be blown up to satisfactory 35 mm. prints, which would ordinarily employ bulkier apparatus.

Refinements in circuits and components for television camera equipment, said Sayre of Du Mont, will

Agency Executives To Meet Treasury Exec.

(Continued from Page 1)

be presided over by Ted R. Gamble, national director of the War Finance Division, will bring out some of the factors involved in financing the war and a discussion of some of the steps taken and proposed, to meet the nation's financial needs, particularly the coming Fifth War Loan, which is expected to be the largest of all the campaigns.

Newspapermen have also been invited and it is expected that plans for cooperating in the Fifth War Loan will be roundly discussed. Fifth War Loan Drive is scheduled to get underway within the next six weeks.

Option Taken Up

Option on Fleetwood Lawton, news analyst, has been picked up by NBC and he will continue to be heard over a Pacific coast network, four times weekly at 8:15 p.m. In addition to the NBC evening show, Lawton also broadcasts Monday through Saturday

reduce the number of units needed by a crew on a news assignment from 10 to four or five. The smaller number of units, combined with a 50 per cent reduction in weight, he pointed out, will make it possible for the camera crew to televise from locations in which larger equipment can be used.

More compact equipment will also be available for home receivers, Sayre noted. Smaller cabinets will be possible, he indicated, even though cathode-ray viewing tubes may be larger for the sake of a greater image. Engineers are planning for projections on home-viewing screens about 18 by 30 inches, he observed, so that action may be clearly seen from across a room. Recent developments also promise reduction in cost, the speaker said. As an example he cited one type of cathode-ray tube, selling for \$75 before the war, which now could be sold for about \$15.

Theater Screen Studied

For theater screen projection of television, Sayre stated, the Radio Technical Planning Board has provided in its studies for an increase in image scanning from the present 525 lines to 1,000 lines, providing the definition necessary for such magnification of the received image. Plans of the RTPB, the speaker noted, also contemplate the use of unattended booster relay stations to transmit programs to theaters and other receiving points within a metropolitan center, as well as for long-range transmission. Further enhancing prospects for early post-war transmission facilities, he said, is the fact that the American Telephone & Telegraph Co. has already installed for communications services something near 2,000 miles of coaxial cable, which could be made available for tele.

Mme. Chiang Kai-Shek Award Over NBC, May 12

Chicago — Presentation by the American Alumni Council of its first annual Award of Merit for distinguished world service to Mme. Chiang Kai-Shek will be broadcast over NBC Friday, May 12 (1:30-1:45 p.m. EWT). Dr. Robert Sibley, of the University of California, and the council's president, will make the presentation. If atmospheric conditions are favorable, Mme. Chiang will be heard from Chungking, China. The Award of Merit will be presented annually by the council to the person "who best symbolizes by his or her acts during that year the ideal inspired by our American system of education."

WOMI Joins Net

WOMI, Owensboro, Kentucky, has joined the Mutual network as a full time affiliate. Service will be begun upon the installation of line facilities at a date to be announced later. WOMI operates on 250 watts, 1,490 kilocycles.

Atlass Hits Walkout Of WJJD Disk Men

(Continued from Page 1)

over pay or working conditions. Our men now receive a minimum of \$75.00 per week for a maximum five hour, five day week. They now work exclusively at turning records.

"The union is now demanding that we employ 20 men to do the same work that is now being done by 10. Chicago is a critical manpower area. We consider this demand an unpatriotic waste of manpower. It is economically impossible. We regret that the Chicago Federation of Musicians has seen fit to call a strike that was not voted by their members in our employ, a strike called when no dispute over wages or working conditions exists, a 'make work' strike aimed to force the employment of twice as many men to do the same work as is now being done by the present staff that is now working less than 25 hours a week. This demand has not been made of other Chicago stations whose contracts have expired.

Conciliation Refused

"The station requested conciliation by government authority. The union has refused the services of the United States conciliator. We cannot in good conscience accept such an unprecedented and unpatriotic demand. We shall continue to endeavor to operate to the best of our ability in the public interest under such handicaps as we may be forced to meet."

Atlass said yesterday that he had been assured by the AFM that the 10 striking musicians employed by the station would return to work pending arbitration of the dispute. Atlass announced last Friday that the men had been ordered to strike when a union demand for the hiring of an additional 10 men was refused. An appeal to the AFM brought the assurance, Atlass said, that the Chicago local would be instructed to order the men back to work pending settlement. Atlass, who had charged that the union demand was an unjustified and unpatriotic waste of manpower, said that the work done by the striking musicians, that of turning and changing recording discs, was being performed by five office girls.

Meanwhile a police guard was stationed at the station's studios, 230 North Michigan Avenue.

Three New Writers Join NBC Script Staff

Three new writers have been added to the NBC script division. They are Ben Kagan, Tom Langan and Lawrence Menkin. Menkin, who attended New York University, has been a freelance writer and director in radio for the past 12 years; Kagan majored in dramatics at Stanford University and comes to NBC from a writing and producing assignment with OWI while Langan was on the writing staff of the Blue Network.

Denny Charges Waste In Lea Probe Of FCC

(Continued from Page 1)

dies the proceedings of the investigation thus far.

In reply to Denny's statement Barger asked how many man-hours the Commission had lost in dodging or resisting committee requests. He was supported by Rep. Richard W. Wigglesworth, R., Mass.

Denny testified, in another session devoted to foreign-language broadcasting, that the FCC activity in the field had been largely responsible for the failure of Dr. Joseph Goebbels in his announced objective of dominating domestic foreign-language programs here as a vehicle of Nazi propaganda.

Itemizes FCC "Refusals"

Barger's complaints about "a studied effort on the part of the FCC to hamstring the committee" led to the exchange described above—which exchange Chairman Clarence F. Lea finally ordered stricken from the record, advising the two attorneys to discuss the matter privately after the hearing. Barger charged that the FCC has refused to turn over the following ten batches of material requested: (1) a statement of the qualifications or RID monitors in Hawaii prior to Pearl Harbor; (2) an exchange of letters between FCC-BWC Chairman Fly and President Roosevelt regarding the proposed merger of international communications carriers. (Denny declared the BWC would not permit him to turn over this correspondence); (3) an alleged "letter from the White House" telling "what would happen to Commissioner T. A. M. Craven and others" who testified against the FCC before the Lea committee; (4) material on Pacific communications prior to Pearl Harbor (Denny said this is now being prepared); (5) a list of stations on temporary license now and in the past; (6) a letter from the White House appointing Fly to the State Department's committee studying the international merger; (7) data on the war problems division of the FCC; (8) data on War Problems Division personnel, and (9) an explanation of the use of about \$130,000 alleged to have been saved by the FCC on its budgetary expenses.

Non-Cooperation Charged

Wigglesworth chimed in here that there had been a "long series" of such incidents of non-cooperation and that if he had had his way all the papers of the Commission would have been impounded from the beginning of the investigation. He did not explain how normal Commission functions would have been carried on.

Barger then questioned Denny on a number of matters already covered three or four times in the investigation, implying at one time that someone in the FCC had prepared for insertion in the Congressional Record by Rep. John D. Coffee, D., Wash., a denial by former FCC attorney Sidney Spear that he had conspired to force foreign language broadcasters off the air—as had been charged by Robert

★ AGENCY NEWSCAST ★

TEMPLETON RADIO CO., Mystic, Conn., makers of Temple Radios, now devoting 100 per cent of its huge plant facilities to war production, has placed its advertising account with Arthur Sinsheimer of the Peck Advertising Agency. Walter Schwartz will be the chief production executive of the account.

HARRY CONOVER has named Ruth Thorly to head the Television Dept. of his Cover Girl Agency. Plans are now under way to present three cover girls on a regular weekly program on Du Mont. Miss Thorly, who has had stage as well as modelling experience, is in charge of casting, and also coaches the girls for the new medium.

DOUGLAS CHANDLER, formerly associated with Erwin, Wasey & Company, has joined the radio department of Compton Advertising, as a program supervisor. Chandler is well-known in the radio world, having had wide experience as an actor, announcer, writer and director.

McCANN-ERICKSON, INC., Boston, now is installed in its new quarters in the Park Square Bldg. Watson M. Gordon, vice-president, is managing the office.

HARRY J. DUFFY has joined Grey Advertising Agency, Inc., as director of media. He goes with Grey following an association of 25 years with N. W. Ayer & Son, Inc., Philadelphia, where he was manager of the outdoor department and an associate in the media division.

William H. John Dies; Was BBD&O Chairman

William H. Johns, chairman of the board of directors and former president of Batten, Barton, Durstine & Osborn, Inc., died yesterday at 2 p.m. at Flushing Hospital. Mr. Johns was stricken at his winter home in Boca Grande, Florida, April 6, and was brought to Flushing Hospital, April 14. He was 76 years old.

Mr. Johns began his business career in 1887 as a copy writer with the New York publishing house of Funk and Wagnals Company, where George Batten was advertising manager. Two years later, when Mr. Batten began his advertising business, Mr. Johns joined him as space salesman. Upon Mr. Batten's death in 1918, Mr. Johns became president of the company.

Surviving are his wife, the former Florence May Wilcox of Fort Atkinson, Wis.; two sons, John of Bayside and Talbot Johns, Lieut. (j.g.) USNR, of Minneapolis, and two daughters.

K. Richards of the Office of Censorship.

Coffee was out of town, but his office reported that he had been apprised of the matter and that it was being looked into. It was believed that Barger had violated a rule of House procedure. Another session will be held this morning.

SWIFT & CO., for Swiftie, its new powdered soup stock, is planning a test campaign in three cities. McCann-Erickson, Inc., is the agency.

NORMA BRENT has joined Norman D. Waters & Associates as office manager. She formerly was associated with Morton Freund Advertising Agency.

RICHARD C. LOCKWOOD, art director of Arthur Kudner, Inc., has been sworn into the U. S. Naval Reserve as a lieutenant (j.g.). He leaves shortly for Washington, D. C.

O. S. TYSON & CO., INC., announces that it has added to its staff J. Kenneth Warren and Frederick C. Hoffman.

CAPT. LELAND P. LOVETTE, director of public relations for the U. S. Navy, will be the principal speaker at the luncheon-meeting of the Sales Executives Club which will be held Tuesday at the Hotel Roosevelt.

D. P. COLLINS, for seven years an account executive with Buchen Company, has been elected a vice-president of Mitchell-Faust Advertising Co.

WJZ has launched an audience-building campaign designed to point up improvement in reception and increase in the number of listeners since the station's transmitter started operating from its new site at Lodi, N. J., on Jan. 2. Geyer, Cornell & Newell, New York, is the agency in charge.

RCA-Victor Recordings For Allied War Prisoners

(Continued from Page 1)

on behalf of his department, General LaFleche said the generosity of the 3,200 men and women of the Victor Company would be greatly appreciated by the Canadian boys in the German camps. "One of the things we have found, through actual letters from the boys themselves, is their dominant need for record entertainment," he added.

Relieves Monotony

"The hours and days are so long and monotonous for them," he continued. "Music is such a good tonic against hopelessness and despair, and under its influence the lives of our boys in these drab prison camps will have a new meaning and a new hope."

Recalling that the Montreal plant's March production was the highest on record, Gen. LaFleche said the fact that French-Canadians and English-Canadians, side by side, had achieved such success was significant of the fact that the workers were keeping faith with the men overseas. Stressing the significance of radio in modern warfare, he said: "Wherever our fighters come to grips with the enemy, on land, sea or in the air, they use

Fly Discusses Tele With Broadcasters

(Continued from Page 1)

after the meeting to attend a similar confab in Jacksonville, Fla.

Fly believed that television equipment would be produced promptly after the war and while certain improvements remain to be worked out, such as color and more clarity of images, he still said more progress had been made during the war on than in the 10 years previous. Small communities may have to wait, he opined, but eventually the use of high frequency relays would solve the problem of transcontinental radio and television.

Regarding FM and the entry of the FM field by AM broadcasters, he saw no reason why the Commission would restrict present AM operation from such expansion. He stated the AM men are best qualified to handle the FM job anyway.

May Ease ET Rule

In answer to a question raised at the NAB meet on Friday night regarding the possibility of easing FCC rules pertaining to identification of electrical transcriptions, Fly said that no organized effort in that direction has been presented to the Commission in several years, but he was of the impression that the Commission would give consideration to such a move. Concurrently to the Chairman's conference the NCAB passed a resolution urging the adoption of modifications of the present rule regarding ET identification. This, he expected will be forwarded to the FCC.

Legislative Delay Seen

Fly did not seem to think legislation connected with broadcasting would be passed this session, but was in favor of a law that would permit the consolidation of certain communications services in order to be on equal terms with the foreign companies that have such combines.

Jarman Named President

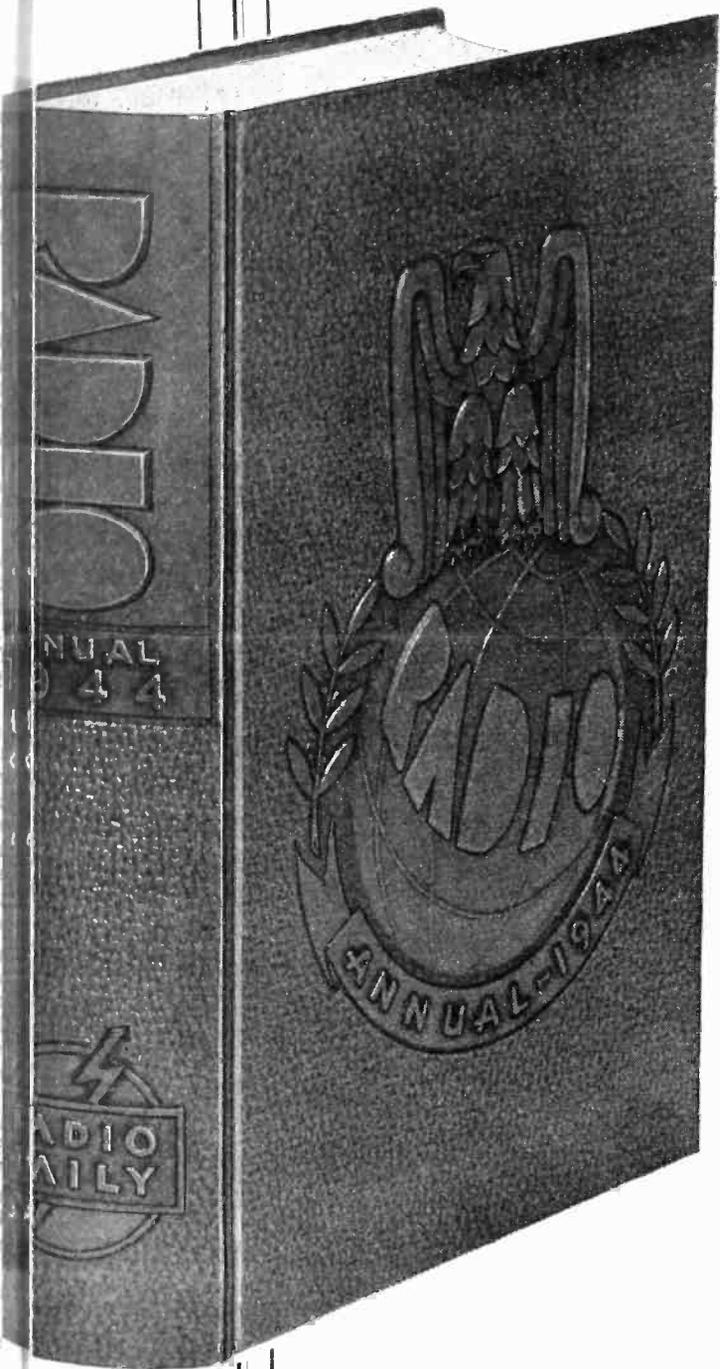
At the annual meeting of the National Association of Broadcasters held in Grove Park Inn, representatives from some 20 North Carolina outlets were present and new officers and directors for ensuing year were elected. J. Frank Jarman, of WNCN, Durham, was elected president to succeed Bryce Beard of WSTP, Salisbury; Richard Dunles, WMFD, Wilmington, was voted vice-president and Harold Essex, WSJS, Winston-Salem, is the new secretary-treasurer. New directors are, Allen W. Walker, WGTN, Wilson, and J. B. Jones, of WBBB, Burlington.

Among the guests in attendance was Earl Gammons, CBS Washington official.

radio equipment made by Canadian workmen."

In making the presentation on behalf of the RCA employees, Mr. LaFleche paid special tribute to the work being done by Gen. LaFleche's department of National War Service and for the work done in facilitating arrangements with all government departments in this worthy undertaking.

To RADIO DAILY SUBSCRIBERS...



☆ **The
1944 Edition
of the
RADIO ANNUAL
is now
being
distributed
as
quickly
as
possible. . . .**

☆ *If you have not already received your copy, rest assured that it is now on the way.*

★ ★ ★ COAST - TO - COAST ★ ★ ★

— TEXAS —

SAN ANTONIO — Ted Eckman, KABC program director and chief announcer, has been called to the Service. He is expected to be stationed here at Kelly Field... "Songs in the Night," sponsored by the First Cumberland Presbyterian Church, is being broadcast over KONO for a half hour each Sunday eve. Program is under the direction of Rev. Alister Sinclair... FORT WORTH — Peg Moreland is being featured in a five-minute program of songs daily over KGKO... AUSTIN — The Price Specialty Shop is presenting "Time Out" with Ted Steele and his Novachord and Grace Albert in a Sunday quarter-hour program over KNOW.

— WEST VIRGINIA —

WHEELING — Paul J. Miller, production manager of WWVA, spends his leisure time producing of all things—street cars. His latest miniature is made up of left-over train cars, begged, borrowed or stolen from staff members, and is an exact copy of the local transportation company's cars. Mr. Miller has explained to the officials that his street car is the result of what he's been doing with the time he's spent waiting for their cars... Johnny Olzoway, former clarinetist with the WWVA staff band and that of Tommy Tucker's orchestra, has joined the Army.

— DISTRICT OF COLUMBIA —

WASHINGTON — Lookout was flashed over WINX early one evening last week on the program "Crime Clues," for a colored murderer. An hour and a half after the program, the Negro walked into a nearby precinct and gave himself up, stating that he happened to overhear the "Crime Clues" broadcast in a store near the District Line and decided there was no use in running away, since the police were so close on his trail. Meanwhile, station officials are debating the question of what to do with the \$100 reward they offer for arrests resulting from this program!

— PENNSYLVANIA —

PHILADELPHIA — Dan Donahue, formerly with WGKY, W. Va., has joined the announcing staff of WIBG... Two more members of the KYW staff have joined the armed forces: Paul J. Foody, transmitter engineer, and William V. Zadjeka of the maintenance staff for the past five years. Both are Navy-bound... The new "A & P

News" programs, Mondays through Fridays, are handled by Bernard Barth and Bill Farren... PITTSBURGH — WCAE salesman and announcer, Carl Dozer, has joined the Marines. His post on the Horne Newsreel has been taken over by Bob Lewis.

— TENNESSEE —

MEMPHIS — Lee Johnson, formerly with WHBQ as promotion manager and radio editor of the Memphis "Press-Scimitar," has joined the Earle Ferris agency in New York... Lawson Getz Sporting Goods Co. has taken a spot campaign in addition to its recently renewed 15-minute program on WHBQ... NASHVILLE — Alan Jasper is WLAC's new speller. He was formerly with WMEX, Boston... Two of this station's staff are now in the Navy: Announcer John Richbourg and Fred Waller, vocalist.

— OHIO —

AKRON — Jean Law, woman's editor of WJW, and Pfc. Robert W. Gendall, formerly with WJLS, W. Va., were recently married. Pfc. Gendall is stationed at Ann Arbor, Michigan... PORTSMOUTH — Robert Lee Tucker, former WPAY staff announcer, is back at his post, after receiving injuries serving with the Merchant Marine... MARION — This city's chapter of the V.F.W. conferred an identification bracelet upon Lew March, former program director WMRN, for his outstanding service to the community.

— VIRGINIA —

LYNCHBURG — Claude Taylor, production manager and chief announcer at WLVA, was accepted for training with the Navy. He expects to report within a month... An announcer at WLVA was selling the services of a local bank via a 50-word spot announcement recently, explaining the bank's safety deposit boxes. However, listeners were no doubt a little surprised to be told to "keep your valuables, including Bonds, wills, socks, and insurance policies in one of the bank's boxes."

— CANADA —

ONTARIO — Joe Gentile, of CKLW's "Early Morning Frolic" program took his Army physical last week... This station now boasts a member of the fair sex in the control room. Her name is Grace Sabbath... CKLW offers a bright, new variety show every day Monday through Friday at 3 p.m. featuring the Three Suns, a clever musical trio and the songs and patter of Jack Berch.

— MASSACHUSETTS —

BOSTON — Hal Newell, WEEL speller, received a delegation of young high school girls from the Greater Boston area who called to present themselves as his admirers and ask his permission to claim him as their "pin-up boy"... Following were recently interviewed on WCOP's "Girls About Town" program: Sidney Blackmer, Patricia Morison, Edmund Gwenn and Sir Cedric Hardwicke... More than 30 pupils from Pawtucket,

R. I., high school visited WBZ this week to witness the popular "Little Show" which stars Rakov and the WBZ orchestra with guest vocalists.

— NORTH CAROLINA —

CHARLOTTE — Alberta Davis is the new page girl and relief switchboard operator... Frances Johnson is the night switchboard operator... Katherine McBride replaces Mary Kerr as secretary to Grady Cole, farm editor—all of the WBT staff... A. D. Willard, Jr., WBT general manager, was re-appointed chairman of the Charlotte YMCA membership drive committee. The committee members unanimously re-elected Mr. Willard on the strength of his work last year when the drive was an outstanding success.

— CONNECTICUT —

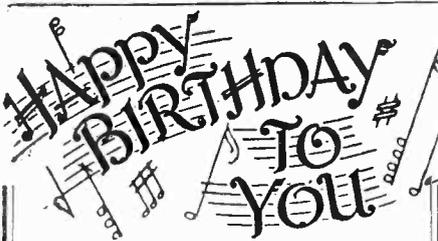
HARTFORD — When the WACS recently appealed to WDRC to obtain 105-Air-WACS for Bradley Field, it was after all other methods had failed. Announcer Jim Garrett in a highly sentimentalized appeal on the "Adliner," musical transcription show, inspired 118 to enlist within two days. Garrett answered telephone queries which were carried over the mike for an entire show. All Lt. Scott Dyer of the WAC could say was, "I'm thrilled at the response."

— NEW JERSEY —

NEWARK — When Sonny Carroll Amarillo, Texas, sang over WAAT yesterday, it was his first broadcast in the East. He will be featured daily with Grady Steck's orchestra at 12:15 p.m... Muriel Nolen Delaney is the femcee and holds the Miriam Wilson Medal for "excellence in debate," in addition to her public speaking experience in the East. She has four years as fashion editor of "Women's Weekly" to her credit. Subsequent programs will concern: "What Shall We Do With Pre-School Children?" "What Are Your Views On Progressive Education?" "Let's Discuss Juvenile Delinquency," etc. Once each week a prominent educator or person in civic affairs will be guest-interviewed.

— NEW YORK —

WHITE PLAINS — A new series of intimate programs for Westchester women was introduced recently over WFAS and will continue on Monday through Fridays as a mid-morning program. Muriel Nolen Delaney is the femcee and holds the Miriam Wilson Medal for "excellence in debate," in addition to her public speaking experience in the East. She has four years as fashion editor of "Women's Weekly" to her credit. Subsequent programs will concern: "What Shall We Do With Pre-School Children?" "What Are Your Views On Progressive Education?" "Let's Discuss Juvenile Delinquency," etc. Once each week a prominent educator or person in civic affairs will be guest-interviewed.



April 18

Page Gilman Dr. L. D. H. Weld Oscar Kronenberg Charles La Torre Leopold Stokowski Muriel Haynes



REACH THE WOMEN OF THE OHIO VALLEY WITH

Olive Kachley WCKY

50,000 WATTS CBS

THE L. B. Wilson STATION

Heralds Electronic Age

Denny Testifies At Lea Hearing

Washington Bureau, RADIO DAILY
 Washington—FCC General Counsel Charles R. Denny and Mrs. Hilda Denny, his attorney for the Commission, appeared yesterday before the Lea committee to be questioned by Attorney Harry S. Barger, concerning foreign language broadcasting in this country. Little new material was developed. Denny at one point was asked into a declaration that if a broadcaster were today to air the

(Continued on Page 6)

Dr. Kingdon To Address Tomorrow's REC Luncheon

Frank Kingdon, formerly president of the University of Newark, is invited for his news commentaries at the WMCA. New York, will be the guest speaker at the luncheon meeting of the Radio Executives Club at the Hotel Shelton, New York City, tomorrow noon. Dr. Kingdon's success as a news commentator has been attributed to his ability to interpret the world in terms of dem-

(Continued on Page 2)

Television Actors Guild Formed On West Coast

West Coast Bureau, RADIO DAILY
 Hollywood — Television Actors Guild, social organization devoted to the advancement of television acting, has been formed here. John Folmer has been named temporary chairman. Starting with a membership of 25, the guild is composed chiefly of actors who have appeared in tele-

(Continued on Page 7)

S. R. O.

Arturo Toscanini conducted the NBC Symphony Orchestra last night at Carnegie Hall, Gotham, before an S. R. O. house of War Bond purchasers. Proceeds of \$6,422,150 were estimated as covering the construction cost of two Flying Fortresses and two Liberty ships. Symphonic event was presented under the auspices of Local 802 of the Musicians' Union.

NAB Staff To Remain, Ryan Tells Personnel

Washington Bureau, RADIO DAILY
 Washington—No shifts in NAB headquarters personnel are in immediate prospect. J. Harold Ryan assured the staff in his first meeting with them as president of the association. The new head urged the staff to render the best possible service to broadcasters, and directed that staff members carry on with their present assignments.

There was a lengthy discussion and

(Continued on Page 7)

Hollywood Stars Honor "Fibber McGee & Molly"

Hollywood—Every well known personage who is near enough to Hollywood to reach the Trocadero Restaurant tonight will be present at the banquet for Fibber McGee and Molly who are celebrating their 10th year on NBC's air. Acceptances received

(Continued on Page 7)

Plea For 'Freedom Of Radio' Voiced By Executive Of NBC

OWI Names Liaison Men To Aid Labor Meet Cover

Washington Bureau, RADIO DAILY
 Washington—Special arrangements to assist press and radio correspondents covering the international labor organization meeting in Philadelphia tomorrow were announced yesterday by the OWI. At the service of reporters will be Bernard R. Mul-

(Continued on Page 6)

Pres. Illinois Manufacturers Association Predicts Chicago Will Be Hub Of Post-War Tele And FM

Two New Outlets OK'd Also KOIL-KFOR Sale

Washington Bureau, RADIO DAILY
 Washington—Permits for two new 250-watters, both on the 1,490 band, were yesterday voted by the FCC. The new stations, for which call letters have not yet been chosen, will be licensed to the Valley Broadcasting Co., West Point, Ga., and the South Bend Broadcasting Co., South Bend,

(Continued on Page 2)

Michigan Theater Men In N. Y. For Tele Study

The commercial aspects of television and the availability of equipment are being studied in New York by a group of six motion picture exhibitors, members of the Co-operative Theaters of Michigan. While stressing

(Continued on Page 2)

Jack Pegler Joins Biow As Account Executive

Jack Pegler has been appointed account executive for the Biow Company, Inc., it was announced yesterday by Milton H. Biow, president;

(Continued on Page 2)

Chicago—This city's post-war role as the leading production center of electronic, Radar and radio equipment was forecast here this week by J. C. McKeever, president of the Illinois Manufacturers' Association and head of The Gerlach-Barklow Co. of Joliet.

"More than 100 plants, large and small, are planning for big expansion in this relatively new industry," he said. Growth of radio and radio tube manufacturing in the Windy City, McKeever observed, has vastly ex-

(Continued on Page 6)

Tele Seminar Plans Announced By REC

Chairman James Lawrence Fly of the FCC and Dr. Alfred N. Goldsmith, radio inventor and engineer, have been invited to address the opening of the "Television Seminar" which will be held in Studio 6A of the National Broadcasting Company, starting Thursday evening, May 18. Murray Grabhorn, president of the Radio

(Continued on Page 8)

South African ET Series Gratis To U. S. Stations

First series of recorded programs sent from the South African Broadcasting Corp. to the United States has arrived at the WOR Recording Studio

(Continued on Page 7)

Fair Enough

Chicago — Charles Garland, WBBM commercial sales manager, who was nominated on the Republican ticket for Congress last week, didn't use the facilities of his own station for political campaigning fearing criticism. His opponent had charged him with being a tool of the broadcasting industry. Garland, incidentally, beat his opponent, three to one.

Debut!

In two years of association with CBS, John Becker, director of "Transatlantic Call, People to People," had never directed a program for the network in its New York studios until last Sunday. Every show which he has been assigned since 1942 has originated out of town. Sunday his own show had a start originating in New York and ending in London.



Vol. 27, No. 13 Wed., Apr. 19, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser...

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

Michigan Theater Men In N. Y. For Tele Study

(Continued from Page 1)

their belief that it will be several years before tele will represent strong competition to the movie houses, the organization intends, nevertheless, to be well prepared in the event that television sweeps the country as did talking pictures in the late 20's.

Here to make the survey are Lou Wisper, Wade Allen, Charles Komer, William Kaplan and Dave Newman, all of Detroit, and James Olson, of Grayling, Mich.

20 YEARS AGO TODAY

(April 19, 1924)

WEAF, New York, yesterday aired a program titled "The Ride of Paul Revere" in commemoration of the 149th anniversary of the ride.... Today's radio listeners will hear a program by Master Raymond Baird, eight-year-old saxophone player fondly called the "Little Sousa," and Gilbert Seldes speak on the subject "Is Jazz the Great American Art?"

Coming and Going

LEW AVERY, director broadcast advertising for the NAB, is in Hagerstown, Md., where he will emcee a showing of "Air Force and the Retailer" for the edification of 500 local merchants who will attend as guests of WJEJ.

DON S. ELIAS, executive director of WWNC, CBS outlet in Asheville, up from North Carolina for a few days of confabs at network headquarters.

REED BULLEN, general manager of KVNU, Logan, Utah, has arrived in New York for conferences at the headquarters of the Mutual network.

ARDEN X. PANGBORN, general manager of KEX, Blue Network outlet in Portland, Ore., is in town for confabs with officials of the web.

JANE TIFFANY WAGNER, NBC director of the war activities for women, has returned from Baltimore, where she addressed a luncheon of the Maryland Federation of Women's Clubs on "The Part Women Play in Radio Today."

ALLEN M. WOODALL, manager of WDAK, Columbus, Ga., is in town on station and network business. The station is an affiliate of the Mutual web.

ROYAL ARCH GUNNISON, Mutual commentator now on a coast-to-coast trip, will broadcast tonight's program from Los Angeles.

HERBERT R. KENDRICK, manager of WJLS, Beckley, West Va., is in town. Paid a call yesterday at the offices station's national representatives here.

EDDIE CANTOR, BERT GORDON, as well as the other members of the comedian's program entourage are in Chicago. They will broadcast tonight's "Time to Smile" over NBC from the Great Lakes Naval Training Station.

MERT EMMERT, farm editor of WEAf, is in Doylestown, Pa., where he will make a recorded broadcast at the National Farm School.

LEE WYNNE arrived yesterday from Los Angeles. He's the commercial manager of KGER, Long Beach.

J. M. RIVERS, president and station manager of WCSC, Columbia network outlet in Charleston, S. C., is visiting at network headquarters in New York for a few days.

JOHN T. MURPHY, of NBC's station relations department, has returned from Allentown, Pa., where he conferred at WSAW.

PATRICIA STEVENS, dramatic actress, is in town from California.

HAROLD HUTCHINS, national advertising director of Hillman Periodicals, has left on a business trip through the Midwest.

Dr. Kingdon To Address Tomorrow's REC Luncheon

(Continued from Page 1)

cratic achievements. Born in London, Dr. Kingdon came to the United States at the age of 18, and was ordained a minister in 1912. He received an A.B. degree from Boston University in 1920 and then did graduate work at Harvard and Michigan State College. Dr. Kingdon was formerly chairman of the International Rescue and Relief committee as well as special consultant to the Office of Civilian Defense during its period of organization. He is the author of the current book, "That Man in the White House."

Jack Pegler Joins Biow As Account Executive

(Continued from Page 1)

Pegler was associated for the past 15 years with Lord and Thomas, and with Foote, Cone and Belding. He will make his headquarters in the New York office of the agency.

Two New Outlets OK'd Also KOIL-KFOR Sale

(Continued from Page 1)

Ind. L. J. and Leslie A. Duncan, Josephine (Keith) Rawls and Effie H. Allen are the officers of the Valley Broadcasting Co.

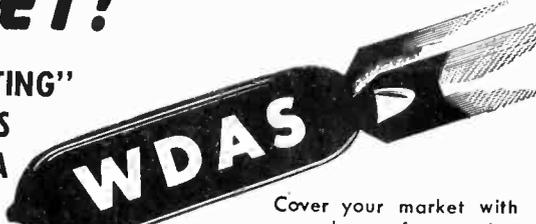
At the same time, the Commission approved the sale of KOIL, Omaha, and KFOR, Lincoln, Neb., to Charles T. and James Stuart, who are in the investment business in Lincoln. Both stations were purchased from the Sidles Co. The State Journal Printing Co., and The Star Printing Co. The Sidles Co. had half-interests in both stations, with the two others holding quarter-interests. The Stuarts bought all stock in both stations, for \$250,000 (KOIL) and \$100,000 (KFOR).

3 Join North Central Group

Three stations have joined the North Central Broadcasting System. They are KFJB, Marshalltown, Iowa; KROS, Clinton, Ia., and KDTH, Dubuque, Ia. Simultaneously the stations became affiliates of Mutual.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



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

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



FINANCIAL

(Tuesday, April 18)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

How Do YOU Buy Radio Time?

Do you say "play safe" with a network station? Do you say "buy power?" Or do you use the big 3 method of buying?

- 1. Coverage
2. Popularity
3. Cost-per-listener

It's a sensible way to buy, particularly in Baltimore. We have some brass tack facts you ought to see about W-I-T-H . . . the big-result, low-cost station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REID

Don't say we didn't tell you

Something's up. Something you'll recognize as a new high in radio . . . "Arthur Hopkins Presents" . . . a series of NBC-built-and-produced dramatic programs featuring, in their original roles, Broadway and Hollywood stars.

★ ★

"Arthur Hopkins Presents"—great theatre dramas of the past thirty

years brought to you in a new radio style—is a happy blending of the talents of NBC's Wyllis Cooper, one of radio's most gifted writers, NBC's Wynn Wright, the famous radio director, and Arthur Hopkins, the dean of American theatrical producers. No team could be better suited to the task of recreating for radio outstanding dramatic productions that have made stage history.



ARTHUR HOPKINS, whose association with NBC in the presentation of this new series brings to radio a background of three decades of triumphant experience in the American theatre.

WYLLIS COOPER, "the radio writer's writer" who has achieved in "Arthur Hopkins Presents" accomplishments equal to his brilliant script conceptions for "Lights Out" and "Good Neighbors" and the "Army Hour."



WYNN WRIGHT, NBC National Production Manager, whose reputation for faultless timing and imaginative staging has won wide recognition, again effects in "Arthur Hopkins Presents" all the exciting direction which distinguishes his work.



"Arthur Hopkins Presents," an hour broadcast over the NBC Network every Wednesday night at 11:30 EWT, starting April 19, is only one of the many NBC-built shows which have contributed to the truth that NBC is "*the Network Most People Listen to Most.*"

They all tune to the
National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



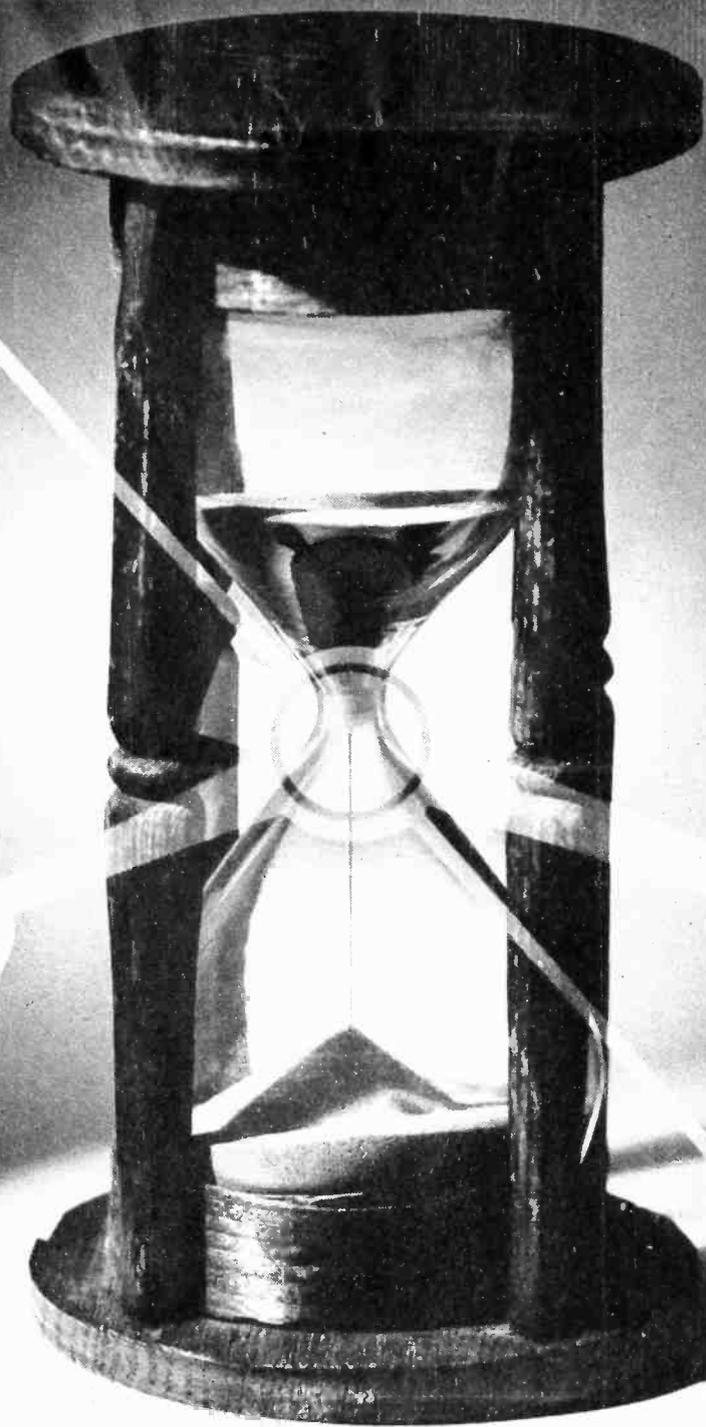
★
Tonight: "OUR TOWN"

with Frank Craven

GOING:

- Apr 26—"Redemption"
with Louis Calhern and Dorothy Gish
- May 3—"A Successful Calamity"
with Philip Merivale
- May 10—"The Philadelphia Story"
with Katharine Hepburn

PAUL H. RAY
COMPANY

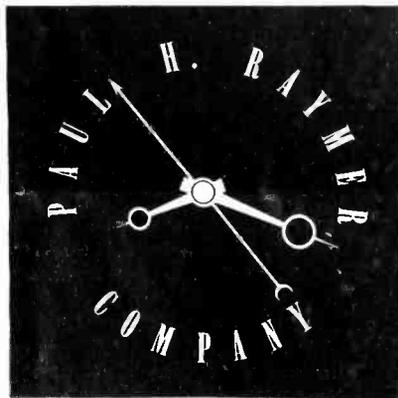




Time is Our Business

We like this symbol. To us it means just one thing . . . that this organization devotes itself exclusively to the sale of time. We have no diverting occupations with other advertising media, or with transcriptions or talent. We leave accounting and engineering to the stations we represent.

Our stations profit by this exclusive attention, and by far the largest part of the time we sell is program time of five minutes and longer.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Sees Chicago As Hub Of Post-War Tele-FM

(Continued from Page 1)

ceeded the 1939 figure of \$70,000,000. He cited Western Electric, the largest electronic plant in Chicago with a personnel of 29,000, which had rolled up estimated war sales for last year amounting to \$575,000,000.

Envisioning a tremendous post-war market for home radio sets alone, McKeever mentioned the fact that, due to the shortage of skilled servicemen, the rate at which radio sets have been discarded and thrown out of service has increased from about 10 per cent a year to about 18 per cent. "That gives us a two-year backlog of 25 to 30 per cent," he declared, "plus the normal 10 per cent of the current year in which production is resumed. That means 30 to 40 per cent, if production were to be resumed this Spring. And there were an estimated 60,000,000 radios in service at the outbreak of the war."

Outlines Tele Prospects

Speaking of the tremendous advancement that has been made in television, he predicted that the most promising future for sight and sound will be in the motion picture industry. It is being planned, he indicated, to transmit from downtown theaters by television leading vaudeville attractions to outlying theaters. Sporting events and scheduled news events were suitable for eye-and-ear entertainment, he observed.

FM also opens great possibilities, he asserted, especially in the broadcasting field. With FM, he stated, it will be possible to have thousands of broadcast stations in this country, each limited in range from 20 to perhaps 100 miles. "FM," he summed up, "will have the important advantage of lower cost for installing and operating broadcast stations. The 'Chicago Tribune,'" he added significantly, "recently announced that all the latest developments in FM would be incorporated in a 2,000-seating-capacity theater to be erected adjoining the Tribune Tower."

CHATTANOOGA

High In
Scenic Grandeur

WDOD

HIGH IN FAVOR WITH
TIME BUYERS

CBS

5,000 WATTS

DAY AND NIGHT
PAUL H. RAYMER CO.

MAIN STREET

WITH *Ol' Scoops Daily*

Notes From a Ringside Seat...!

● ● ● Looks like Radio has discovered "magic"..... we hear that McCann-Erickson have great plans involving the radio future of Magician Blackstone who started a new series of programs via NBC (mid-west) yesterday, directed by Carlo DeAngelo and sponsored by Tivoli Brewing Co. . . ● Herb Polesie, director of the "Stoopnagle CBS Show," will have the Colonel play up to the "children audience," when that program, which will be renamed, "Nonsense Hall," changes to the Saturday at 4:30 p.m. spot beginning April 29..... Jon Gart and an orchestra auditioned yesterday for a spot in the Dunninger program..... we think the program will be enhanced by the addition of Gart's orchestra to the format. . . ● Bob MacGimsey, whose sensational "Shadrach" was awarded a prize for being the "most original of contemporary American Music," is in Gotham for a visit.

★ ★ ★

● ● ● Ruthrauff & Ryan execs have decided on "The Adventures of Charlie Chan," as the Summer replacement for the NBC comedy team, "Amos 'N' Andy"..... "Chan" directed by Bob White, will start "selling" Rinso sometime in June. . . ● Martha King, 19-year-old vocalovely, whose thrilling trilling was featured Saturday over the Blue Net's "On Stage Everybody," is the lass, who recently scored at Leon & Eddie's Nitery..... incidentally producer Howard Caraway can take a bow for a spritely, half-hour of novel radio divertissement. . . ● A new show, featuring Lucius Beebe as emcee and Carl Brisson, vocalist, and scripted by Dick Roffman, is making the radio rounds..... titled, "International Cafe," the package will include "guest star" format with action in a London bistro.

— Remember Pearl Harbor —

Denny Again Testifies At Lea Probe Hearing

(Continued from Page 1)

"Horst Wessel Song"—Nazi party anthem—that the FCC would investigate the circumstances and consider them in connection with license renewal. Denny later explained that he did not mean to ban the song from use as part of a dramatic presentation.

This statement came after Barger had made much of the fact that no law bans broadcast of Nazi or Fascist songs, which Denny had remarked were frequently heard over WBNX, New York, prior to Pearl Harbor. Repeating that there is no law against them, Denny said, "if WBNX breaks out with 'Horst Wessel' hymn tonight, I don't know, I think we might look over their renewal."

He said also, in reply to questioning, that Joseph Lang had discharged three employes at WHOM before Pearl Harbor because he suspected them of Nazi or Fascist sympathies, and that these three later "turned up" on WBNX. None has been interned, however, he added.

Denny inserted a lengthy statement on WOV, New York, in which he said that Andrea Luotto had himself decided against a Commission hearing on the projected sale of the station by Arde Bulova to Mester Brothers. Luotto was to manage it for the purchaser. This sale was arranged about two years ago, but application was withdrawn when the FCC set the

OWI Names Liaison Men To Aid Labor Meet Cover

(Continued from Page 1)

lady, assistant director of information of the Department of Labor, who will serve as press officer of the delegation. Also available will be Arthur Sweetser and Herbert Little, of the OWI, who have been designated members of the staff of the U. S. delegation; Boyd T. Simmons, chief of the labor desk in the OWI domestic bureau, and Charles Harrell, of the Domestic Radio Bureau.

A staff of seven from OWI overseas will attend to obtain material for dissemination abroad. This staff, headed by Arthur Kaufman, will obtain special statements, transcriptions, and similar material for use in shortwave broadcasts and other informational operations directed to foreign countries.

matter for hearing. A smaller application is now pending. It has been charged that the FCC washed out the earlier application because it considered Luotto a Fascist.

Examination of Mrs. Shea, formerly head of the Special Studies Section of the War Problems Division, was largely concerning her qualifications. She denied affiliation with several organizations which Barger implied had Red leanings.

The sessions will be continued tomorrow.

NBC
MUTUAL

TRI-PENN
MARKET

WKBO

Harrisburg

WORK

York

WGAL

Lancaster

The PLUS Buy
in the Heart of
PENNSYLVANIA

These three stations
offer you a responsive,
ready-made audience.
They can be bought as
a package at an exceptionally attractive
low combined rate—or,
purchased individually.

Sales Representative:

PAUL H. RAYMER

Executive Speaks Freedom Of Radio

(Continued from Page 1)

is an instrument of democracy, its freedom as vital to our conscience as a democracy as are the freedoms: of speech, of press and worship," Mr. Mullen declared. "Abating on the thought he added here in the world where radio prevailed will you find free speech and free press."

Discusses Censorship

Drawing attention to the ever present danger of government regulation in the form of censorship, the speaker declared:

"To be sure, freedom from censorship is provided in the Federal Communications Act, under which broadcasting in the United States operates. But censorship can take many forms. In the broadcasting industry, as a form of censorship licensed by the Government is subject to a certain amount of government control, which presents a present danger unless zealously held within bounds by American citizens."

Referring to television, Mr. Mullen said: "we are on the threshold of changes in the technical development of broadcasting. Television—the transition of sight to sound—awaits the conclusion of the war for widespread introduction to the public."

Hold Radio Roundtable

A radio panel for discussion of women's Part in Radio, which included five women broadcasters was featured of yesterday's agenda.

Those taking part in the panel included Alma Kitchell, of the Blue Network who also sang a song; Helen Hatt, CBS director of talks; Marjorie Cuthbert, Grace Johnson and Betty Lewis of the NAB. Miss Hatt spoke on the "Strategic Role of Women in Radio," stating that this should protect the American system of broadcasting whether acting as hosts, commentators or teachers.

Now stations in the nation
to equal KOA's Dominance:

8.8% Dealer Preference

7% Listener Loyalty

Out of 10 Top Programs

50,000 Watt Power

Wide Coverage

KOA FIRST IN DENVER
50,000 WATTS
850 KC

SENT NATIONALLY BY SPOT SALES

PROGRAM REVIEWS

"UNUSUAL PEOPLE"

Sustaining

"Honor Thy Promises"

WEVD, Tues., Apr. 18, 9:45-11 p.m., EWT
Editor-Producer-Director: Edward Ludlum
Writer: Harold C. Algyer

Edward Ludlum, new to Radio Row, is the skillful producer, director and originator of the new WEVD series satirically labeled "Unusual People," an item that promises to create a great deal of attention, if this department may judge from the first program.

Format of this sustainer isn't pretentious or novel, yet it remains interesting. Ludlum and Company will produce a 15-minute script, be it comedy, tragedy or drama, every Tuesday night. The first production gives every indication that no punches will be pulled, depending on the object of Mr. Ludlum's affections and antipathies, of course.

The first play told provocatively the story of an unknown soldier—his undying thoughts, hopes and anguished pleas. From his sentried grave he tries to tell to a deaf world that it owes him a debt. That debt, of course, is to perpetuate the fight for Democracy—not to let the unknown soldiers down. The author has interspersed the free verse messages of the soldier's thoughts with various scenes symbolizing the current conflicts and attitudes of an irresponsible and selfish world.

Ludlum gave a very intelligent interpretation of the embittered Unknown Soldier. Laverne Martin's reading of Ellen was done with just

Television Actors Guild Formed On West Coast

(Continued from Page 1)

productions for the past five years. Many members of the new organization are also members of the Screen Actors Guild. The others will apply for membership in the SAG following wide commercialization of television.

A special committee of the SAG now is in New York conferring with Associated Actors and Artistes of America for immediate organization of actors in the tele field.

South African ET Series Gratis To U. S. Stations

(Continued from Page 1)

dios in New York, and under the direction of Thomas Kelleher, the station's studio reprocessed the originals into master recordings for multiple distribution to stations throughout the country.

The 13-episode series which will be sent to stations gratis upon request, is entitled, "Life of The Union of South Africa's Premier and Field Marshal Jan Christian Smuts," was recorded in Johannesburg studios and packed for shipment and flown to the United States.

"TRANS-ATLANTIC QUIZ"

Bright informality characterized the transcribed two-way exchange of intellectual gymnastics across the big drink, which was launched Saturday afternoon as a quarter-hour diversion under the joint sponsorship of the Blue Network and the British Broadcasting Corp. Show is the nearest approach to our own "Information Please" that has yet been heard under Anglo-American exchange auspices.

Matching answers and repartee were Christopher Morley, author of "Kitty Foyle," and Russel "Buck" Crouse, co-producer of "Arsenic and Old Lace," with Alistair Cooke as quizmaster for the U. S. side, against ex-film actor David Niven, now a colonel in the British Army, and Prof. D. W. Brogan abetted by Ronny Waldman, handling the questions from the British end. Don Heyworth, of the BBC staff in New York, announced in competent form.

enough affection and optimism. Marion Chancer did the best she could with a role rather inconsistently penned. And Norma Hayes' sensitive reading of the mother had its touching moments. Sound effects were nicely timed by Joel Sugar. Announcer Jack Klein handled his informative script smoothly.

NAB Staff To Remain, Ryan Tells Personnel

(Continued from Page 1)

clarification of staff functions, which will also be a subject for the NAB board of directors in its meeting to be held here May 8-10. Ryan declared his confidence in present staff members to do their job competently and well, and gave no indication that he was considering replacements.

Present key personnel includes C. E. Arney, Jr., secretary-treasurer; Willard Ego, assistant to the president; Lewis H. Avery, director of broadcast advertising; Robert T. Bartley, war director; Paul Peter, director of research; Howard S. Frazier, director of engineering; Arthur Stringer, director of promotion and circulation and Dorothy Lewis, coordinator of listener activity.

Hollywood Stars Honor "Fibber McGee & Molly"

(Continued from Page 1)

by Sidney Strotz, NBC vice-president in charge of the Western Division, include Bob Hope, Red Skelton, Edgar Bergen, Bing and Bob Crosby, Hal Peary, Billy Mills, Les Tremayne, Harlow Wilcox, Bob Burns, Joan Davis and Jack Haley, Rupert Hughes, Chester Lauck, Norris Goff, Major Meredith Willson, Ransom Sherman.

SEE NBC FOR THE TOPS IN RECORDED PROGRAMS

Shows for the Summer

★ No need to stew and sweat, worry and fret about your programs for summer listening. Easy does it! Choose one of NBC's big-time recorded shows and your problems are solved. Large variety of programs available... musical and dramatic... wide selection in length, frequency and cost... all expertly produced... all strongly supported by promotional material... all packed with audience appeal. Write today for details about favorite cool-off entertainment.

★ ★ ★

Have you heard Sam Hayes' Through the Sport Glass? 52 quarter-hours

National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. Sunset and Vine, Hollywood, Cal.

• TELE TOPICS •

COAST-TO-COAST

Tele Seminar Plans Announced By R

Spectral Static

Movie newsreels offer an entertaining and flexible method of televising spot news. There are many advantages to recording news on film, which can be processed in a matter of minutes before being beamed into the wide blue spectrum—or rushed by air express to outlying stations. Subject matter can thus be edited; feature items, planned, and sound, pre-recorded for better reception.

Technique of filming news had advanced to a pretty high point in pre-war England and Germany. British presentation of news on film was supplemented by actuality clips of railroad wrecks, fires and the like. In this country, where the motion picture newsreel has been developed to peak efficiency, the opportunity of televising news films presents a challenge and a promise.

A number of movie newsreel companies have been eyeing this development. Slated for an early start is Movietone news, which has been studying the phenomenon closely. Ad agencies have also been considering the film problem, though not necessarily from a newsreel viewpoint. Young & Rubicam will divide its tele activities between film and live production.

Watch for a change in the Du Mont tele set-up to cover future network operations... Incidentally, cast trouble was the reason for the cancellation of the aircraft-sponsored "Wide Horizons" tele program, featuring Eddie Dowling, via Du Mont. The short-lived sight-and-sound stanzas, which were directed by Tom Sabin, had to contend with war-worker participants who didn't have time to rehearse properly for video production. Show, still heard in radio with Dowling over Mutual, has been replaced for tele by a series of one-act plays staged by that Broadway actor-director, beginning Sunday evening on Du Mont... Eleven new employees were added to staff of WCBW, New York. CBS announced yesterday.

—MINNESOTA—

MINNEAPOLIS—Randy Merriman, emcee of KSTP's nightly "Overseas Special," serviceman's show, had a visitor recently who said a sister in Atlanta, Georgia, had told her that her husband, a prisoner in a concentration camp in Japan, said that the program was the only American radio they were able to hear. When permitted to listen to the radio, Merriman's visitor said, the KSTP program provided them with their only news of the U. S.... This station is now providing a news service to Fort Snelling, where news copy is spotted each day on the Fort's bulletin boards.

—PENNSYLVANIA—

PHILADELPHIA—WPEN's new continuity director is Connie Rosner... Eric Wilkinson, batonist of the WIBG orchestra, is in 1-A... Vincent Caruso, saxophonist of the KYW orchestra, has been accepted for Army service... Doris Havens, after 12 years as producer and director of auditions for WCAU, has resigned from her position to join her husband, Harry Marble, in New York. Marble is announcer-newscaster for CBS, and has recently received a medical discharge from the Army... PITTSBURGH—Polly Rowles Snyder is the local announcer on Mutual's "Freedom of Opportunity" program over WCAE.

—TENNESSEE—

MEMPHIS—WHBQ has embarked on a 24-hour, seven-days-a-week schedule, designed for the benefit of the off-hour war workers in the South. Manager Bob Alburty plans to carry Mutual bands and news until 1 a.m., then a series of recorded shows interspersed with hourly newscasts for the remainder of the night;

top network shows which the war worker ordinarily doesn't hear will be transcribed for "wee" hour broadcasting. "And," Alburty adds, "when the invasion comes, we'll be already on the air."

—NORTH CAROLINA—

CHARLOTTE—Featured on "Dixie Jam-boree," a 25-minute variety show fed to the Dixie network each Thursday night, is a young fellow by the name of Arthur Smith, who is considered quite talented as a guitarist. WBT's Program Director Crutchfield, who discovered John Scott Trotter, Lansing Hatfield and others, predicts big things for Smith.

—CONNECTICUT—

HARTFORD—Participants in the special WTIC broadcast for the state's Audio-Visual Education Assoc. included: Bernard Mullins, Floyd Patten, Eunice Greenwood, Russell Dolar, George Bowe, Jim Platt and Paul Lucas. Sterling Fisher, director of the NBC Inter-American University of the Air and assistant public service counselor, spoke at the meeting... Educational Director Sterling V. Couch of WDRC participated recently in a panel discussion of the Conn. State Teachers Association on "Interpreting the Schools to the Community." Couch was the only radio representative in the discussion.

(Continued from Page 1)

Executives Club, announced on day.

The seminar will include a series of 15 lectures running for 15 consecutive weeks and sessions are to members of the REC only. As a result of the seminar announced Linnea Nelson of the J. W. Thompson Agency, chairman of club's membership committee, received a deluge of applications for membership in the club. The cost of attendance for the entire series, has been fixed at \$1 for each member.

First of Its Kind

Course of lectures and round-table discussions will mark the radio industry's first comprehensive tele-educational effort. It is expected the enrollment will attract representative people from all branches of the radio industry.

Wolcott Show From W

Imogene Wolcott's "What's My Idea," heard each day over Mutual from 11:45-11:55 a.m. from WJLB, Boston, will originate at WOR, New York, for the five days from May 4 to May 5. Duffy-Mott is sponsoring the program.



April 19

- Sylvia Froos, Vivienne Segal, Louis Katzman, Ann Shelley, Ge Ge Pearson, Betty Winkler, Ronny Sherwood Liss

"THE Dayton Station"

BASIC BLUE NETWORK 5000 WATTS

One men's store (in suburban Dayton) using one newscast daily over WING exclusively has increased its annual volume over a period of 7 years from \$30,000 to \$500,000. How's that for results?

WING

RONALD B. WOODYARD, Executive Vice-President WEED & COMPANY, National Representatives

1480 Kilocycles Full Time Operation WHOM FOR BETTER THAN AVERAGE RESULTS Joseph Lang, Gen. Mgr. New York Studios: 29 West 57th Street, New York City



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V.L. 27, NO. 14

NEW YORK, N. Y., THURSDAY, APRIL 20, 1944

TEN CENTS

AFM's Strike Pressure

Lower-Watt Stations Report 1943 Sales Up

Washington Bureau, RADIO DAILY
Washington—Net time sales averaged slightly better than \$60,000 for the year 1943 were reported to the FCC by 358 stations operating with power from 200 to 500 watts. The net total for these stations was 24 per cent better last year than in the year 1942 with the total figures \$22,230,000 and \$17,922,000 respectively—a difference of \$4,308,000. There are 435 stations operating within this power range, including one in Alaska, one

(Continued on Page 4)

College Conference Studies FM Prospects

Columbia, Mo. — Representatives from 20 Missouri colleges and universities met on the Stephens College campus in Columbia, Missouri, last week-end, to discuss the possibilities of FM educational broadcasting and a statewide FM educational network will do for Missouri colleges. The group met with Dean Douglas, Educational Department of RCA, Chicago, and William Dow Boutwell, U.

(Continued on Page 4)

'Info. Please' To Canada To Aid Sixth War Loan

Broadcast of "Information Please" will originate in Massey Hall, Toronto, Canada, on Monday, May 1, as an aid to the Dominion's Sixth War Loan Drive. The three regulars, Oscar Levant, Franklin P. Adams and John H. Johnson, will make the trip with Quizmaster Clifton Fadiman and Dan

(Continued on Page 7)

Dedication

"Mutual Goes Calling," ordinarily heard over MBS from 2:30-3 p.m. on Fridays, will have 15 minutes added tomorrow in order that it may broadcast dedication ceremonies at the opening of the Crile General Hospital of the U. S. Army at Cleveland. Program will originate at WHK. Generals Carl O. Wrey, Norman E. Kirk and Brehon Somervell will speak.

Good Idea

Paul Whiteman suggests that radio stations gather spring flowers via the airwaves and turn them over to armed forces hospitals such as Halloran Hospital on Staten Island and St. Alban's Naval Hospital on Long Island. "P. W." thinks the flowers would bring cheer to the convalescents.

Four Cities Included In War Bond Broadcast

Four cities are scheduled for pickups on the "Four Freedoms War Bond" program which will be heard on the Blue Network Saturday, April 29, from 10:30 to 11 p.m., EWT, under sponsorship of Curtis Publishing Company. Show will originate in New York, Chicago, Denver and Washington.

The program from New York will present the Fred Waring Glee Club, soprano Dorothy Kirsten, Bret Mor-

(Continued on Page 2)

Ludlam Succeeds Cohen As Head Of OWI Radio

George P. Ludlam, who for the past four months has been deputy chief in charge of the domestic OWI radio bureau in New York, has been named to succeed Philip H. Cohen, chief of the OWI domestic radio bureau in Washington, George Healy, director of the domestic branch announced;

(Continued on Page 4)

Ryan Elected BMI President At Board Of Directors Meet

Tele-FM Exhibit Planned For Newspaper Publishers

Growing interest by newspaper publishers in post-war broadcasting and television has resulted in the General Electric Company engaging a suite at the Waldorf-Astoria, New York, for an exhibit of FM and television receivers during the annual American Newspaper Publishers As-

(Continued on Page 4)

Midwest Stations And Musicians Union At Impasse After Negotiations Fail; Locals Disregard WLB Orders

Lea Counsel Objects To Newspaper Critic

Washington Bureau, RADIO DAILY
Washington—Lea committee Attorney Harry S. Barger, yesterday protested to the FCC general counsel, Charles R. Denny, because an article in the Washington "Times-Herald," published by Mrs. Eleanor Patterson, was critical of the committee for "being unfair" during the hearings in New York last summer in its treat-

(Continued on Page 7)

Policies Of CBC Operation Await Commons Report

Montreal—It is definitely decided that no new policy regarding the Canadian Broadcasting Corporation will be developed or considered by the Government till the special com-

(Continued on Page 7)

Ewing, Blue Net Reporter, Dined By G. W. Johnstone

Washington Bureau, RADIO DAILY
Washington—William Ewing, Blue Network war correspondent in Hawaii now on leave in the United States, was honored yesterday at a luncheon

(Continued on Page 7)

Strong resistance by broadcasters against demands by the American Federation of Musicians that they hire more men is taking shape in various parts of the country, with the spotlight centering on WJJD, Chicago and KSTP, St. Paul-Minneapolis. Both of these outlets are the subject of AFM strikes by the respective Locals having jurisdiction in that territory.

Since the Locals are continuing to seek a settlement and have not offic-

(Continued on Page 6)

Web Sets Full Hour Of Children's Shows

In a move to increase children listening audiences during the summer months, Mutual has added Colleen Moore, former film star as "the Storybook Lady" on the "Safety Legion Time" and will present a full hour of juvenile programs starting May 1st. Other children's shows rounding out the hour from 5 to 6 p.m., EWT, are

(Continued on Page 2)

WQXR's 1943 Business Shows Increase Of 62%

First quarter business for 1944 on WQXR reveals an increase of 62 per cent over the same period in 1943, with the station averaging for the three months' time the highest dollar

(Continued on Page 2)

Doubling

Fairbanks, Alaska—Being a city councilman and a radio station manager at the same time is the new chore of Wilson "Bud" Foster, announcer and manager of NBC's station KFAR in Fairbanks, Alaska. Bud was recently elected to the council in Fairbanks by 771 of the 890 votes cast. Bud is often heard on the "Army Hour" and "Voice of Alaska," both NBC programs.

(Continued on Page 7)



Coming and Going

Vol. 27, No. 14 Thurs., Apr. 20, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wijk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, April 19)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 3/4 | 157 5/8 | 157 3/4 | + 1/4 |
| CBS A | 28 1/2 | 27 3/8 | 28 1/2 | + 3/8 |
| CBS B | 28 1/2 | 28 1/2 | 28 1/2 | - 1/8 |
| Crosley Corp. | 17 1/2 | 17 1/4 | 17 3/8 | - 1/8 |
| Farnsworth T. & R. | 11 | 10 3/8 | 10 5/8 | + 1/4 |
| Gen. Electric | 35 1/2 | 35 1/4 | 35 1/4 | - 1/8 |
| Philco | 28 1/2 | 27 3/4 | 27 7/8 | - 3/8 |
| RCA Common | 9 | 8 7/8 | 8 7/8 | + 1/8 |
| RCA First Pfd. | 71 1/2 | 71 1/2 | 71 1/2 | |
| Stewart-Warner | 13 1/4 | 13 | 13 1/8 | + 1/8 |
| Westinghouse | 95 1/4 | 94 3/4 | 94 7/8 | - 3/8 |
| Zenith Radio | 35 3/8 | 35 1/8 | 35 3/8 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|---|---|---|-------|
| Nat. Union Radio | 4 | 4 | 4 | + 1/8 |
|------------------|---|---|---|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------|--------|-------|
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 20, 1924)

A New York dance orchestra organized by Paul Specht is sailing for an engagement at the Hotel Claridge in Paris as a result of a trans-Atlantic concert broadcast a few months ago. This is the first time that a foreign contract has resulted from such a broadcast... Large percentage of radio listeners are showing great interest in efforts of the U. S. Lines to provide musical entertainment on the air.

AVAILABLE

Radio script gag writer, versatile, seeks connection. Write RADIO DAILY, Box 831, 1501 Broadway, New York 18, N. Y.

L. J. DUNCAN, president and owner of WDAK, Columbus, Ga., a visitor yesterday at the headquarters of the Mutual network. He is accompanied by MRS DUNCAN.

D. E. JAYNE, general manager of WELL, Battle Creek, Mich., is on a business trip to Chicago.

FRED PALMER, manager of WCKY, Cincinnati, in New York this week on a short business trip.

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special events, is expected back today from Washington, D. C.

JACK W. DUCKWORTH, president and general manager of KID, Idaho Falls, Ida., is visiting briefly in New York on station and network business.

JO LYONS and TED LONG, of B B D & O, are in Schenectady to witness some television shows.

H. K. LINDSLEY, president of KFBI, Wichita, Kans., was among the out-of-towners greeted this week at the headquarters of the Mutual network.

WOODY HERMAN and the members of his orchestra are in Youngstown, Ohio, for an engagement at the Palace Theater.

JACK DONAHUE, district sales manager of the Blue Network with offices in Detroit, is in New York for talks with web officials. He'll return to the automobile city on Monday.

JIMMY McCLAIN has extended his stay in Dallas, Tex., for the presentation of his "Dr. I. Q." program over NBC.

BILL WARE, general manager of KFWC, Hot Springs, Ark., has returned to the home offices following a few days spent in New York.

TONY HARDT, producer of the "Sherlock Holmes" show from Mutual's Hollywood studios and who also serves in the same capacity on NBC's "Those We Love," is in New York for conferences with the authors of the programs.

J. R. POPPELE, chief engineer and secretary of WOR, has returned from a short trip to Washington, D. C.

TED ZITTEL, publicist, has left for Albany to confer on special promotion for William S. Gailmor, WHN news analyst.

WILLIAM O'NEIL, president of WJW, Cleveland, is back at his desk following a business trip to California.

HILDEGARDE and HARRY SOSNIK, in St. Louis, from which city the "Beat the Band" program is broadcast over NBC.

WQXR's 1943 Business Shows Increase Of 62%

(Continued from Page 1)

volume of business in its history. Since the first of the year, 38 new accounts were signed, with at least nine of them being new to radio.

Two new accounts and one renewal become effective later this month. They are: E. P. Dutton Co. book publishers, starting Thursday April 27, at 9:15-9:30 p.m. with Boris Todrin of the newspaper "PM" reading and discussing excerpts of new Dutton books, object generally being to send the listener to the book stores. Pact is for 52 weeks.

Martinson's Coffee will use a transcribed edition of Dr. Frank Kingdon's talks heard in the morning over WOR. This will start Sunday April 23, at 6:45-7 p.m. Kingdon will be heard with the same show in the morning on WOR, and transcribed for the evening program.

General Foods has renewed its five-minute news series Monday through Saturdays effective April 17, at 6:25-6:30 p.m. with two stanzas on Sundays, 12:55 p.m. and 5:25 p.m. for 52 weeks.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

Four Cities Included In War Bond Broadcast

(Continued from Page 1)

and the Ted Steele orchestra with Jimmy Wallington as master of ceremonies; from Denver, the WAAC band and an address by the wife of Lieut. Gen. Mark W. Clark; from Chicago, the harmonica solo with Vincent Pelletier as master of ceremonies; and, speaking from Washington, Ted Gamble of the U. S. Treasury Department, and Major General Bernard Giles.

Web Sets Full Hour Of Children's Shows

(Continued from Page 1)

"Archie Andrews," "Chick Carter, Boy Detective" and "Superman." Colleen Moore's portion of the show will originate with WGN in Chicago.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.



What Station Is Listened To In Baltimore

Take any day . . . any time . . . and you'll find that W-I-T-H is the station that produces more Baltimore people for less cost.

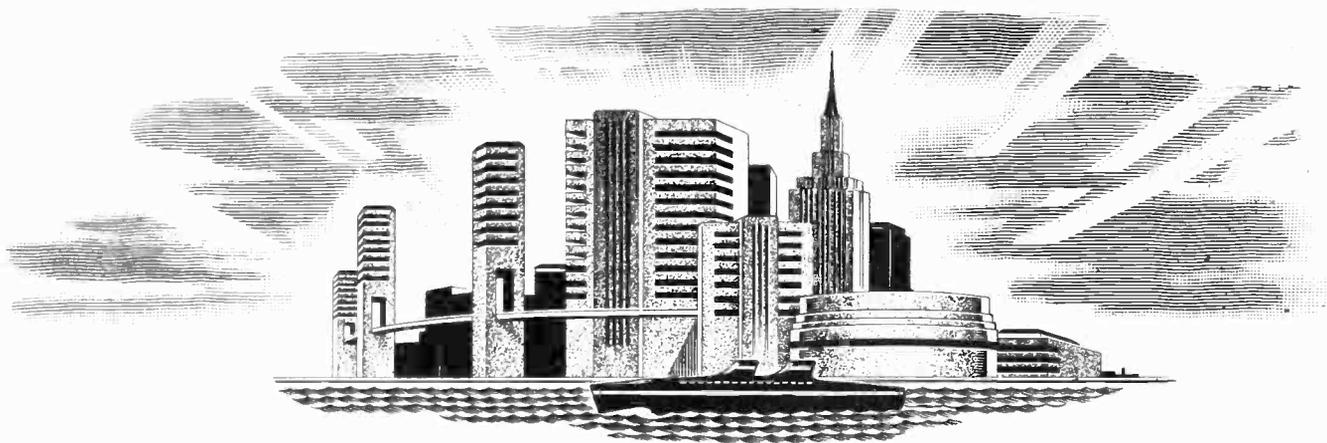
For the skeptics we have the facts. Glad to show them any time. They'll make you know something unusual has happened in Baltimore radio!



TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE

TELEVISION 1954 A. D.



Back in 1944, you few men of vision in broadcasting management foresaw very clearly that the addition of sight to sound would open up vast new business possibilities.

You took a tip from experimental commercials during the war years which showed the spectacular effectiveness of mass persuasion by television. Shortly after victory, television time *did* leap into great demand, just as you thought.

DuMont anticipated, just as you did, that there would be a peacetime scramble to be "first with television." So they completed their designs for telecast equipment that set new highs in signal transmitting efficiency and new lows in maintenance and operating costs.

Then the DuMont Equipment Reservation Plan was formulated so that you prospective

television station owners could *have* that equipment in operation at the earliest possible postwar moment. This plan placed DuMont's extensive experience in television station building and management at your command. In addition, this plan gave you "postwar priority" in equipment.

That, you thought, was one sample of television talk that sounded down to earth . . . it would cut down your trial-and-error losses, and put your telecasting business on a sound footing at the earliest possible moment.

So you dropped a line to DuMont in '44 and got on the Television bandwagon—on time.

We know it's 1944! So you're invited to learn about the DuMont Plan now. Send for our new experience-sharing booklet "Planning Your Television Station." Do it today!

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT

Precision Electronics and Television

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

NEW SENSATIONAL NOVELTY SONG

Words and music by
IRVING CAESAR
and
JIMMY DURANTE

U M B R I A G O

ROBBINS MUSIC CORPORATION • 799 Seventh Ave. • New York 19

MAIN STREET



• • • When Lt. Alton D. Farber, public relations officer at Gardiner General Hospital, telephoned the other day and asked if we'd like to attend a demonstration of a new-type hospital broadcasting system, which

Chicago

uses one ordinary telephone transmission wire to carry five different programs simultaneously, we said certainly and hid ourselves out to Gardiner. . . . and we're glad we did because we witnessed a demonstration of something really new under the sun in the way of centralized multiple sound transmission. . . . The new system, designed by Harry W. Becker, chief engineer of the Electronic Sound Engineering Company of Chicago, promises something revolutionary for home reception after the war. . . . Right now, however, the only installations are to be in Army and Navy hospitals, with Gardiner getting the first, and Vaughan General Hospital in Maywood, Ill., slated for the second. . . . The Gardiner installation is expected to be completed in five or six weeks and will provide individual radio reception facilities for approximately 1,000 soldier patients. . . . Briefly, here is the idea: Each soldier will have a control box about the size of a small index which can be clamped to the head of his bed, with head-set attached. . . . The box has a switch for program selection and a volume control. . . . The five channels include three combined AM-FM, one for programs of recordings played from the central control in the hospital and one for pickups from the hospital chapel or recreation hall. Another important feature is that it is possible to break into all five channels at once for important announcements, fire and air-raid warnings.

★ ★ ★

• • • While we're on the subject we should give credit where credit is due by mentioning that the entire costs of installation are being borne by South Side Lodge, B'nai B'rith. . . . with Herbert J. Nicholson the moving spirit in the project. . . . The west side is knee-deep in box tops. . . . the flood of tops coming from the thousands of kids who are ripping them off of boxes of Kix and Cheerios and presenting them at the Chicago Stadium box office where the Lone Ranger is the featured attraction at the Olympia Circus. . . . The Ranger's sponsor, General Mills, thought up the idea of giving the kids special box-top admission prices. . . . and now everybody is box-happy.

★ ★ ★

• • • There is some bad news in the offing for Breakfast Club fans. . . . Tenor Jack Baker, the Louisiana Lark, who has been a Breakfast Club fixture since 1936 does his last broadcast Saturday, April 22 before reporting for duty with the Navy. Jack will be a lieutenant (j.g.). . . . This will be the Club's second important loss within two weeks, Announcer Durward Kirby having donned Navy blue last week for "boot" training at Great Lakes. . . . Radio's All-American boy, Jack Armstrong, in the person of Charles Flynn, Bess' son, also heads for Great Lakes as a "boot" in a couple of weeks. . . . while "Captain Midnight"—Ed Prentiss—may soon join forces with Uncle Sam.

★ ★ ★

• • • Which recalls the little practical joke Announcer Howard Black's chums at WLS played on him. . . . One of Howard's brother spielers saw the mail-girl place the all-important postcard, announcing a 1-A classification, on Black's desk. . . . Knowing the latter was on the air, the brother mike man picked up the card and headed for studio B, where Black was giving his all to a commercial plug. . . . Automatically, he reached for the proffered card and, with one eye on his copy, stole a glance at what he thought was a news bulletin. . . . At this juncture there was a long pause. . . . and then listeners heard a deep breath followed by a more subdued rendition of the commercial plug.

★ ★ ★

— Remember Pearl Harbor —

Lower-Watt Stations Report 1943 Sales U

(Continued from Page 1)

in Puerto Rico, two in Hawaii and two in the District of Columbia. There is none in Rhode Island or in Vermont. Four of the total are non-commercial. Seventeen of the stations operate on regional frequencies and the rest on local frequencies.

Fourteen of these stations operate with 500 watts power, four unlimited, four limited and six part-time. There are 397 50-watters unlimited, one limited and 13 part-time. Nine stations operate unlimited with 100 watts at night and 500 watts day, and there is one 200-watt station, operating part time.

Some Decreases Reported

Of the 358 stations reported, showed a decrease in net time sales with the rest showing increases from \$58 to \$85,182. The decreases ranged from \$71 to \$10,948. Fifteen stations showed increases up to \$1,000, 69 between one and five thousand, 74 between five and ten thousand, 93 between 10 and 25 thousand, 40 between 25 and 50 thousand and 11 over \$50,000.

Of the 431 commercial stations, have major network affiliations. Blue Network has 64, CBS 28, MBS 1 and NBC 35. Blue and MBS share and NBC and MBS share four.

College Conference Studies FM Prospects

(Continued from Page 1)

S. Department of Education, Washington, D. C.

The College FM Committee of Missouri was organized as a result of a meeting, with Sherman P. Lawton, head of the Stephens College Radio Division, named chairman. The purpose of the committee is to cooperate with a state-wide educational plan including all levels of education, and to work with the State Superintendent of Schools with a view to organizing a post-war FM educational network.

Tele-FM Exhibit Planned For Newspaper Publishers

(Continued from Page 1)

at the radio convention, April 24-27. The exhibit will include a special FM demonstration unit, the magnetic wire recorder, a model of post-war television studio and a display of publications on broadcasting and television.

Ludlam Succeeds Cohen As Head Of OWI Radio

(Continued from Page 1)

Jack Mullen, former vice-president of Benton & Bowles, who is now chief of the editorial and production division in Washington, will for the present assume additional duties as deputy chief in charge of the New York office. Cohen recently resigned.



The American Theatre Wing
and the sponsors of
STAGE DOOR CANTREEN
"On the Air"

(Broadcast Over CBS Fridays, 10:30 to 11:00 P.M., EWT)

Again gratefully acknowledge the continued generous cooperation of all those who have participated in making this program so popular — both with men in service and their folks at home.

QUEST STARS

Aherne
News Sisters
Bailey
Baker
Baker
Ball
Bankhead
Barnes
Barrymore
Bellamy
Benchley
Bendix
Bennett
Berle
Bernie
Blondell
Blore
Booth
Borge
Boswell
Braham
Bruce
Bruce
Burke
Burke
Butterworth
Cagney
Calleia
Sextette
Cantor
Carey
Carroll
Chase
Claire
Collins
Colonna
Cooper
Cowl
Cregar
Cugat
Daters
Davis
Dietrich
Donley
Dorsey
Downey
Durant
Edwards
Edwards
Eldridge
Ennis
Evans
Fay
Fontaine
Foster
Francis
Froman
Gardiner
Gardner
Garfield
Gary
Gaxton
Gish
Gish

Benny Goodman
Bert Gordon
Igor Gorin
Eddie Green
Tito Guizar
Edmund Gwenn
Connie Haines
Walter Hampden
Sir Cedric Hardwicke
Pat Harrington
Teddy Hart
Helen Hayes
Dick Haymes
Jean Hersholt
Hildegarde
Hi-Lo-Jack & the Dame
Lou Holtz
Bob Hope
Miriam Hopkins
Edward Everett Horton
Willie Howard
Marion Hutton
Frankie Hyers
Helen Jepson
George Jessel
Al Jolson
Allan Jones
Beatrice Kay
Gene Kelly
Patsy Kelly
Pert Kelton
Guy Kibbee
Kay Kyser
Hank Ladd
Bert Lahr
Olyn Landick
Carole Landis
Charles Laughton
Paula Laurence
Gertrude Lawrence
Majorie Lawrence
Gypsy Rose Lee
Jerry Lester
Meade Lux Lewis
Howard Lindsay
Ella Logan
Peter Lorre
Anita Louise
Andy Love Quartette
Paul Lukas
Jeannette MacDonald
Fredric March
Margo
Herbert Marshall
Mary Martin
Giovanni Martinelli
Chucho Martinez
Nino Martini
Chico Marx
Ilona Massey
Elsa Maxwell
Lauritz Melchior
James Melton
Adolphe Menjou
Helen Menken
Yehudi Menuhin
Una Merkel

Ethel Merman
Merry Macs
Glenn Miller Singers
Lucy Monroe
Grace Moore
Victor Moore
Claudia Morgan
Michele Morgan
Zero Mostel
Alan Mowbray
Jan Murray
Anne Nagel
Anna Neagle
Gertrude Niesen
Merle Oberon
Helen O'Connell
Walter O'Keefe
Maureen O'Sullivan
Frank Parker
Parkyarkarkus
Louella Parsons
Gail Patrick
Jack Pearl
Jan Peerce
Minerva Pious
Zasu Pitts
Nan Rae
Gregory Ratoff
Captain Gene Raymond
Irene Rich
Paul Robeson
Bill Robinson
Lina Romay
Maxie Rosenblum
Lt. Lanny Ross
Ann Rutherford
Jimmy Savo
Bidu Sayao
Martha Scott
Herb Shriner
Ginny Simms
Frank Sinatra
Cornelia O. Skinner
Smith and Dale
Jack Ward Smith
Kenneth Spencer
Lionel Stander
Arnold Stang
Anna Sten
Rise Stevens
Dorothy Stickney
Colonel Stoopnagle
Stroud Twins
Gloria Swanson
Gladys Swarthout
Akim Tamiroff
Veree Teasdale
Alex Templeton
Lawrence Tibbett
Franchot Tone
Arthur Treacher
Sophie Tucker
Bea Wain
Cheryl Walker
Mary Jane Walsh
Mrs. Waterfall
Ethel Waters

Jerry Wayne
Robert Weede
Orson Welles
Bert Wheeler
Dame May Whitty
Jane Withers
Anna May Wong
Barry Wood
Peggy Wood
Monty Woolley
Ed Wynn
Nan Wynn
Roland Young
Henny Youngman
Yvette
Vera Zorina

★ORGANIZATIONS

AFRA
Emily Holt
George Heller
Actors Equity
Screen Actors Guild
AGMA
AGVA
A. F. of M.
Tom Malone & Staff

★REPRESENTATIVES

Arthur Ashley
Walter Batchelor
Herman Bernie, Inc.
Ted Collins
Columbia Concerts, Inc.
Frank Cooper
Consolidated Radio Artists, Inc.
Mack Davis
Dolan and Doane
Bernie Foyer
Frederick Brothers
Gale, Inc.
General Amusement Corp.
William Gernannt Co.
Hal Hackett
Mark Hanna
Leland Hayward, Inc.
Constance Hope Associates
Edith Hophan
Bill Joyce
Judson Concerts Bureau
Dick Lamarr
Paul Lewis
A. and S. Lyons, Inc.
William McCaffrey
Bart McHugh
A. T. Michaud
William Morris Agency
Bill Murray
Music Corp. of America
National Concert and Artists Corp.
National Radio Artists
Leon Newman
Del Peters
Popular Concerts Guild

Bruce Powell
Saul Reiss
Wynn Rocamora
Herb Rosenthal
James Saphier
Bernard Schubert
Myron Selznick, Ltd., of N. Y.
Louis Shurr
Henry Souvaine, Inc.
Larry White
Wolf Associates, Inc.
Nat Wolff
Jules Ziegler

★"ANGELS"

Maxwell Anderson
Joan Blondell
Governor J. Bricker
Katharine Cornell
Frank Crowninshield
Howard Dietz
Irene Dunne
James Farley
Vinton Fredley
Rube Goldberg
Gen. Edmond B. Gregory
Oscar Hammerstein, 2nd
Hedda Hopper
Herbert Hoover
Fannie Hurst
George S. Kaufmann
Mayor F. H. LaGuardia
Governor Herbert Lehman
Sol Lesser
Lt. John B. Lodge
Colonel Ben Lyon
Paul V. McNutt
Lt. Com. Robert Montgomery
Pat O'Brien
Cdr. J. N. Opie
Brock Pemberton
General Phillipson
Grantland Rice
Richard Rodgers
Mrs. Franklin D. Roosevelt
Mayor Angelo Rossi
Gov. Leverett P. Saltonstall
Alfred E. Smith
Lt. I. J. Stickney
General del Valle
Wendell Willkie
Dr. Lin Yutang

★PROGRAM STAFF

Roger White, Producer
Frank Wilson } Writers
Bob Marko }
Bert Lytell, Officer of the Day
Raymond Paige and Orchestra
Bill Harding, Production
Frank Protzmann, Engineer
Jack Amrhein, Sound Man
Clayton Collyer, Announcer
Helen Menken, Chairman
Radio Committee
American Theater Wing

Produced by C. L. MILLER COMPANY for

CORN PRODUCTS REFINING COMPANY

One of the Producers of Dextrose

Midwest Stations And AFM At Impasse Regarding Strike

(Continued from Page 1)

ially informed the national body of the AFM that they can go no further, no network pressure has been brought by the AFM headquarters to discontinue programming to KSTP by NBC. WJJD, however is an independent station bought by Marshall Field recently, subject to FCC approval. Ralph L. Atlass, president of the station has sought to work out a deal with James C. Petrillo, AFM president who is also head of Chicago local. Union is demanding that 20 men be hired where 10 are now doing the job. Atlass has characterized it as a waste of manpower during wartime. Otherwise there is no dispute at WJJD over wages or hours.

Up until late Wednesday the 10 striking musicians had not returned to work at WJJD, despite recommendations made by both the AFL and the AFM to the Chicago local to have the men return to their duties pending arbitration of the dispute.

Walked Out Friday

The musicians struck last Friday when the station refused a union demand to hire 10 additional men. The union has refused to submit the dispute to a conciliator, Atlass said, and the conciliator has so reported to the War Labor Board. Local union officials were reported to be in conference Wednesday afternoon, presumably over the WJJD case, and none could be reached for comment.

Stanley E. Hubbard, president and general manager of KSTP, Minneapolis, where Local No. 73 is on strike against the station, issued a vitriolic statement yesterday in which he said, "we are tired of being sandbagged by musicians' union into agreeing to hire men we do not need... and it is time for a showdown to determine whether the government is going to stand illegitimate union activity."

Finding by the War Labor Board tripartite panel which heard the dispute between the recording companies and the AFM that no large scale unemployment existed among the musicians, is expected to be a factor in the eventual solution of the hiring of more musicians by the broadcasters. Hubbard declared:

"The sandbagging started at time when stations agreed to quotas to relieve unemployment among musicians

caused by making of transcriptions. It was not long after stations had agreed to quota that we discovered so-called unemployment due to transcriptions was a farce and the whole matter had been misrepresented to us by the American Federation of Musicians. Now that Petrillo has put a ban on the making of transcriptions and is demanding a royalty from transcriptions and record makers, his only fair move should be to notify stations that quota is no longer necessary, and his union should not only refrain from asking for quota but from demanding that certain number of musicians be hired. They should confine their activities to the amount of wages to be paid.

Agreed to Wage Demands

"Instead of asking stations to pay royalty in form of quota, Petrillo should be paying high tribute to stations for musicians we have been hiring all these years since they were kicked out of theaters by the motion picture industry.

"We have agreed to meet wage demands of union, subject, of course, to approval of the War Labor Board, and only issue is whether we shall employ men we do not need.

"Two state conciliators tried to settle this strike but they were unable to do anything with the union, so they gave up. We requested that the War Labor Board take jurisdiction, and they arranged with Office of Conciliation, Department of Labor, in Washington to have local conciliators Herbert Jarrett and Walter Munro attempt a conciliation. The case was heard by them in the Federal building in Minneapolis last Saturday morning, but we got no place. We acceded to their request that matter be placed before a Federal arbitrator and to abide by his decision but union would not. We were requested by the United States Conciliator to abide by decision of the War Labor Board and to make any wage increase they demanded retroactive to expiration date of our old contract on March 17, but the union refused to have anything to do with War Labor Board or its decisions.

Says Government Would Pay

"The conciliators then told union men it would be necessary for them to order men back to work because not to do so they would be placed in the position of being un-American, unethical, contemptible, and in violation of President's 'Hold the Line' order and repeated promises of William Green, president of American Federation of Labor, of which the union is a member, that there would be no strikes during war...

"The money involved is not important to us because the government will pay 98 per cent. Due to our present tax bracket, but I feel that it is unwarranted for corporate management to make careless expenditures just by reason of present high taxes where government, in effect is paying bill..."

WANTED

Southpaw talent for a
lefthanded radio show.

NCAC, 711 Fifth Ave.
New York 22, N. Y.

FEATURED TODAY

AT THE

RADIO EXECUTIVES CLUB LUNCHEON

DR. FRANK KINGDON

Noted Author, Lecturer, Commentator

(His new book: "That Man in the White House")

His Subject:

"DIES — and the FREEDOM of RADIO"

Also - - NOMINATIONS

The nominating committee reports on new R. E. C. candidates for offices during the coming season.

Also - - TELEVISION SEMINAR

Final details on the 15-course Television Seminar series which starts next month.

Guest Singer:

Robert Merrill, NBC baritone—soloist for the NBC Concert Orchestra on "Serenade to America."

NON-
MEMBERS
WELCOME

!!!

HOTEL SHELTON

Lexington Avenue at 49th Street
Gothic Lounge

Meetings begin promptly at 12:30 in the Gothic Lounge at Hotel Shelton. Earlier—for cocktails.

P. A. SYSTEM BY DAVIE ELECTRIC CO., GRAYBAR BLDG.

Counsel Objects Newspaper Critic

(Continued from Page 1)

of the Commission, implying the FCC had violated privacy and led its authority in questioning Ascarelli, Italian time broker, at a party given by another time broker only two weeks prior to Pearl Harbor. Denny said the hostess at the party had remarked "being in my home I can say what I please, I think to the victory of Italy." Bager was upset, apparently, because this is one of the very few times when the "Times-Herald" was given all-out for the committee or for Carey, Cox and the committee itself.

Mrs. Shea Again Questioned

Bager continued his questioning of Mrs. Hilda Shea, with particular reference to her work for the Commission on Foreign Language Broadcasting, her relations with the Office of Censorship, the actions taken against Stefano Luotto and Stanley Gork (WJBK, Detroit) and work done for the FCC by Miss Frances Ewing of the now-defunct Shortwave Research Inc. Mrs. Shea returns to Cleveland this morning.

Details Of CBC Operation Await Commons Report

(Continued from Page 1)

of the House of Commons asks its report. The board of governors, some of whom ago, recommended to the Government the creation of a full time, elected chairman of the board as distinct from one whose position is more honorary and also as distinct from the general manager. Such a board could have been sponsored by the Cabinet.

Reaction, however, was never indicated officially. It is reported that there is some dissent from the product agreement that action of any kind should await, not precede, the report of the special committee. To make the change would require an act of Parliament amending the law as it stands.

In the event of a full time chairman being appointed, as is thought probable the present head of the Board, Mr. Morin, N. P., would likely remain though perhaps remaining a member of the Board.

The recent appointment of B. K. Howell to the Board let loose some speculation about his choice for the chairmanship, for which L. W. Brockington, K. C., has also been mentioned recently. Nothing is definite under the circumstances.

JOHN TILLMAN

CBS Announcer
Serving in the Army
of the United States



★ AGENCY NEWSCAST ★

FREE & PETERS, INC., New York station representatives, has re-elected officers as follows: James L. Free, chairman; H. Preston Peters, president; Sherman R. Barnett, secretary and treasurer; J. W. Knodel, vice-president; Lieut. Russel Woodward, vice-president (on leave with U. S. Navy for the duration); Virginia Weber, assistant secretary and assistant treasurer. The old directors re-elected are: James L. Free and H. Preston Peters. The new directors are: Sherman R. Barnett, secretary and treasurer; J. W. Knodel, vice-president; Lieut. Russel Woodward, vice-president, and Warwick Anderson, partner in the Doe-Anderson Advertising Agency, who has handled the firm's publication advertising.

GILES L. FINDLEY, a veteran newspaperman, has been appointed head of the public relations department of the Minneapolis office of McCann-Erickson, Inc., it has been announced by Robert B. Donnelly, vice-president of the agency.

Ewing, Blue Net Reporter, Dined By G. W. Johnstone

(Continued from Page 1)

given by G. W. Johnstone, Blue's director of news and special events. Held in the Pall Mall Room of the Raleigh, the affair was attended by several prominent Naval officers, including Capt. Leland Lovette, U.S.N., director of public relations for the Navy; Commdr. W. G. Beecher, Jr., U.S.N., deputy director of public relations; Commdr. J. L. Collins, U.S.N., credentials officer; Lt. Commdr. J. Harrison Hartley, U.S.N.R., chief of the radio section; Lt. Commdr. Charles Dillon, U.S.N.R., of the radio section, and Lt. Frank Rounds, U.S.N.R., who served with Ewing at Pearl Harbor.

Ewing will leave shortly for New York, where he will visit briefly before returning to Hawaii for new assignments.

'Info. Please' To Canada To Aid Sixth War Loan

(Continued from Page 1)

Golenpaul, producer. Guest expert on the NBC program will be Lester B. Pearson, Minister-Counsellor of the Canadian Legation in Washington.

RADIO DIRECTOR

Script show producer-director, out of radio since war started, now returning to this field. Among other network shows, co-authored and directed top Crossley daytime serial. Excellent diversified radio record. Additional solid background of copywriting, merchandising and industrial experience. Draft exempt, salary secondary to top opportunity, and can leave New York, if necessary. Write RADIO DAILY, Box 830, 1501 Broadway, New York 18, N. Y.

STEVENS HOTEL, Chicago, celebrating the opening of their 3000th room, has started a spot announcement campaign in all key cities, to notify the public that all rooms are now opened. Agency is M. M. Fisher Associates, Chicago.

V. R. WEST, who has been closely associated with the Pillsbury public relations program for the past three years in McCann-Erickson, Inc., advertising agency, joined the Pillsbury organization itself as director of public relations, effective April 16, P. W. Pillsbury, president, Pillsbury Flour Mills Company has announced.

ROBERT M. WILLIAMSON, a Des Moines commercial artist since 1921, has become art director and production manager of Cary-Ainsworth, Inc., Des Moines, R. H. Cary, president of the agency, stated early this week.

Ryan Elected Prexy By BMI Directorate

(Continued from Page 1)

broadcasters, BMI is a permanent symbol of the unity and strength of our industry. I hope that BMI will expand under my presidency."

Other managerial officials of BMI remain as is.

Net's Consolidated Income Statement Shows Increase

Consolidated Income Statement of CBS for the 13 weeks ending April 1, 1944, reveals a net income of \$1,165,347.08 equivalent to 68 cents per share. This compares with \$1,031,671 for the same period in 1943.

Gross income from sales of facilities, talent, lines, records, etc., was \$21,339,966.69 as compared to \$16,833,772 in the three-month period in 1943.

★ *Cleveland gets the big news*
SOON

CLEVELAND'S FRIENDLY STATION

WGAR

MOVES TO

1220

A BETTER SPOT ON THE DIAL

A BIGGER AUDIENCE

A BETTER BUY THAN EVER



★ BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres., John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., National Representative

COAST-TO-COAST

— MINNESOTA —

MINNEAPOLIS—When KSTP recently learned that Pvt. Ronald J. Plante of Chippewa Falls, Wis., had been killed while on active duty, the station sent an interview which had been recorded with the soldier last Fall to his mother. He had been heard on KSTP's series of interviews transcribed with men in the KSTP coverage area who were stationed at Camp Wolters, Texas, last fall.... Year's sked of three-a-week announcements placed on KSTP by Redfield-Johnstone for Poslam Ointment and Soap.

— NEW JERSEY —

NEWARK—Mary Ward, former actress and press representative of various stars of the Broadway stage, and Thelma Lippe, chairman of the Drama and Book Forum, were guests on Paul Brenner's "Coffee Club" recently.... **PATERSON**—Tina Marshall, conductress of "Lessons For Happiness," the WPAT child guidance program, is scheduled to interview Mrs. Bertha Benjamin, director of welfare for the city of East Paterson, and organizer of one of the first child care centers for women war workers in America. This is the first interview to be held on this program.

— PENNSYLVANIA —

PHILADELPHIA—Glenn Adams, WCAU announcer, is now doing three commercial newscasts a day. Latest is 11 p.m., sponsored by Cooper's Beer.... Charles Fritz has joined the WFIL engineering staff. Engineer Philip Horton is now in the Army.... Due to the popularity of the afternoon "950 Club" heard Monday through Saturday, Arthur Simon, general manager of WPEN has decided to increase the program's time by presenting a morning session of the show.... **PITTSBURGH**—WCAE Announcer Bob Lewis is now handling the commercials for the Duquesne Light Company, which sponsors the "Jeanne Baxter" show.

— IOWA —

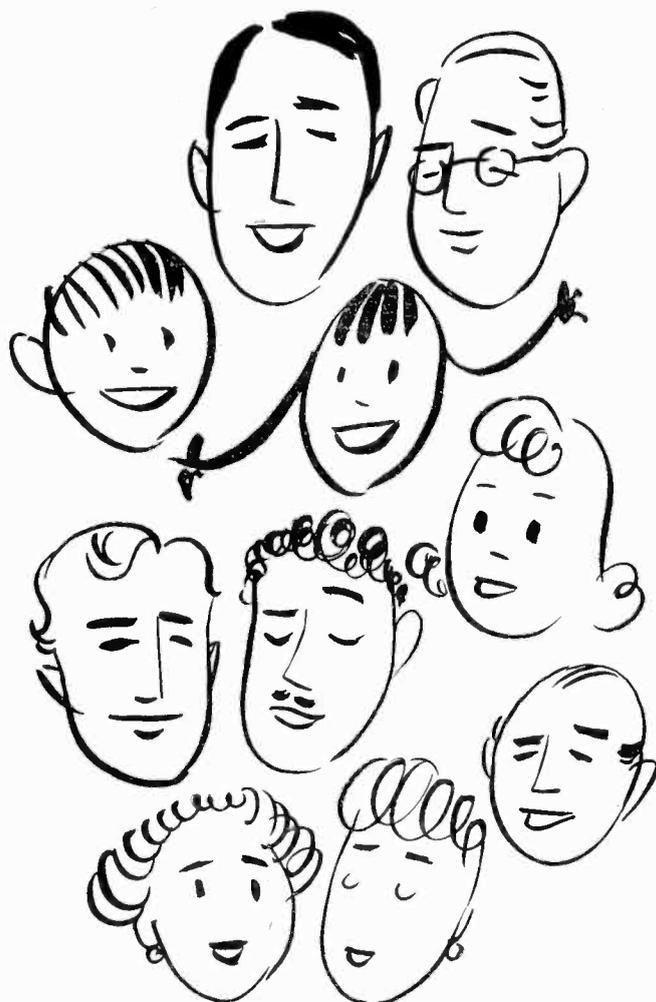
DES MOINES—KRNT and KSO gave a boost to Iowa's Victory gardening and home canning campaigns for 1944 recently when Manager Craig Lawrence announced their sponsorship of a "Food for Freedom Fair," to take place in this city in August.... Five hundred and thirty dollars in prizes plus ribbons and other awards have been set up for a wide list of vegetables, canned goods and some flowers. Premium lists have been prepared by the station, were under the supervision of Dr. Larry Grove of the Extension Division of Iowa State College at Ames, and Robert Herrick of the Iowa Horticulture Department.

— TEXAS —

SAN ANTONIO—Owen "Pat" Flaherty, formerly staff announcer and sportscaster for WOAI, is now somewhere in Australia as a program director for the American Red Cross, according to letters received by members of this station's staff.... Back at her desk from a visit to Memphis, is Mrs. Melba Welsh of KMAC's traffic department.... **FORT WORTH**—The McKinley Iron Works of Fort Worth has signed a contract for a series of institutional announcements over KGKO.... **AUSTIN**—The Garnett Lewis Cleaners have signed for sponsorship of a quarter-hour newscast each Monday over KNOW.

— UTAH —

SALT LAKE CITY—Public relations broadcasts at KSL have embarked on a new course, utilizing 15-minute experimental original dramas. Rather than merely giving time to organizations requesting publicity, the program department has developed low-cost programs using staff writers and key actors capable of doubling. Barratt Chadwick is this venture's production manager.... Bill Plummer, Californian, has joined the announcerial staff of KDYL, replacing Glenn Harris who has left for the Midwest.



5 out of 10!....

NOT BAD, NOT BAD

It seems that more people turn to the local news and commentator programs on WOR every weekday, than to those on any other New York station.* Out of the 10 favorites, WOR chalked up 5, another major station knocked off 2, and the rest of the boys rated 1 each. There's no catch; we purposely left out network news broadcasts. We wanted the LOCAL picture because, essentially, we're not meant to be heard in Valparaiso, Seattle, or Ann Arbor.

MANUFACTURERS WHO WANT TO SELL NEW YORK should know that New Yorkers listen pretty exclusively to WOR when it comes to local radio programs of ANY kind. Maybe it's because we've been around so long that we know what our neighbors like to hear. Our address is WOR, that power-full station, at 1440 Broadway, in New York.

*Crossley personal-interviewers dug up this fact.

WOR



April 20

Betty Lou Gerson Matt Barr
 Bud Linn Merritt W. Barnum
 Wilfred Glenn Marshall Neal
 Arthur Pine Florence Fouchia

WTBO

Full Time
 NBC Affiliated
 Cumberland, Md.



I IS FOR IDEAS

WKY has yet to scrape the bottom of its idea barrel. Program ideas have been developed aggressively. WKY may have one YOU could use profitably in this market today.



WKY HAS EVERYTHING FROM "A" TO "Z"

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 27, No. 15

NEW YORK, N. Y., FRIDAY, APRIL 21, 1944

TEN CENTS

Dies-And-Winchell Issues

To Be Recalled By Lea Committee

Washington Bureau, RADIO DAILY
Washington—Recall of FCC Chairman James Lawrence Fly to testify before the Lea committee on matters concerning the Commission's Radio Intelligence Division, Foreign Broadcasts Intelligence Service "and other matters" was promised yesterday by Rep. Louis Miller, R., Mo. Miller indicated during yesterday's session that he hopes to question Fly next week.

Yesterday's session saw further testimony.
(Continued on Page 6)

Garland Quits WBBM Post; Will Run For Congress

Chicago—Charles H. Garland has resigned as assistant sales manager of WBBM, effective Monday, April 20, to devote his full time to his duties as mayor of Des Plaines, Ill., and to his campaign as the Republican candidate for Congress from the Seventh Congressional district. Garland won the Republican nomination in the April 11 primary by a three to one margin.

FCC Renews License Of WPAY, Portsmouth, O.

Washington Bureau, RADIO DAILY
Washington—With Commissioner Clifford J. Durr, dissenting, Commissioner E. K. Jett not participating and Chairman James Lawrence Fly abstaining, the FCC yesterday renewed the license of WPAY, Portsmouth, Ohio, and approved the transfer of control from Charles A. Thompson.
(Continued on Page 2)

Veterans

Pick and Pat, veteran blacked comedians, will celebrate 16 years together on the air waves during their Mutual variety show, Wednesday, May 2, 8:30 to 9 p.m. WT. Songstress Mary Small and Vincent Lopez' orchestra will help comedians make a gala occasion of the celebration of their anniversary on the "Pick and Pat" program.

Green Hits Strike

Sharp criticism of the AFM for its strike called at WJJD, Chicago, and KSTP, Minneapolis, was voiced yesterday by William Green, president of the AFL, in a telegram to Ralph L. Atlass, president of WJJD. Emphasizing that the walkout was not authorized by the AFL, Green stated that he would call upon leaders of the musicians to resume work pending mediation.

Webs Hold Confabs With Committees

Stations Planning and Advisory Committee of both NBC and the Blue Network are holding meetings this week, the former having met yesterday and the latter scheduled to meet today. At NBC's confab, only routine matters were discussed according to network officials. Those present at yesterday's NBC meet included the committee members: Paul W. Morancy, of WTIC, Chairman; G. Richard
(Continued on Page 5)

H. V. Kaltenborn Renewed By Pure Oil Co. Sponsor

Chicago—H. V. Kaltenborn, NBC commentator, has been renewed by the Pure Oil Company (gasoline and oil), through Leo Burnett Company, Inc., for 52 weeks, effective May 8, it was announced by Paul McCluer, sales manager of the NBC central
(Continued on Page 2)

Radio Organizations To Meet During Publishers Convention

British Fix Prices On U. S. Receivers

London—London Daily Mail reports that radio sets brought to Britain from the United States will sell at from 11 pounds 14 shillings and two pence to 17 pounds one shilling and eight pence including purchase tax. Each set will bear a price label, the British Board of Trade states.
(Continued on Page 6)

Dr. Frank Kingdon, At REC Luncheon, Refers To Controversy As Decisive "Battle For Freedom Of Speech"

W-W Bill Reported Nearing Completion

Washington Bureau, RADIO DAILY
Washington—There will be a radio bill, but whether it will get through the Senate Interstate Commerce Committee and to the Senate floor is another question, committee Chairman Burton K. Wheeler, D., Mont., said yesterday. Making no secret of his lack of enthusiasm for the matter, Wheeler said he has nearly completed
(Continued on Page 6)

A. T. & T. President Shows Tele Interest

Indicating American Telephone and Telegraph company's active interest in the post-war development of television, Walter S. Gifford, president of A. T. & T., referred to the company's planning in his statement to
(Continued on Page 7)

Urges Widespread Use Of Radio Campaigning

Washington Bureau, RADIO DAILY
Washington—Widespread use of radio to support the price control act and other measures designed to head
(Continued on Page 2)

Declaring the Dies-Winchell controversy to be more than a clash of personalities, Dr. Frank Kingdon, author, lecturer and WMCA radio commentator, yesterday defined the issue as "a battle of freedom of speech as decisive as any we have ever had in this country."

Speaking before the Radio Executives Club at the Hotel Shelton, New York City, Dr. Kingdon urged the radio industry to give support to Walter Winchell, the Blue Network and Winchell's sponsors, the Jergens
(Continued on Page 7)

Cantor Drops Scripts; Sets Tele-Type Shows

Chicago—Eddie Cantor announced yesterday that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras. Lines and cues will be memorized and scenes will be enacted with all the realism of the legi-
(Continued on Page 5)

American Artists Aid Canada's Victory Loan

Montreal—Third program in the special series of Victory Star Shows which the radio industry is presenting in support of Canada's Sixth Victory
(Continued on Page 4)

Kreisler Premiere

Date of Fritz Kreisler's radio premiere has been scheduled for July 17, on the Bell Telephone Hour with Donald Voorhees on the NBC podium. This will mark the first of the five contracted radio appearances of the famous composer-violinist. N. W. Ayer will sponsor a private luncheon for Kreisler and his wife at the Rainbow Room April 26.



Vol. 27, No. 15 Fri., Apr. 21, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Clement A. Kracht Dead; Howard H. Wilson Rep.

Clement A. Kracht, sales representative of the Howard H. Wilson Co. station representatives, 551 Fifth Avenue, died suddenly early Thursday at his home, 3 Campus Place, Brooklyn, from a heart ailment. He was well known in radio and newspaper circles having been associated with WINS, WMCA, prior to joining the Wilson organization. Funeral services will be held Saturday morning at the Blessed Sacrament Church, 198 Euclid Avenue, Brooklyn.

20 YEARS AGO TODAY

(April 21, 1924)

Announcement has been made that tube receivers will replace the old type crystal detectors on fifty-one vessels sailing the Great Lakes whose radio stations are operated by the Radio Corporation of America. The new sets are more sensitive than crystal detectors and insure greater efficiency and safety. William B. F. McNeary, originator of children's stories on radio and the first broadcaster of World's Series games, will be heard over WOR, Newark.

WANTED

Experienced all-around announcer and newscaster for leading independent New York City Station. This is the best paying staff job in the city but applicant must have at least 3 years' experience in general staff work in major radio station. Write giving qualifications, draft status, etc., to Box 832, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

HAROLD V. HOUGH, accompanied by MRS. HOUGH, is in town to attend the meeting of the Blue Network's planning and advisory committee today and the Newspaper Radio Committee's meeting next Tuesday. He is chairman of both groups.

RALPH R. BRUNTON and SHERWOOD BRUNTON, owners of KQW, affiliate of CBS in San Francisco, are visiting at network headquarters in New York.

HUGH B. TERRY, station manager of KLZ, Denver, who has been here for the past 10 days, left yesterday for his Colorado headquarters.

MERT EMMERT, farm editor of WEOF, who has been away on a field recording trip through New Jersey and Pennsylvania, is expected back today.

Dr. S. F. N. GIE, Minister to the United States from the Union of South Africa, is here from Washington, D. C., for conferences concerning the forthcoming "Life of Jan Christiaan Smuts," recorded series.

WILLIAM DRIPS, director of agriculture for NBC, together with several other agricultural experts from the Middle West, is the guest of the Illinois Central System on an eight-day tour of the South to inspect crop production and farming developments.

H. V. Kaltenborn Renewed By Pure Oil Co. Sponsor

(Continued from Page 1)

division. The Kaltenborn program, titled "Kaltenborn Edits the News," is heard Mondays through Fridays, 6:45 to 7:00 p.m., CWT.

There is no change in the line up of 33 NBC stations.

FCC Renews License Of WPAY, Portsmouth, O.

(Continued from Page 1)

to the Brushmere Newspapers, Inc. The control of the station—a 250-watt on the 1,400 band—was the occasion for considerable controversy more than two years ago.

Stork News

Edward E. Hall, of the CBS station relations department, is the proud father of a second baby daughter. The child, born at White Plains Hospital, has been named Nancy.

FINANCIAL

(Thursday, April 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

HAPPY QUARLES, general manager and treasurer of WRGA, Rome, has arrived from Georgia for conferences with Mutual network officials.

E. R. BORROFF, vice-president of the Blue Network in charge of the central division, is in New York. He'll leave Monday on the return trip to the Windy City.

WAUHILLAU LA HAY, radio publicity head for N. W. Ayer & Son, Inc., will leave April 30 on a two-weeks business trip to Hollywood.

MIKE GOODWIN, associate editor of Radio Annual, off on a short vacation. He'll be back at his desk next week.

ROYAL ARCH GUNNISON, Mutual commentator now on a coast-to-coast trip, will broadcast tomorrow's newscast from Los Angeles.

HUGH R. NORMAN, station manager of WNBH, New Bedford, Mass., a visitor this week at the offices of the Blue Network.

DON DOUGLAS, of the "Black Castle" mystery program heard on the Mutual network, will spend the week-end in Boston, where he will help select the winner of a local radio acting contest.

BEATRICE KAY, vocalist, is in Toledo, for a night club engagement.

Urges Widespread Use Of Radio Campaigning

(Continued from Page 1)

off inflation was urged yesterday by Robert Handschin of the Farmers Union Grain Terminal Association, St. Paul. Handschin addressed a consumer group gathered for special hearings on the Price Control Act chaired by Congressman Thomas Scanlon, D., Pa.

He advised the more than 200 delegates from Labor and Consumer groups throughout the country to use the radio as a means of educating the public to the dangers of inflation, the need for effective price control and the importance of stabilizing the cost of living.

CKLW BEST RADIO BUY in the DETROIT AREA. 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM.

Efficient

Time Buying In Baltimore

Remember when it was easy to pick a station out of a book and say with complete authority—"That's it!"?

Things are different now. Power isn't the secret of a good radio time buy. Neither is popularity and it isn't cost alone.

It's a combination of all three that intelligent advertisers insist on knowing today.

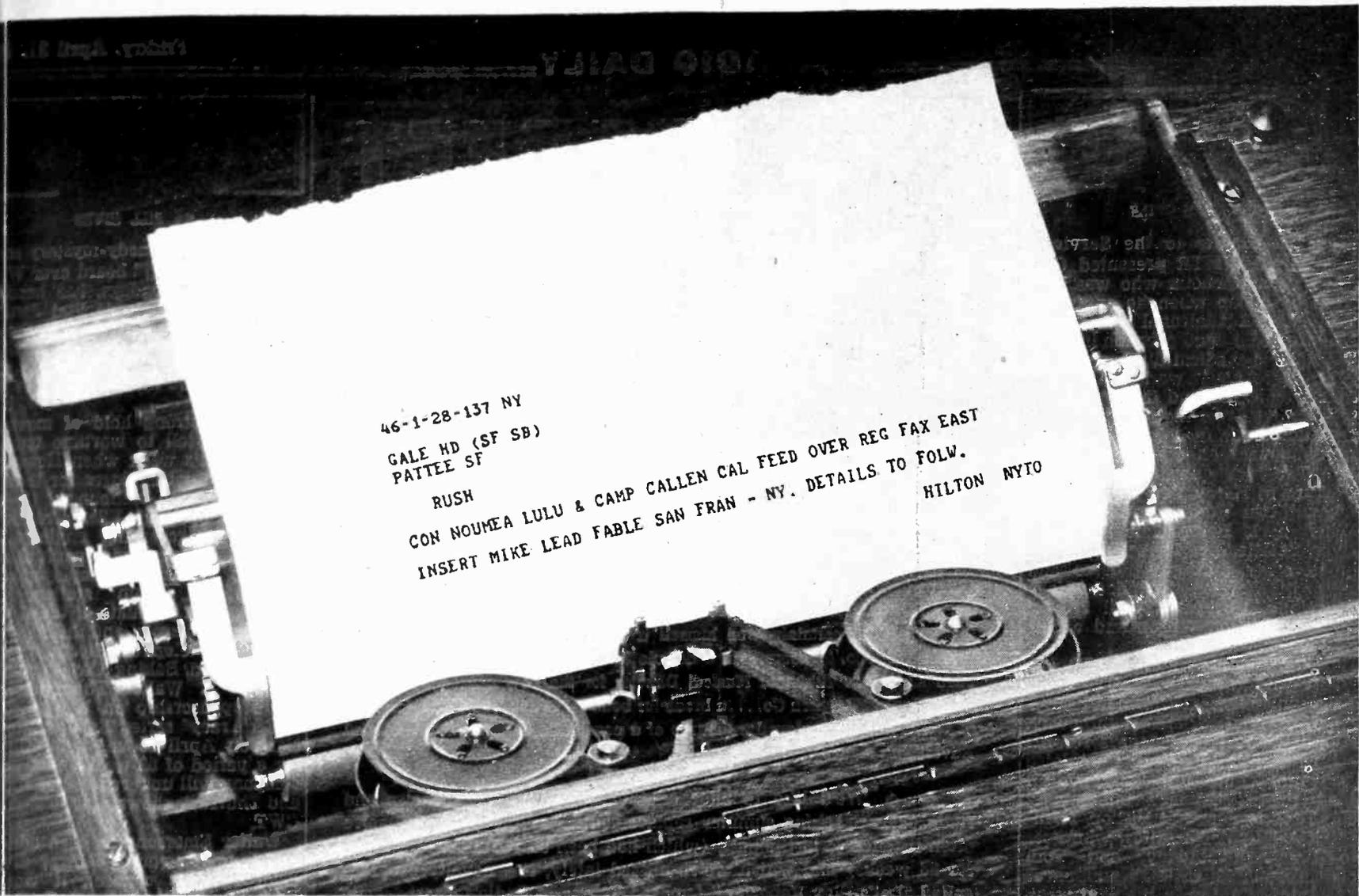
If you have a job to do in the important city of Baltimore... we'd like to stack our combination of power, popularity and cost against any facts you have.

If you like cold steel facts... we'd be glad to show you the W-I-T-H picture



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



Double talk? No—trouble talk!

Or rather the kind of talk that helps NBC avoid trouble.

Daily, hundreds of these telegraphic messages, abbreviated into lingo unfathomable to all but the initiated, are handled by the NBC department known as Traffic.

Traffic's teletypes clatter night and day in piling up a staggering total of messages . . . enough to meet the daily telegraphic requirements of a city as large as Schenectady, N. Y., or Trenton, N. J.

75,000 messages a month . . . ordering, improving, testing, renting, buying facilities . . . grinding out a daily mass of operations, business and program details.

Yes, every "fax" and "fable" is checked

and double-checked before a program goes on NBC—whether it's a routine studio broadcast from NY, Chi, or San Fran or a pick-up from Algiers, Noumea or "lulu."

What's all this got to do with selling products and good will by radio? A lot.

Traffic's messages mold the network into a smoothness of presentation which would be impossible without all this advance planning and attention to detail.

★ ★ ★

It's the grand total of all these "little things" which has taught advertisers and listeners alike that they can rely on NBC . . . help give NBC its leadership and popularity . . . help make NBC "*the Network Most People Listen to Most.*"

TRAFFIC'S CODE: CON (correction)
 NOUMEA (Pacific pick-up point) LULU
 (Honolulu) CAMP CALLEN CAL (Camp
 Callen, Calif.) FEED (send) REG (regular)
 FAX (facilities) MIKE LEAD (one-way
 circuit) FABLE (high-grade leased wire).

They all tune to the
National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio
 Corporation of America

LOS ANGELES

By RALPH WILK

ON THE "Salute to the Services" program, KMTR presented Corporal Clayton Lenoux who was bayoneted by a Jap when he entered a cave on the Guadalcanal sector after having tossed a hand grenade into the cave. After a medical discharge he is again "in service" working for the Air Service Command that keeps the fighting aircraft in the air.

Auditions are in the offing for a new announcer on the Dinah Shore Radio Program due to the sudden departure of Harry Von Zell to New York with the Eddie Cantor show.

When Jack Benny left for Vancouver, Seattle, etc., for a three week trip to army and navy bases and camps his troupe included Mary Livingstone, Rochester, Phil Harris, Sara Berner, Don Wilson and writer Sam Perrin.

Bob Campbell, former WCCO announcer and recently released from the Army; Mel Hunt, former KFWB announcer, and Frank Hemingway, well known to KFI listeners for his work with Jack Latham on the "Voice of a Nation" news program, have all joined the KECA-KFI announcing staff. They replace Pat Bishop, former KECA-KFI news editor, who goes into the Army today, and Tom Noone, former KECA-KFI announcer going into the Navy in the next week or two.

Although he is up to his neck in work, broadcasting over the Blue with his "Stop or Go" program, planning a movie, writing a book, entertaining the servicemen, Joe E. Brown opened the baseball season as usual. This year it was at Wrigley Field, Los Angeles. Brown's record as honorary batter at such events is believed to be tops.

Leo Tyson, Blue Network program manager in Hollywood, is in Dallas, Texas, to confer with Dr. Pepper officials on a summer replacement for the "Al Pearce in Fun Valley" program.

American Artists Aid Canada's Victory Loan

(Continued from Page 1)

Loan, will be produced from His Majesty's Theater, Montreal, on Wednesday, April 26 at 8:30 p.m., EDT. Percy Faith will again travel from Chicago to conduct his own special arrangements for the broadcast.

Among the celebrities of stage, films and radio who will be on hand to contribute their gifts to the program are Kay Francis, beautiful star of the motion picture world, Barry Wood, international favorite for his songs and his amiable personality. Lucy Monroe, known to millions as "The Star Spangled Banner Girl," Walter Abel, handsome member of the American theatrical roster and hit-maker Richard Rodgers, whose most recent triumph is the gay, tuneful, musical comedy "Okiahoma."

MAIN STREET



Reporter At Large. . .!

● ● ● We finally arranged our time schedule to permit us to visit the Dunninger program. . . . don't let anyone tell you different. . . . this show is as entertaining as the Mentalist's performance is amazing. . . . we wanted to bring out too, the quick-wittedness of one of the guest judges, namely John Winchcoll, nationally known as "The Old Timer" of the Wheeling Steelmakers program, who cleverly inserted a great plug for his own sponsors. . . . when Dunninger announced that in John's valise (which at the time was in the Pennsylvania R. R. baggage room) contained "a silver horse-shoe," the Old Timer, quickly reminded the Kem-Tone wizard that the "nag's number 18 coupon," was made of STEEL—WHEELING STEEL. . . . We sat three seats from Winchcoll's producer, J. L. Grimes and if the beaming countenance on the latter's face is any criterion, Mr. Old Timer might not have won the "coveted 10 grand" from Dunninger, but he certainly won himself a raise. . . . watch and see? . . .

● Leo Russotto, for more than a decade NBConductor-Pianist-Composer, has been signed as Assistant Musical Director for the new season by the St. Louis Municipal Opera Co. . . . a break for both. . . ● Bill Von Zehle, formerly of WINS, has been placed in charge of a new radio department at Colonial Advertising Agency.

★ ★ ★

● ● ● We'd like to offer another suggestion to agencies and radio execs., seeking summer replacements. . . . the program, we've often listened to in the past, (which had been an NB Coast-to-Coaster for 26 weeks) and which we've missed lately, is a novelty program called "Let's Play Reporter," femceed by one of Radio's finest female voices, Frances Scott. . . ● J. Roy McLennan, formerly with WSAL and later Program Director at WFMD, Frederick, Md., is now in Gotham, Hotel Dixie's Advertising Manager. . . ● Johnny Kane and Judith Allen have WINStigated a new series of "headline guests". . . . the first two being Capt. J. J. Braddock, former world's Heavyweight Champ, and Sophie Tucker. . . ● Phil Clarke's performance today on the MBSleuther, "Nick Carter," marks the completion of his seventh year on the ether. . . ● Sylvia Diamond is the newest addition to Dave Alber's "praisery" and Morton Gottlieb leaves the Sobol, Hartman and Faggen publicity staff, to freelance. . . ● Baritone Earl Wrightson will be featured in the Gotham Civic Center's forthcoming series of revivals, starting with "New Moon," May 16. . . ● NCAC is seeking left-handed talent for its new program, "Left is Right."

★ ★ ★

● ● ● Eddie Dowling, "Wide Horizons," emcee and Broadway stage veteran will produce Donald Ogden Stewart's "Emily Brady," with rehearsals slated for early next month. . . ● Maestro George Hamilton, composer of "Betty Co-Ed," "Wild Honey," and the currently favorite, "Hat Check Girl," whose orchestra has been breaking every house record of the Bronze Room at the Hotel Cleveland, will open an indefinite engagement at the Waldorf-Astoria, starting May 11. . . ● When Frank Morgan comes East, he would like to see his pal Bill Gargan take over his emcee spot on the "Maxwell House" NBCoffee program. . . . Gargan is due back any day now from overseas where he has been co-starring in a USO unit with Keenan Wynn and Paulette Goddard. . . ● Lt. Harold Edelstein, holder of a Distinguished Flying Cross and the Air Medal with Three Oak Leaf Clusters, is the nephew of Bert Green, Alfred McCosker's "gal Friday". . . . before joining the Eighth Air Force, Lt. Edelstein was a radio musical librarian. . . ● And now Dick Humber plans to produce a novel musical on Broadway this Fall, featuring well-known magicians, including Mexico's great illusionist, Cantu, Fu Manchu and the terrific dance novelty act George & Gene Bernard (who alone will be worth the admission price).

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

THE weekly comedy-mystery series "Who Dun It?" heard over WCFL at 7:45 p.m. Mondays, has been renewed by the Chicago Flat Janitor Union, Local No. 1, for another week. "Who Dun It?" is produced and owned by Carl Riblet, Jr., who handles public relations for the janitor's union.

Another strong hold of masculine supremacy fell to wartime feminine invasion this week when Howard Luttgens, chief engineer for the NBC central division, announced the employment of Mary Ellen Trottnier, studio and recording engineer, the first woman operator to work at NBC Chicago. Formerly employed at Minneapolis, Minn station, Miss Trottnier is a graduate of the University of Minnesota and holds a first class radio-telephone license.

The Ward Baking Co., New York through J. Walter Thompson, will begin sponsorship on WENR of the "Dick Tracy" series. Sponsorship will start on April 25 and will continue for a period of 52 weeks. The baking company will underwrite the Tuesday and Thursday shows, 4:45 to 5:00 p.m. CWT.

Walter Emerson has been added to the Blue Network's central division legal staff as counsel, it was announced this week by E. R. Borror, vice-president of the division. Prior to joining the Blue, Emerson served as Alien Property Custodian in Washington.

Canadian Manufacturers To Submit Survey Report

Montreal—Canadian Radio Manufacturers Association has offered to submit to the Canadian Parliamentary Committee on radio by June 1, a survey of radio coverage in the Dominion, and the committee has accepted the offer. In this connection M. J. Coldwell, a member of the committee and leader of the Cooperative Commonwealth Federation said he would like representative of the manufacturers to appear before the committees so that they could be questioned regarding the cost of radio receiving sets now sold to the general public.

WANTED

Southpaw talent for a
lefthanded radio show.

NCAC, 711 Fifth Ave.
New York 22, N. Y.

**Director Drops Scripts;
Relies on Tele-Type Shows**

(Continued from Page 1)
stage, even to sets and costumes. Microphones strategically placed about the studio will allow freedom of the cast freedom of movement as possible with only one or two centrally situated mikes. The comedian predicted that television will come into its own after the war and added that he believes he will be better prepared for it by trying to get along without writing scripts before scripts become passe. Cantor said he is planning a USO tour this Summer. He also said that one of the entries in his "G. I. Joe" contest came from another of Tech. Sgt. Charles (Orlando) Kelly of Pittsburgh, who was awarded the Congressional Medal of Honor for wiping out a Nazi machine gun nest in Italy. In her nomination of her son for the "Typical G. I. Joe," Cantor said Mrs. Kelly told of her son's feat of slaying 40 Germans, and added: "Of course, any Kelly could have done the same thing."

Cox Joins Blue Staff

Henry Cox, formerly a CBS producer, has joined the commercial program supervision division of the Blue Network program department, it was announced yesterday.

WHO'S WHO IN RADIO
RALPH R. BRUNTON

WAY back in 1922, Ralph R. Brunton, prexy of KQW, San Jose, Calif., bought a 10-watt transmitter, the forerunner of KJBS, San Francisco. That was the spark which conducted him out of the storage battery business, which he ran with his brothers Mott and Sherwood.

Anticipating the development of on-the-spot broadcasts, Ralph Brunton then devised a Rube Goldberg type of mobile equipment, described by some skeptics of the time as "baling wire and milk bottles." This contraption did the job, though, and he broadcast some of radio's most spectacular innovations. Among them were a pickup from a Navy submarine, play-by-play descriptions of polo games and a stride-by-stride account of the Diamond Jubilee celebration in San Francisco in 1925.



"broadcast pioneer"

On the business side of radio, Brunton wrote one of the first pamphlets on airwave advertising—"Radio Advertising for Bigger Profits." He foresaw the need for stability within the radio industry and organized the Northern California Broadcasters. Later he entered the NAB and served for five years as a director.

His interest in civic affairs has kept pace with his industry activity. A director of the San Francisco Chamber of Commerce and the Better Business Bureau, he is also a member of the Rotary Club and Press Club as well as the Labor Executive Board of the NAB.

A decade ago Ralph purchased KQW, the oldest outlet in California. After nearly 20 years of independent station operation, he entered the field of network broadcasting when KQW became a CBS affiliate in 1941.

Background of this broadcast pioneer began in Chicago, where he was born in 1891. After an education at the Armour Institute of Technology, he worked in coal mines in New Mexico and Colorado before going on to construction projects in the Pacific Northwest. When he was mustered out of service following his return from France at the close of the last war, he settled down in San Francisco.

**Webs Hold Confabs
With Committees**

(Continued from Page 1)

Shafto, WIS; H. W. Slavick, WMC; Stanley Hubbard, KSTP; Arden X. Pangborn, KGW; Edgar Bell, KYW, and Dick Lewis, KTAR. NBC officials who attended or spoke included Bill Hedges, vice-president in charge of stations and others.

Blue Network group meeting today is chairmanned by Harold V. Hough of KGKO, Fort Worth and Dallas; other members of the committee are: Henry P. Johnston, WSGN; William A. Ripley, WTRY; H. Allen Campbell, WXYZ; C. T. Hagman, WTCN; Frank Connor, KUTA and W. B. Stuht, KJR.

Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations, and John H. Norton, manager of the station relations department, will be among the Blue web officials to address and consult with the committee.

Mutual Billings Up

Mutual gross billings for March reached the all time figure of \$1,807,031, an increase of 91.9 per cent over the figure reached in March, 1943, when the billings totalled \$941,533. Cumulative gross billings for the months of Jan., Feb. and March, 1944, totalled \$5,173,169, which represents increase of 87.4 per cent over 1943.

To Fibber McGee and Molly;

Leave us face it. The gang at

Duffy's Tavern loves you.

Radio Groups To Meet During ANPA Confab

(Continued from Page 1)

officials, the work of the group is now done and its main object has been accomplished.

Last winter the FCC rescinded its famous Order No. 79 which prohibited newspapers from owning stations in the community where other outlets or newspapers were not available. Generally, the order would have resulted in newspapers giving up their stations or vice versa. Also there was the question of no further licenses being issued to newspapers, particularly FM outlets. Abolition of this order following hearings held some time ago and then abandoned for the duration, since resulting in the NRC headed by Harold V. Hough feeling that its work is fairly well accomplished. The procedure has been costly to the NRC since funds were needed to gather vast amounts of material to present the case of the newspapers and their controlled outlets. There is the possibility however the organization may continue in skeletonized form, just in case.

FMBI Board Meeting

Board of Directors of the FM Broadcasters, Inc. will hold their meeting on Thursday. It was originally planned to hold a membership meeting also, but this has been called off. Board will carry out routine and other business.

Board members on hand for the meeting will be: Walter Damm, president; Theodore Streibert, vice-president; Franklin Doolittle, John V. L. Hogan, J. H. Manson, George Lang, Lee B. Wailes, Arthur Church and John Shepard III, all board members. Also in attendance will be: O. W. Herzog, secretary-treasurer; Philip Loucks, general counsel and Myles Loucks, managing director.

The ANPA convention on Tuesday will be preceded as usual by an Associated Press meeting and dinner on Monday.

Annual Luncheon Tuesday

Also on Tuesday at the Waldorf will be the annual luncheon and entertainment for the visiting editors and publishers given by The Ban-shees, in the Grand Ballroom.

Seldes to Speak

Gilbert Seldes, director of CBS television programs since 1937, will address the Television Press Club at a luncheon meeting Tuesday in the Blue Ribbon Restaurant, New York. His topic is "The Story of CBS Television Programming." The session is limited to video scribe members.

Canadian Marconi Report

Montreal—Canadian Marconi Company reports net profit of \$180,639 for the year ended December 31, 1943, equal to 3.9 cents per share on 4,554,682 shares outstanding compared with \$329,959 or 7.2 cents per share in the previous year. The 1943 profit is after allowing \$210,000 for pension fund.

★ WORDS AND MUSIC ★

By BEN KAUFMAN

Mostly About Disks

Boom in post-war production of platters is being generally predicted in the recording business. Whereas a sale of 30,000 to 40,000 copies of a disk was considered big three or four years ago, today a distribution of 250,000 for a hit by a name artist or combination is average. This topic came up the other day when your reporter dropped in for a chat with Manie Sacks, genial manager of artists and repertoire for Columbia Recording Corp.

★ ★ ★

Manufacture of records will be greater after the war than it has ever been, said Manie. Trend, he pointed out, seems to be toward music. In wartime it has manifested itself in the demands of servicemen for musical entertainment. Result has been a phenomenal sale of disks and sheet music.

★ ★ ★

Radio has been a big help to the recording artist, Sacks observed. Playing of records on the air has served the artist like a remote and has stimulated platter sales. Most disks today, according to Manie, are sold for home consumption, with juke boxes accounting for only 20 per cent of the distribution. Columbia is bringing out three new pop albums by top bandmen—Xavier Cugat, out yesterday; Count Basie, May 15, and Buddy Clark, June 15. It seems as if CRC has plenty of stock on hand despite its 18-month tiff with Petrillo.

★ ★ ★

Another disk trend is evidenced by the move of music publisher Jack Robbins, who is now setting up the tentatively named Lion Record Co. Robbins has also formed the Robbins Artists Bureau under the direction of Wallace Downey to develop a lot of new talent in front of bands. These developments are extensions of publishers' activities since music firms depend on record companies and talent managers to exploit their product. With publisher-owned disk and management outfits, quicker pickups are expected.

★ ★ ★

Tin Pan Alley is also buzzing with the rumor that film companies are planning to enter the recording field. An unconfirmed report has it that Warner Brothers will be the first cinema entry. Hot discography will be represented in the new "Cootie" Williams album, "Echoes of Harlem," which Classic will release May 1. Bing Crosby's latest waxing for Decca, out yesterday, consists of "The Day After Forever" from the Paramount movie, "Going My Way," and "It Could Happen to You" from that film company's "And the Angels Sing." The Paul Puners—he's the prexy of Musicraft—are expecting.

★ ★ ★

Whatever happened to "Unconditional Surrender," the stirringly swingy war tune by Redd Evans and John Jacob Loeb? After bouncing around a couple of houses, it landed at Famous, which made a real effort to set it up. Though ready to give the song a number-one plug, Famous encountered such resistance from uneasy radio artists and sponsors that the inspiring tune was shelved. Jack Mills is making a bid for standard-composition business, with Bob Lee, formerly of Southern Music, now managing his New York office. Pop tunes will thereafter be handled from the Coast under the supervision of Sid Lorraine, former Gotham manager of Mills Music, now general manager of the California branch.

W-W Bill Reported Nearing Completion

(Continued from Page 1)

a bill and intends to go over perhaps this week-end—with Sen. Wallace H. White, Jr., R., Me. and Wheeler were sponsors of Original S. 814, on which the hearings were held last winter.

What Wheeler is working on is apparently a second revision of 814, for he had completed an in draft several weeks ago—one which broadcasters found not to their liking. An NAB-network group was disappointed by the bill which Wheeler prepared at that time, protests were lodged both Wheeler prepared at that time, bill Wheeler said, contains ideas of his own and of White, and he expects that it will be satisfactory to both of them. He is not at all certain that it will be satisfactory to the other members of the committee, however, is not he does not expect to see the bill reported.

Measure Radically Different

What he has now is a completely different bill from what he and White submitted 13 months ago, Wheeler said, but he would not discuss it in detail. It is certain, however, that it contains such things as legal authority for the FCC's network rules, a good deal clearer statement of FCC authority in such matters as broadcaster and network business matters than the present law.

Fly To Be Recalled By Lea Committee

(Continued from Page 1)

testimony by Mrs. Hilda Shea, FCC attorney who has been involved in the Commission's dealings with foreign language broadcast. She was asked about the memo introduced into the record last year by Former Committee Attorney Eugene L. Garey, written by Robert K. Richards, former radio man now with the Office of Censorship. Richards had charged that the Commission had pressured broadcasters to remove announcers and others from foreign language programs because the FCC felt the loyalty was suspect.

Mrs. Shea declared that she had "a two-minute telephone conversation with Richards and if that was what he got from the discussion, he was guilty of extraordinary reporting in a bad sense." Considering her contacts with him, she said she suspected his references to conversations with other members of the Commission staff were also inaccurate. The Commission has not cooperated with OWI toward removal of any individuals from the air, she said.

Obviously bitter against Richards, she termed his charges the production of a "fevered and paranoiac imagination" and called him "the type of man who is always looking under the bed for burglars."

Dr. Robert E. Leigh, chief of the FBI, will be questioned this morning.

Kingdon Calls Dies-Winchell Row Vital "Battle For Freedom Of Speech"

A. T. & T. President Shows Tele Interest

(Continued from Page 1)

(Continued from Page 1)
y, in the Dies investigation
l urged that there were impli-
of Congressional censorship
developments.

gress' Powers a Factor
central and decisive question
se and abuse of the Constitu-
owers of the Congress as they
he freedom of speech," Dr.
declared. "Specifically this
es to the relation of the
ved of the Congress to freedom
ad discussion, the right of radio
positions to broadcast opinions,
nts of advertisers to sponsor
os; with which they may or
t agree, the right of the pub-
hear opinions to which they
o tune in, and the protection
dividual reputations against
rt brought against them under
et! Congressional immunity."

ing specifically to the role of
nimators in present day radio,
pker continued:

Commentators Defined

Radio has brought into public dis-
a new kind of public figure,
commentator. He is on the air
at there are enough people
want to hear his opinions so
it is profitable for some busi-
s sponsor him. He is not given
because he is a nice fellow,
because somebody is being altruis-
ugh to endow him, but because
re people who want to hear
his one asset, is his integrity.
sa what he believes. The ques-
L. Dies is now raising is, shall
commentator's right to say what he
be limited by whether the
g's agrees with him, so that he
allowed to say nothing with
ich Congress disagrees? Mr. Dies
bpoenaed Winchell's scripts
ordings. Congress has wide
ver of subpoena, but there is
sill, doubt whether these include
at to get such documents and
ordings. This is a legal loophole
win Winchell specifically refused
advantage. I can report for
ct that he overruled his own legal
ise and insisted on producing
e scripts and recordings. This
es the whole affair out of the

ANNOUNCER - NEWSCASTER

Not exempt. Must have
some experience. Basic salary
\$400 for 40 hours. If per-
sonal audition impossible, send
references, photo, and tran-
scription to WIBX, Utica,
New York.

realm of technical argument, and re-
duces it to the more searching issue
of whether the substance of his broad-
casts is subject to Congressional re-
view.

Issue for Industry

"I hardly need to point out the
public interest in this question," he
continued. "If a commentator is sub-
ject to such Congressional judgment,

Judo Victim

*Ben Ludy, general manager of
WIBW, Topeka, Kan., arrived in
New York yesterday with his right
hand in a cast. Ludy told friends
at the REC luncheon that he was
a victim of a judo demonstration.
Ludy fell victim of the grip of a
friendly Marine just back from a
tussle with the Japs in the Gil-
berts. The Marine had demon-
strated a judo hold.*

then it logically follows that all news-
paper comment and all public
speeches are. Public discussion of
public questions then becomes de-
pendent upon Congressional approval.
This is such a plain outrage on free-
dom of speech, freedom of the press,
and freedom of assembly that all
radio broadcasters and all newspaper-
men and all organizations should form
a solid front to support Winchell.
This is a battle for freedom of speech
as decisive as any in history. Radio
companies have a special interest,
for its involves their right to broad-
cast opinions. Radio is growing up,
and is now one of the most potent
of social influences. The industry
simply cannot afford to remain pas-
sive while its powers are thus threat-
ened. The Blue Network is out in
front battling for something that is
vital to all broadcasting companies,
and every one of them will be well
advised to get behind it and fight this
issue out once and for all.

"Nor is it a question of one indus-
try. Business is using radio as an
effective means of advertising. It buys
time and talent to serve its interests.
Mr. Dies is not only subpoenaing
Winchell's scripts, but also the offic-
ers of the Jergens Company, making
them answerable for his opinions,
and endangering the reputation of
the company, threatening its asset
of good-will...

Public Interest Vital

"The largest group that has an in-
terest in this case, however, is the
public, for this is a direct attack
upon the right of people to listen to
what they want to hear. Congress is
threatening to tell each of us what
we may hear and what we may not.
The public is the silent but dominant
partner in all radio. It decides which
programs stay and which fail. Every
one of us who wants to hear what he
wants to hear has a direct stake in
this incident, and we should leave no
stone unturned to let Congress know
that we insist on our right to listen

to what we choose without Congres-
sional restraint or censorship. The
final truth is that there is a tyranny
of parliaments as well as a tyranny
of executives, and we have to be on
our guard against it."

Nominations Announced

Reporting for the REC nominating
committee, Bruce Robertson, chair-
man, announced the slate for the
1944-45 elective offices. Candidates
chosen by the committee were War-
ren Jennings, New York represen-
tative of WLW, Cincinnati, for presi-
dent; Linnea Nelson of the J. Walter
Thompson agency for vice-president;
Helen Thomas of Spot Broadcasting,
treasurer, and Claude Barrere, NBC
radio recording, secretary. It was
announced by President Murray Grab-
horn that any group of seven mem-
bers could nominate another slate
and that all nominations should be
in the mails by April 28. Members will
vote by mail and newly elected offi-
cers will be announced at the May
18th luncheon meeting, final meeting
of the Spring series.

Tele Seminar Plans

Details of the Television Seminar
(reported in RADIO DAILY, April 19)
were announced. The first lecture will
be Thursday, May 18, in Studio 6A

the annual meeting of stockholders
on Wednesday.

"We expect to provide intercity net-
works—ultimately nation-wide in ex-
tent—for television," Gifford declared.
"We plan to try out shortwave radio
relay systems for long distance tele-
phone service and for television. We
know that coaxial cable systems—
cables which are capable of carrying
several hundred telephone conversa-
tions simultaneously in two metal
tubes a little larger than a lead pencil
with a copper wire inside each ex-
tending along its axis—work very
satisfactorily but we do not know
whether or not radio relay systems
will work better or prove more eco-
nomical. We are in the communica-
tions business and we intend to use
the best and most economical means
whether wire or radio."

of the National Broadcasting Com-
pany.

Among the guests at the luncheon
were Don Davis, WHB, Kansas City;
James A. Mahoney of Mutual's West
Coast offices; Don Elias, WWNC,
Asheville, N. C.; Quin Ryan, formerly
of WGN, Chicago; Ben Ludy, WIBW,
Topeka, Kan.; R. E. Dunville, WLW,
Cincinnati, and Max Stuart, Barnes
Printing Company, New York.



"Stand By, America!"

THE PROGRAM EVERY
AMERICAN WANTS TO
HEAR!

225 Transcribed 5-Minute
Successful Programs

"Stand By, AMERICA" is a new slant on how
everyday folks helped to build this mighty nation.
It's the story of AMERICA — told in the powerful,
action-packed language of today. It's history come
to life!

"Yes, they solved their problems, then — just as
we will solve our problem, now! That's the
AMERICAN WAY! — that's the RIGHT way!
STAND BY AMERICA — AND AMERICA WILL
STAND BY YOU!"

Write or Wire for Audition Samples and Costs

KASPER-GORDON, INC.
142 BOYLSTON STREET BOSTON

One of the Country's Largest Producers and Distributors of Successful Syndicated
Programs

★ ★ ★ COAST - TO - COAST ★ ★ ★

— TENNESSEE —

NASHVILLE—Pvt. Mary Frances Tanberg of the WAC paid a visit to WLAC while furloughing recently. WLAC listeners remember her as Frances Hill, when she was featured on the "Garden Gate" program which originated at this station for CBS net. CHATTANOOGA—Ernie Feagans, chief studio technician of WDOF, leaves within the next several days for the Army. Feagans has been with WDOF for the past eight years. Clarence M. Garnes, formerly with KFBI, Kansas, is the new sportscaster for WDOF.

— WEST VIRGINIA —

WHEELING—Bill Nuzum, age 15 and a sophomore, attending a Bridgeport, Ohio high school, has joined the WWVA staff as part-time spieler. His brother, Charles, WWVA's regular spieler, leaves shortly to join the Navy. Another spieler for this station is Don Meeks—and he leaves for the Army shortly. Bill Conrath, drummer for the Wheeling Symphony orchestra, a'so drums for "1170 Streamliners," WWVA's staff band.

— DISTRICT OF COLUMBIA —

WASHINGTON—Designed to present behind-the-scene pictures of contemporary books and authors, "Book Reviews and Interviews" will be heard for the first time Monday night over WINX. Bart Barber, well known in Washington literary circles, will serve as commentator for the series. The first program will be devoted to a review of two current best sellers, "War Diary" by Jean Malanquais and "Arrival and Departure" by Arthur Koestler. Guests on this program will be: Howard Swiggett, member of the British Supply Mission and author of "Most Secret—Most Immediate"; Robert Nathan, Max Shulman of "Barefoot Boy With Cheek" fame, and Sherwood Fine, FEA economist and author.

PICTURE OF THE WEEK

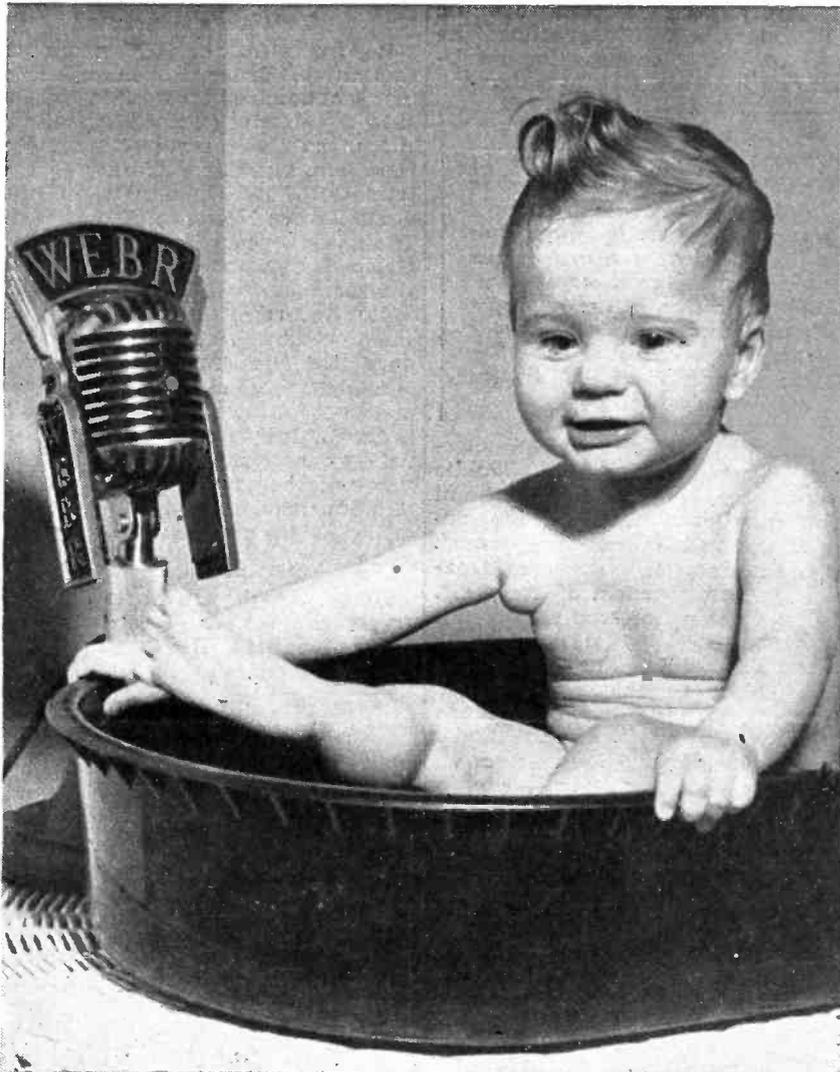


Photo by Elizabeth Kahle

Eleven-month-old "Bunny" Virginia King of Buffalo is available as a radio replacement if the manpower shortage really gets acute at WEBR. "Bunny" made her radio debut recently when her father, Cy King, manager of WEBR, used her recorded voice as a sound effect on a new baby program.

— ARIZONA —

PHOENIX—The KOY-Arizona Farmer Demonstration Victory Garden is on the air weekly over this station. In an elaborate promotion, tied in with the Valley Garden Clubs, KOY has planted a model garden, capable of supplying the vegetable needs for a family of five. Thirty-minute broadcasts are sked from the garden each Saturday afternoon with a description of the progress of the growing plants, and also a question and answer session.

— PENNSYLVANIA —

PHILADELPHIA—Charles E. Todd, president of the Philadelphia Hotel Association announced this week that

the association has contracted to broadcast the 13 public service records prepared by the AHA over the WFIL facilities. Patricia Martin of the KYW general service department is engaged to Radio Man Second Class Bill Gannon. Fred Darwin, WPEN spieler, recently made a personal appearance at the Red Cross War Theater. WCAU news editor, Bud Reinhard, announces the addition of Violet Shuman to his staff.

— CONNECTICUT —

HARTFORD—The facilities of WTIC were recently utilized for the purpose of urging workers out on strike from Colt's Patent Fire Arms Mfg. Co. to go back to

work. Chief Announcer Harvey "fellow" Olson of WDRB is back on job after a tussle with the gripp. Dick Bronson is emcee for the Bell "Barrell of Dough" show, one of WY most popular programs. Henry B. noted orchestral leader, playing a day stand at Hartford's State Theater was interviewed over WNBC by Mooney early this week.

— CANADA —

BRITISH COLUMBIA—A series of 15-minute one-a-week programs of interest to sportsmen news for the fisherman was started on Vancouver's CKWX. At the present time the show is on a sustaining basis, but hopes are to build topnotch commercial feature. "Spinner" has built a column on local daily which attracts wide interest among sportsmen. He is a regular contributor to the "British Field" "Field and Stream," etc., and an authority on fishing.

— MISSOURI —

ST. LOUIS—A new forum-type program on post-war planning, entitled "Where We Headed?", is being aired each day over KXOK. Prominent figures in management and labor are invited to serve as guests on a panel to discuss questions sent in by listeners. Program is presented through the cooperation of the Committee for Economic Development headed by Dr. William McClellan, former dean of Wharton School of the University of Pa. Dr. McClellan also serves as moderator on the broadcasts.

— OHIO —

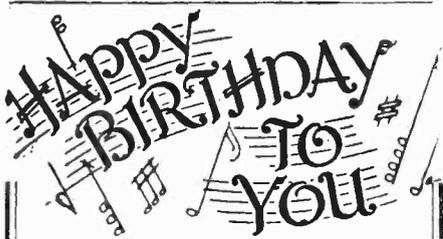
CLEVELAND—Bruce MacDona former news editor of WJW, is in Uncle Sam's service. COLUMBUS—WOSU, the Ohio State University station, has been presented with the collection of phonograph records of the late Dean Alfred Vian, to be used in perpetuating a series of musical programs he began over this station five years ago. The collection contains more than 300 classical selections of all kinds. PORTSMOUTH—Frank Getlack, Pennsylvanian, is a new addition to WPAY's announcerial staff.

Canadian Penitentiaries Carry Radio Broadcast

Montreal—Prisoners in Canadian penitentiaries are allowed to listen to two radio newscasts daily and to subscribe to magazines which are "in the nature of a newspaper," W. Lawson, acting Federal superintendent of penitentiaries, revealed.

Mr. Lawson said prisoners were never allowed to receive newspapers either weekly or daily. Before radio news broadcasting began, bulletins gleaned from the daily newspapers were written by the chaplains and posted on bulletin boards.

The prisoners now are allowed to listen to a mid-day newscast and the Canadian Broadcasting Corporation's national news summary at 7 p.m., EDT.



April 21

- Lois Collier Arthur Hinett
- Max Jordan Ken Schon
- Paula Nicoll Josephine Dee

April 22

- Eddie Albert Bert Roggen
- Edmund J. Holden Phil Stewart
- Jerry Kanner Robert Waldrop
- Marie Marks Patrick J. Montague
- G. Richard Shafto

April 23

- Bob Campbell Charles Premmac
- Edwin C. Hill Edward G. Murray
- Gwen Jones Elsie French
- Bill Maloney Ollie Treyz
- John Edwards Shirley Temple
- Herschell Gebbs, Jr.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 27, NO. 16

NEW YORK, N. Y., MONDAY, APRIL 24, 1944

TEN CENTS

Strike Opposition Grows

Danny Denies Charge Recorded By Garey

Washington Bureau, RADIO DAILY
Washington—Eugene L. Garey's charge, uttered some time ago and renewed only last week, that the FCC had revoked the license of Black River Valley Broadcasts, Inc., for a station in Watertown, N. Y., because of political differences with the license was hurled back at him Friday by FCC General Counsel Charles R. Lenny. Appearing before the Lea
(Continued on Page 5)

NAB Sub-Committee Reviews Ascap Matters

Charges that Ascap has been making unjust demands for payment of royalties were considered by the subcommittee of the NAB Music Committee meeting in New York on Friday, C. E. Arney, Jr., NAB secretary-treasurer, announced.
More than 100 letters submitting instances of demands made by Ascap for payments which broadcasters preferred to question were canvassed.
(Continued on Page 5)

Soap Company Launches Evening Show On Blue

Manhattan Soap Company has expanded its radio advertising budget and will bow in on its first evening radio venture over the complete Blue Network in a half-hour program for Sweetheart soap. Format of the new program entitled "Scramby Amby" includes audience participation and will be heard Wednesdays from 7-7:30
(Continued on Page 2)

Art

Ruth Ray, WOV night receptionist, is an artist by day. Her still-life painting, "A Fair Outside," recently was accepted by the National Academy of Design for its current exhibition—her first attempt "hang" in that august institution. In competition with the works of 10 artists, mostly Academicians, her painting was sold opening night.

Breaks Record

Toledo—Don McNeill and the Blue Network Breakfast Club gang broke another personal appearance record at the Rivoli Theater, Wednesday with a \$4,900 house. It was Jack Baker's last personal appearance before entering the Navy. Sponsored by the Toledo Woman's Club, the event received lavish publicity from Toledo newspapers, radio stations and bus card companies.

Detroit Engineers Hear RCA Tele Expert

Detroit—Post-war industrial applications of television were outlined here Friday night by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. Beal envisioned tele as a visual means of plant control to speed production. "Television cameras at strategic points," he said, "can be connected
(Continued on Page 7)

Campbell Now Chairman Of Blue Station Group

H. Allen Campbell of WXYZ, Detroit, was elected chairman of the Station Planning and Advisory Committee of the Blue Network succeeding Harold Hough of KGKO, Fort Worth-Dallas, at Friday's meeting held at the Waldorf-Astoria, New York. Henry Johnson
(Continued on Page 7)

N. Y. Radio Men Review Musician Row; Atlass Pleased By Green Statement; Latter Clarifies Stand Of A.F.L.

First 'Tele' Western Shot In Hollywood

Los Angeles—Locations for "Vaqueros Ride," is believed to be the first television "Western" movie shot last week at Coe's Cove Rancho in Hollywoodland. Telecine 16 mm. film was used for the first time. Willis Cook, head of Universal special effects department, is the director and Armand Piaggi the cameraman.

Sandra Coles, who appeared in
(Continued on Page 5)

NBC Committees Conclude Two-Day New York Session

Members of the NBC Station Planning and Advisory Committee concluded a two-day session Friday with a discussion of the affiliates plans to participate in the Fifth War Loan
(Continued on Page 5)

Reception At Plaza Held For ET Series On Smuts

Pre-audition synopsis of the recorded 13-week series of the life of Jan Christiaan Smuts, Prime Minister of the Union of South Africa, was
(Continued on Page 2)

Interest of the nation's broadcasters is focused on the musicians strikes called by James C. Petrillo at WJJD, Chicago, and KSTP, St. Paul, with the matter becoming the topic of discussion at network planning and advisory committee meetings past weekend in New York.

Stanley Hubbard, general manager of KSTP, in New York for conferences, presented developments in St. Paul to officials of the NBC network and reiterated his statement made
(Continued on Page 6)

Radio-Advt. Men Hear 5th War Loan Plans

Radio again will be called upon to contribute its total aid in the greatest financial drive of World War II, and possibly in the history of the world when the Fifth War Loan campaign gets under way June 12, for an indefinite period. Radio's role in the forthcoming drive was outlined before more than 400 broadcasting, advertising and newspaper and periodical
(Continued on Page 6)

Disclaimers By Sponsors Removed By Army-Navy

Washington Bureau, RADIO DAILY
Washington—Disclaimers on commercial shows presenting members of the armed forces and on shows origin-
(Continued on Page 2)

★ THE WEEK IN RADIO ★

Musicians' Locals Strike

By BEN KAUFMAN

DEMANDS of the American Federation of Musicians for the hiring of additional men encountered resistance from broadcasters during the past week in the face of strikes at WJJD, Chicago, and KSTP, St. Paul-Minneapolis. Criticism of the musicians' walkouts was voiced by William Green, president of the American Federation of Labor, who emphasized that they were not authorized by the AFL in a wire to

Ralph L. Atlass, president of WJJD. Strikes were meanwhile confined to the two affected areas. Locals had not informed national union headquarters of their deadlocked negotiations despite their refusal to submit to mediation. No network pressure had been brought by the AFM to discontinue programming to KSTP by NBC. Independent status of WJJD cast a different light on the situation, which
(Continued on Page 6)

Corrigan-Like

Paul Jonas, assistant director of special features at Mutual, has a once-a-month show beamed to South America, but it surely gets around into other highways and by-ways. Art Cassel, Edison Hotel band leader heard on a recent stanza, has received a fan letter from—England. Writer was Julius Harvatich, former mikeman at WIBM, Jackson, Mich.



Vol. 27, No. 16 Mon., Apr. 24, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(April 21)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|--------|--------|----------|
| Am. Tel. & Tel. | 158 1/8 | 158 | 158 | |
| CBS A | 28 | 28 1/2 | 28 1/2 | |
| CBS B | 28 1/4 | 28 1/4 | 28 1/4 | - 1/4 |
| Crosley Corp. | 17 3/8 | 17 3/8 | 17 3/8 | + 1/8 |
| Farnsworth T. & R. | 11 | 10 3/4 | 10 3/4 | - 1/4 |
| Gen. Electric | 35 3/8 | 35 1/8 | 35 1/2 | + 3/8 |
| Philco | 28 1/2 | 28 1/8 | 28 1/2 | - 1/8 |
| RCA Common | 9 | 8 7/8 | 9 | |
| Stewart-Warner | 13 3/8 | 13 3/8 | 13 3/8 | |
| Westinghouse | 95 3/8 | 95 | 95 1/4 | |
| Zenith Radio | 35 3/4 | 35 5/8 | 35 5/8 | - 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|------------------|--------|-------|
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 24, 1924)

The recent speech of President Calvin Coolidge before the convention of the Associated Press was broadcast over the entire nation.... WEAf, New York, presented a varied program of songs by Della Riordan, well known as the "Lady Baritone." The singer was accompanied by Winifred T. Barr.

WOL
 WASHINGTON WORKS 24 HRS A DAY - AND REACHES THEM EVERY MINUTE OF THE DAY - WOL * WASHINGTON'S ONLY 24 HOUR STATION
 ... Sell Them on **WOL**
 Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

Coming and Going

CHARLES GODWIN, Mutual network's assistant director of station relations, left Friday for New Bern, N. C., where he will participate in the celebration marking the second anniversary of WHIT. He'll be back in about a week.

TOMMY DORSEY and the members of his band are in Atlantic City, where tonight they will be heard on the "Victory Parade of Spotlight Bands" over the Blue Network.

LESTER GOTTLIEB, publicity director of Mutual, is expected back today from a business trip to Philadelphia.

HAL SEVILLE, national sales manager of WJE, Hagerstown, Md., who spent the latter portion of last week in Gotham, returned Friday evening to the home offices.

MILTON BACON, narrator on the CBS-BBC exchange program "Transatlantic Call: People to People," is in Fairmont, West Va. for an address which he will deliver tonight at the District Kiwanis Convention.

HARRY JACOBS, producer of recorded programs, leaving on a business trip to the West Coast.

WILLIAM J. THOMAS, JR., radio publicity head of Young & Rubicam, spent the week-end in Washington, D. C., on a "We, the People" mission.

EDDIE CANTOR and his program company complete their coast-to-coast entertainment tour for servicemen by appearing today at Tilton General Hospital in New Jersey, after which they will come on to New York.

PARKS JOHNSON and **WARREN HULL** will conduct tonight's "Vox Pop" show on CBS from Little Rock, Ark., as a part of the premiere ceremonies introducing Paramount's "The Story of Dr. Wassell."

WILLIAM DAWSON, JR., commercial manager of WARM, Scranton, conferred here Friday with the station's national representatives.

WALTER CRAIG, head of the Benton & Bowles radio department, has left for the West Coast on business.

DAVID H. HARRIS, program-production manager of WTAC, Worcester, Mass., is expected in town today.

MARIO BERINI, tenor, has returned from out-of-town concert appearances and is now preparing for his forthcoming roles with the Civic Center opera organization.

LEONARD KAPNER, general manager of WCAE, Pittsburgh, in New York on station and network business.

HARRY RASSMAN of Barnes Ptg. Co. and **MRS. RASSMAN**, leave today for California for a four-week vacation.

Reception At Plaza Held For ET Series On Smuts

(Continued from Page 1)

held at a reception Friday afternoon in the Hotel Plaza, New York. The recordings, which were produced at Broadcasting House, Johannesburg, South Africa, and processed by WOR Recording Studios, had their premiere Friday over WINS, New York. Transcriptions were scheduled to be broadcast daily for the succeeding 12 nights over WINS. They were arranged by Henri Milo, foreign affairs commentator of the outlet.

Present at the reception were: Dr. S. F. N. Gie, Minister of the Union of South Africa to the United States; General Thomas Holcomb, U.S.M.C., newly-appointed United States Minister to South Africa, and the British, Canadian, Netherlands and Portuguese consuls general in New York.

"T Or C" Previews Set

A practice or "preview" program of "Truth of Consequences" will be conducted by Ralph Edwards on Friday nights, recorded and played back Saturday morning by the producers of the show as a means of judging audience reactions, subjects, etc., in preparation for the regular Saturday night show heard over the National Broadcasting Company.

Will Preview "Spar Show"

"Tars and Spars," the Coast Guard show now on the road, featuring Victor Mature, will be previewed on CBS' "Report to the Nation," May 3, 10:30-11 p.m., EWT. "Report to the Nation" changes its time spot from Tuesdays, 9:30-10 p.m., EWT, to the Wednesday spot for all subsequent programs. This automatically rules out the May 2nd airing.

Soap Company Launches Evening Show On Blue

(Continued from Page 1)

p.m., EWT, with repeat broadcast for the Central, Mountain and Pacific areas at 10:30 p.m., EWT. Franklin Bruck Advertising agency handles the account.

"Scramby Amby" is currently being sponsored by Sweetheart soap on NBC's Pacific Coast network of seven stations. Popular personalities will be signed up to hypo interest in the national network debut of SA.

Disclaimers By Sponsors Removed By Army-Navy

(Continued from Page 1)

ating in camps, posts or stations, are no longer required by the military, NAB was informed last week. Letters were received from both the Army and the Navy, with the Navy stating that "a musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements."



"WFDF Flint says the ride is safe."

What's A

Listener Cost In Baltimore?

It's very easy to find out. First, you take a station's coverage. All stations have coverage maps.

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

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

It's as simple as that.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

★ AGENCY NEWSCAST ★

MES WEST, manager of the Dancer-Fitzgerald-Sample Pacific Coast office, has been called to Chicago to take over new enlarged responsibilities in the radio department of the Chicago office. The management of the Pacific Coast office will be taken over by Craig Maudsley effective May 15th. Maudsley was manager of WAIT, Chicago, before joining Dancer-Fitzgerald-Sample and had agency experience as producer and radio director in addition to being associated with several southern California stations.

RICHARD H. ROFFMAN, director of radio and public relations for Hillman Periodicals, has been appointed public relations consultant to the radio department of Michaels Bros., chain furniture, jewelry, and apparel stores, sponsors of shows on station WJCA on this time.

AJ. EDWARD J. McCLUSKEY, assistant to the officer in charge of operations at the Embarkation Army Recruiting Office, will address the Advertising Men's Post, American Legion, at its luncheon meeting to be held today in the Hotel Lexington.

NEW TRANSCRIBED SPOT campaign starring Irene Beasley in songs and selling copy has been launched over WJZ, WMCA and WNEW by Kenyon and Eckhardt, Inc., for Westson Oil. Campaign, according to agency, will be extended into other important markets. Miss Beasley broadcasts her own 15-minute live program daily over 45 southern and western stations of CBS in interests of Westson Oil and Snowdrift for same firm.

HAROLD A. WILT has joined the media department of the J. Walter Thompson Company as business paper space buyer. He formerly was with Batten, Barton, Durstine & Osborn.

U. S. ARMY AND WAR ADVERTISING COUNCIL, marking the start of an intensified campaign to recruit WACS, jointly sponsored a luncheon meeting at the Starlight Roof of the Waldorf-Astoria Hotel, attended by national advertisers, agencies and media executives. Featured speakers were Major General Thomas A. Terry, Second Service Command; Colonel Oveta Culp Hobby, director, Women's Army Corps; and T. S. Repplier, executive director, War Advertising Council.

ROSE POTTER has joined Sherman K. Ellis & Co., New York agency. She was with Young & Rubicam.

ASSOCIATION OF NATIONAL ADVERTISERS has announced that its Newspaper Committee for the current year again will be under the chairmanship of D. H. Odell, General Motors Corporation.

WILLIAM TYLER, who has been with Foote, Cone & Belding, has joined Kenyon & Eckhardt, Inc., as a member of the copy department.

TOM PEDLAR, who for the past 10 years has been associated in the sales and advertising end of the radio industry in the agency, station rep and network fields, has joined the New York sales staff of Joseph Hershey McGillvra.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

WTAG
WORCESTER

IF YOU'RE INTERESTED
IN SELLING IN
TIBET...



Tibet, in Western China, is situated between the Himalaya and Kwentun mountains. It covers an area of 349,419 square miles and has a population estimated at 3,000,000. Its capital is Lhasa. The World Almanac gives these as facts. We wouldn't know because WFIL does not cover Tibet. But we can give you facts about what's happening in radio in the Philadelphia Trading Area.

It's a fact that more and more people are listening more and more to WFIL! It's a fact that more and more new advertisers are using WFIL! It's a fact that the most progressive radio station in the entire Philadelphia Trading Area is WFIL! And we can prove it! No longer is the alert time buyer swayed by opinions or outworn phrases. He demands the facts. And we have them.

When you advertise in Philadelphia, if you want SALES in the Philadelphia Trading Area—and not in Tibet or any other "foreign community"—then we cordially invite you to broadcast over WFIL... "that progressive station."

WFIL

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION



A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NATIONALLY REPRESENTED BY WEED & COMPANY



Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use Weed, know it means more sales.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • SAN FRANCISCO • HOLLYWOOD

SAN FRANCISCO

EUGENE LEE, American-born Chinese baritone, who is heard on the KFRC-Mutual Don Lee program, "San Quentin On The Air," is hoping he'll be released from prison before the war is over so that he can enlist and get into the Pacific theater if possible.

When Floyd Buick, world traveler and master story teller, launched his popular Sunday night program, "Red Lacquer and Old Jade," over KFRC, yesterday, he brought to the Don Lee outlet a most unusual half hour of tone poems about people and places corraled from the four corners of the earth and enhanced by a rich background of music.

Tony Freeman, KPO conductor, bass fiddler and scripter, is the Pete Moss of "How Do You Do It?" Monday through Friday mornings. Toughest "How Do You Do It" came the other day from a young man who wanted to know how to propose to an Indian maid using smoke signals. Tony worked out a romantic proposal in smoke puffs with the aid of an Indian authority.

KFRC's home economics program, "Emily Barton" Victory Food Reporter, conducted by Mrs. Josephine Martin, expanded to a full half hour recently due to heavy schedule of participating sponsors.

Truman Thompson, KFRC mike-man, is now Yeoman Third Class of the U. S. Navy.

"Labor Arbitration," the Sunday afternoon 3 to 4 o'clock much discussed feature over KROW, has been moved to Mondays from 9 to 10 p.m. in order to broaden the listening area, according to manager Phil Lasky of KROW.

Hempstead Named "V.P." Of Geyer, Cornell & Newell

Henry M. Hempstead, account executive of Geyer, Cornell & Newell agency, has been elected vice-president, it was announced by B. B. Geyer, president.

Hempstead joined the agency in 1940. He previously served as vice-president of Ford-Aire, Inc., advertising director of Hupp Motor Car Corporation, and advertising executive with Pontiac Division of General Motors.

WANTED

Southpaw talent for a lefthanded radio show.

NCAC, 711 Fifth Ave. New York 22, N. Y.

MAIN STREET



California Commentary

● ● ● In order to see what the boys in the back room want, we dropped in on Milt Samuel's new Pacific & Blue press quarters in the rear of the Morgan Bldg. Milt's assistant Noel Corbett (not Coward) who won fame when he lifted Veronica Lake to a piano at a "Duffy's Tavern" rehearsal, greeted us.....Milt is happy in the new spot and some of his glow is

Los Angeles

due to the fact that five shapely chorines from nearby Earl Carroll's night club came by to wish him well. . . ● An Ambitious half-hour program idea presented by Felix Mills, arranger and conductor on the Burns and Allen show, had audition recording April 15. Two orchestras totaling 55 men and two vocal ensembles are used in addition to Otto Kruger, emcee; Martha Tilton, guest vocalist, and Albert Von Tilzer guest songwriter. . . ● Hal Bock, BBC Boswell on Coast and San Fernando Valley rancher, sells 20 dozen eggs weekly. We're wondering whether Hal will start a Bock-to-the-farm movement. Hope this pun is not too corny.



● ● ● KPO has an imposing list of graduates, including Carlton E. Morse, Al Pearce, Major Meredith Willson, John Nesbitt, Harold "Great Gildersleeve" Peary, Cecil Underwood, Bob Nichols, Dave Elton, Andy Love, Art Linkletter, Verna Felton, Ned Tollinger, Buddy Twiss, Sam Hayes, Arnold Marquis, Joy Storm and Larry Keating. . . ● Nora Martin, songbird on the Eddie Cantor show, is doing tri-city recording for Standard Radio. She finished the first platters in Hollywood, will do some in Chicago and the remainder in New York.



● ● ● Pulling a "switch" on 18th Century's Dr. Samuel Johnson and his Boswell, Jac Willen, CBS trade contact, invaded our sanctum sanctorum and left a Columbia Square pass. . . ● Speaking of publicity the Radio Writers Guild, western division, has become publicity-minded and has appointed a committee to contact the press and also work on writer and air credits. The committee is headed by Chairman Rik Vollaerts and his colleagues are Ray Sollars and Virginia Radcliffe. By the way, Vollaerts has joined Ray Allen and Dave Gregory to write the "Old Glory"—Bob Crosby-Les Tremayne show.



● ● ● Among studio dropper-ins were Red Skelton and Edna Skelton, his business manager, who were enthusiastic members of an audience hearing and seeing Ed "Archie" Gardner "Duffy's Tavern," and Major Meredith Willson. . . ● In another audience, but at Gilmore field, was Announcer Breckner watching the Hollywood and Seattle baseball teams in action. Incidentally, Fred Haney, who announces the Hollywood and Los Angeles games over KMPC and who was manager of the St. Louis Browns, was voted the most valuable member of the Hollywood club for two consecutive seasons—1933 and 1944. . . ● Mr. and Mrs. Jean Hersholt, who recently celebrated their thirtieth wedding anniversary, had among their guests Mr. and Mrs. Joe E. Brown married 29 years ago.



● ● ● "So the Private Said to the General . . ." is the title of the lead article in the current issue of The Saturday Evening Post (Apr. 22) which tells the story of a former radio researcher and his buddies who told the four-star generals how to revolutionize mess-management, thus saving the Army \$110,000,000 a year and still eat good.....poll by radio on the likes and dislikes of the dogfaces was also a factor in bringing about the money-saving reform.....star performer in the "play" is Lt. Horace Schwerin, who has done research work with Dr. Paul Lazarfeld, Dr. Frank Stanton of CBS and was the advertising research director for the Raymond Spector agency when he went into the Army as a buck private.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

CHAPLAIN Hjalmar F. Hanson, conductor of the Blue "Men Your Navy" choir, has received orders to report for active sea duty. He makes his last appearance on the all Navy radio program on Friday, April 28.

The Pioneer Hibred Corn Company and the Quaker Oats Company have signed their 1944-45 contracts for their WLS programs. For Pioneer it will be the eighth year and for Quaker Oats the seventh on WLS. The Pioneer Company of Des Moines, Iowa, will sponsor the WLS newscast, Julian Bentley's, 12:30 to 12:45 p.m. newscast for another 42 weeks on Mondays, Wednesdays and Fridays. Compton Advertising of New York is the agency.

The Quaker Oats Company of Chicago, through Sherman and Marquette, Chicago, contracted for their summer schedule, consisting of 11 programs to be heard once a week on Saturdays, from 12:00 to 12:15 starting April 29. These broadcasts began on completion, April 22, of the Fall and Winter "Man on the Farm" series, heard Saturdays, 12:00 to 12:30 p.m. Contract also was signed for another series of "Man on the Farm" programs to be presented by WLS from Sept. 16, 1944 to April 7, 1945.

WAYX Joins Mutual

Station WAYX, Waycross, Georgia, has joined the Mutual network as a full-time outlet. Service will begin to WAYX following installation of line facilities. WAYX operates on 250 watts, 1,230 kilocycles.

A MAN WHO KNOWS!

How nice it is to do business with a man who, by experience, knows and understands your problems . . . a man who has faced those same problems himself.

MY BACKGROUND:

Radio: 2 years Radio writer, director, producer.

Stage: 10 years Theatrical (legit.) managing and publicizing, from coast to coast, famous dramatic and musical shows, and representing celebrated stars, including Ethel Barrymore, Jeanette MacDonald, Mme. Jeritza, Cary Grant, others

Screen: 7 years Exploitation Director, Columbia Pictures.

Advg.: 6 years national advertising and public relations. 2 years newspaper reporting and editorial work, Times and Post.

Let me assist in solving your personnel problems . . . none is too large nor too difficult.

FRANK McGRANN
Radio Specialist

POSITION, SECURING BUREAU, Inc.
(Agency)
331 Madison Ave., N. Y. C. MU. 2-6494

Fanny Denies Charge Recorded By Garey

(Continued from Page 1)

Committee investigating the FCC, dwelt in detail upon the case. Edward Marks, Fanny Neyman, Mildred Shea, R. J. Neuner of the commission's legal staff and Dr. Robert Leigh, head of the FBIS, were present Friday, as well as Attorney Robert Cohn. Cohn was told that the WBAX, Wilkes-Barre, which applied for the Commission over the invasion, will be gone into fully in the next sessions, and was questioned about his qualifications. Examining only Harry S. Barger questioned about letters written in his behalf. Dean J. M. Landis, former Harvard Law School and now House Representative in Cairo, Indis letters commended Cohn Washington officials.

Reviews Garey's Charges

Garey reviewed Garey's charges of chicanery in the WNNY summarizing Garey's story as how the FCC licensed the Black River Valley Broadcasts, Inc., in 1936, but a station in Watertown, N. Y. "people of fellows" in Watertown Washington that the licensees of the administration's water-works policies, whereupon the Commission revoked the permit even though revocation meant a financial loss to the licensee because construction was already under way. Finally, the Commission altered its official statement to indicate that its action was based on a petition for rehearing filed by a competing applicant. Garey charged that Garey had documented his case by a few "carefully selected" documents from the Commission's voluminous file dealing with the case.

Gives Lengthy Statement

Garey then reviewed at length details of the hearings on the Black River application for license as well as those of the other applicants for the Watertown permit, namely Watertown Broadcasting Company, The Clay Company, St. Lawrence University and A. W. Haynes. The testimony covered the FCC action on permits and incidents which led to the Black River Valley withdrawal of its application and after bringing the matter to the courts.

"Financial Loss" Comment

As for financial loss to Black River, Denny said "that if Black River had gone forward, it might have been successful, also any work Black River did prior to December 2, 1936, was done at its own expense. The construction permit which was originally granted to Black River became effective October 13, 1936. But it requires Black River to begin construction until December 13, 1936, six months later. As I have explained one of the reasons for the six-month interval is to permit an opportunity for a rehearing or appeal. Work done during this period is done at the applicant's own risk."

NBC Committees Conclude Two-Day New York Session

(Continued from Page 1)

Drive, a review of NBC's setup for the political conventions, and the web's promotion plans. Niles Trammell, NBC president, discussed with members of the committee plans for coverage of the Republican and Democratic conventions and William Brooks manager of the news and special events department, outlined plans for the NBC's coverage of the invasion. Brooks pointed out the probable necessity of cancelling commercial programs when the invasion gets under way. Charles Hammond laid before the committee network promotion plans which have been arranged for the remainder of the year.

NAB Sub-Committee Reviews Ascap Matters

(Continued from Page 1)

Arney said. Recommendations were drawn to be submitted to the entire Music Committee and through it to the NAB board. Sub-committee members attending the meeting were Campbell Arnoux, WGAR, Cleveland, chairman; James Begley, KYW, Philadelphia; Frank White, CBS and C. E. Arney. Following the meeting, Campbell Arnoux of WTAR and James P. Begley of KYW, met with Ascaph officials John G. Paine, general manager and Herman Greenberg to discuss the matter. Ascaph agreed to submit a clarifying statement in writing. This, it is hoped, will be resolved into a mutually satisfying understanding.

First 'Tele' Western Shot In Hollywood

(Continued from Page 1)

"Ladies Courageous," a Walter Wanger-Universal production, is starred in the two-reeler, which is produced by Patrick Michael Cuning Television Productions.

Joining NBC Web

Effective May 1, 1944, stations WEST, Easton, Pa., and WAZL, Hazleton, Pa., will join the NBC network as basic supplementary outlets, William S. Hedges, NBC vice-president in charge of stations, announced on Friday.



ONE STOP - OR 26?

There are 26 comparatively small towns in the Hartford Trading Area. No *one* of these towns compares with Hartford. But *together*, they have more retail sales than the entire city of Hartford!

Naturally, it's important that your advertising reach the people in these surrounding towns. Before the ad-

vent of radio, this required 26 separate trips. Today, your message on WDRC covers not only Hartford, but the entire trading area!

Eliminate non-essential traveling, and at the same time, do the essential job of advertising to ALL your customers.

Connect in Connecticut by using radio, on WDRC!



BASIC CBS

Connecticut's Pioneer Broadcaster

Midwest AFM Walkout Draws Wide Attention

(Continued from Page 1)

earlier in the week charging the local union's defiance of the War Labor Board and the AFL wartime anti-strike resolution.

In Washington, Philip Pearl, AFL publicity director, and spokesman for President William Green, issued a statement in which he emphasized

Televised

Stanley Hubbard, general manager of KSTP, St. Paul, became the star of a television gag program Friday which members of the NBC Station Planning and Advisory Committee, viewed from the NBC Board Room in New York. Hubbard was interviewed by two girls of the press department who kidded him about his relations with James Caesar Petrillo.

that Green was "not quarrelling" with Petrillo. He confirmed, however, that Green was endeavoring to get Petrillo to call off the WJJD, Chicago, strike on the strength of the AFL "no strike pledge."

Pearl's Comment

"Nothing could be surer from the truth than the impression created that Petrillo and Green are at odds, Pearl said. He added that Green had a call in for Petrillo in order to ask that the strike against WJJD, Chicago, be called off.

The request was to be made strictly on the strength of the AFL no-strike pledge, however, Pearl insisted. Green, he said, will not go into the merits of the case—and Pearl himself intimated strongly that he felt Petrillo's case was meritorious.

AFL "No Strike" Pledge

"Regardless of its merits," Pearl said for Green, "this strike or any other strike in war time is against the AFL no-strike pledge." Solely on that basis, he continued, Green would ask that it be called off. Pearl said he saw nothing inconsistent about Petrillo's insistence upon an unemployment fund in his contracts with record and transcription manufacturers and his insistence on increased employment of musicians by broadcasters. He added that he was satisfied by Petrillo's claim of unemployment among musicians and said that regardless of the war situation it was unfair to tell musicians they must "make machine-guns" rather than make music. He was unimpressed by the argument that many musicians have been ordered to "shoot machine-guns."

Green will not ask that Petrillo call off the strike against KSTP, St. Paul-Minneapolis, Pearl said, since this strike has not been officially called to AFL attention.

Chicago—Ralph Atlass, president of WJJD, on Friday said he was "glad to see William Green and the AFL take the stand they have" in the WJJD strike.

"We're perfectly willing to go before the War Labor Board and be

THE WEEK IN RADIO

Musicians' Locals Strike

(Continued from Page 1)

was further clouded by the fact that James C. Petrillo, AFM prexy, also heads the Chicago local. Only issue involved was the hiring of extra men, whom the broadcasters claimed they didn't need.

Television interest continued to climb. Video news summaries were being mulled by Press Association, Inc., broadcast affiliate of the Associated Press, for presentation next month. Chicago was envisioned as the leading production center of post-war electronics by J. C. McKeever, president of the Illinois Manufacturers' Association. No technical bar to commercial tele and equipment manufacture after the war was foreseen by James L. Fly, chairman of the FCC. Miller McClintock, president of Mutual, predicted as great an advance for television as there had been for the automotive industry.

Hollywood performers organized the Television Actors Guild with a membership of 250. In preparation for look-and-listen programs of the future, Eddie Cantor revealed that he planned to do away with radio scripts next season and stage his broadcasts as though they were being presented in front of tele cameras. Application for a tele station in St. Louis was made by a newly appointed distributor of Du Mont equipment. Details of a sight-and-sound seminar of 15 weeks' duration were announced for members of the Radio Executives Club of New York. Eleven new employees were added to the staff of

Mutual Sets Summer Series By Mexican Symp. Orch.

A summer series of concerts by the Mexican Symphony Orchestra under the direction of Carlos Chavez will be heard over WOR-Mutual every Sunday evening, from 9 to 10 p.m., beginning Sunday, April 30. Concerts will originate with XEOY, Radio Mil, Mutual's Mexican affiliate and will originate in Mexico City.

bound by their determination," said Atlass, who revealed that the situation with regard to the station's 10 striking musicians was status quo.

The men are still out and no word has come from James C. Petrillo's Chicago local as to what action, if any, the union is going to take on the AFL and the AFM recommendation that the musicians be sent back to work pending arbitration. The dispute centers around a union demand that the station hire 10 additional musicians. The union has rejected the services of a conciliator. All inquiries at union headquarters about the matter are met with a "you'll have to talk with Mr. Petrillo about it," but nobody apparently knows where Petrillo is.

Meanwhile, the work of the 10 striking musicians—that of turning and changing-recording discs—is being performed by five office girls.

WCBW, CBS tele outlet in Gotham.

New Shorts: Resumption of hearings by the House Select Committee investigating the FCC focused the spotlight on Charles R. Denny, general counsel of the Commission, who charged the probers with manpower waste in the continual quizzing of FCC staffers. . . . Virtual completion of a revised radio bill was indicated by Sen. Burton K. Wheeler, D., Mont., chairman of the Senate Interstate Commerce Committee and co-author of the pending White-Wheeler broadcast legislation, who made no secret of his lack of enthusiasm for the matter.

Personalities: J. Harold Ryan, newly installed president of the NAB, was elected BMI prexy, succeeding Neville Miller, as was expected. . . . Dr. Frank Kingdon, author and commentator on WMCA, New York, urged support of Walter Winchell, defining the issue of the latter's controversy with Martin Dies as a decisive battle for freedom of speech, in an address before the Radio Executives Club of New York. . . . George P. Ludlam, for the past four months deputy chief in charge of the domestic OWI radio bureau in New York, succeeded Philip H. Cohen, resigned, as chief of the war-information agency's domestic radio bureau in Washington.

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

Warner Spots On WABC For "Mark Twain" Movie

As part of its nationwide spot campaign on behalf of "The Adventures of Mark Twain," Warner Bros. is using WABC in New York, the spots varying and placed to run from April 18 to May 2. Time includes a transcribed program from 6:30-6:45 p.m., EWT for five broadcasts on April 18, 20, 25, 27 and May 2.

Warner's also bought participations on "Reveille Sweetheart," the "Have You Forgotten" program; "Margaret Arlen" and "Personally It's Off the Record"; four one-minute announcements at 12:30-12:31 a.m. on four days; and seven one-minute announcements during the early a.m. also April 26-May 2 inclusive.

Blaine-Thompson Co., Inc. is the agency.

Will Discuss Tele

Effect of television on the future broadcast habits of the average housewife will be examined when commentator Alice Hughes conducts a recorded interview with James Leaman, television consultant to WMCA, New York, over that outlet Wednesday morning. Leaman, who is known to the station's listeners as announcer Lee James, was formerly a scenic and special-effects specialist with the CBS tele department.

Radio-Advt. Men H 5th War Loan Pl

(Continued from Page 1)

ical executives, who filled the Room in the Hotel Biltmore 1 afternoon to hear the most comprehensive plan yet devised for raising of funds with which to carry the war and at the same time off possible inflation.

Other Media to Be Used

Along with the radio campaign, newspaper, magazine and outdoor advertising will be used with the Treasury Department and the War Advertising Council providing most of the material both for sponsored and tributed space in the various newspapers. Meeting held Friday was arranged by the Treasury and Advertising Council with several speakers present. Speakers for the most part illustrated their points with special slides.

Toward the close of the meeting, transcribed material was heard. Jack Benny, Kate Smith, Bing Crosby, Fannie Brice, Edgar Bergen and others. Ben Grauer was heard as moderator. At least three transcribed programs will be made available to stations, such as the "Tree Salute," "Treasury Star Parade" and "Treasury Song Parade." Allocation will be arranged for the network programs, affiliated and non-affiliated, for spots and announcements.

Speaker List Impressive

Gathering at the Biltmore was presided over by Ted R. Gamble, National Director, War Finance Division of Treasury Dept.; Harold B. Thomas, Acting Chairman, War Advertising Council; Stuart Peabody, Co-ordinator, War Advertising Council, U. S. Treasury Project; Dr. Rensis Likert, Director of the Division of Program Survey of the Dept. of Agriculture; Guy L. Mon, Campaign Manager of the War Advertising Council, Treasury Project and Thomas H. Lane, Director of Advertising, Press and Radio, War Finance Division of the Treasury Dept. The entire group will take to the field this week and make similar talks in various parts of the country.

Lane paid considerable attention to radio's role as well as pointing out what other media will be asked to do. It was also stressed however that the volunteer bond seller in the field is a most important adjunct to the drive for the Fifth War Loan Drive. "Back The Attack—Buy More Before." Financial needs of the war was shown via the many slides and breakdown of the use of the money was also given as well as other highlights of the financial setup.

Industrial Executives Attend

Those in attendance included vice-presidents of the networks and station executives from New York and surrounding territory. In particular a large group of advertising managers of industrial firms was present, as well as members of the National Association of Broadcasters which will cooperate with the Treasury Department again in forwarding material to the broadcasters.

Exhibit Engineers for RCA Tele Expert

(Continued from Page 1)
to receivers where production foremen and supervisors can watch the flow of fabricated or raw materials and watch the progress of work. Such setups will be particularly valuable in mass-production assembly lines, and they may be extended to include loading platforms and shipping rooms."

Several Uses Suggested
The sight-and-sound uses suggested by the RCA official were in connection with supervising complicated mechanical production units, port operations of ships and metropolitan traffic control. One contribution that mobile engineers can make to aviation service, he asserted, is the reduction of man-made static, or central interference, caused by automobile ignition systems.

Fort Industry Co., Seeks WCOL, Columbus, Ohio

Columbo, O.—Lloyd A. Pixley, general manager of the Fort Industry Co., Toledo, which operates seven stations in Ohio, West Virginia, Florida and Georgia, will purchase WCOL, Columbus, O., 250-watt Blue Network station from Kenneth B. Johnston, president and general manager, for \$100,000, subject to approval of the Federal Communications Commission. Johnston and his wife will hold 51 per cent of the stock, and his parents, Mrs. Milton A. Pixley, will hold 49 per cent of the stock of the station. In his sale application, Mr. Johnston's attorney, said he desired to purchase the station because of the "uncertainty of the future of radio, due to the imminent combination of FM and television service," plus his desire to devote full time to his law practice. The application stated that Lloyd Pixley would continue with the Fort Industry Co. for the duration of the war, and the active naval service of Lt. Comm. George B. Storer, president and absence of J. Harold Ryan, president, who was assistant director of censorship and is now president of the National Association of Broadcasters.

ANNOUNCER - NEWSCASTER

Not exempt. Must have radio experience. Basic salary \$4000 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, N. York.

COAST-TO-COAST

— IOWA —

DES MOINES—Four insurance programs heard on the Cowles Des Moines stations, KRNT and KSO, are the subject for a promotion piece just released to Iowa Insurance Executives. They are "Family Hour," "Freedom of Opportunity," Fulton Lewis, Jr., and Cedric Foster. **WATERLOO**—H. R. Gross, noted news commentator, has returned to his native state to take over KXEL news department. News commentaries by Gross are sked six days a week at 12:15, 6:15 and 10 p.m.

— OHIO —

CINCINNATI—Union Bottling Works is sponsoring five-minute shows twice daily over WCKY. Jim Parsons relates odd incidents on it. **Randolph Baer, WLW-WSAI** studio engineer, is being congratulated on the arrival of his second daughter. **FORT WAYNE**—Red Bicknell, for the past 10 years emcee of the Blackhawk Valley Boys, and with the "Famous Hoosier Hop" program over WOW, has joined the Army. He has participated in some 9,000 radio broadcasts during the past decade. **PORTSMOUTH**—William Hart is the new news editor and newscaster for WPAV.

— PENNSYLVANIA —

PHILADELPHIA—Gimbel Brothers, one of Philly's leading department stores, has signed a seven-week contract with KYW for a one-minute announcement daily, Monday through Saturday. Newest addition to WIBG's engineering staff is Melvin Headman, former trumpet player with a Philadelphia Orchestra. A bad lip put him behind the controls. "G. I. Wife," a weekly program dealing with the problems of service men's wives, will debut over WCAU April 27. Program is written by Simon J. Shaltz and directed by Joseph Gottlieb. Tom Moorehead, WFIL sports director, is appearing this month at high school sports functions.

— TEXAS —

SAN ANTONIO—The Texas Tumbleweeds, WOAI studio hillbilly aggregation, is being sponsored in a series of three 15-minute programs per week over WOAI by the Johnstone Drug Sales Company. Armans S. Weill handles the account. **FORT WORTH**—The Texas Phenothiazine Company, makers of veterinary supplies, has placed a series of spot announcements for a year's contract over KGKO through Evand and LeMay Advertising Agency. **AUSTIN**—New participating

program being heard over KNOW each Monday, Wednesday and Friday is the 15-minute "Voice From Home."

— UTAH —

SALT LAKE CITY—KDYL, in a special event news telescope, aired another exclusive broadcast the other day welcoming home the NCAA Basketball champs from the University of Utah. The boys were met at the station by a crowd of students and faculty members and were briefly interviewed. A step by step account of their march down this city Main Street followed the arrival, and the day was topped off by a student body assembly on the University Campus, where the guest speakers were Gov. Herbert Maw, U. Prexy Cowles, Graduate Manager Keith Brown and the team members and coaches. The day's events were condensed to air form and ethered to the Intermountain West in the afternoon.

— TENNESSEE —

MEMPHIS—Bob Pike, new to radio, has joined the announcer staff of WMP. His hometown is Pittsburgh. **Valspar Paints Company** has placed an extensive spot campaign on WHBQ through its local distributor, Somers-Brown Company. **NASHVILLE**—New on WLAC's continuity staff are the following: Bess Martin, formerly with WREC for which she handled all department store copy; Irene Dale, originally with KSD, St. Louis; and Marion Benford, this her first flyer in radio.

— NEW YORK —

WHITE PLAINS—Black, Starr and Gorham, 5th Avenue, jewelers and silversmiths, have renewed a sked of 82 time-signals weekly on WFAS for their Westchester shop. The firm made its initial venture on the air over the White Plains station with a 13-week test last October. **PLATTSBURG**—Laurel Gethin, formerly with WSNY, has joined the WMFF staff as continuity editor. **Perley Stoughton**, former newspaperman, is another addition to WMFF's staff in the capacity of news editor and announcer.

— CALIFORNIA —

INGLEWOOD—Ray Miller, shipping clerk at the Universal Microphone Co., Inglewood, Cal., the past four years, has been upped to supervisor of that dept. New elevator and conveyor system make it possible to run the microphones through final assembly, company and government inspection automatically into the shipping building.

Campbell Chairman Of Blue Station Group

(Continued from Page 1)

ston of WSGN, Birmingham, Ala., secretary to the committee, was elected to the new post of vice-chairman.

Plans for the future were discussed by members of the Committee, representing the 181 Blue affiliates, with network executives including Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations, and John H. Norton, Jr., station relations manager.

Members of the Committee are William A. Ripley, WTRY, Troy, N. Y.; C. T. Hagman, WTCN, Minneapolis-St. Paul; Frank C. Carman, KUTA, Salt Lake City, and W. B. Stuht, KJR, Seattle.

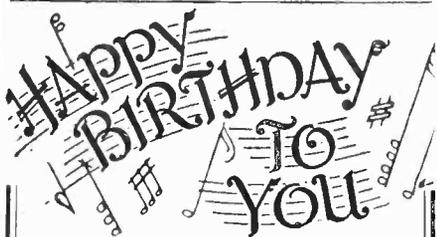
15th District NAB Group Hold Meeting In Frisco

San Francisco—Relations between the regional OWI offices and northern California radio stations are on a high standard, according to comment of broadcasters of the 15th NAB district (northern California, Nevada and Hawaii), at a recent one-day meeting here. General industry matters were discussed at the session, and Charles A. Doustal, vice-president of Westinghouse, presented the film "On the Air."

Attending the meeting were Glen Shaw, KLV, Oakland; F. Wellington Morse, KLS, Oakland; C. L. McCarthy, KQW, San Jose; Jerry Akers, KSAN, San Francisco; Wilt Gunzendorffer, KSRO, Santa Rosa; Edward J. Jansen, KSFO, San Francisco; George Ross, KWG, Stockton; Keith Collins, KMJ, Fresno; Jack Schacht, KFBK, Sacramento; Howard Walters, KDON, Monterey; David Sandeburg, A. F. Hogan, KYA, San Francisco; Bob Stoddard, KOH, Reno; Paul Bartlett, KFRE, Fresno; Ed Franklin, KJBS, San Francisco; William B. Smullin, KIEM, Eureka.

Attention-Radio Directors

Well known woman commentator with metropolitan daily newspaper background offers unique and very timely 15 minute radio program — network. Address Box 827, Radio Daily, 1501 Broadway, New York, 18, N. Y.



April 24

Ira Ashley Paul Munroe
Betty Rhodes Helen Baughman

Buying Time
IS ONLY
Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

WCBM

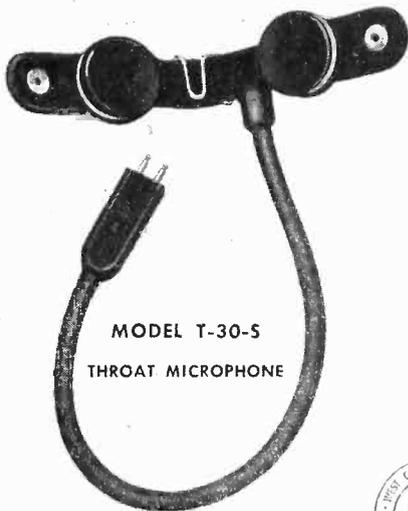
BALTIMORE'S Blue Network Outlet

JOHN ELMER President
GEORGE ROEDER Gen. Mgr.
FREE & PETERS, Inc. Nat'l Representatives



History of Communications Number Five of a Series

NIGHT COMMUNICATIONS ON THE HIGH SEAS



MODEL T-30-S
THROAT MICROPHONE

In those early days when our Navy was first organized night communication was made by lantern from the masthead. This was the only communication between ships at sea during through which many times news from home was transmitted.

Today, through the use of Universal Microphones and voice communication components, vital communications of War are speedily transmitted equally as well from small sea-craft and battle cruiser to home port.

Many new types of Universal microphones shall be developed from the experience obtained from the production of military units, for the private citizens in the marine pleasure-craft in the days after Victory is ours.

< Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



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



Webbs Propose Time Sked

NVLB Orders AFM To End KSTP Strike

Minneapolis — Characterizing the American Federation of Musicians' strike at KSTP, here, as "contrary to national policy and in violation of the no-strike pledge," Clyde M. M. of the strike section, National Labor Board, yesterday wired Minneapolis Local 73, AFM, demanding that the strike be terminated immediately.

Full text of Mills' telegram, which was addressed to George Murk, presi-

(Continued on Page 6)

Morgenthau To Address Nation From Texarkana

Texarkana, Texas—The Fifth War Loan Drive will be opened from this city on June 12 with a special ceremony by Secretary Morgenthau. Speech will be carried over all the major networks. The Secretary will be here in connection with a meeting of the Southwest Agricultural and Industrial Conference.

Goal for the Fifth War Loan Drive has been set at \$6,000,000,000. Drive will close on July 8.

Webbs Carry Bulletin Direct From New Guinea

News of U. S. landings on the northern New Guinea coast Saturday reached the American radio audience Sunday in a three-minute broadcast over the four major networks at 7:00 p.m., EWT, from Gen. Douglas M. Arthur's field headquarters. The program picked up the radio reports on the invasions in the Hollandia-Aitape

(Continued on Page 6)

Solid
Vancouver—Jack Benny's broadcast from Vancouver, B. C., Sunday night in the interest of Canada's Sixth Victory Loan, hit a new high in appreciativeness. Audience went wild with applause and gave Dennis Day, singer, a grand send-off as he left for the U. S. Navy. Only discordant note was the gag writer's reference to rate of exchange on money—a touchy subject with a lot of Canadian people.

Gen'l Motors Renews NBC Symph. Program

Renewal of the General Motors Symphony Hour on NBC for another year, effective August 1, was announced yesterday by Alfred P. Sloan, chairman of the General Motors board, and Niles Trammell, president of NBC.

The renewal, reputed to be "a \$1,000,000 package sale" was handled through the Arthur Kudner agency and the contract stipulates the same

(Continued on Page 2)

Muzak Gets Baseball From WINS Tie-Up

Muzak, Inc., music-recording service piped in to restaurant and hotel clients, inked a contract with WINS, New York, late last week to carry station's exclusive broadcasts of the home baseball games of the New

(Continued on Page 5)

Four Networks Recommend Limitations On Radio Pickups To Be Made From GOP And Democratic Conventions

Mexican Broadcaster Files Action In Texas

San Antonio—The civil suit brought by Rodolpho Junco de la Vega of Monterrey, Mexico, against James A. Savage, and others, in which the plaintiff seeks \$95,879 in damages over alleged breach of contract and loss of plaintiff's license to operate a radio station in Mexico was transferred from the 57th Judicial District Court

(Continued on Page 6)

Radio-Education Institute Sets Agenda Of 15th Meet

Washington Bureau, RADIO DAILY
Washington—Complete program for the fifteenth Institute for Education by Radio was sent member stations Friday by the NAB, along with announcement that President J. Harold Ryan, Willard Egolf, assistant to the

(Continued on Page 2)

Former NBC Engineer Promoted To Army Major

Fort Monmouth—Capt. Paul J. Moore, of Arlington Heights, Ill., former radio engineer with the NBC in Chicago who is assistant officer

(Continued on Page 7)

Proposal to regulate the broadcast time of the coming national political conventions in Chicago will be made this week by the four major webs to the Democratic and Republican committees, it was learned yesterday. Understood that the networks are in agreement on the proposition that the committees schedule the important events to begin at certain stated periods, with no limitation on program time.

Specifically, the webs have agreed

(Continued on Page 7)

Radio Sets Sought For Canadian Schools

Montreal — Radio receiving sets should be a part of the equipment of every school in Canada, M. J. Coldwell, leader of the Cooperative Commonwealth Party declared at a meeting of the parliamentary radio committee. Having learned from Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corporation that only 4,300 schools in

(Continued on Page 7)

National Advertisers Group Plan Meeting

Wartime responsibilities of advertising will be discussed at the three-day conference of the Association of National Advertisers, Inc., to be held

(Continued on Page 4)

Press Shows Growing Interest In Tele-FM Post-War Future

Cantor Series Of Shows For East's Armed Forces

Eddie Cantor, in New York for a series of "Time to Smile" broadcasts, announced yesterday that all his programs for the remainder of the season will originate in Army camps, Navy bases and hospitals in the Manhattan area. First broadcast of the series will be tomorrow night when the Cantor

(Continued on Page 2)

Growing interest of the nation's newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association which opened yesterday at the Waldorf-Astoria Hotel, New York. The convention has set aside Thursday afternoon's session for the consideration of FM and television.

Three speakers will address the

(Continued on Page 5)

Duet
Timed to follow almost immediately after the Navy's official release of the story, the Blue Network on Saturday broadcast an interview with Frank Saul, First Officer of the Pan-American Airways plane which rescued survivors of the "San Juan," American transport sunk in the Pacific. San Francisco interview was conducted by Bill Baldwin, of Blue's news staff.

Broadway Waikiki
The swaying palms of some of Broadway's more exotic restaurants must have got into the blood of Jack Benoit, engineer on Julia Sanderson's program, "Let's Be Charm-ag," heard over Mutual. The technician has penned for posterity the song "Blue Hawaiian Waters." Miss Sanderson will give the tune its world premiere on a forthcoming stanza of her show.



Vol. 27, No. 17 Tues., Apr. 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, April 24)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 158 1/8 | 157 3/4 | 157 3/4 | - 1/4 |
| CBS B | 28 1/2 | 28 1/2 | 28 1/2 | 0 |
| Crosley Corp. | 17 1/4 | 17 1/4 | 17 1/4 | - 1/2 |
| Farnsworth T. & R. | 11 | 10 3/4 | 10 3/4 | - 1/4 |
| Gen. Electric | 35 3/8 | 35 | 35 | - 1/4 |
| Philco | 28 3/8 | 28 | 28 1/8 | - 1/2 |
| RCA Common | 8 7/8 | 8 3/4 | 8 3/4 | - 1/8 |
| RCA First Pfd. | 71 3/8 | 71 5/8 | 71 5/8 | - 1/8 |
| Stewart-Warner | 13 3/8 | 13 | 13 1/8 | - 1/8 |
| Westinghouse | 94 1/2 | 94 | 94 1/2 | - 5/8 |
| Zenith Radio | 35 3/4 | 35 1/2 | 35 1/2 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|-----------------|--------|--------|--------|-------|
| Hazeltine Corp. | 26 1/4 | 26 1/4 | 26 1/4 | - 1/4 |
|-----------------|--------|--------|--------|-------|

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| Stromberg-Carlson | 12 1/8 | 13 1/8 |
| WCAO (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

20 YEARS AGO TODAY

(April 25, 1924)

Newcomer to WLS, Chicago, is the popular Quin Ryan who is acting as announcer, program director, manager, continuity writer and general utility man at the studio. . . Montauk Club's dinner to Chauncey M. Depew tomorrow night will be aired by WJZ, New York, direct from club headquarters in Brooklyn.

Coming and Going

S. C. VINSONHALER, general and commercial manager of KLRA, outlet of CBS in Little Rock, is here from Arkansas for a brief visit at network headquarters and for conferences with the national representatives of the station.

JAMES V. McCONNELL, manager of NBC's National Spot Sales department, has returned from a trip to the West Coast which kept him away a month. On his way East he stopped for confabs at Denver and Chicago.

KINGSLEY HORTON, assistant manager—director of programs and sales at WEEL, CBS-owned outlet in Boston, is now in New York on station and network business.

LEE LITTLE, station and commercial manager of KTUC, Arizona Network member in Tucson, has joined the executive contingent currently in New York.

RALPH E. VISCONTI, director of drug trade relations for WLW, Cincinnati, has returned from Dayton, Ohio, where he addressed the Druggists Association of that city on the subject, "Radio Merchandising."

JACKIE KELK, the Homer Brown of the "Aldrich Family" program, left over the week-end on a personal appearance tour of Canada to aid the Dominion's War Bond Drive.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia affiliate of Mutual, arrives in New York today for talks with network officials and station representatives.

WILLIAM J. FRANKSTON, vice-president of Mail Pouch Tobacco Company, client of the Blue Network, among the visitors at the Rockefeller Center offices this week. He leaves today for the home offices in Wheeling, W. Va.

JOSEPH B. CARRIGAN, owner of KWFT, Columbia's affiliate in Wichita Falls, Texas, is in New York. Paid a call yesterday at the offices of the network.

GARRY MORRISON, news and sports announcer at WPTF, Raleigh, N. C., has left on a vacation which he will spend at Joplin, Mo., his home town. Round-about trip will take him through New York, where he plans to say hello at NBC.

MARTIN D. WICKETT, program director for WTOP, Columbia-owned station in Washington, D. C., up from the Capital for a few days in Gotham.

KEN McCLURE, newscaster on KCKO, Fort Worth, Tex., has returned from a special assignment in England and is resuming his Sunday sponsored programs over the Lone Star Chain.

General Motors Renews NBC Symphony Program

(Continued from Page 1) time, 5 to 6 p.m., Sundays for 52 weeks starting August 1, 1944.

Terms of the contract call for the return of Arturo Toscanini for a series of winter concerts. In addition there will be other guest conductors including Dr. Frank Black, who is conducting the present series of concerts.

Cantor Series Of Shows For East's Armed Forces

(Continued from Page 1) show will originate with the WAVES at Hunter College, at 9 p.m., EWT over NBC. Last Sunday night Cantor and Nora Martin, his singing protege, were guest stars on the Blue Network "Hall of Fame" show.

Program Honored

The American Association of University Women in San Francisco has placed NBC's "Words and Music" on its list of recommended programs as the result of a survey by the committee on Better Radio Listening.

Radio-Education Institute Sets Agenda Of 15th Meet

(Continued from Page 1) president; Arthur Stringer, director of promotion and circulation, and Dorothy Lewis, co-ordinator of listener activity, will be on hand for the meeting, which will be held in Columbus, O., May 5-8. In addition, many prominent broadcasters will participate.

Philco's Sales High

Philadelphia—Sales of Philco Corporation in the first quarter of 1944 were 55 per cent ahead of the corresponding period last year, John Ballantyne, president, stated following the annual meeting of stockholders recently. Output in the month of March set a new high record in the Company's history by a wide margin.

Joins WAVES

Carolyn Maus of the NBC spot sales department, New York, has joined the WAVES after hearing NBC's all-woman production "Now is the Time," four-program boost for women of the Armed Forces.

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 morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

The Most Important Thing In Buying Baltimore Radio

Is it Power?—The total number of people who physically can hear a station . . . if they want to?

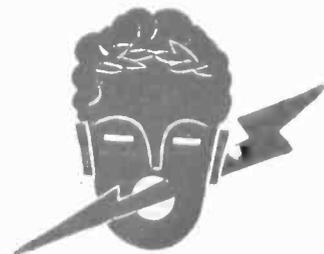
Is it Popularity?—The per cent of potential listeners who are actual listeners?

Is it Cost?—The rate a station charges for its facilities?

Actually . . . shrewd time buyers say it isn't one or the other! It's all three!

On that basis . . . facts (and you can see them too)

. . . prove W-I-T-H is the Baltimore buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

QUIZ FOR TIME-BUYERS!

- What Are The Communities With a Population of 25,000 and Over in America's 4th Largest Market?
- What Are The Program Preferences in This Market? Morning? Afternoon? Night?
- What Is The Comparative Rating of ALL Stations by ¼ hour periods—day and night?
- What North Jersey Station Pulls Over a Half Million Pieces Of Mail Annually?

Whether you're buying time—or someone's buying it for you—knowing the answers to these vital questions will provide you with the important key to the vast buying power of the 3½ million people in America's 4th Largest Market!*

Now for the first time, the answers to these questions (and scores of others) are available to you in a complete radio study—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Smart time-buyers are already using this informative data to great advantage. Are you? If not, write or phone today.

National Representatives (Outside New York Area) Spot Sales, Inc.



WAAAT

970 KC
NEWARK,
N. J.

**"DOLLAR FOR DOLLAR
NEW JERSEY'S
BEST RADIO BUY"**

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

LOS ANGELES

By RALPH WILK

PHIL BAKER and former vaudeville partner Sid Silvers star in a musical comedy, "Napoleon Without Brandy," on Broadway this fall, according to plans now being readied. Ethel Merman is top choice for feminine lead. Book was written by Silvers and his brother Bill. Score has not yet been completed.

J. Donald Wilson, author of CBS' "The Adventures of Bill Lance," began yesterday over stations of the Columbia Pacific network, has been writing something or other since his grammar school days. He started out with free verse poetry and then graduated to short stories, one-act plays and finally—to full-scale radio productions.

When Carlton KaDell talks about gardening, he knows whereof he speaks. But Beware—he'll speak at the drop of a hoe! The narrator of the Columbia Pacific Network's "In Time to Come" is planting shrubs, flowers, spading, mowing, watering and hoeing his lawn. And he has ten blisters on his palms to prove it!

Fred Marmie of the KGFJ Technical staff has joined the United States Marine Corps. Marmie was replaced by Frank Goodson.

National Advertisers
Group Plan Meeting

(Continued from Page 1)

at the Westchester Country Club, Rye, N. Y., May 1, 2 and 3. Fundamentals of advertising administration will be reviewed and present advertising practices in all media, including radio, re-examined in the light of war and post-war developments. The meeting will be open only to execs of the member companies of the association.

Featured speakers include: Harold Thomas, acting chairman of the War Advertising Council; Clarence Francis, chairman of the board, General Foods Corp.; Carleton Healy, vice-president, Hiram Walker, Inc., and chairman of ANA; Cyrus Ching, director of public and industrial relations, U. S. Rubber Company.

Members of the program committee are: Paul S. Ellison, chairman; J. F. Apsey, Jr., Black & Decker Mfg. Co.; Jesse O. Bickmore, The Borden Company; Arthur H. Boylan, The Drackett Company; C. C. Carr, Aluminum Company of America; Charles E. Coe, Erie Railroad Company; Lawrence Davis, Kendall Mills; Ed. Lowe Gouedy, The Eagle-Picher Sales Company; Hugh W. Hitchcock, Packard Motor Car Company; Harold H. Horton, Singer Sewing Machine Company; Arthur N. Hosking, Jr., John B. Stetson Company; H. D. Miller, Berkshire Knitting Mills; G. A. Phillips, Cluett, Peabody & Co., Inc.; Leonard F. Smith, Tubize Rayon Corporation; George W. Stout, The Perfect Circle Company; Ralph Winslow, Libbey-Owens-Ford Glass Company.

MAIN STREET



Radio Is My Beat. . .!

● ● ● Because Lou Fulton, who came East from Hollywood, to direct the "Hook 'N' Ladder Follies," is under the impression that talent is hard to get here, that N. W. Ayer Saturday morning NBCoast-to-coaster will be moved to the Coast early in May. . . . Andy Devine will succeed Ralph Dumke as emcee with the "Sons of the Pioneers" slated for the Frank Novak spot. . . ● Ed Frase, publicity and promotion director of WMC, Memphis and son of E. C. Frase, Jr. that station's Chief Engineer (and incidentally a pioneer of our industry), dropped around to say "howdy" while visiting Gotham. . . ● Al Levy, former manager of Bob Hope, is now in Frank CBSinatra's corner. . . . incidentally the pacing and comedy on this Vimmusical is on the upgrade and we look for a proportionate increase in this show's rating. . . ● Jack Rubin, comedian-turned-director, is the only radiolite to direct two variety programs. . . . "Mary Small Show," 5-5:30 p.m. Sundays via the Blue and "The Pick & Pat" variety show, every Tuesday at 8:30 p.m. via Mutual. . . ● Filmoguls might take our tip and turn their cameras toward Lorna Byron, who guest-CBSoprano'd with the Kostelanetz program Sunday. . . . she's just as easy on the orbs as on the ears.

★ ★ ★

● ● ● Chick Vincent is a busy gent these days. . . . besides directing "Pepper Young's Family," he's producer-director of "The Adventures of Charlie Chan" which Dell Peters sold to Ruthrauff & Ryan as the "Amos 'N' Andy" Summer-replacement, (which Bob White will script) and last Saturday, Chick auditioned a new program, "The Kennedys" starring Edgar Kennedy for Blue Net execs. . . ● Looks like Compton will "agent" the new P & G half-hour show which will be heard across the board via the Blue Net, starting July 3. . . . if agency doesn't come up with a show of its own, Procter & Gamble may sponsor either, "Ladies Be Seated," or "Ethel and Albert," both currently heard as sustainers via the Blue. . . ● Last Friday, during the "Double Or Nothing" MBSHOW, Alois Havrilla almost floored emcee John Reed King when he said the "next contestant is Phil Baker". . . . however, as it turned out, this Baker fellow wasn't the "eversharp" salesman, but a 20-year-old college student from Philadelphia. . . ● Larry Nixon joins the staff of the Billboard in the newly-created post of Ass't to the Publisher. . . ● Starting May 6, Harry Wismer's sportcasts will be heard at 6:30 p.m. instead of 10:30 p.m.

★ ★ ★

● ● ● Betty Bennett will again sub for Louise Massey on the "Reveille Round-up" morning program, starting Friday when Louise and hubby Milt Mabie take their annual six-week vacation. . . . Arthur Murray created and named his latest dance step, "Memphis Shuffle," after he heard and was thrilled by Evelyn Chase's bouncy rhythmic tune of the same name. . . ● Wynonie (Mr. Blues) Harris has replaced Trevor Bacon as Lucky Millender's male vocalist. . . ● Morton Downey, the Coca-Cola Thrush received a fan letter from a group of gals, who claim to have changed their lunch hour so that they may hear his daily songfest. . . . but here's a switch: the gals are employed at a factory which bottles Pepsi-Cola. . . . "The Adventures of the Falcon," which had been featured for 39 weeks as a sustainer via the Blue is being considered by two sponsors as a Summer replacement. . . ● Bob Howard, comedy star of the Broadway Musical, "Early To Bed," and "The Gloom Dodgers" WHNon-sense-disseminator, just completed four movie "soundies". . . . what caught our eye is the arresting title of "Hey Tojo, Count Your Men," the lyrics of which, will catch your ear. . . ● Radie Harris takes over the WMCA chatter-box stint, which Shirley Eder left to become a Texas house-wife. . . ● Casey Jones will take the MBSHOW, "Wide Horizons," to the coast for four programs starting May 7. . . . Eddie Dowling will be heard from Gotham.

★ ★ ★

— Remember Pearl Harbor —

SAN FRANCISCO

PAT KELLY, KFRC producer and chief, turned baritone for a singing performance on a recent DeMaddox Saturday night amateur hour over the same station.

Tommy Tong, producer of the Chinese Hour on KSAN, is adapting "Guadalcanal" for a nightly broadcast in Chinese.

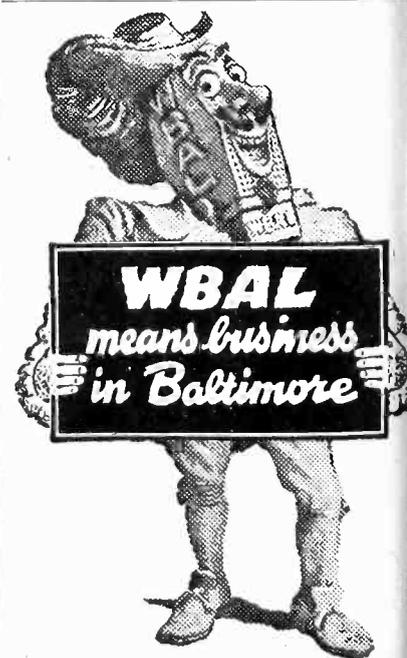
Larry Smith, Pacific Coast commentator on the NBC Coast web, estimates that he spieled some 48,000 words the other day, which took his morning broadcasts over KPO 3,000 words; 9,000 at a luncheon meeting; 18,000 at an afternoon meeting and 18,000 that evening before the Columbia Club.

A new series of broadcasts titled "Russia Today" is a KGO Saturday afternoon feature. Launched by the American Russian Institute for Cultural Relations with the Soviet Union, programs are designed to foster understanding of Russian life.

KPO and KGO have been selected as part of a five-station test campaign for the Gilbert C. Wilson Labs (Vit Yams), according to Little and Company, the agency. This account, new to radio, will make a 30-day trial using an average of five transcribed announcements weekly.

More than 12,000 persons packed the civic auditorium recently for the twelfth anniversary broadcast of Dude Martin's "Cowboy Review" over KGO and the Blue. Occasion was the Gang's regular Saturday night Ball Dance usually held at East Shore Park, Richmond.

Chemicals, Inc. makers of Van Cleanser, have signed for a 52-week series of quarter hours on eight West Coast stations. Programs will be heard Sundays over KQW, KGDM, KNX, KOIN, KIRO, KROY, KAR and KFPY. Agency is Garfield and Guild.



Edward Petry & Co., National Representative

Interest Grows in M And Television

(Continued from Page 1)
 men at the session on
 ursday afternoon. They are Major
 H. Armstrong, inventor of FM
 member of the faculty of Colum-
 University; Dr. W. R. G. Baker,
 president of the General Elec-
 company and chairman of the
 Technical Planning Board and
 J. Damm, vice-president of
 waukee "Journal" and presi-
 FM Broadcasters, Inc.
 riday many of the publishers
 ourney to Schenectady for a
 Electric luncheon and televi-
 monstration at the Van Curler
 The General Electric Company
 display at the ANPA conven-
 uring the subjects of televi-
 and FM.
 eeting of publishers of the
 soper owned radio station group
 scheduled during the convention.
 en-five newspapermen, repre-
 tin press owned radio stations,
 ntendance at the convention.

Muzak Gets Baseball From WINS Tie-Up

(Continued from Page 1)
 Giants and Yankees. Deal, in-
 volve the pickup of the baseball
 rights by Muzak for transmission
 outlets of the transcription ser-
 vice, consummated at no charge
 with sponsor, the Gillette Razor
 Company.
 agreement, which began Friday
 broadcast of the Giants-Dodg-
 ers game, was made by Clarence G.
 by general manager of WINS,
 eliminated announcements of
 game results over the Gotham
 to the end of last month. Sign-
 ing Muzak was Bertha Tollman,
 president.
 deal marks the sixteenth con-
 tract year that Cosby has been
 tied with broadcasts of major
 league baseball games. The WINS
 general manager assumed his present
 post last December when he came
 from St. Louis after resigning
 his five-year tenure as business
 manager of KXOK. For a decade
 that he was general manager
 of KX, also in the Mound City.

Marion Harris

Marion Harris, one-time musical
 comedy and vaudeville singing star,
 died Sunday night
 in her room at the Hotel Le Marquis
 in New York City. Miss Harris, born
 Henderson, Ky., was brought to
 New York by Charles Dillingham and
 appeared in several musical comedies
 before appearing in vaudeville and
 on radio.

Awarded Silver Star

Woodward, Cal.—Pvt. Morse M.
 Moran was awarded the silver star
 medal near Cassino the middle
 of the month. He was connected with the
 L. Power radio agency until
 1941 when he enlisted in the
 Army engineers.

...and a Housewife in Green Bay, Wisconsin, Served a Better Supper That Night!

Five days a week Beulah Karney speaks to the women listeners of WENR and helps them plan their meals in these crucial times when women want to learn how to set a good table with the least expenditure of points and dollars.

She is a Home Economist in the true sense of the word—and true to the instincts of America's housewives they listen to her.

That is important.

But still more important is the distance her voice travels when she steps to the WENR microphone, sometimes erroneously considered only a "Chicago station."

Beulah Karney's voice comes clearly to women from the top of Wisconsin to Terre Haute, Indiana, and beyond. She's heard in most of Illinois and Wisconsin and at least half of Indiana and Michigan.



Or, if you want it another way—13,000,000 Americans are within the range of her voice—and that's one-tenth of a nation. It's the second richest market in the world and what's more, probably the most susceptible to change of any market.

BEULAH KARNEY TELLS THE WIVES OF

ONE-TENTH OF THE NATION...over

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 • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

NWLB Orders AFM To End KSTP Strike

(Continued from Page 1)
dent, and Stanley Hubbard, secretary, of Local 73, follows:

"The Secretary of Labor and the United States Conciliation Service have advised the National War Labor Board that a dispute involving Local 73, American Federation of Musicians, AFL, and radio station KSTP at Minneapolis, Minnesota, is in process of certification to the board. The board is informed that a strike of some members of your organization is in progress which is seriously affecting the operation of station KSTP. The strike is contrary to the national policy and is in violation of the no strike pledge of your organization. This strike must be terminated immediately. You are directed to take such steps as may be necessary to terminate this strike and restore station KSTP to normal operation. Please advise the board of any action taken in compliance with this order."

Washington Bureau, RADIO DAILY

Washington—With their strike in process of certification to the board, the War Labor Board yesterday ordered striking musicians of KSTP, St. Paul-Minneapolis, to return to work, duplicating its action of Friday when it directed resumption of work by AFM members striking against WJJD, Chicago. The two cases are very similar, with 10 staff musicians out in each instance. The demands are that the stations increase the size of their studio music staff, with no request for more money or less hours.

The board had not been advised of any change in the Chicago situation late yesterday, despite AFL President William Green's personal plea to AFM President James C. Petrillo to call the strike off. Normal procedure would be for the board to order the union leaders to appear at a show-cause hearing if the order to end the strike is not complied with by the end of two days. In this case, a joint hearing might be held in Chicago, since it is unlikely that the board will order union officials to come as far as Washington.

Green Wires KSTP

William Green, president of the American Federation of Labor, who last week declared the musicians strike at WJJD, Chicago, to be in violation of the wartime "no strike" agreement, yesterday took cognizance of the musicians strike at KSTP, St. Paul.

President Green dispatched the following telegram to Stanley Hubbard, general manager of KSTP:

"Regret to learn of existence of strike of musicians at your radio station. I will go into the matter and endeavor to get in touch with representatives of the American Federation of Musicians and exercise all efforts possible to get men back at work."

Last Friday, Green wired Ralph Atlass, president of WJJD, a similar telegram. At that time he promised

PROGRAM REVIEWS

"ARTHUR HOPKINS PRESENTS"

Sustaining
"Our Town"

NBC-WEAF, Wed., Apr. 19, 11:30-12:30 p.m., EWT

Producer: Arthur Hopkins
Writer: Thornton Wilder
Adaptor: Wyllis Cooper

The twain have met at last, and appropriately so, under the pretentious banner of "Arthur Hopkins Presents." This department has always been reluctant to lend an ear to a radio performance of a play written expressly for, by and of the theater, if we may apply a phrase, because we have always maintained that a two-hour stage play has no resemblance to anything, once radio has gotten it into its clutches for the usual half-hour production. This is not to be said for Arthur Hopkins full-hour ventures, the first of which we shall discuss here in the name of Thornton Wilder's "Our Town." As Hopkins will prove, nobody will be able to say what's meant for the stage is not meant for the microphone. However, along with its interesting merits, the first program had its palpable defects.

The chief merit of this series of programs is that its messages will not be distorted, thanks to the full hour. Wilder's brilliant story of the simple, American Gibbs and Webb families, their trials and tribulations, their nostalgic philosophies and whimsical superstitions were transcribed to the airwaves with the warmth and tenderness that was had in the original stage version.

Our only argument is with Wyllis Cooper, who has adapted this play with a minimum amount of changes; perhaps our argument is with Mr. Hopkins, who wants these plays handled as if they were chapters from the Holy Bible itself. Anyway, whoever it is that's responsible for the adaptations let's have a little more imaginative treatment in future plays. Until television gets here, Cooper will have to apply a more informative pen to scripts originally written for sight. Wynn Wright's magnificent direction was evident throughout; however, it was considerably spoiled for this department by Mary Patton who seemed to be under the delusion that adolescence is interpreted by sacharine whining. But the excellent performances of Eveyn Varden and Helen Carew more than

"La Boheme" Saturday

"La Boheme," Puccini's most popular opera, will broadcast in its entirety over the Blue Network on Saturday. Originating in Chicago, program starts at 2:30 p.m., EWT.

to exercise his authority as president of AFL in an effort to terminate the Chicago strike. The striking musicians in Chicago are members of Local No. 10 of which James C. Petrillo, national AFM president, is also head.

"THE AMERICAN STORY"

Sustaining

NBC-WEAF, Sat., Apr. 22, 7-7:30 p.m., EWT

Writer: Allan Nevins

Producer: Frank Papp

Although Archibald MacLeish's hand wasn't applied to the present and will not be evident in subsequent American Story programs, (and rumor has it that he's in England on a governmental mission) his successor, Allan Nevins, is meeting the demand by supplying provocative material for a program with a fine purpose behind it.

"The American Story" is not meant for the listening audience that has become accustomed to and now demands the racy shows that are produced with elaborate fanfare; this series is designed to reveal to an American-thinking people, at a leisurely pace, the vast, rich heritage that has made this country what it is today. Each script is penned to reflect a period of time that has had a direct influence upon the American way of life. The program we are concerned with here is the story of Hector St. Jean de Crevecoeur, a French immigrant who dwelt in America during its great Revolutionary period, and who produced the immortal works, "The Letters of An American Farmer," and "Sketches of 18th Century America."

Historian Nevins has captured the confused spirit that was then apparent, and fused it with the irony, pathos and ignorance that circumferenced the peace-loving Frenchman who understood America, but who was looked upon with a wary eye by all. Nevins' episodic script could have become an even greater piece of writing had it avoided some of the discursive narration. However, Arnold Moss' delivery gave it the dramatic conviction which the writing lacked. The most eloquent performance on this program was given by Alex Scourby who portrayed de Crevecoeur with great sensitivity. Moris Mamorsky's musical score was entirely in keeping with the vacillating moods of the script. And Frank Papp's direction was commendable.

compensated for this noticeable deficiency. Frank Craven's performance was both simple and charming, and John Thomas' portrayal of George Gibbs' coming of age was convincing. Everybody else did well, including Tom Bennett's music, which sounded

Gets CBS Promotion

Janice O'Connell has been named supervisor of the CBS New Program Ideas and Literary Copyright Division of the Department of Editing and Copyright. Miss O'Connell came to Columbia in June 1943 as an assistant in WABC All-Night Operations. She later transferred to traffic assistant in the Editing Division, the position she now leaves. Miss O'Connell replaces Dorothy Kammerer, who has resigned from the network.

Mexican Broadcast Files Action In Tex

(Continued from Page 1)

to the Federal Court for the Western District of Texas.

In a petition filed by attorney Savage, transfer of the case was contending that the Federal district court has original jurisdiction. Defendants with Savage include R. Cammack, O. Joffe and Glenn of Kansas City.

De la Vega alleges that through a petition sponsored by the defendant, he lost a \$50,000 a year contract as manager of XEG, in Monterrey as a \$20,000 radio operators license was taken from him by the Mexican government. He further contends the trio, as officers of a corporation owning the physical equipment of the radio station, sought to control of the station resulting in a breach of contract and cancellation of the license.

Webs Carry Bulletin Direct From New Guin

(Continued from Page 1)

areas until their own dispatches arrived from the South Pacific.

Web transmissions of the 11ings provided another example of joint network pool for news releases which has been in effect since agreement was reached after the conference. This network pooling arrangement for flash communication was also applied recently in Honolulu where one of the web representatives at the originating point acted the voice but did not identify himself or his net.

Equity Candidates

Among the 15 candidates for 10 posts on the Actors Equity Council to be filled at the annual meeting on June 26 are the following artists: Jose Ferrer, Celeste Holm, Philip Loeb and Philip Merivale. They are part of the regular slate named by the nominating committee of Equity for five-year terms.

Saudek Joins OWI Staff

Robert Saudek, assistant Eastern sales manager of the Blue Network, has been granted a leave of absence to join the foreign staff of the OWI. He is slated to leave the company shortly to work with the OWI's psychological warfare branch. He has been with NBC and the Blue Network in various administrative positions for the past 11 years.

Blue War Effort Statistics

The Blue Network devoted a total of 107 hours and 44 minutes to war effort during the month of March 1944, according to the monthly report of the program analysis division. The total, 87 hours and 56 minutes of network sustaining time, and 19 hours and 48 minutes was time contributed by sponsors. A total of 20 hours and 51 minutes was devoted by station WJZ in March.

Propose Limits Convention Time

(Continued from Page 1)
The political committees request the broadcasting material be at 1 p.m., EWT, and 10:30 A.M., up to the time the ballots are accessible to all for both day and evening, it is believed that time will be saved.

At conventions there has been confusion in allotment of time to networks, resulting in a reduction of broadcasts, to the inconvenience of many national advertisers. Proposed arrangement is expected to eliminate the possibility of crossed wires.

Meeting in N. Y. This Week

Meeting is being held in New York this week between directors of radio news and special events departments and the heads of the Democratic and Republican national committees to iron out the broadcast schedule. This confab is a sequel to one recently held in Chicago to arrange the physical set-up.

Of WNNY Permit Again Today At Probe

Washington Bureau, RADIO DAILY
Washington—The story of the licensing of WNNY, Watertown, N. Y., is celebre to the former committee counsel, Eugene L. Garey, will be explored further this morning by the committee. FCC General Counsel Charles R. Denny last Friday issued a lengthy and detailed examination of the Commission's handling of the case, and Harry S. Barger, committee staff will examine further on it. Commissioner Paul A. Walker will be on hand and will be questioned about his participation in the case.

Chaplin In London

Chaplin, NBC commentator and foreign correspondent has arrived in London as a member of the invasion team, Chaplin who has been with NBC more than a year ago, formerly foreign correspondent for the International News Service and has worked for many years with the United Press.

ANNOUNCER - NEWSCASTER

Not exempt. Must have radio experience. Basic salary \$400 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

★ AGENCY NEWSCAST ★

GILBERT SELDES, director of television programs for the Columbia network, will be the principal speaker at the luncheon and meeting of the Television Press Club which will be held today at the Blue Ribbon Restaurant. Election of the board of governors also will take place.

FRANK McCULLOUGH has joined the J. Walter Thompson Company as account representative. He formerly was with Ruthrauff & Ryan and Young & Rubicam.

SYLVANIA INDUSTRIAL CORP., manufacturers of cellophane, has named J. M. Mathes, Inc., to place its advertising.

HUMPHREY COBB and JOHN DE NERO have joined Kenyon & Eckhardt, Inc., the former in the copy division and the latter in the art department. De Nero comes to K & E from Foote, Cone & Belding.

ALINE WILLIS has been appointed assistant to OWI stations relations chief, Harry Levin, for northern New York and New Jersey. Miss Willis comes to her new post from the OWI in Atlanta, where she served in the same capacity. Previously she was connected with WMOB, Mobile.

Former NBC Engineer Promoted To Army Major

(Continued from Page 1)
in charge of the Radio Division in the Enlisted Men's School at this Signal Corps post, has been promoted to major, it was announced yesterday. A graduate of Oklahoma University in 1928, Maj. Moore had been a communications sergeant in the Oklahoma National Guard for two years from 1924. He was commissioned a first lieutenant when called to active service in June, 1942, and was promoted to captaincy in February, 1943. Since October, 1942, he has been a member of the staff and faculty of the Officers' School and Enlisted Men's School of the Eastern Signal Corps Schools here. Maj. Moore was a radio amateur since 1921 under the call letters of 5KV, 5AJB and W9MV.

Stewart-Warner Reports Record Sales During 1943

Chicago—The 38th Annual report to stockholders for Stewart-Warner Corporation and subsidiaries for the year ending December 31, 1943, shows the greatest sales in the firm's history. Mailed to stockholders recently, the report shows gross sales for 1943 were \$115,064,408, an increase of 48 per cent over the record 1942 sales of \$77,913,625. Net profit carried to surplus after all deductions including a \$1,000,000 "provision for post-war plant rehabilitation and for contingencies arising out of war conditions," was reported at \$2,011,085. The 1942 profit was \$1,559,454.

MALCOLM F. TARPEY has been appointed radio director for the Pacific Coast Advertising Company, San Francisco. Tarpey is known on the coast for his agency, radio, and motion picture work, having written for the Jack Benny show, Rogers Brothers "Silver Theater," "Lux Theater of the Air," "The Phantom Pilot," the "Union Oil Show," Samuel Goldwyn and Columbia productions. He was previously with Young and Rubicam, Lord and Thomas, and the J. Walter Thompson Company. Stephen H. Shaffer, formerly with the National Broadcasting Company, has been appointed to the Radio Production Staff. Norman E. Mork, Media Director, will assume the duties of spot and time buyer.

BEST FOODS, INC., through Benton & Bowles, Inc., will feature in their forthcoming advertising both the nutritional value of their foods and the importance of maintaining Victory Gardens, it has been revealed by Albert Brown, advertising head.

L. H. HARTMAN CO., INC., New York, has been appointed to place the advertising of H. L. Shaw & Co., Inc. Boston, manufacturers of Soapless Suds. Radio is among the media to be used in the test campaign now in preparation.

Radio Sets Sought For Canadian Schools

(Continued from Page 1)
Canada are equipped with radios, he urged the government to see that every school has one.

"In these days when untrained teachers were substituting during the war emergency it might be a good idea to have general broadcasts by expert teachers on the various scholastic subjects," said Mr. Coldwell.

Dr. Frigon said there was no limit to which the CBC might go in the matter of extending and improving school broadcasts and it was largely only a matter of finance and radio time.

War Services Minister Complimentary
Hon. L. R. LaFleche, Minister of War Services, said he understood there had been good cooperation between provincial departments of education and the CBC on school broadcasts.

Speaking of the much-discussed "Labor Forum" broadcast, Dr. Frigon said no veto had been placed on the name of any speaker invited to participate in this broadcast.

Sen. Ford On Stone Show
Senator Ed Ford will guest on WNEW's "Hollywood Digest," the Paula Stone program, today at 4:45-5 p.m., EWT.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

Build summer audiences with MODERN ROMANCES

★ Listener attention can rise with the thermometer if your summer program is well chosen. Get the details on *Modern Romances*. 15-minute shows—each complete—dramatized from the pages of the popular magazine of the same name. 156 programs...with record of success on more than 65 stations...selling bread, crackers, cake, furs, fuel, sugar, coffee, flour, skin cream, laundry service, disinfectant, etc. Strong promotional support. Write for rates, availability, audition records.

★ ★ ★

Many other NBC Recorded Programs—
5 minutes to half-hour



National Broadcasting Co.

NBC

RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

COAST-TO-COAST

— ARIZONA —

PHOENIX—Governor Sydney P. Osborn recently spoke from the KOY studios as part of the Columbia Pacific Network's "Builders of the West" program... Dorothy Tuthill, formerly with the continuity department of this station, has rejoined the station on a part time basis... KOY program department gave complete coverage to the three-day Phoenix Junior Chamber of Commerce World Championship Rodeo, with a descriptive broadcast of the morning parade and quarter-hour summaries from the Rodeo grounds. Special event was written and produced by Joe Dana, production manager. Spielers Doug Adamson and "Abe" Letton emceed.

— TENNESSEE —

MEMPHIS—Leader Federal Savings and Loan Co., veteran radio advertisers, has just signed its biggest contract to sponsor a news broadcast on WHBQ... Installation of a new traffic board when WHBQ joined Mutual recently made it necessary for Manager Bob Alburty to locate 2,000 grommets, 2,000 eyelets and 2,000 cotter pins—all metal items, finding of which in Memphis' depleted hardware stores was a mean job... **NASHVILLE**—WLAC's station manager is F. C. Sowell. Its continuity head is Martha Groom, formerly with a department store.

— NORTH CAROLINA —

FARGO—The "Country Hour" program will expand its one-hour show an extra half hour beginning May 1st over WDAY, it was announced by Mildred Gregerson. The program, designed to appeal primarily to the farmer and his family, includes a transcribed feature "Agriculture in the News," two regular newscasts, Morning Devotionals, musical entertainment by Alex and his accordion, and Yodelers Sally and Sue. Ernie Brevik will take over the emcee duties on the enlarged production... The Layne Sisters, Patty and Carole, have just been chosen to guestar on the Alka Seltzer National Barn Dance program May 6.

— FLORIDA —

MIAMI—In observance of Pan-American Day, WIOD featured an address by Miss Frances R. Grant, president of Pan-American Women's Association at New York. The address was heard during the "Singing Keyboards" program. "Singing Keyboards" is produced by Earl Barr Hanson, musical director, and assisted by

Clark Fiers... Two members of the WIOD staff reported to Camp Blanding for their pre-induction physicals last week—Robert Fidler, program director, was rejected; Marvin Burick, sportscaster, accepted.

— UTAH —

SALT LAKE CITY—John Woolf, staff announcer and associate news editor of KDYL, has passed his Navy physical. Woolf distinguished himself last Fall by winning the H. P. Davis Announcers' Award for the Intermountain broadcasting area... Craig Rogers, former traffic manager, and Gene Phillippi, former control engineer, recently paid KDYL staff members a visit during brief furlaofs. Both are in the Navy.

— KENTUCKY —

LOUISVILLE—The Falls City Brewing Company will again sponsor the spring races at Churchill Downs, beginning May 8, over WINN. Frank Ashley, track announcer for the past seven years, will call the races, assisted by Harry McTigue, sportscaster... The announcing staff of WINN has been augmented by two Louisvillians: Eustus Ballard and Jay Paul Baker... Evidence that the Louisville area is now one of the leading markets in the country is seen in WINN's coming of age as a basic Blue outlet last month.

— NEW YORK —

NEW YORK—Dorothy Shay, heard on CBS' "Carnival" show, will introduce a new song, "I'll Be Back" over tomorrow's program. Richard Ullman wrote it; Southern Music is publishing... Phil Hanna, M-G-M singing "find" now starring on WHN's "Gloom Dodgers," is 4-F... Elton Britt, famed cowboy singer-guitarist, returns to the WMCAir following a 10-month vaudeville tour throughout the country... An average of 200 letters pour into WBNX every day for Lido Belli, director of the Italian language program, who devotes his time to prayers for mothers of servicemen.

— MINNESOTA —

MINNEAPOLIS—Ballad & Skellet Transfer Co. goes into its eighth consecutive year on KSTP with a five-a-week spot sked... Bauer & Black, through Ruthrauff & Ryan, has placed an eight-week spot sked on this station for Blue Jay Corn Plasters... This station recently aired a special program in connection with the world premiere of the motion picture, "The Private Life of Dr. Joseph Goebbels." Picture was produced by a St. Paul man who is giving entire proceeds of premiere night to the Red Cross.

— OHIO —

TOLEDO—Jack Baker of the famed Blue Network "Breakfast Club" made his last personal appearance in this city before leaving for the Navy, Monday. Don McNeill and the rest of the gang appeared at the Rivoli Theater under the auspices of the Toledo Woman's Club. WTOL, the Blue Network outlet played host so that the Swift and Company, and the Kellogg Company officials could meet and greet Don and all of the gang. The evening was climaxed by the Breakfast Club gang playing to a \$4,900 gross house.



A CHUCKLE-A-WEEK NEWSPAPER CAMPAIGN

to publicize sponsors' programs!

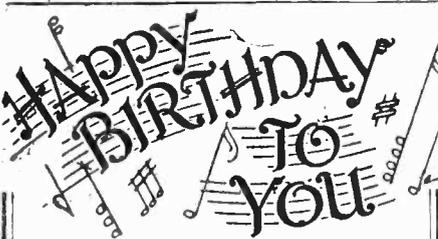
to attract even more listeners to

WGAN

"Maine's Voice of Friendly Service"

At least a half million newspaper readers in promotion minded WGAN's listening area (14 of Maine's 16 counties and 1 county in New Hampshire) get a new laugh each and every week from this series of eye-catchers; are reminded of five more good reasons for staying tuned to WGAN.

This aggressive advertising campaign is typical of wide-awake WGAN and its "friendly service" to listeners and advertisers!



April 25

Joseph Bell Phyllis Altschuler
 Mitchell Gertz Polly W. Hart
 Ella Fitzgerald Florence Warman
 Jack Schaindlin

STATION **WGAN** PORTLAND
 MAINE
 5000 Watts
 560 Kilocycles

Columbia Hotel, Portland, Maine
 CBS Member Station National Representative: PAUL H. RAYMER CO.



AFM Ignores WLB Edict

Lea Com. Hearing

Washington Bureau, RADIO DAILY
 Washington—Commissioner Paul S. ... yesterday vigorously denied ... House influence in the grant- ... radio licenses by the FCC. Ap- ... before the Lea committee, ... representative Louis E. Miller, R. ... (the only member in attendance) ... rejected the insinuations of ... Harry S. Barger that the ... mission had rescinded the con- ... permit of Black River Val- ... Roadcasts, Inc., for a station in ... town, N. Y. because of reports
 (Continued on Page 5)

Rubicam Name

Washington Bureau, RADIO DAILY
 Washington—Sale of WINX, 250- ... watt independent station, by ... Lawrence Heller to the Washing- ... "Post" is awaiting confirmation by the ... FCC. Deal puts the Capital morning ... newspaper in the radio field and is ... reported that Eugene Meyer, pub- ... lisher, has an eye toward the FM and
 (Continued on Page 5)

Reported Planning

Washington Bureau, RADIO DAILY
 Washington—Paul W. Kesten, ex- ... vice-president of CBS will ... shortly for London to take per- ... charge of web's invasion cov- ... erage planning. Kesten is sched- ... uled to make an important announce- ... ment during a post-war develop- ... ment press luncheon Thursday noon at ... Waldorf-Astoria Hotel.

Contemporaries

Washington Bureau, RADIO DAILY
 Washington—Members of the New York Chap- ... ter of the Special Libraries Assn. ... visited the CBS Reference Library ... and Music Library yesterday. They ... heard talks by Robert J. Landry, ... director of program writing, and ... Don Bacon, lecturer and narra- ... tor of "Trans-Atlantic Call: People ... of the World." Agnes Law is librarian ... of the CBS and Julius Mattfeld director ... of the music library.

Career

Hartford—Aldea Brennan, region- ... al winner in the "Hour of Charm" ... search for "Undiscovered Voice of ... America," found the audition with ... Phil Spitalny to be a stepping stone ... to a professional radio career. Miss ... Brennan has been signed by WTIC ... as soloist of the "Sophisticated ... Strings" program.

Washington Post Buys WINX, Capital Indie

Washington Bureau, RADIO DAILY
 Washington—Sale of WINX, 250- ... watt independent station, by ... Lawrence Heller to the Washing- ... "Post" is awaiting confirmation by the ... FCC. Deal puts the Capital morning ... newspaper in the radio field and is ... reported that Eugene Meyer, pub- ... lisher, has an eye toward the FM and
 (Continued on Page 5)

Ascap Seeking Appeal In Gem Music Co. Case

Washington Bureau, RADIO DAILY
 Washington—Attorneys for Ascap will move the ... Appellate Division of the Supreme ... Court of New York on Friday for ... permission to go to the Court of Ap- ... peals at Albany on the question of ... liability of the corporation publish- ... ers who are named as defendants in ... the case of the Gem Music Company ... and Denton & Hawkins.
 On March 27th the court affirmed
 (Continued on Page 2)

Move Against Tele Guild Seen In Statement By Actor Unions

OWI Station Relations Chief Seeks Manpower

Washington Bureau, RADIO DAILY
 Washington—With the resignation ... of Jerry Deane, chief of OWI station ... relations in the Kansas City area, who ... goes to the Navy, John Hymes, OWI ... stations relations director, is faced ... with procuring a replacement. Hymes ... is also seeking three other men for ... station relations posts.

Chicago, Minneapolis Musicians' Locals Continue Unresponsive To Orders Directing Resumption Of Work

Press Group Votes To Disband Organ.

Washington Bureau, RADIO DAILY
 Washington—The War Labor Board, ... up until late yesterday, had received ... no response from the AFM locals re- ... garding their disputes with WJJD, ... Chicago, and KSTP, Minneapolis, or ... concerning their intention to obey or ... defy the labor board's order direct- ... ing the speedy termination of the walk- ... outs. Messages ordering the musicians ... back to work were sent by the WLB ... to Chicago on Friday and to Minne- ... apolis on Monday.
 Normal procedure would be for the
 (Continued on Page 6)

Newspaper Editor May Head Canadian Network

Montreal—Opinion in CBC circles ... and amongst members of the parlia- ... mentary radio committee is that the ... vacant posts of full-time chairman ... and general manager of CBC will be
 (Continued on Page 2)

Renew 'Breakfast At Sardi's' On Pacific Coast Stations

Los Angeles—The Barron-Gray ... Packing Company of San Jose, Cali- ... fornia, producers of Here's Health ... Brand Vegetable Fruit Cocktail, has
 (Continued on Page 7)

Tele Programming Reviewed By Seldes

Washington Bureau, RADIO DAILY
 Washington—Television does best what is caught ... unprepared, Gilbert Seldes, director ... of CBS television programs since ... 1937, told members of the Television ... Press Club at a luncheon held yester- ... day in New York. His topic was "The ... Story of Television Programming."
 Unpredicted events are prime for ... mobile look-and-listen broadcasting.
 (Continued on Page 6)

Wisconsin Group Elect Officers At Meeting

Wisconsin Rapids, Wis.—William F. ... Huffman of Wisconsin Rapids was ... elected president; the Rev. James ... Wagner, Appleton, vice-president, and
 (Continued on Page 6)

Newspaper Tele

Execs of the "New York Herald ... Tribune" and General Electric ... huddled in New York yesterday ... about the participation of the metro- ... politan daily in GE's special tele ... show for 150 editors and publish- ... ers of major newspapers Friday ... over WRGB, Schenectady, N. Y. ... Program will be an afterpiece to ... the convention of the American ... Newspaper Publishers Association.



Vol. 27, No. 18 Wed., Apr. 26, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, April 25)

NW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 7/8 | 157 5/8 | 157 5/8 | - 1/8 |
| CBS A | 28 1/2 | 28 1/2 | 28 1/2 | + 1/4 |
| Crosley Corp. | 17 1/2 | 17 1/4 | 17 1/2 | + 1/4 |
| Farnsworth T. & R. | 10 7/8 | 10 5/8 | 10 3/4 | + 1/8 |
| Gen. Electric | 35 1/4 | 35 | 35 1/8 | + 1/8 |
| Philco | 28 3/8 | 28 1/8 | 28 3/8 | + 1/4 |
| RCA Common | 8 7/8 | 8 3/4 | 8 7/8 | + 1/8 |
| RCA First Pfd. | 71 5/8 | 71 5/8 | 71 5/8 | - 1/8 |
| Stewart-Warner | 13 1/8 | 13 | 13 | - 1/8 |
| Westinghouse | 94 1/2 | 94 1/8 | 94 1/2 | - 1/8 |
| Zenith Radio | 35 3/8 | 35 3/8 | 35 3/8 | - 1/8 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|--------|-------|
| Nat. Union Radio | 4 | 4 |
| OVER THE COUNTER | | |
| WCAQ (Baltimore) | 20 1/2 | |
| WJR (Detroit) | 32 1/2 | |

10 Years On CBS

United States Tobacco Company on May 22 will begin its 10th year of broadcasting on CBS.

20 YEARS AGO TODAY

(April 26, 1924)

Both the Republican convention to be held in Cleveland and the Democratic convention in New York will be broadcast by the RCA stations WJZ, Manhattan and WRC, Washington. Outlets will have direct wires from the Convention Hall in Cleveland. . . . A representative of the International Time Recording Co. of N. Y. will speak over WEAJ today on the subject "Setting the Clocks Back."

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

WSAY
ROCHESTER
N. Y.

Coming and Going

ROBERT MASON, president and manager of WMRN, Blue Network outlet in Marion, Ohio, has arrived in New York and plans to remain for two or three days.

MICHAEL R. HANNA, station manager of WHCU, CBS outlet in Ithaca, N. Y., is far from Cayuga's waters this week as he spends a few days here on a short business trip.

HARVEY CARTER is in town on station business. He's the manager of WMUR, Manchester, N. H.

ROYAL ARCH GUNNISON, commentator on MBS now in Los Angeles, goes to San Francisco tomorrow, after which he will leave for the Tula Lake resettlement camps for Japanese-Americans.

HAMILTON HINTZ, agricultural director of the McClatchy Broadcasting Company Sacramento, Cal., looked in at WLW, Cincinnati, in the course of his current Midwest tour to observe radio stations' farm departments.

ARTHUR B. CHURCH, president of KMBC, CBS affiliate in Kansas City, Mo., visiting this week at the headquarters of the network.

H. K. CARPENTER, vice-president and station manager of WHK, Cleveland outlet of the Mutual network, has arrived in New York.

MACK HARRELL, baritone heard on the "Keepsakes" program, was heard in concert yesterday at Elgin, Ill., and will appear tonight at Manitowoc, Wisc.

DAVID H. HARRIS, production-program director of WTAC, Worcester, Mass., is in Gotham. Paid a call yesterday at the offices of CBS.

FRANCIS CRAIG is in Nashville, Tenn., where tonight he will participate in the "Victory Parade of Spotlight Bands" broadcast over the offices of CBS.

LUCILLE MANNERS broadcast her Friday night songs from Oklahoma City.

Newspaper Editor May Head Canadian Network

(Continued from Page 1)

filled by appointment of Bernard K. Sandwell, editor of Toronto Saturday Night as chairman and of Dr. Augustin Frigon, acting general manager as general manager. At present Rene Morin is chairman but is unable to give full time to that position. Either Donald Manson of Ottawa, chief executive assistant and secretary to the board, or Ernie Bushnell, Toronto, general supervisor of programs, is likely to be named to succeed Dr. Frigon as assistant general manager. Mr. Sandwell is a former Montreal journalist and university lecturer on English and Dr. Frigon is a civil and electrical engineer and doctor of science of the University of Paris. He was a member of the AIRD Royal Commission on radio broadcasting, was for six years a member of the National Research Council and is a former president of Quebec Electricity Commission.

Commenting on the approaching appointments General LaFleche, the cabinet's liaison with CBC remarked that "Mr. Sandwell is good material for the chairmanship if he will accept." Before the appointments could be made he said it would be necessary to amend the act and that could not be done until after the end of the inquiry.

Ascap Seeking Appeal In Gem Music Co. Case

(Continued from Page 1)

the order of Judge Benedict Dineen of the N. Y. Supreme Court which sustained the complaint of the Gem Company which was suing Ascap and its officers and board members for a 10 year accounting charging the society executives with failure in carrying out their trust.

Andrew D. Weinberger is attorney for the plaintiffs and Schwartz and Frolich, Ascap.

Stork News

Frank M. Headley, president of Headley-Reed Company, station rep organization, is receiving the felicitations of all and sundry on the birth of a daughter to Mrs. Headley. Baby has been named Kathryn Mallery.

Sandra Gould, free-lance radio actress and her husband, CBS producer Larry Berns, are the proud parents of a baby boy born Monday night, April 24, at the Fifth Avenue Hospital. The child has been named Michael Carroll.

Radio Tubes For Civilians

A portion of radio tubes scheduled for production in 1944 will be tagged specifically for civilians, the Washington Newsletter feature of McCall's magazine, discloses in the May issue.

1480 Kilocycles

Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

It Used To Be A Cinch To Buy Time In Baltimore!

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

But not any more!

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

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

If you'd like to get more listeners for the dollar you spend in Baltimore . . . then get facts on W-I-T-E . . . the independent station



W-I-T-E

IN BALTIMORE

TOM TINSLEY, President

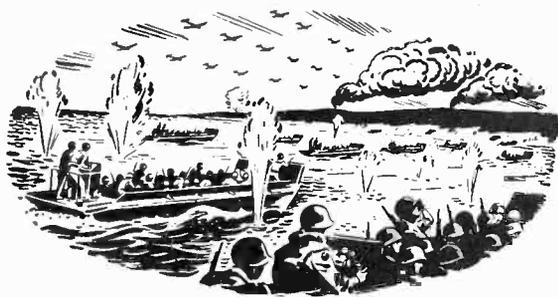
REPRESENTED BY HEADLEY-R

WNEW GETS SET FOR

1130 on your dial!

THE INVASION!

Around the clock when the great attack comes, you'll get all the official news—by tuning in WNEW, 1130 on your dial America's greatest independent station. This tells what we've arranged for you.



Invasion is coming!

Exact day and minute are known to only a chosen few. But for every WNEW listener the word "Attack" will throw into operation a remarkable plan of invasion news coverage.

Through WNEW you, the listener, will move in with the first invasion wave . . . set foot on enemy soil . . . hear *every bit of news as fast as it's released*.

Regular five-minute reports from the great newsroom of the Daily News every hour on the half-hour . . . special around-the-clock editions every quarter-hour . . . short-wave transmissions

in cooperation with the British Broadcasting Corporation—*all are ready*. Every program stands by for all bulletins as they come in.

This WNEW invasion coverage plan was evolved through countless days of planning and research, trial and retrial.

It's all set, *now*. And it's *good!*

Such service, as this—bringing you ALL the news ALL the time, 24 hours a day—is one of *many* reasons why more people listen to WNEW than to any other non-network station in the country.

WNEW

1130 on your dial!

501 Madison Avenue, New York 22, New York

1130 KILOCYCLES—10,000 WATTS—24 HOURS A DAY—NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

LOS ANGELES

By RALPH WILK

AT recent Amos 'n' Andy rehearsal, the battered briar pipe which guest star Victor Moore clenched so firmly between his teeth came in for comment. The comedian explained that he smoked it only during "working" hours, but he's been using it for that purpose for the past 25 years.

The musical instrument collection of Billy Mills, "Fibber McGee" maestro, was increased last week by the addition of a genuine snakecharmer's flute from India. It was presented to Billy by a former "Flying Tiger" who stopped off at New Delhi on his way back to America.

Mercedes McCambridge, leading lady of the "I Love a Mystery" airshows, posed a mystery of her own that neither "Doc Long" nor "Jack Packard" could solve when she reported at CBS for rehearsal with a taped sacroiliac joint which became dislocated while she was asleep. No one, not even her physician, can explain it.

Cantor Press Party

Press will be guests of NBC at Eddie Cantor's broadcast tonight from the WAVES school at Hunter College. Party arranged by John MacKay, manager of NBC Press department.

MAIN STREET



Notes From a Ringside Seat...!

● ● ● Radio still is the "show-case" of show business.....we've often given examples, in the past, of cases where outstanding performances at the mike have rewarded artists with lucrative Hollywood contracts (which did not take those artists away from Radio, but, on the contrary, added to their radio worth).....the latest case in point is that of Carl Brisson, sometimes referred to as the "Sinatra of the Matrons".....Brisson had been touring nite clubs and theaters for the past six months with varying degrees of success but on the heels of his "Hall of Fame" performance over the Blue Net last Sunday, came an offer from Les Freres Shubert to star in a new musical, "The Man in Dress Clothes," Monte Proser wants him to star in a revival of "Wonderbar" and a film producer is seriously considering him for the Charles Boyer role opposite Joan Fontaine in a remake of the French sensational film, "Mayerling".....



● ● ● Martin Starr, radio director of United Artists Pictures Corp. rates a bow for a clever stunt.....in plugging his outfit's latest film release, "Up In Mabel's Room," via WNEW, Martin has devised the gag of having people, from all walks of life, phone the station, ask for "Joe Miller" and tell his or her joke, funny incident, embarrassing moment, etc.....winner of the week gets a \$25 prize (and Edward Small, producer of the picture, gets a thousand dollars worth of publicity for the picture).... ● Producer Bill Gerannt didn't try to sell any ideas all day yesterday (He has plenty of ideas but though the spirit was more than willing, the flesh was weak).....Bill underwent a tonsilectomy Monday.... ● If you're in show business and wish to help out, the Stage Door Canteen is in need of additional volunteers to act as busboys.....when you apply to donate your services, please bring along four photomaton pictures to the Canteen offices on the 9th floor of the Paramount Bldg.....interviews granted every Thursday between 2 and 5 p.m. ● Trudy Erwin, who retired several months ago from the NBC Crosby program to await the event, became the mother Thursday of a six-pound-ten-ounce baby, Karen Lee.....



● ● ● Dunninger will attempt to "pull a Houdini" on his Blue Net show next Wednesday.....he will attempt to reveal the contents of a box, which will be sealed (in concrete, no less), today by Ginny Simms, Bob (Believe it or not) Ripley and John Roy Carlson, author of the best seller "Under Cover."... ● Maestro Justin Stone and Don George should have no trouble getting an advance and a "plug" on their new tune, "Masquerade in Blue," which Bobby Sherwood introduced on the air waves last week... ● A year ago, when "Against the Storm" went off the air, Phil Clarke, who had a running part in that NBC serial, was promised by the producer the "first opportunity" to work on another John Gibbs program.....today, Phil starts a role in "The Open Door," thanks to Producer John Gibbs' elephant-like memory.... ● Allan Jones, new CBSongstar has three more pictures to do for Universal.... ● Paul Winchell, ventriloquist-emcee of his own variety MBSHOW, has recovered from a two-week illness and will return to his mike chores Monday nite.... ● Frank CBSinatra, accompanied by Edward Ebi, producer of his Vimm radio program, leave for Hollywood next week where the swooner will face the cameras for the M-G-Musical, "Anchors Aweigh," a Joe Pasternak Production.....Harry Link is set to spot the Marks-Caesar tune, "Good Lookin' It's Good Lookin' At You" in the flicker.... ● After two years in the cast as "court clerk," Carl Eastman now directs the Blue Net program, "Famous Jury Trials".....



Remember Pearl Harbor

WILMINGTON DELAWARE 1150 K

W

D

E

L

5000 WATTS DAY & NIGHT

NBC Basic Network Station

Sales Representative PAUL H. RAYME

DON'T PASS UP ALASKA!

Amazing Record SINCE 1941...

- ★ World's highest per capita earnings.
- ★ Largest American population increase.
- ★ More college graduates per capita than Washington, D. C.
- ★ 94 percent of all radios between Alaska Highway and Kodiak are tuned to KINY and KTKN.

KINY ★ KTKN
JUNEAU KETCHIKAN

EDWIN A. KRAFT, OWNER
SALES OFFICE: 708 AMERICAN BUILDING
SEATTLE, 4 WASHINGTON

Walker Testifies at Lea Com. Hearing

(Continued from Page 1)

The backers of the station were sympathetic to the Administration's anti-r-power policies.

Walker said he had never seen the letters from Watertown residents protesting the licensing of the Black River group on political grounds unless they were shown him less than a month ago by FCC General Counsel Charles R. Denny. Walker and Commissioner Norman S. Case were the present members of the FCC on the Commission at the time this arose. Case, a Republican, will be on the stand today.

Attorney Fanny Neyman, veteran legal member, was on the stand for the greater part of the session yesterday, answering numerous questions from Barger on details of the handling of the Watertown application. An outline of these matters was carried in RADIO DAILY Monday, April 24. When Barger questioned the act of the FCC to revoke a license already granted without showing violation of the act, Miss Neyman pointed out that no license had been granted on Black River—merely a construction permit. She pointed out also that the permit was merely suspended over a period of years during the litigation and subsequent hearings in the case. Barger then asked for statutory grounds on which the Commission might have taken this action and Miss Neyman started to quote a passage from the courts decision in the case of Black River vs. the FCC. Barger fully rejected this reply.

Miller joined in the only other interesting exchange, which dealt with the Commission's preference for Watertown residents to operate stations. He brought out the point that the law requires only that a licensee be a U.S. citizen, but Miss Neyman replied that the "public interest, convenience and necessity" clause gives the Commission the right to consider the identity and familiarity with the proposed station location of the applicant.

When Miller pressed the question, Miss Neyman smilingly referred to a recent application for a new station in connection with which, she said she had received several notes from members of Congress. These made a major point that the applicant was a long-time resident of his local area.

Web Adds Three More Latin-American Links

With the addition of two stations in Ecuador and one in Venezuela, Columbia's network of the Americas now has a total of 102 affiliates. The Ecuadorian stations are HCBI and HCBS, long wave and short wave transmitters, respectively, of Radio Bolivar, Quito, Ecuador, and Radio Sucre, with headquarters in Cumana, Venezuela.

Joins CBS In Chicago

Ralph Hatcher has joined CBS Station Relations Department and will operate out of network offices in Chicago, Herbert V. Akerberg, CBS vice-president in charge of Station Relations, has announced.

Young & Rubicam Name Television Supervisor

(Continued from Page 1)

most recent capacity, executive assistant to W. S. Paley, president of the Columbia Broadcasting System.

Cassidy, WLW, To Head Foreign News Department

Cincinnati—James Cassidy has been appointed director of international broadcasts for WLW, Roger Baker, director of public relations, announced last week, Cassidy will also continue his duties as director of special events for WLW, WSAI and WLWO, which position he has held since early in 1941.

Washington Post Buys WINX, Capital Indie

(Continued from Page 1)

television developments of the post-war period.

Eugene Meyer, publisher of the Washington "Post," in New York to attend the American Newspaper Publishers Association convention, when reached by RADIO DAILY, confirmed that a deal was pending for the purchase of WINX. Meyer, however, declined to make a statement pending action of FCC on the application for sale of station to the Washington newspaper.

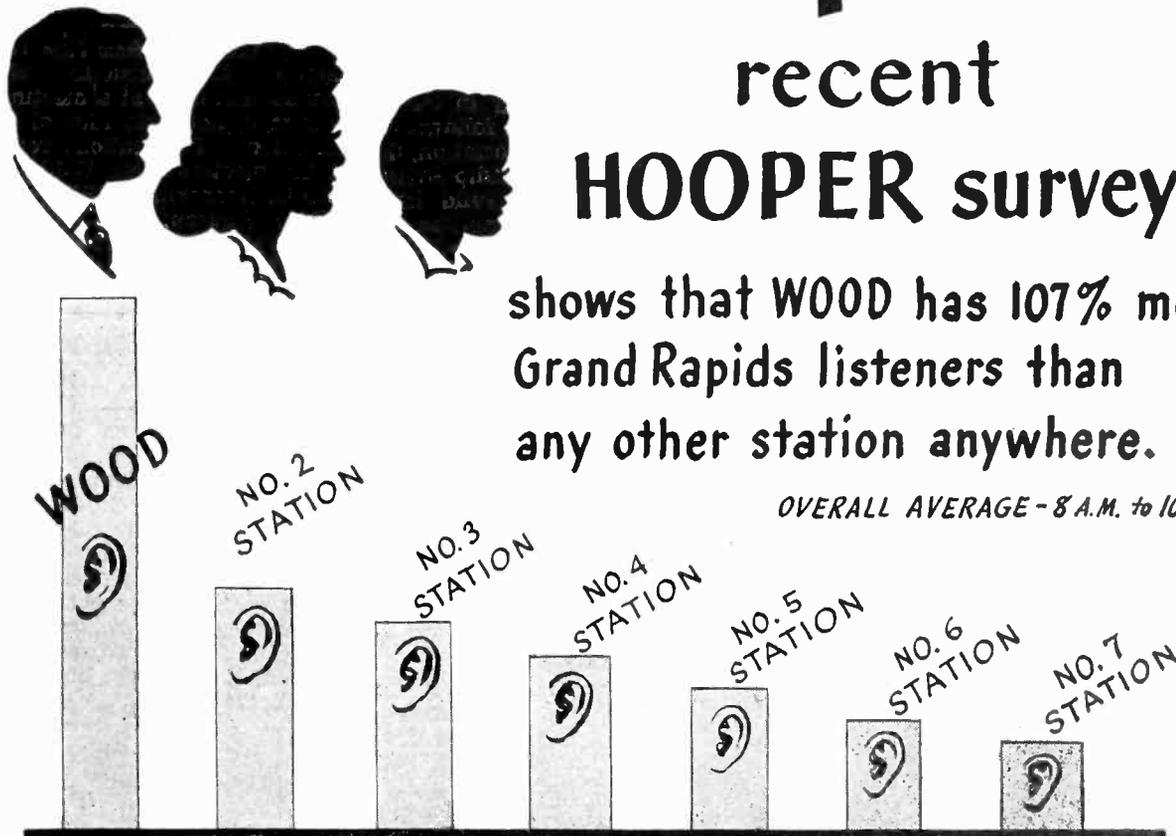
Grand Rapids

recent

HOOPER survey

shows that WOOD has 107% more Grand Rapids listeners than any other station anywhere.

OVERALL AVERAGE - 8 A.M. to 10 P.M.



GRAND RAPIDS is Michigan's Largest Market outside Detroit
GRAND RAPIDS is Larger than the next 3 West Michigan Cities—Kalamazoo, Muskegon, Battle Creek, - Combined

YOU CAN'T SELL GRAND RAPIDS
 on any station outside Grand Rapids

WOOD
 OUTSTATE MICHIGAN'S GREATEST STATION
NBC 5000 watts

ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

AFM Ignores Order Of WLB Re Walkout

(Continued from Page 1)
board to order the musicians' leaders to appear at a show-cause hearing if the strikes have not ended by tonight. Two days is the usual time, but the time in the case of WJJD appears to have been extended in order to permit hearing of the two cases—identical in nature—together. Chicago is the likely locale of such a hearing.

Chicago—Despite the intervention of both the War Labor Board and William Green, president of the AFL, in an effort to end the strike of 10 musicians at WJJD, no action has been taken by Local 10 of the American Federation of Musicians toward settling the dispute, Ralph Atlass, president of WJJD, said yesterday. He had received a call from the WLB in Washington asking what action the union had taken on the board's telegraphic request last week to Edward Benkert, secretary of the Chicago Federation of Musicians, that the strike be brought to an end.

Green also intervened by instructing James C. Petrillo, as president of the AFM to send the men back to work. Petrillo was reported to have announced at a meeting of the local last week: "we're not striking. We're just not going back to work."

The walkout, which Green has branded as unauthorized, was precipitated by a union demand that the station hire 10 assistants to the 10 musicians on strike. The latter were receiving \$75 to \$105 a week for turning phonograph records, a job which four office girls have since been filling.

Morgan Signs With WOV

Tom Morgan, foreign correspondent, author and veteran newspaperman, today joins the staff of WOV, New York, as a news commentator. He will be heard in a 10-minute program of news analysis, Monday through Friday, 6:05 to 6:15 p.m.

★ AGENCY NEWSCAST ★

THE TEXAS COMPANY, sponsors of the Metropolitan Opera broadcasts over the Blue Network, will stress as a theme of its incidental publication advertising the importance of protecting the life and usefulness of automobiles during the war period. Newell-Emmett handles the account.

TODD FRANKLIN has joined H. W. Kastor & Sons Advertising Company as research director. He formerly was with Kenyon Research Foundation, subsidiary of Kenyon & Eckhardt, Inc.

DAVID O. ALBER ASSOCIATES, publicity organization, announces the addition of Sylvia Diamond to the staff as account executive. Miss Diamond was formerly connected with George Evans.

DR. GEORGE H. GALLUP, director of the American Institute of Public Opinion and vice-president in charge of research at Young & Rubicam, will deliver an address Thursday at the bi-monthly luncheon meeting of the New York chapter of the American Marketing Assn., which will be held at the Murray Hill Hotel. His subject will be "Public Opinion Polls in an Election Year."

COMPTON ADVERTISING, INC., has been appointed to prepare the advertising of the New York Life Insurance Company.

SALES EXECUTIVES CLUB will hold its election of officers on May 18.

LEWIS AND CONGER, prominent New York housewares store, has appointed the R. T. O'Connell Company as advertising agents.

Move Designed To Head Off Proposed Tele Actors Guild

(Continued from Page 1)

them in that field, or negotiate for conditions of work or pay in television." The statement is as follows:

"The Actors' Equity Association, the American Federation of Radio Artists and the Screen Actors Guild have maintained a Joint Committee on Television under authority of their respective Boards since February, 1940.

"There has been an appreciable growth of experimental television in recent months which has involved the services of many actors of all kinds.

"The joint committee, therefore, is examining the existing conditions and practices in television and will correct such abuses as it may find.

"Will Determine Minimum Pay"

"The Committee will determine working conditions and minimum pay scales for television during this experimental period and will decide when and where and to what extent these will be put into practice.

"All members who may be working in television or who may be approached for work in television must understand that no outside organization may speak for them in that field, or negotiate for conditions of work or pay in television.

"All members are further instructed that when they work in television they must report to their own union the conditions under which they work, the hours of rehearsal and the pay they receive. This information will be transmitted, in turn, to the Committee which will report on developments and take such action as may be necessary.

"Actors' Equity Association by: Paul Dullzell, Walter N. Greaza, Paul N. Turner, Rebecca Brownstein and Alfred Harding.

"Screen Actors Guild by: Walter Abel, Murray Kinnell and Florence Marston.

"American Federation of Radio Artists by: Emily Holt and George Heller."

Wisconsin Group Elect Officers At Meeting

(Continued from Page 1)

George T. Frechette, Wisconsin Rapids, secretary at a meeting of the Wisconsin network, Mutual affiliates, held here. The stations represented at the meeting were WRJN, Racine; WCLO, Jamesville; WHBY, Appleton; WSAU, Wausau; WIBU, Poynette and Madison; WHBL, Sheboygan; KPIZ, Fond du Lac, and WFHR, Wisconsin Rapids.

TPA Will Examine Effect Of Color On Tele Screen

Effect of color on the television screen will be examined at the next meeting of the Television Producers Association to be held Monday evening at the Pennsylvania Hotel, New York. Program will be conducted by Walter E. Swenson, technical director of W2XWV, the Du Mont sight-and-sound station in New York, and Bud Gamble, of Farnsworth Television and Radio Corp., one of the acting officers of TPA.

Tele Programming Reviewed By Seldes

(Continued from Page 1)

Seldes indicated. "An accident on street is terrific television," he said. Clew to good programs, the executive went on, lies in the nature of the video medium. In the motion picture the clew is movement whereas in television, candor and naturalness are predominant. Experience, he said, led to a reversal of his opinion that tele should never transmit a still picture, which he found ideal.

Powerful economic argument at rehearsal time, Seldes noted, solved by training cameramen more flexible camera handling. In any way, he explained, they could even into a show unrehearsed.

Video programming is not an esthetic matter, Seldes summed up, but a practical matter to find the right style.

Grabhorn On Seminar

The advertisers will pay the television bill, stated another speaker, Murray B. Grabhorn, president of the Radio Executives Club of New York. But he will only be able to pay the bill, Grabhorn went on, if the investment brings in a satisfactory return in the form of increased sales. Indicative of radio execs' interest in the matter was his description of the 15-week sight-and-sound seminar limited to REC members, beginning May 18.

Elect Board Of Governors

A ten-member board of governors of the Television Press Club will be elected to serve for six months. Successful candidates were: A. W. Bersohn, "Click"; Richard W. Hubbell, tele author; Hermine Isaacs, "Theater Arts"; Ben Kaufman, RADIO DATA; Stanley Kempner, "Retailing Home Furnishings"; T. R. Kennedy, Jr., "The New York Times"; Wanda Marvin, "The Billboard"; Patricia Murray, "Printers' Ink"; Mike Wear, "Variety"; and Lewis Winner, "Communications."

WNY HAS EVERYTHING

WKY
OKLAHOMA CITY
The Katz Agency
Representative

IS FOR
KNOW-HOW

WKY's "know-how" comes from having the kind of staff and personnel that knows how to write, produce, perform and operate a radio station according to the highest standards.

FROM "A" TO "Z"

50,000 WATTS
DIAL 1050

SPORTS

MUSIC

NEWS

WHN ★

Few Stations in the Nation Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

Represented Nationally by Spot Sales

FIRST IN DENVER

KOA
50,000 WATTS
850 K.C.

PROMOTION

FM Booklet

Broadcasters, Inc. is now disseminating in booklet form a digest of its Annual Meeting which was held in New York last January. Booklet contains the president's report; legal counsel's report; engineer advisor's report; and the highlights of the important discussion. Extra copies are available to FMBI members at 15 cents each and \$1 to non-members. Booklets are about 3 1/2 and three quarter inches wide and six inches deep, containing 66

House Organ

Universal Microphone Company, Inglewood, Calif., has issued a new edition of Micro Topics dated May 1 with eight illustrated pages and essential trade information. Micro Topics is a bi-weekly employees' journal. The jobbers' edition will be a separate publication. Editorial supervision will be by Dr. Ralph L. Power, Los Angeles radio counsellor.

New 'Breakfast At Sardi's' on Pacific Coast Stations

(Continued from Page 1)
 changed its account calling for sponsorship of the 9:45 to 10:00 a.m., PWT, portion of the Saturday "Breakfast at Sardi's" broadcasts, effective May 13. The account is handled by Long Advertising Service of San Francisco with Alvin Long serving as account executive.
 J.A. Folger & Company of San Francisco, roasters and packers of Folger's Coffee, has renewed its sponsorship of the 9:30 to 9:45 a.m., PWT, portion of the Saturday "Sardi's" broadcasts, effective May 13. The Raymond R. Morgan Company of Los Angeles handles the account, R. E. Morgan, account executive.
 The "Breakfast at Sardi's" renewal is all for sponsorship of the program on the 14 Pacific Coast Blue Network stations and the four Arizona stations.

Newspaper Radio Committee Sees Work Done; To Disband

(Continued from Page 1)

mittee the group adopted the following resolution:

"Inasmuch as the Federal Communications Commission has announced that in the light of the record Orders 79 and 79-A have been dismissed and the duties of the Newspaper Radio Committee have therefore been concluded, it is the sense of the Steering Committee that the Newspaper Radio Committee should be dissolved."

The FCC rescinded its famous Order No. 79 last winter which prohibited newspapers from owning stations in the community where other outlets or newspapers were not available. Generally, the order would have resulted in newspapers giving up their stations, or the reverse. At the present time there are 169 radio stations that are operated in the same cities and towns of the newspapers that possess them. Fifty more radio stations are owned by newspaper publications, but are operated away from the city premises in which the newspapers exist.

Personnel of Committee

Those serving on the Newspaper Radio Committee were: Harold Hough, chairman, of Ft. Worth "Star Telegram"; Walter J. Damm, vice-chairman, of the Milwaukee "Journal"; Dean Fitzer, treasurer, of the Kansas City "Star"; Col. Harry M. Ayers of the Anniston "Star," Anniston, Alabama; Truman Green, of the Tampa "Tribune," Tampa, Florida; John E. Person, of Williamsport "Sun," Williamsport, Pa.; Major E. M. Stoer of Hearst Radio; Gardner Cowles, Jr., of the Des Moines "Register Tribune"; A. H. Kirchhofer of the Buffalo "Evening News."

In terminating the activities of the NRC, a gold watch and a written postscript of appreciation was read and presented to Mr. Hough for the three years he has devoted to the committee as chairman. The written postscript read in part, "Your qualities of leadership, your soundness of judgment and your unremitting energy, together with your unselfish subordination of your personal interests, have won the respect and regard of the newspaper and broadcasting industries alike. Your sole reward must be the knowledge that you have made a lasting contribution, not only to the members of the newspaper-radio group, but to the cause of Freedom of the Press." It was undersigned by the nine persons who served under him on the committee.

Board of Directors of the FM Broadcasters, Inc. will hold their meeting on Thursday. Entertainment during the annual luncheon was presented by The Banshees for the visiting editors and publishers.

Representative exhibits for the ANPA session are being sponsored by Editor & Publisher, Matrix Contract Corp., Graphic Microfilm Service Inc., Recordak Corp., General Electric, Publishers Service, Inc., and the Chicago Tribune-New York News Syndicate, Inc.

Kate Smith Anniversary

Kate Smith will celebrate her 13th anniversary of broadcasting over the CBS network during the "Kate Smith Hour" on Friday, May 5.

NEW BUSINESS

CKNX, Wingham, Ont.: Canadian National Carbon Co., Ltd., 30 minutes, one per week for 30 weeks, through Locke, Johnson & Co., Ltd.; Wesco Chemicals Ltd., one minute, three per week, 26 times, through J. J. Gibbons, Ltd.; G. T. Fulford Co., one minute, three per week, 52 weeks, through Street & Finney, Inc.; Roe Farms Milling Co., 30 minutes, one per week for 26 weeks, through Ronalds Advertising Agency, Ltd.; Roe Farms Milling Co., 10 minutes, six times per week, 252 times, through Ronalds Advertising Agency, Ltd., Roe Farms Milling Co., 15 minutes, five times per week, 170 times, through Ronalds Advertising Agency, Ltd.; Scarfe & Co., Ltd., one minute, three times per week, 26 times, through McConnell, Eastman & Company; Department of Finance (Victory Loan), one hour, one per week for five weeks, through Advertising Agencies of Canada; Department of Finance (Victory Loan), five minutes, staggered for 39 times, through Advertising Agencies of Canada; Department of National Defense (C.W.A.C., Recruiting), five minutes, 39 times, through Ronalds Advertising Agency, Ltd.; W. H. Comstock & Co., Ltd., 30 minutes, one per week, for 13 weeks, through Jack Murray Agency; Philco Corporation of Canada Ltd., one hour, once per week for 35 weeks on CBC.

"THE Dayton Station"

Another exclusive WING advertiser (a Dayton retailer—wholesaler—jobber) has shown an annual retail sales increase of 60% to 70%. The local advertisers can guide others to the best medium for sure-fire sales success.

BASIC BLUE NETWORK 5000 WATTS

WING

RONALD B. WOODYARD, Executive Vice-President WEED & COMPANY, National Representatives

SCRAMBLE TWO from the WTAG Market, please!



the nation's 3000 counties, Worcester County, the WTAG Market, stands 12th total egg production. WTAG is a BIG station inside of a BIG market.

WTAG WORCESTER

CHATTANOOGA

IS THE HEART OF A POWER EMPIRE SERVED BY

WDOD

GBS

5,000 WATTS

DAY AND NIGHT PAUL H. RAYMER CO.

COAST-TO-COAST

—CALIFORNIA—

LOS ANGELES—The life and times of Mark Twain are the theme of a new drama series over KFI. The stories are written by Arch Oboler, topnotch radio writer, and the cast includes noted Hollywood actors... Beatrice Bell, 18-year-old pianist who appeared as one of 10 finalists in the Los Angeles Philharmonic Young Artists Competition, is featured as soloist with "Young Artists of Today" over KFI. Claude Sweeten is this program's musical conductor... Ernest H. Martin, CBS national sales service, stationed at Columbia Square, Hollywood, was married to Miss Nancy Frank of Los Angeles.

—SOUTH DAKOTA—

YANKTON—Newest addition to the WNAX staff is Lothar Imm, former army chaplain, with a very interesting background. Imm will be located in the Sioux City studios as news rewrite man... South Dakota listeners were thrilled in a recent Vox Pop broadcast when Bob Coleman of Letcher, S. D., made an appearance from Camp Claiborne, La... Happy Jack O'Malley recently celebrated his 17th year with WNAX as entertainer.

—NEW YORK—

SYRACUSE—As a part of the celebration of their third anniversary on the air, a group of WAGE staff members appeared on the stage of the Lincoln Auditorium for a half-hour show which was also broadcast. Dunninger, the master mentalist, followed and entertained a capacity audience of 2,000. The radio skit was a skeletonized version of eight of WAGE's personalities' daily broadcasts. The show was emceed by Bill Lane, general

manager. Heard on the airing were: Fred Jeske, Wynne Parrish, Bruce Rector, Nick Stemmler, Tom McMahon, Jan Costley and Glenn Williams. Show was produced by Thelma Jean McNeil and the music was under the direction of Carl Silfer.

—NORTH CAROLINA—

CHARLOTTE—G. O. Shepherd, general manager of WAYS, was in Asheville last week attending the NAB meeting... WAYS' new addition to its announcerial and music staff is Leroy Madary. Madary has been in France for the past 13 years, interned in Germany for about a year and came home on the last trip over by the Gripsholm... **ASHEVILLE**—C. M. Ward, Jr., has returned to the copy desk of WWNC, after a ten-day honeymoon at Myrtle Beach, S. C... WWNC has completely revamped its transcription library and completed installation of high fidelity playback equipment.

—COLORADO—

DENVER—"Speaking of Wings," popular aviation program now in its second year on KLZ under the sponsorship of the Denver Public Library, will broadcast a series of six special programs in April and May on "Aviation As a Business." Some of the topics to be covered by Bill Barrett, consultant in aeronautics, will be "Air Terminals," "Air Transport," "Legislation." The program is produced over KLZ by the Rocky Mountain Radio Council.

—ILLINOIS—

PEORIA—Dick Raymond, versatile violinist, who has entertained WMBD audiences since 1927, left last week to join a three-piece unit that's being booked by Fredericks Bros. out of Chicago. Dick opened with the Showboat in Evansville, Ind. He has been with WMBD this last hitch for eight months since his discharge from the Army... Director Ozzie Osborne is planning to add two sax and trumpet players to the WMBD orchestra and is on the lookout for a string replacement for Raymond, as well as some high class hill-billy.

In Kansas City



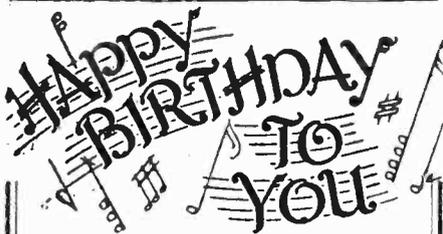
the Swing is to WHB

IT'S RAINING RESULTS in Kansas City for WHB advertisers. 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

DON DAVIS

KANSAS CITY — Scarritt Building — HARRISON 1161
 NEW YORK CITY — 507 Fifth Avenue — VANDERBILT 6-2550
 CHICAGO — 333 North Michigan Blvd. — CENTRAL 7980
 HOLLYWOOD — 5855 Hollywood Blvd. — HOLLYWOOD 6211

KEY STATION for the KANSAS STATE NETWORK
 Kansas City • Wichita • Salina • Groot Bend • Emporia
 Missouri Kansas Kansas Kansas Kansas



April 26

A. L. Alexander Harold Oxley
 Eugene J. Cogan

Denver Delivers
MEAT

 KLZ Delivers the
DENVER MARKET
 THE KATZ AGENCY—REPRESENTATIVE

WBYN
 EXCLUSIVELY
 FLASHES RACE
 RESULTS FROM
 ALL TRACKS EVERY
 FEW MINUTES—
 12 to 6 DAILY

And for music, news, sports, all day:
 "1430 on your dial"

MONTHS: JANUARY-FEBRUARY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,683

| | Station A | Station B | Station C | Station D | WHB | Station E |
|---|-----------|-----------|-----------|-----------|------|-----------|
| MORNING INDEX MONDAY THRU FRI. 8-12 A. M. | 6.8 | 7.1 | 31.7 | 16.4 | 28.4 | 7.7 |
| AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M. | 13.2 | 6.8 | 21.7 | 32.9 | 22.5 | 2.3 |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 27, No. 19

NEW YORK, N. Y., THURSDAY, APRIL 27, 1944

TEN CENTS

Summon AFM To Capital

Gov't Agencies Scan Invasion Ballyhoo

Washington Bureau, RADIO DAILY
 Washington—Pre-invasion enthusiasm of radio promotion men in announcing their plans for coverage of the forthcoming United Nations attack on the Atlantic wall has come to the attention of the radio division of the FBI and the Office of Censorship, it was learned yesterday.

The governmental agencies, a spokesman declared, are thoroughly accord with the foresight of stations and networks in their planning

(Continued on Page 5)

Other Agency Appoints Television Director

Philadelphia—Herbert Sanford has been appointed Television Director of N. W. Ayer & Son, heading up experimental and commercial projects which the agency has developed in the past three years. Mr. Sanford brings a wealth of program background to his new position. He recently rejoined Ayer after more than a year's specialization in Radar in the Southwest Pacific, serving as a lieutenant with the U. S. Navy.

Richfield Signs Singiser Radio-Expansion Move

Frank Singiser, commentator heard on WOR, has been scheduled by Richfield for a Tuesday-Thursday-Saturday 15-minute program for Richfield Broadcasting Company which will be heard from 8-8:15 p.m. over 30 east-coast stations of the network. The contract represents an expansion of

(Continued on Page 2)

Static Note

Toledo—Engineers of the Willys-overland Company forecast vastly superior short wave reception if auto makers adopt the war-developed technique—"spark suppression." He stated that mechanical development of the "jeep" has eliminated radio interference from the engines and that the same principle can be applied to all post-war cars.

Xmas Outlook

Mert Emmert, NBC agricultural specialist, is jumping the gun on Santa Claus, and will deliver a discourse on "Christmas Trees Are Farm Crops" over WEAJ on Wednesday, May 3, at 6:30 a.m., EWT. Mert opines that farmers should diversify by raising evergreens for the holiday season.

Denies FDR Influence In FCC Permit-Grant

Washington Bureau, RADIO DAILY
 Washington—Gov. Norman S. Case, Republican member of the FCC, yesterday supported the testimony of Commission staff members and Commissioner Paul A. Walker, Democrat, that there was no hint of White House influence in the Commission's deliberations on the licensing of two radio stations in Watertown, N. Y. Testifying before the Lea committee, Case said he has never seen four letters written here protesting the politics of the backers of Black River Valley

(Continued on Page 6)

Envision Tele Network Of Department Stores

A television network of department store stations was envisioned yesterday by Irwin A. Shane, independent tele producer in New York and retail display specialist, who has been named video consultant to Arkwright, Inc., Gotham buying syndicate with 200 stores. Shane indicated he would

(Continued on Page 7)

Big Billings For NBC In Chi.; "Woman In White" Returns

Pres. Camacho On MBS During Mexico Symphony

Avila Camacho, President of Mexico, will pay tribute to the musical bonds uniting the Americas in a short address which he will deliver Sunday as intermission speaker on the program of the Orquesta Tipica Mexicana, heard over the Mutual network from 9-10 p.m., EWT.

NWLB Calls Chicago, St. Louis Locals For Monday Conferences As Result Of Controversy Over Walkout

Wythe Williams Heads Overseas Press Club

Wythe Williams was elected president of the Overseas Press Club at the annual meeting held recently in the Lotus Club headquarters. Other newly elected officers are: Frederick T. Birchall, H. V. Kaltenborn, James Young, vice-presidents; Michael Nowinsky, executive secretary; W. Orton Tewson, treasurer; board of governors: Jay Allen, Bettina Bedwell, Paul

(Continued on Page 6)

Philly FM Time-Sharing Granted FCC Extension

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday extended its permission to five Philadelphia FM stations to continue their cooperative time plan whereby they split the week among themselves in

(Continued on Page 7)

Murray Named Manager Of WJZ Sales Promotion

James F. Murray has been appointed sales manager of WJZ, New York, effective May 1, replacing Julian Boone who has been trans-

(Continued on Page 4)

Washington Bureau, RADIO DAILY

Washington—AFM officials in Chicago and St. Paul were ordered yesterday by wire from the NWLB to attend a hearing here in Washington on Monday, in which they must show cause why penalties should not be imposed upon them for the strikes in progress against WJJD, Chicago, and KSTP, St. Paul. Both AFM strikes involve union demands that the stations increase the size of their musicians staffs.

WLB had earlier wired both locals
 (Continued on Page 5)

'Phone Hour Renews; Kreisler Debut Set

Coincidental with the renewal for 52 weeks of "The Telephone Hour" over NBC, sponsored by Bell Telephone System, N. W. Ayer & Son, agency handling the account indicated that the radio premiere for Fritz Kreisler has been definitely set for Monday July 17, and that both the early and repeat shows will be invited

(Continued on Page 2)

"Abie's Irish Rose" Cast Given Group Insurance

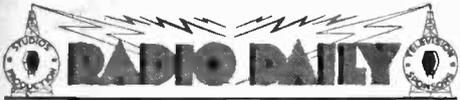
In what is believed to be the first instance of its kind, in radio shows, the entire troupe of "Abie's Irish Rose," heard over NBC Saturday

(Continued on Page 2)

Scouting!

Ted Collins, producer of the Kate Smith Hour and popular newscaster, has signed two players for his Boston Yanks pro football team, but both are in the service and won't be playing football till the war is over. They are Lt. (j.g.) Jim Lansing, All-American end from Fordham University, and Lt. Angelo Bertelli, U.S.M.C., All-American quarterback from Notre Dame.

(Continued on Page 6)



Vol. 27, No. 19 Thurs., Apr. 27, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.

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

FINANCIAL
(Wednesday, April 26)

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

20 YEARS AGO TODAY

(April 27, 1924)
WGN, Chicago, WJZ, New York and other stations throughout the country have scheduled for their summer evening broadcasts talks on summer sports, reports of sporting events, light music and other seasonable entertainment.

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS. PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly. Includes illustration of a man in a top hat holding a radio.

Coming and Going

JACK S. deRUSSY, of Westinghouse Radio Stations, Inc., and C. HERBERT MASSE, sales manager of WBZ, Boston, are in town for conferences at the National Spot Sales department of NBC.

WILLIAM EWING, Blue Network correspondent who has been in the East on leave and who has been visiting during the past few days in New York, goes today to Washington, D. C., and leaves shortly thereafter for Hawaii, where he expects to arrive on May 1.

JOHN CARL JEFFREY, general manager of WKMO, Kokomo, arrives today from Indiana for a short stay on station business.

LT. EDDIE ANHALT, flyer who formerly was a cameraman for Columbia's tele division, is visiting in New York.

WAUHILLA LA HAY, radio publicity director for N. W. Ayer & Son, Inc., leaving for two weeks in Chicago and Hollywood.

FRANK SMITH, manager of KXYZ, Blue Network affiliate in Houston, Tex., arrived in Gotham yesterday. He plans to stay about three days or so.

WADE BARNES, salesman for NBC Thesaurus, is on a business trip through the Southeastern states.

JUDSON J. MCKIM, educational director of WKRC, Cincinnati, is back at his desk after vacationing at Daytona Beach, Fla., and will be heard again as moderator on "Problems of Peace," WKRC's forums on post-war planning.

"Abie's Irish Rose" Cast Given Group Insurance

(Continued from Page 1)
evenings, has been covered under a group insurance plan including all musicians as well as actors and actresses and others who are regularly employed on the program. Policies paid for by the Abie's Irish Rose Co. headed by Anne Nichols, producer and writer of the radio program, provides for sick and death benefits, also accident and loss of time due to illness etc. Various other benefits are also part of the policy. In the event the artist leaves the company, the policy may later be carried by the individual by payment of the premium, with no physical examination necessary. Issuance of the gratis policies by Miss Nichols is taken also as an indication that the program will continue through the summer for Procter & Gamble instead of taking a hiatus.

WILLARD EGOLF, assistant to J. Harold Ryan, president of the NAB, has returned to the association headquarters in Washington, D. C.

CARL, JACK and DAN LANDT—the "Landt Trio" featured CBS—off on their first vacation in several years. They'll return Monday to start a new series on the network.

WILLIAM MURRAY, radio head of the William Morris Agency returned this week from a trip to Chicago.

KEN CHURCH, general manager of WKRC, Cincinnati, is here for conferences with the national representatives of the station.

ALDERT VAN DER MOLEN, president of Alpha Music Publishers, has just returned from a trip to Hollywood, where he talked with film executives on Latin-American music.

OSCAR LEVANT is in Toronto today for a concert appearance.

JOHN BALLARD, station and commercial manager of WBIR, Knoxville, has arrived from Tennessee. Paid a call yesterday at the offices of the Blue Network.

RUSS JOHNSTON, program innovator for McCann-Erickson, is back from the West Coast, where he held confabs regarding plans for new Summer shows.

HUBBELL ROBINSON, JR., manager of the radio department at Young & Rubicam, and TED BLISS, new producer of the agency's "Silver Theater" program, have left on a trip to the West Coast.

Telephone Hour Renews; Kreisler Debut Set

(Continued from Page 1)
tation affairs due to the great request for tickets from various parts of the country. The performances will take place in New York. Continuing through the summer the program in addition to Kreisler as a guest soloists, has also signed Jascha Heifetz, Lily Pons, Nelson Eddy, Marian Anderson, Josef Hoffman and others. Don Voorhees and orchestra is also on the show.

Richfield Signs Singiser In Radio-Expansion Move

(Continued from Page 1)
Richfield's schedule. The company will continue to sponsor Arthur Hale's "Confidentially Yours" which is broadcast on midwestern and southern outlets of the web.

ANPA Will Discuss FM At Final Session Today

FM will be discussed at the closing session of the annual convention of the American Newspaper Publishers Association today at 2 p.m. in the Waldorf-Astoria Hotel, New York. Chairman of the meeting is Walter J. Damm, president of FM Broadcasters, Inc., and vice-president and general manager of "The Milwaukee Journal," operator of WTMJ and WMFM. Other speakers are Dr. Walter R. G. Baker, vice-president of the General Electric Co. and Maj. E. H. Armstrong, pioneer in the development of FM.

Look At All Three In Baltimore Radio Too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen? POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners? COST alone is no yardstick either. If nobody listens it's a waste of money. Intelligent advertisers look at ALL THREE. We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners - per-dollar-spent!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...



Teamed for Pulling Power...

HARNESS the double pulling power of WOV to your 1944 sales program! Two great New York markets, in their respective listening hours, team up to give WOV a constant, balanced, around-the-clock audience . . . night and day • In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reaches as high as 76% of the Italian radio homes • In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILLYRA, NAT'L REP.

WOV
New York THE KEY TO TWO MARKETS

LOS ANGELES

By RALPH WILK

RADIO circles are laughing at a confessed "fluff" made by announcer Bill Pennell many years ago in Florida. In a record program designed for "unloading announcements," Bill confesses that in making a Blue Jay Corn Plaster announcement on station WIOD, he wound up the plug by saying—"Always use Blue-Jay. It removes corn, FOOT and all!" It should have been—"Corn, root and all."

Bill Goodwin, announcer on the Burns and Allen program heard Tuesday night over CBS, is developing a series of comedy characters soon to be tried out on the show. Most of the characters are caricatures of nationally known personalities.

Songwriters Harry Glick and Jimmy Lambert have opened a music publishing office in Hollywood and are calling it the Music Bar Publishers. Glick and Lambert have just written a new song, titled "There's a New Day Dawning."

Helen Lynd, the current "Miss Duffy" on the Blue's "Duffy's Tavern" has an enviable list of histrionic successes to her credit. She last appeared in the motion picture—"So Proudly We Hail" and spent several years in Broadway stage hits.

Gypsy Rose Lee, who is making the flicker, "Belle of the Yukon" with Bob Burns and Dinah Shore, this week told the "Arkansas Traveler" that he had inspired her to write another detective novel. Said Gypsy, "I'm calling it the 'Bazooka Murder Case.'—I got the idea from listening to you butcher songs on that gas-pipe-and-funnel contraption."

Pat McGeehan, announcer for Columbia's "America, Ceiling Unlimited" show, is having the time of his busy life this week. He is a daily visitor at the circus...renewing old acquaintances and old routines, for Pat is a circus veteran himself. He spent six years with Ringling Bros. and has many friends among the greats of the "sawdust trail."

Murray Named Manager Of WJZ Sales Promotion

(Continued from Page 1)

ferred to the staff of Blue Spot sales as promotion manager, John McNeil, manager of WJZ, announced yesterday. Murray has been a member of the sales staff of KDKA, Pittsburgh, the past year and was previously head of the promotion, publicity and merchandising department of WCAE, Pittsburgh, for five years.

WTBO

Full Time
NBC Affiliated
Cumberland, Md.

MAIN STREET



Unscrambled Wattnotes ! !

● ● ● Going far afield is the WJZ Victory Troop, when it journeys to Maryland over the week-end and does show No. 247-8-9 before the Aberdeen Army Ordnance Proving Ground and the Bainbridge Naval Training Station. . . ● Saved by the bell, is Dave Sutton, CBS Radio Sales rep for WBBM, Chicago. . . . scheduled to leave for the Army Saturday, he received a draft-board stay of induction until further notice. . . ● H. L. Krueger, commercial manager of WTAG, Worcester, is throwing a cocktail party at the Ambassador next Wednesday, May 3. . . . Krueger says there is no ketch to the party in New York. . . . just wants to thank the boys for past favors and to get better acquainted. . . . he promises no movies, nor promotional stuff of any sort. . . . anyone caught with a picture of the WTAG antenna will be mickeyed. . . ● New sustaining show on WOR Sunday nights at 7 p.m. is a night club program from the Cafe Zanzibar and features such good talent as Ethel Waters, Maurice Rocco, Sabby Lewis orchestra and others. . . ● Kate Smith took a group of children whose fathers are stationed overseas, to the circus. . . . Kate delivered a running commentary, interviewed the kiddies and the whole thing was shortwaved overseas. . . ● Speaking of the circus, Bev Kelley radio director for the Ringling Bros.-Barnum Bailey show hied to the Polyclinic Hospital yesterday to have a nasty foreign object removed from his eye. . . . before making the trip (just down the block) he arranged to have the Ringling show's Chief of Police to attend the "Ellery Queen" show as a guest "detective" . . . they say he's good.



● ● ● Among the cute ideas heard on the ether of late, add the Screen Guild's production of "Snow White" on CBS Monday night, with Edgar Bergen, Charlie McCarthy and Mortimer Snerd, all helping out. . . . terrific piece of business. . . . Uncommon guest scheduled for Maxine Keith's program "From You to Me" on Mutual tomorrow morning, will be Jane Hathaway of Swift & Co., Chicago. . . . she directs the correspondence to the many employes of the company in service and over 200,000 letters have been sent to these servicemen and women. . . . this is the third year she is on the job.

● Not to be outdone by the Zariiefs with their quads, Guy Lombardo returned home the other night to find one of his miniature Doberman pinschers daring him to think up names for the four pups she delivered while Guy was batoning out musical autographs on the Blue network. . . . this makes seven little dogs at home now. . . . and he'll take suggestions because he never got around to naming the first three.



● ● ● Radio's "Voice of the Midwest" is in Gotham visiting around with old cronies at the agencies and networks. His name is Quin Ryan. Quin's name is a household word in Chicago and throughout the Middle West, wherever "Big Ten" football fans gather. He started in radio about 1924 and grew up with WGN, later becoming station manager. . . . First to handle major Midwest sporting events he was on the spot at many Republican and Democratic national conventions. Ryan, who remembers crystal sets and jerky, ill-timed programs back in the early Twenties, now looks forward to announcing, producing and directing in television. . . . In fact, he wrote about tele way back in 1932 and was radio columnist of the "Chicago Tribune" and "Liberty" magazine. . . ● They say Fred Stone never misses one of his daughter Paula Stone's broadcasts over WNEW. . . . therefore if you see a fellow walking down Broadway during the late afternoon with a portable close to his ear. . . . it's probably Fred doing his stuff.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

HELEN Carson, program director of WKBK, Balaban and Kaul television station, will talk on writing for television at a meeting of the Radio Writers' Guild on Tuesday, May 2, at 8:00 p.m. at the Jack and Jill players' auditorium, 180 East Delaware Street.

Ralph L. Atlass, president of WIND-WJJD, has invited the press to an informal party on Monday, May 1, to meet WIND-WJJD's new baseball announcers.

It's a boy for the Gilbert McClelland, born April 19, Women's and Children's hospital. The youngster, weighing six pounds, five ounces, has been named James Jackson. Papa, sales promotion supervisor of the Chicago office of Mutual.

Fifteen minutes of news twice a day on Monday, Wednesday and Friday has been renewed for an additional 52 weeks effective May 8 on WG under sponsorship of the Manhattan Soap Company (New York). The programs are heard at 8 a.m. CWT and again at 11:30 a.m., CWT. Hollam Engle handles the 8 a.m. show, and John Holbrook the 11:30 spot. Franklin Bruck Advertising Corp. of New York is the agency.

Sangston Hettler, Jr., has joined the Chicago office of Radio Sales. He replaces Gordon Owen, who has been added to the WBBM eastern sales staff in the New York office of Radio Sales. Hettler formerly was with Foote, Cone and Belding in the merchandising department.

Will Cover Conventions

St. Louis—Arthur Casey, public relations director of KMOX, has returned from Chicago where he set up plans for the station's coverage of the Republican and Democratic national conventions. Station will have a booth on the convention floor manned by a staff of St. Louis radio personalities.

Stork News

James M. Gaines, assistant director of NBC Advertising and Promotion Department, and Mrs. Gaines are parents of a seven-pound daughter, named Susan, born Friday, April 21, at Flushing (New York) Hospital.

"LANNY & GINGER"
S - O - L - D !
ROYAL SCARLET FOODS
 WOR — Mon. Thru Fri. — 9:25 A.M.
 Produced By Bart Fellowes
BLUE NETWORK
 MON. THRU FRI.—10:40 A.M.
"MONEY-GO-ROUND"
 WITH BENAY VENUTA—FRED UTTAL
 WJZ—BLUE NET—SAT.—11:30-11:55 P.M.
GINGER & LANNY GREY
 "I Go For A Man Who Wears An ADAM Hat
 (Whistle)"
 MANAGEMENT
 WM. MORRIS AGENCY
 1270 - 6th Ave. CI. 7-2160

Summons AFM Capital Showdown

Continued from Page 1)
the strikes to be halted as
of the AFL no-strike
at these wires were not ob-
far as WLB knows. AFM's
president, James C. Petrillo,
ordered to be on hand here

grave WLB View Seen
William Green of the AFL
with the War Labor Board
that the strikes be termin-

of the hearing for Wash-
indicates that the board con-
these strikes extremely serious
Ordinarily the procedure
to set session for Chicago,
e regional board there.

Winchell Feud Continues In Wash.

Washington Bureau, RADIO DAILY
Washington—As a sequel to the
Dies-Winchell controversy,
Enkin (D., Miss.) and Hoff-
(R. Mich.), leaders of the isola-
house group, moved to keep
Congressional Record re-
Walter Winchell, columnist,
Roy Carlson, author, to at-
tend on the writers in Con-

Enkin was successful in halt-
tempt by Rep. Kennedy (D.,
) insert in the Record Win-
s reply to the verbal assault
Dies (D., Tex.) whose re-
ere already on file in the
Later Hoffman made a mo-
to trike from the Record the
Carlson, author of "Under
" which had been inserted
layy Rep. Eberharter (D., Pa.).
Homan motion was referred to
committee.

Replaces WJR For Navy

Don Large, choral director
member of the staff of WJR,
for the past 14 years, has
for induction into the Navy
this week. He becomes the 33rd
of the WJR staff serving with
armed forces. John McKenzie,
Large and Harold Kean,
constituted the music men sing-
will take over Large's work
uration.

NEW BUSINESS

WOL, Washington, D. C.: Adam
Hats (Men's Hats), spot announce-
ments, through Lewis Agency, Wash-
ington, D. C.; Alexandria Dairy
(Dairy Products), spot announcements,
through Lewis Agency, Washington,
D. C.; Earle Theater (Motion Picture,
"Cover Girl"), spot announcements,
through Lewis Agency, Washington,
D. C.; Eisman's (Men's and Women's
Clothes), spot announcements, through
Kaufman Agency, Washington, D. C.;
Lea Engel (Dressmaking and Altera-
tions), spot announcements, through
Lewis Agency, Washington, D. C.;
Flannagan Funeral Service (Ambu-
lance Service), spot announcements,
through station commercial depart-
ment; Fleischman's Yeast (Yeast
Tablets), spot announcements, through
Kenyon & Eckhardt, Inc., New York;
Fred Kirsch, Stage Review, "Gay
Nineties", spot announcements,
through station commercial depart-
ment; Kline Men's Clothes (Men's
Clothes), spot announcements,
through station commercial depart-
ment; MacDonald Typewriter Co.
(Typewriter Service), spot announce-
ments, through Lewis Agency, Wash-
ington, D. C.; Manischewitz Co. (Mat-
zos), spot announcements, through A.
B. Landau, Inc., New York; May-
flower Hotel (Help Wanted), spot an-
nouncements, through Lewis Agency,
Washington, D. C.; Morton's Clothing
Store (Women's Clothing), spot an-
nouncements, through Azrael Adver-
tising Agency, Washington, D. C.;
Murphy & Ames (Lumber), spot an-
nouncements, through Lewis Agency,
Washington, D. C.

National Labor Management Pro-
duction Exhibition (Exhibition), spot
announcements, through Ryan Agen-
cy, Washington, D. C.; Niosi Beverage
Co. (Grocery Products), spot an-
nouncements, through Lewis Agency,
Washington, D. C.; Palais Royal (Help
Wanted), spot announcements,
through Lewis Agency, Washington,
D. C.; Parkway Motor Co. (Used
Cars), spot announcements, through
Kal Agency, Washington, D. C.; RKO
Keiths Theater (Motion Picture,
"Snow White"), spot announcements,
through commercial department; Sa-
turday Evening Post (Magazine),
spot announcements, through Mac-
Farland Aveyard & Co., Chicago, Ill.;
Statler Hotel (Help Wanted), spot
announcements, through Lewis Agen-

cy, Washington, D. C.; Tolman Laun-
dry (Laundry Service), spot an-
nouncements through Ryan Agency,
Washington, D. C.; Uline Ice Arena
(Ice Hockey and Water Follies), spot
announcements, through Ferguson
Agency, Washington, D. C.; Venezia
Cafeteria (Cafeteria), spot announce-
ments, through Lewis Agency, Wash-
ington, D. C.; Virginia Appliance &
Service (Appliance Service and Gift
Shop), spot announcements, through
Lewis Agency, Washington, D. C.

KFRC, San Francisco: San Francis-
co Brewing Corp. (beer), tri-weekly
anns., ETs, 13 weeks, through Emil
Reinhardt Agency; Breuner's (Oak-
land dept. store), twice-weekly anns.,
39 weeks, through Emil Reinhardt
Agency; Mutual Benefit Health & Ac-
cident Association, recordings with
live commercials on "Rise 'n' Shine"
morning show, 13 weeks, through B-T
Adv. Service; Fontana Food Products
(macaroni), "Bess Bye" participation,
13 weeks, through Long Adv. Service;
Jones & Pettigrew (Oregon carrots),
"Emily Barton" participation, tri-
weekly, 13 weeks, direct; Modern Ap-
pliance Co. (frozen foods), Victory
Reporter, tri-weekly participation, 13
weeks, through Allied Advertising
Agency.

Gov't Agencies Scan Invasion Ballyhoo

(Continued from Page 1)
but believe they should use reason-
able restraint in their forecast of
dramatic events to come. Several
press releases, promotional pieces, and
recorded statements by stations have
come to the attention of Washington
officials.

It is believed that some sugges-
tions will be forthcoming to radio
broadcasters from OWI and the Office
of Censorship in Washington dealing
with the advance ballyhoo on inva-
sion and the actual handling of the
news when the time of invasion
comes.

WABC Off 24-Hour Sked

In effort to conserve manpower and
material, WABC, key station in New
York for CBS will not run 24 hours
per day under a new schedule set
up. On the Sundays of April 30, May
7, 14 and 28, the transmitter will close
down between 2-8 a.m., EWT.

On Monday through Saturday be-
ginning May 1, through May 20, the
transmitter will be closed between
2-5 a.m. each morning. No reason was
given other than the conservation
angle, it being pointed out that the
station has been more or less in con-
tinuous operation over a considerable
period of time since Dec. 7, 1941.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

Build summer audiences with MODERN ROMANCES

★ Listener attention can rise with the thermom-
eter if your summer program is well chosen. Get
the details on *Modern Romances*. 15-minute
shows—each complete—dramatized from the
pages of the popular magazine of the same name.
156 programs...with record of success on more
than 65 stations...selling bread, crackers, cake,
furs, fuel, sugar, coffee, flour, skin cream, laun-
dry service, disinfectant, etc. Strong promotional
support. Write for rates, availability, audition
records.

★ ★ ★

Many other NBC Recorded Programs—
5 minutes to half-hour



National Broadcasting Co.



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

HOPE EMERSON

AND

ANN THOMAS

NOW APPEARING

IN

"CHICKEN EVERY SUNDAY"

HENRY MILLER THEATRE

MATS. WEDS. & SATS.

WHAT ARE WE, RADIO, POISON IVY?

Denies FDR Influence In FCC Permit-Grant

(Continued from Page 1)

Broadcasters, Inc., unsuccessful applicant at the time the latter's construction permit was rescinded.

Attorney Fanny Neyman and the FCC minutes clerk, Robert Hodson, were also put on the stand briefly, with General Counsel Charles R. Denny taking the stand later.

Questioning for the entire day centered around the WNNY, Watertown, case. Louis E. Miller questioned Denny as to the Commission's right to consider in granting an application the identity of the applicant with the city where he desired to operate. Denny, fuming because of the constant emergence of this question after it was so adequately answered only a day before by Miss Neyman (RADIO DAILY, April 26) brought the matter home to Miller.

Poses "St. Louis" Question

Denny asked what Miller would do if there were two applicants and one station to be granted in St. Louis, Miller's home, and the two applicants appeared equally well qualified. Only difference was that one was a California corporation of which the officers, although good United States citizens, had no identity with St. Louis, and the other was a responsible St. Louis business man, long identified with the city and the city's growth. Miller refused to reply.

The Committee is still seeking recruits for its investigatory staff, but thus far has not been able to reach anything like full strength. Few in Washington consider it a sufficiently stable outfit to give anything up to join the staff.

"Even if we manage to get together an adequate staff," Miller said yesterday, "we still cannot hope for a thorough investigation until we can unseal the gags placed on various agencies. We need the help of the FBI, for instance," he said.

"It may be a hopeless project this year," Miller continued, "but you may be certain that the job will be done by the next Congress." Miller, of course, is confident that the next Congress will be Republican.

Miller admitted that he has one or two secret matters he is investigating.

Menser To Speak

Clarence L. Menser, NBC vice-president in charge of programs, will address the Television Survey Group at the New School for Social Research, New York City, May 4. Menser, whose talk originally scheduled for April 6 was postponed because of illness, will speak on "Television is Here."

Joins Blue Scripters

Vincent Dempsey has been appointed to the script-writers staff of the Blue Network by Stuart Buchanan, script manager. He replaces Len Finger, who has resigned to write scripts on a free-lance basis. Dempsey has been free-lancing for the past six months.

★ WORDS AND MUSIC ★

By BEN KAUFMAN

Hep Chat

Tin Pan Alley and Radio Row are agitated over the rumor that the recording dispute is on the eve of settlement. . . . Band remotes may be dwindling soon if the 30 per cent Federal levy on dine-and-dance rendezvous continues to shrink the take, which has already fallen off an average of 60 per cent around the country, shuttering many lesser night spots. Hotel men are now in Washington pressuring for a cut in the tax to 10 per cent. . . . Television will be a natural for bands and variety performers. . . . It looks like Merle Pitt, musical director of WNEW, Gotham, may land a network commercial for his "Five Shades of Blue" through the William Morris Agency.

★ ★ ★

Top Music Publishers, Inc., has joined Sesac. Owners of Top are Jim Woodworth, music chief of WHK-WCLE, Cleveland; Herb Rice, program director of the Yankee Network, Boston, and Joe Fraseto, program head of WIP, Philadelphia. . . . "Mairzy Doats," which has received one of the best publicity jobs in years from Arnold Shaw, Robbins' prolific drummer, is reported to be number one in England. . . . "Umbrigo," a new tune by Jimmy Durante and Irving Caesar, will premiere Friday on the Durante show over CBS. . . . Sammy Kaye and his orchestra return to New York next week and will have a studio audience for the first time since the Blue net's "Sunday Serenade" made its debut.

★ ★ ★

Broadway producer Billy Rose's offer to 150 stations of the grand rights to the record album of his hit, "Carmen Jones," has already been accepted by 90 per cent of them. The outlets—mostly 1,000 watts and more—agreed to carry at least 15 or 30 consecutive minutes of the sepia modernization of Bizet's opera by Oscar Hammerstein II in return for waiver of fees. Deal was arranged by Wolfe Kaufman, former critic on the "Chicago Sun," now Rose's flack. . . . Blues and spirituals provided a commemorative lament to Norman Corwin's dramatization the past Tuesday over CBS of the life of Dorie Miller, Negro messman who heroically gave his life at Pearl Harbor. Taking part in the tribute was a quintet of outstanding Negro artists: Josh White, folk singer; the Golden Gate Quartet; Mary Lou Williams, pianist; Laura Duncan, vocalist, and Canada Lee, legit and film actor.

★ ★ ★

Musical personalities of a happier past mingled with present-day celebrities, playing and singing old and new tunes, at the convivial cocktail party tendered veteran music publisher Edward B. Marks earlier this week at the Waldorf. Host was Julian Messner, publisher of Marks' new book, "They All Had Glamour," a reminiscent chronicle of the theatrical and musical worlds. Showering hospitality from the sidelines, though, were Herb Marks and a few of the music firm's staffers. Sig Spaeth, the tune detective, emceed a lively, informal program. Oscar Straus played his waltz favorite, "I Love You Only." Singing "Sweet Adeline" was Harry Armstrong, its composer. Also entertaining were Maude Nugent, Bill McKenna, Alice Lawlor and Alice Remsen. Guests included Major Bowes, Adolphe Menjou, Joe Howard and Ben Grauer.

★ ★ ★

In nostalgic vein Morton Downey points out that good ballads don't die young. As evidence he offers a number of request tunes he sings on his five-a-week show over the Blue. Among them are: "By the Light of the Silvery Moon," 1910; "When Irish Eyes Are Smiling," 1912; "After You've Gone," 1918; "Alice Blue Gown," 1919; "My Buddy," 1922, and "When Day Is Done," 1924. . . . Contrast in looking ahead is afforded by the post-war planning of Mark Warnow's press agent, who reports that the maestro of the "Hit Parade" will ink a Carnegie Hall contract this week for a "Victory Jubilee Concert." Date of the forthcoming session is uncertain, he states, since it will be the date on which Germany surrenders. Mark and his lads are said to be going into immediate rehearsal so that, within a month, they will be ready to play the concert at an hour's notice.

Wythe Williams Ho Overseas Press

(Continued from Page 1)

Harvey, Burnet Hershey, Guy Edward Hunter, Lucian K. Irene Kuhn, Inez Robb, Rich Rochemont, Waverly Root, Saerchinger, Otto Tolischus.

Polish Undergrounder Schedules

Jan Karski, delegate of the Underground, will be the speaker at the May 3rd Opheon. Subsequent speakers scheduled for May 10th and May 24th respectively are Senator M. Mead, author of "Tell the Back Home," and Charles F. whose talk will be "When the Comes Home."

'Woman in White' Back On NBC Central Div

(Continued from Page 1)

sored by General Mills, Monday through Fridays, 1:00 to 2:00 CWT, effective June 1. Written by Irna Phillips, "Woman in White" originate from NBC Chicago's along with other programs of the Medal Hour, thereby helping to maintain Chicago's reputation as a daytime production center. The show will be revived with the same cast and many of the same characters had when it was previously on the air. It will replace "Light of the World," 1:30 to 1:45 p.m., CWT, which is to be sponsored will be Crocker soups.

Two of the other three programs of the Gold Medal Hour also are being revived by Miss Phillips. They are "Light of the World" (Wheaties), 1:00 to 1:15 p.m., CWT, and "Today's Children" (Bisquick), 1:15 to 1:30 p.m., CWT. Rounding out the hour are "Hymns for All Churches" on Mondays, Tuesdays and Wednesdays, "Melodies of the Past" on Thursdays, and Betty Crocker's "Finger Food" on Fridays, all 1:45 to 2:00 p.m., CWT. Knox-Reeves (Minneapolis) is the agency for the Phillips serials. The series is handled by the Fitzgerald-Sample handles other shows.

Station Arranges Special Pre-Invasion Broadcast

Worcester, Mass.—Key radio news men at CBS, the BBC, and the NBC will participate in an unusual pre-invasion program designed specifically for WTAG and scheduled to be broadcast on the station Sunday, April 30, from 1:30 to 2 p.m. Taking part in the broadcast are Paul White, CBS news chief; Bill Trout, William Shirer, and Quincy Howe, of the CBS news staff; and Gillard, BBC war correspondent who covered the Dieppe raid, and a representative, who will discuss the organizations' plans for handling the invasion.

The broadcast, part of a promotional drive by WTAG to point out its role in covering the invasion, was organized by David H. Harris, station program-production manager.

PROMOTION

Oklahoma War Activity

Through the medium of both a letter and a mailing piece, Edgar T. Bell, general manager of the Oklahoma Broadcasting Co. and WKY official reveals that the Oklahoma City war production, "up to its ears in production," nothing was done about it until, in each case, official permission was released by government authority or representatives of military commands. Thus Bell points out that after each such an announcement, he kept the industry informed on at least three occasions, in December 1942, September 1943 and in November of the same year.

The mailing piece is revealed the scope of activity in Oklahoma as a Depot of Air Service Command. One project, cost \$35,000,000, employs 24,000 employes, 18,000 civilian personnel, reconditions 1,003 aircraft each month; 112 craft completely reconditioned each month and mechanics established the project setting the best record among 12 depots.

Its neighbor, the repair depot of \$5,000,000 Douglas Aircraft Co. employing 20,000 workers. Bell lists these items out as having excellent light along during course of war, but not mentioned until certain official channels.

War Policies Unaffected By Incident At Catania

Washington Bureau, RADIO DAILY

Washington—Belated announcement of the loss of five American planes and the loss of gunfire at Catania last July has no change in the war news announced last week by OWI. War and Navy Departments, Davis says. The announcement and publication of the story of Pearson.

He discussed this incident with Lt. Col. Surlis, director of public relations of the War Department," he said, "and am convinced that the report been received after the new policy was formulated it have been handled in accordance with that policy. As it was, information about this episode, which a regrettable detail of a large successful operation, was received a War Department months ago. National reports chiefly devoted to other matters, from which he was able to dig out the precise details only after several hours' work.

Under the new policy," Davis said, "such affairs will be immediately reported to Washington for a final decision as to whether the story should be released by OWI to the War Department. General Surlis and I hope and believe that the War Department has now caught up with all such incidents from the hereafter, if news is withheld, it will be only because OWI as well as military authorities are convinced that its release must be decided on valid considerations of security.

TELE TOPICS TODAY

Image Flickers

Under serious consideration by film companies is a plan to give television a Muzak-type treatment by piping in feature films to home subscribers at a charge. Paramount and Warner Brothers are rumored to be mulling such a move. If enough customers like the idea, the possibility exists of televising first-run pictures. Advantages are striking since no public channel would be needed and the coaxial cable arrangement wouldn't come under the FCC's jurisdiction.

Exploitation of theater-shown films by broadcasting tele trailers looms as a potent means of attracting audiences to movie houses. If a trailer were flashed on the home tele set, the appeal of leaving the parlor for a picture theater to see a particular film would be immediate. Of course, the box office would be the ultimate judge of its effectiveness. Arrival of Darryl Zanuck in Gotham is expected to hypy Twentieth Century-Fox's video plans. Fox has assigned specialists to investigate tele and is reportedly thinking of getting into it with both feet. Philco is being besieged by offers of tie-ups from movie companies.

Understood that the chief bone of contention in the recent meeting of the tele panel of the Radio Technical Planning Board concerned a change in the sound standard from FM to AM. FM supporters were victorious, though, and the recommendations of the video panel were passed on to panel two, the compromise group on frequency allocations, before being adopted by the RTPB. Present indications point to a delay in the Planning Board's final decision until late Summer when the invasion and other war developments may have progressed enough to allow the FCC to act.

Reconstruction of post-war Europe will find England and Holland leading the tele picture on the Continent. Russia is expected to push hard, though, since tele is the ideal educational and propaganda medium. Prior to the Nazi invasion, the Soviets were using RCA apparatus in their Moscow

Envision Tele Network Of Department Stores

(Continued from Page 1)

will meet with equipment manufacturers next month to discuss store tele requirements as the basis of a future report to Arkwright retail outlets.

With Fifth Army

Naples, Italy—Private Charles L. Range, a former NBC sound technician in New York, is now acting as script writer and studio engineer for the Fifth Army mobile broadcasting station from Italy. Range is one of six enlisted men who staff the expeditionary station.

tele outlet. Native equipment was being rapidly developed after three models. Experimentation had reached a point where a gigantic sight-and-sound studio was blueprinted for inclusion in the scheduled building of the Palace of the Soviets. The war halted all that. Defeat of the Axis will see a resurgence of activity, with emphasis on large-screen, community-type tele. Equipment will probably be imported in the beginning with the view of creating a formidable Russian electronic structure.

The "New York Herald Tribune" has applied for a look-and-listen license. Programs are being planned at WRGB, GE tele outlet in Schenectady, N. Y., by the New York "Daily News," which recently filed with the FCC. Scanning the eye-and-ear picture among the agencies are J. D. Tarcher & Co. and Lawrence C. Gumbinner Advertising Agency. Tarcher expects to come in over Du Mont with the McKesson & Robbins wholesale drug account, and Gumbinner intends to do the same with Royal Lace. Also grooming a show for that station is Helena Rubinstein, Inc., the cosmetic outfit. Du Mont has already reorganized for commercial operation in daily anticipation of FCC authorization to change from its present experimental status. As a result, Sam Cuff has been promoted from commercial manager to general manager.

Department store television will be a major post-war development in boosting retail sales. The National Association of Display Industries will examine the merits of intra-store tele at a confab to be held June 27 in New York. NBC is expected to resume spot news pickups soon. CBS is also believed ready to come in since it has a virtually new mobile unit, which has been in storage since U. S. entry into the war. Prof. Edward G. Cole, head of the Yale Drama School's tele course, is trying to establish a ratio of rehearsal and air time. RCA is sending out a monthly news letter telling the facts abouts tele as it sees them. A Canadian branch of the American Television Society is in the offing.

Philly FM Time-Sharing Granted FCC Extension

(Continued from Page 1)

order to prevent too full a program load upon each. The plan, inaugurated last year, has been extended to May 1, 1945. The five stations involved are: WFIL-FM; WIP-FM; WCAU-FM; WPEN-FM, and KYW-FM.

Joins Morris Agency

Reed White, formerly with the World Broadcasting System, has joined the radio department of the William Morris Agency. His duties will keep him on the Hollywood-New York circuit.

AGENCIES

PAUL S. ELLISON, director of advertising and sales promotion of Sylvania Electric Products, Inc., and coordinator and campaign manager of the 1944 American Red Cross Fund through the War Advertising Council, has been named chairman of the St. Lawrence University Alumni Fund for 1944, it is announced by Millard H. Jencks, president of the university, from which Ellison was graduated in 1922.

MARGUERITE MORGAN and EDWARD LANE have joined Kenyon & Eckhardt, Inc., the former in the art department, the latter in the copy division. Miss Morgan was formerly with Lord & Taylor, while Lane comes from Franklin Bruck Agency.

CRESTA BLANCA WINE COMPANY announces that Albert Greenfield, formerly advertising manager of the Raygram Corporation, has joined the vintners as brand advertising manager.

Two New Blue Stations; Web List Now Totals 183

Stations WOCB, Hyannis, Mass., and WMAN, Mansfield, Ohio, will become affiliated with the Blue Network effective May 6 and May 15 respectively, bringing the total of Blue affiliates to 183. WOCB, owned by E. Anthony & Sons, operates full time with 250 watts power on a frequency of 1,240 kilocycles, WMAN operates full time with 250 watts power on a frequency of 1,400 kilocycles. Richmond, Inc., is the owner.

Wedding Bells

Fort Monmouth, N. J.—Two hours after Robert E. J. Snyder of Hillsboro, Ill., was commissioned a second lieutenant at Signal Corps Officer Candidate School graduation here, he was married in a post chapel and started on a 10-day honeymoon. Lt. Snyder, peacetime radio announcer for Station WDWS in Champaign, Ill., and WILL at the University of Illinois at Urbana, was married to the former Ester Lorenc, daughter of Mr. and Mrs. Frank Lorenc, of Grand Rapids, Iowa.

ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— NORTH CAROLINA —

CHARLOTTE—Alonzo Squires, formerly with WWDC and WBT, has joined the announcer staff of WAYS. Squires made his first radio appearance on Fred Allen's program. He'll be in charge of WAYS' "Breakfast With Squires," heard every morning over this station. **ASHEVILLE**—WWNC has signed eight industrial plants in the western part of N. C. to co-sponsor time and prizes for the AAF Quiz Fest which will originate at the New Bridge Barracks beginning next week. Black Mountain College is sponsoring a series of four programs over WWNC which will include variety, round-table on education and straight dramatic formats.

— KANSAS —

SALINA—Members of the KSAL staff ushered at the Fulton Lewis lecture recently. Continuity writers, Ema Lou Bireline and Irene Strotkamp, are itching to get their hands on somebody who's been just slightly injured—they've attended nurses' aide classes. New programs added to this station's log are the Birdseye View of the News, sponsored by Birdseye Frosted Foods, and the Redwing Chemical Company newscasts.

— MICHIGAN —

DETROIT—Charles Burke, WJR sales manager, is an enthusiastic dog fancier. Most recent honor was the winning of first place by his standard poodle "Torchlight Cotton" in the open class of the Cleveland Dog Show. **KALAMAZOO**—Dr. Willis Dunbar, professor of history at Kalamazoo College, has joined the WKZO staff as news editor. Eleanore Terry, popular woman announcer on WKZO, who carries several featured programs as well as a regular announcing shift, has returned to work after a week in the hospital.

— ARIZONA —

PHOENIX—Wendell Noble, KOY producer, singer and announcer, has resigned to go to the West Coast. His replacement has not been announced as yet. Meanwhile, Steve Allen, KOY announcer, has taken over Noble's duties on the "Rise 'N Shine" program; and Bill Lester has

been assigned the two newspots previously held by Noble. **KOY** Continuity Editor Daisy Johnson is back at her desk following a week's illness. **KOY** newsman, Pete Lowery, is also back following a stay in the hospital for a minor operation. And Commercial Manager John Hogg has returned from a brief vacation in Denver.

— CALIFORNIA —

LOS ANGELES—Edith Head, noted film fashion designer, "signed" Erskine Johnson's KECA guest register recently when she visited his "Hollywood Spotlight." Marine Private First Class Lucian Curtis Davis, formerly of the KNX-CBS production staff and commercial editing department, climbs poles as a line rigger these days during his training in the Marine Corps field telephone school at San Diego. **SACRAMENTO**—John Waddell, control room and transmitter engineer, and Jane Downing, KFBK, receptionist, recently announced their engagement.

— COLORADO —

DENVER—Flowers, Inc. has placed a sked of daily 50-word announcements on KOA. Contract, effective May 5, was arranged through the Ray Koerber Advertising agency. The Public Service Company of Colo. has signed with KLZ for a series of live-talent dramatic programs titled "High Lights of the Rockies." Incidents in the building of Colorado and the West will be dramatized under the direction of Pete Smythe, KLZ production manager. John Prince, KLZ writer, will script the series.

— INDIANA —

FORT WAYNE—New to the WOWO-WGL continuity department is Jim Bridges, formerly continuity director of WHIT, North Carolina, and a graduate of the Cincinnati College of Music, Radio Division. **EVANSVILLE**—Arrangements have been completed between the city administration and the management of WGBF and WEOA to have the Water Works siren project sustained blasts when the Supt. of the WW is notified by the station management that authentic news announcing the be-

ginning of the invasion has been received. This is for the purpose of those not listening to the radio to do so.

— MASSACHUSETTS —

BOSTON—Francis J. Cronin, staff organizer at WNAC, key station of the Yankee network, emceed the early morn program "Sunrise Special." Bob Perry, chief announcer, recently interviewed Dolly Dawn, vocalist, currently appearing at a Boston theater. **SPRINGFIELD**—A "Junior Bridgebuilders" program on WBZ and WBZA recently presented a group of Ipswich, England, boys and girls in words of good will to youngsters in Ipswich, Mass. **WORCESTER**—A series of five-minute "Baseball Scores," Sun. through Sat., has been contracted on WTAG by Aaron Heitin & Co., local car dealers. Phil Jasen will do the sportscasting chores.

— CONNECTICUT —

HARTFORD—Capt. Elizabeth Paine, WAC recruiting officer in Conn., congratulated WDRC for "Doing an outstanding job in helping to obtain enlistments in the Air-WACS." WDRC obtained more than 125 queries on the WACS as a result of a special promotion. WNBC gave a complete coverage to the Republican state convention last week. From the Bond Hotel the station fed the Blue Network the speech of House Minority Leader Joseph W. Martin, Jr., of Mass. An hour later WNBC microphones picked up Martin's keynote address with Rep. Clare Boothe Luce's introduction for the Conn. State Network. Chief Announcer Dick Bronson handled the hotel pick-up; Mill Berkowitz announced the keynote remote.

— SOUTH CAROLINA —

CHARLESTON—Shortly after the tornado struck a populated section of this state, Johnny Ostrom of WCSC took it upon himself to obtain the names of the victims for broadcast over this station. It wasn't an easy task, as Ostrom had to travel for miles around and had to be back at his post in less than an hour. This accomplishment made it possible for servicemen whose homes were in the storm area to learn whether their families had suffered. Because this city had no evening paper that day, it meant WCSC was once again the news dispatcher. **COLUMBIA**—Roy Darby, announcer at WCOS, was married last week-end to the former Miss Lalla Sullivan.

— VIRGINIA —

RICHMOND—During the March, WRVA's Harvey Hudson, cee of "Juke Box," morning and noon shows, conducted his annual Cadet Corps Contest for students of Richmond's three high schools: John Marshall, T. Jefferson and Benedictine. Vote in so fast that WRVA's porters eled to the postoffice three daily, and receptionists worked time tabulating votes, which totaled 178,968 of 39,000 pieces of Company "A" of John Marshall by 24,195 votes. A dance at the Richmond Wintergarden climaxed the contest.

— NEW YORK —

NEW YORK—Bill Gooden, woogie pianist featured many times on WHN's "Gloom Dodgers," has been to a Metro-Goldwyn-Mayer screen. Maurice Hart, conductor of the "Hall" program on WNEW, was made a "pin-up announcer" by me of a knitting club in Dover, N. J. Gould Davis, supervisor of story for the public libraries, guested on WMCA's "Let's Listen To a Narrator of this program is McGraw.

— MISSOURI —

ST. LOUIS—A southern manager recently sent a letter to KLZ enclosing a check for \$300 requesting the station to sked some announcements which were attached. The letter went on to explain that it not know the station's rates and the \$300 was not enough to let it know, and more money would be forwarded. Before the station could advise the writer of the cost of announcement, a telegram arrived saying: "Cancel advertisement—turn check number—manager dead." **KANSAS CITY**—KMBC announced appointment of Rod Cupp, long associated with WLS, as KMBC's program director.

WE PROUDLY ANNOUNCE—

KLZ, Denver, received a total of 2141 pieces of fan mail last month! Nothing remarkable in that, you say? Well... here's the remarkable angle: **OUT OF THE 2141 PIECES, 1213 OF THEM WERE ADDRESSED TO "THE FRIENDLY PHILOSOPHER"**! More mail went to this program than ALL OTHERS combined! Why? Well, here is a program that is different—simple—homey. A balm for war nerves.

This five-a-week feature is running on KIRO, Seattle; WMC, Memphis; KLZ, Denver; KFJZ, Fort Worth; WINN, Louisville; KOY, Phoenix; KALE, Portland, and more than sixty other stations from coast-to-coast.

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HAPPY BIRTHDAY TO YOU

April 27

Helen Jane Behlke Mel Ronson
Lew Crosby J. Franklyn Viola
Frank R. McNinch Ned Wever



Exclusive
Racing Infor-
mation while
the races are on
... daily from
noon to six ...

SPOT NEWS THAT
COUNTS—EVEN
FEW MINUTE
BETWEEN
PLEASANT
MUSIC

WBYN
1430 ON THE AIR

Defines CBS Tele Policies

Lowest-Watt Stations Down 76% In 5 Years

Washington Bureau, RADIO DAILY
 Washington—The last five years have seen a decrease of 76 per cent in the number of broadcasters operating with 100 watts power or less, it was revealed yesterday by the FCC. Only 39 stations operated with this power as against 152, and three additional stations operating with only 50 watts, 18. Five of the current 39 are non-commercial. The stations are located in 21 states, including five in each of four each in Pennsylvania and

(Continued on Page 4)

Bannerman Will Address Marketing Association

Ed Bannermann, president and general manager of the Canadian Association of Broadcasters, will come to Toronto to address the "Radio-Wartime" luncheon of the American Marketing Association at the Murray Hill Hotel, New York City, on Thursday, May 11. He will be introduced by J. Harold Ryan, president of the National Association of Broadcasters. Bannermann will give

(Continued on Page 4)

Durr Sked For Cleveland, Columbus Radio Meetings

Washington Bureau, RADIO DAILY
 Washington—Commissioner Clifford Durr will be guest speaker at annual meeting of the Radio Council of Greater Cleveland scheduled for May 1 at the Hotel Cleveland. Durr also will attend meetings of the Institute for Education by Radio in Columbus, Ohio from May 5 to 8.

Exchange Program

Two-way exchange of scenes in the former stage hit, "Springtime for Henry," will be made from both sides of the pond in "Atlantic Spotlight" tomorrow over NBC and BBC. Taking part from New York will be Melville Cooper, and Kathleen Cordell — in co-featured billing with Constance Cummings and Hartley Power heard from in London.

Dual Dilemma

Harry Von Zell, who was signed to replace Ralph Edwards, Army-bound emcee of "Truth or Consequences," has been sharing the intro spot with Edwards since the draft postponement of service for registrants over 26. Ralph still expects to go into the Army, though, so Harry is splitting the top billing. The new emcee says that he feels like a victim of "Truth or Consequences."

FM Broadcasters See Bright Outlook

FM will replace AM as the system for sound broadcasting within eight to 10 years after transmitters and sets become available, predicted Walter J. Damm, president of FM Broadcasters, Inc., at the final session of the American Newspaper Publishers Association convention yesterday in the Waldorf-Astoria Hotel, New York.

Damm made this forecast during

(Continued on Page 4)

Broadcasting Of Congress Suggested By Labor Unit

Washington Bureau, RADIO DAILY
 Washington—Daily broadcast of Congressional proceedings was called for by the Santa Monica Bay district, Central Labor Council, in a resolution passed earlier this month and placed in the Congressional Record yesterday by Rep. Will Rogers, Jr., D., Calif. The labor group unanimously

(Continued on Page 2)

Strong Network Delegations Set For Ohio 'U' Conference

WFLA Night Power Up; Other Activities By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday granted the application of WFLA, Tampa, Fla., owned by the Tampa "Tribune," to increase its night power from one to five kilowatts.

At the same time, the FCC denied the application of WIRE, Indianapolis

(Continued on Page 4)

Paul W. Kesten, Vice-Pres. Of Network, Outlines Web's Post-War Planning At Luncheon Given For Press

Taylor Again Elected President Of Ascap

The Ascap board of directors, at an election of officers held yesterday, again named Deems Taylor to head the organization. Other officers elected for the coming year are: Gustave Schirmer and Oscar Hammerstein, II, vice-presidents; George W. Meyer, secretary; Max Dreyfus, treasurer; J. J. Bregman, assistant secretary, and Irving Caesar, assistant treasurer.

NBC Officials To Attend WHAM Celebration

A group of NBC officials headed by Niles Trammell, president, will be present in Rochester, N. Y., Monday to join in the ceremonies marking the entry of WHAM, 50,000-watt Stromberg-Carlson outlet, as a full-fledged

(Continued on Page 2)

Sunday Night Sports Show Set Over WOR With Lomax

Sunday night sports program, the only one scheduled in the New York area on a large station, will get under way April 30, at 6:45-7 p.m. over WOR

(Continued on Page 2)

Urging the hard and more costly road in the presentation of post-war television so that full advantage may be taken of all known progress to the very time the public is to be sold on the new art form, Paul W. Kesten, executive vice-president of CBS, yesterday revealed the network's policy in regard to tele at a press luncheon held at the Waldorf-Astoria Hotel.

Network's policy, it was further stated, is for full support of post-war

(Continued on Page 6)

CBC Grants Newsmen Latitude Of Expression

Toronto—News commentators of the Canadian Broadcasting Corporation are encouraged to give free expression of opinion "if presented in an intelligent and rational way" in a program policy statement issued by the network headquarters yesterday.

The section of the statement which covers news broadcasters reads as follows:

"1. News Commentaries: It is

(Continued on Page 7)

Personnel Changes Announced By Mutual

Robert R. Somerville, formerly of CBS sales division, has joined Mutual as assistant to Edward W. Wood, web's general sales manager. His appointment

(Continued on Page 4)

Summa Cum Laude

Joan Davis, comedienne heard over the air on Thursdays at 9:30 p.m., has been "tapped" by the collegians. She has received word that 317 college newspapers through the country have voted her best in the field of radio comedy during 1943. Six-hundred radio editors from all sections of the country recently honored Miss Davis as best in her field.



Vol. 27, No. 20 Fri., Apr. 28, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, April 27)

NW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 3/4 | 157 1/2 | 157 1/2 | - 1/8 |
| CBS A | 29 | 29 | 29 | 0 |
| Farnsworth T. & R. | 11 | 10 3/4 | 10 3/4 | + 1/8 |
| Gen. Electric | 35 3/4 | 35 1/2 | 35 3/4 | 0 |
| Philo | 29 1/2 | 28 3/4 | 28 3/4 | - 1/8 |
| RCA Common | 9 | 8 3/4 | 9 | + 1/8 |
| Stewart-Warner | 13 3/4 | 13 1/4 | 13 3/4 | + 1/8 |
| Westinghouse | 97 3/4 | 96 | 96 | + 1/2 |
| Zenith Radio | 35 1/4 | 35 1/4 | 35 1/4 | + 3/8 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------|--------|--------|
| Hazeltine Corp. | 28 | 28 |
| WCAO (Baltimore) | 20 1/2 | 20 1/2 |
| WJR (Detroit) | 32 1/2 | 32 1/2 |

OVER THE COUNTER

20 YEARS AGO TODAY

(April 28, 1924)

WHN is standing aside tonight so that WJY, sister station to WJZ, New York, may air testimonial dinner being given to Samuel B. Morse at the Biltmore Hotel... Os-ke-non-ton, Mohawk Indian baritone, will be heard on WEAJ in a program of American-Indian primitive music. His novel accompaniment will be a water tom-tom.

ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

Coming and Going

EDWARD LINDSAY, acting president and general manager of WSOY, Columbia network affiliate in Decatur, Ill., is visiting briefly in New York.

LAWRENCE J. HELLER, who recently sold his WINX, Washington, D. C., to the publishers of the Washington "Post," subject to approval of the FCC, is spending this week in New York.

J. C. TULLY, president and station manager of WJAC, Johnstown, Pa., in town yesterday and paying a call at the national representatives of the station.

HARRY CAMP, commercial manager of WGAR, Cleveland, is here for conferences at the headquarters of the Columbia network, with which the station is affiliated.

B. BRYAN MUSSELMAN, vice-president and managing director of WSAJ, Allentown, Pa., has returned to the home offices following a few days in New York.

SUE READ, featured on "Man About Town," heard over WQXR, leaves today on a trip to Hollywood.

JUDY CORTADA, trade news editor of the Blue Network, leaves town tomorrow for Maryland, where she will cover the visits of the WJZ Victory Troupe to the Aberdeen Proving Grounds and the Navy station at Bainbridge. The entire cavalcade will return to New York Sunday night.

FRED RIPLEY, general manager of WPRO, Providence outlet of CBS, has arrived from Rhode Island on a short business trip.

LEO FITZPATRICK is in New York. He's the vice-president and general manager of WJR, Detroit, and plans to stay for several days. The station is an affiliate of CBS.

BERNIE CUMMINS and the members of his band are in Springfield, Mo., for tonight's stanza of the "Spotlight Bands" program, which will be aired over the Blue Network, at 9:30 p.m., EWT.

PETER DONALD, of "Can You Top This" and "Guess Who," has embarked on a tour of New England theaters, where he will make personal appearances between broadcasts. He'll be in Holyoke, Mass., on Sunday.

Broadcasting Of Congress Suggested By Labor Unit

(Continued from Page 1)
ously adopted the following resolution:

"Whereas the affairs of Congress and of Government in general are vital to every citizen, and

"Whereas no present method exists to provide full information to the average citizen about the real happenings in our Congress, and

"Whereas radio is the simplest and most effective medium for communicating with every American in every part of the country, and

"Whereas New Zealand adopted a program of shortwave broadcasts of the proceedings of its Parliament, and has successfully demonstrated that full knowledge by citizens of the affairs of government stimulates and strengthens the Democratic system, and

"Whereas our Congress could lease radio time from one or more networks, several important and powerful stations, or broadcast by short-wave all important debates, excepting such matters as might jeopardize national security during this war: now, therefore, be it

"Resolved, that we propose and urge upon Congress enactment of the necessary measures to establish a nation-wide broadcast of its proceedings, and be it further

"Resolved, that we communicate with each political party asking that this proposal be considered and included in the program adopted at its next convention, and be it further

"Resolved, that a copy of this resolution be sent to Vice-President Wallace, to the members of Congress, to the press, and to the sponsors."

Wedding Bells

The engagement of Gloria Garofolo of New Lork City to Steve Hollis, WHOM night manager, was announced recently. The wedding has been set for the Labor Day week-end.

Sunday Night Sports Show Set Over WOR With Lomax

(Continued from Page 1)
with Stan Lomax, sponsored by the S. Frieder & Sons Co. for Garcia Grande and Habanello cigars. Program has been designed to give results of the week's most important baseball day and gives Lomax a seven day week on sports over the station, and sufficient background as well.

Contract for 26 weeks is through the Al Paul Lefton agency.

NBC Officials To Attend WHAM Celebration

(Continued from Page 1)
member of that net. Other web execs making the trip are vice-presidents William S. Hedges (stations), Roy C. Witmer (sales), Clarence L. Menser (programs) and O. B. Hanson (engineering). Easton C. Woolley, assistant to Hedges; John T. Murphy, of station relations, and Sydney Eiges, assistant manager, press department, complete the contingent.

TBA Committeemen Discuss Programming

Television programming policies were examined at a meeting of the Television Broadcasters Association, Inc., yesterday in New York.

Program committee, headed by Worthington Miner, manager of CBS tele, significantly played host to a number of guests. They were: Ralph Austrian, video consultant of RKO Corp.; William Morris, Jr., of the talent agency of that name; Frank Norris, of Time, Inc.; Armina Marshall, of the Theater Guild, and Leon Levine, of the CBS educational department.

Third regular monthly meeting of TBAI's board of directors will take place today at 2:30 p.m. in the organization's New York headquarters.

How do you buy time in BALTIMORE?

Is it on power alone?
Population alone? Or
do you look at the
cost-per-listener? If
it's low-cost-results
you're interested in
... W-I-T-H is the
sales-producing, low-
cost station for you!
We're ready to prove
it. We have the facts.
We'd like to show
them to you ... any
time you say.



TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

rational 'names' sponsored **LOCALLY**
...make **WXYZ** a great station!



Harry Heilmann

Four-time American League batting champion HARRY HEILMANN is the featured voice of Detroit's top-rated news program (over WXYZ) and exclusive play-by-play describer of big-league baseball (over WXYZ) in the Motor City.

FM Broadcasters See Bright Outlook

(Continued from Page 1)

the question-and-answer period at the close of the publishers' FM meeting. Other speakers were Dr. Walter R. G. Baker, vice-chairman in charge of electronics of the General Electric Co., and Maj. Edwin H. Armstrong, inventor of the improved broadcast service. Linwood I. Noyes, newly re-elected president of the ANPA, opened the session by introducing Damm, who is also vice-president and general manager of "The Milwaukee Journal," operator of WTMJ and WMFM. The latter then spoke and presided. The GE film, "The Story of FM!" was screened.

Expansion of FM was envisioned by Dr. Baker, who noted that, by spacing FM outlets geographically, there is room for well over 1,000 stations. He said: "I fully believe there will be a decrease in the number of standard broadcasting stations from the current number of 912 to about 750, and an increase in FM stations from a currently operating 53 to 500 within five years after the war." Advent of the many proposed FM stations, he stressed, will make available the station time necessary to continue the steadily expanding total of radio billings.

Economic conditions, rather than technical facilities, will govern the number of FM outlets, Maj. Armstrong indicated, since in 90 per cent of the country there will be more channels available than they will need or can support. FM is destined to replace the greater part of the AM system in a relatively short time, he stated. "It's a practical proposition right after the war," he went on, "to link up state-wide networks."

Advantages of FM operation to newspaper publishers were pointed out by the speakers. Chief among them were low construction and maintenance costs, technical improvements and the existing opportunity of filing for an outlet in a yet uncrowded phase of broadcasting. Dr. Baker referred to the suggestion of some champions of newspaper ownership of radio stations that FM offers a source of first-class institutional promotion among readers without any thought to additional revenues.

Bannerman Will Address Marketing Association

(Continued from Page 1)

the first U. S. presentation of Canada's New Bureau of Broadcast Measurement, a co-operative industry movement designed to standardize and simplify station coverage plans.

AVAILABLE

Young woman trained in announcing and script writing, seeks position, preferably with New York or Eastern station. Transcription upon request. Write Box 833.

RADIO DAILY
1501 BROADWAY NEW YORK 18, N. Y.



Reporter At Large. . .!

● ● ● Last Wednesday the Compton Agency auditioned a new audience participation show emceed by Bill Slater, assisted by genial Pat Barnes for Procter & Gamble sponsorship, to be heard via the Blue Net. . . . program is a half hour comedy show, titled, "Your Birthday Party." . . . ● Got a nice note from one of our favorite "cowboy yodelers," namely "Texas" Jim Robertson, stationed at the U. S. Marine Corps Base at Parris Island. . . . Jim's willingness to "give out" with western jive at the drop of a sombrero (beg pardon) cap, has earned him the title as "most popular rookie" in camp. . . ● A movie outfit advised her to get some dramatic experience, so Lorain Manners, formerly Mrs. Georgie Price, will do so via Edward Ludlum's radio program, "Unusual People," which will be heard Tuesday night over WEVD. . . ● Next August 16, Jess Carlin will celebrate a double-20th anniversary. . . . a score of years as a benedict and an equal length of time as publisher of the popular musical trade journal, Orchestra World. . . ● Paul Coates rates a bow for the successful "Pin-up Boy" party he tossed Wednesday nite at the Plantation Room of the Hotel Dixie in honor of Paul Denis, columnist on the New York Post. . . . celebrities were "a dime a dozen" and the turn-out which included among others, Horace MacMahon, Mildred Bailey, Diane Courtney, Roberta Hollywood, Russell Swann, Bob Russell and Dale Belmont, was ample proof of the esteem and regard in which friend Denis is held.



● ● ● Winding up a strenuous day of entertaining and broadcasting for the WAVES at Hunter College Wednesday night, Eddie Cantor and his gang were the guests of NBC at a buffet supper at the Hotel Ambassador. . . . event brought together the press, NBC executives, Cantor, Harry von Zell, Nora Martin, Bert Gordon, and others of the "Time for Smile" cast. . . . John McKay, chief of the NBC press staff, with the assistance of two of his associates, Sid Eiges and E. L. Bragdon shepherded the press to the broadcast, and buffet. . . . Among those present were Niles Trammell, president of NBC; C. L. Menser, vice-president and program director, Clay Morgan, assistant to the president; Bill Thomas and Edward Grimm of the Young & Rubicam agency; Marvin Kirsch and Frank Burke of Radio Daily; Lieut. Lou Mindling of Navy public relations; Mack Millar, publicist, Mrs. Molly Herman, Mike Boscia, Dave Elton and Tony Hart of the Cantor staff. . . . Daily and trade press guests included Al Cusick, Post; Madeline Moshier, Sun; L. L. Stevenson, Bell syndicate; Betty Forsling, Newsweek; Irving Genatt, Advertising Age; Milt Livingston, Motion Picture Daily; Joseph Koehler and Lou Frankel, Billboard; Jessyca Russell, publicist; Mrs. P. Smith, Jersey Journal; Irene Zimberg, Look; Katharine Melniker, Journal-American; Tess Buxton, Tune-In; Fred Stengel, Variety; George Frazier, Life; Arnold Blom, P. M.; Stephanie Head of the United Press.



● ● ● Radio can take a bow for the discovery of a little Red-headed beauty from Olean, N. Y., named Nancy Donovan, who made her debut last week guestrilling on the CBS show, "Broadway Matinee". . . . In our estimation Miss Donovan whose voice is as thrilling as her face is captivating, is one of the brightest prospects for stardom we've seen in many a moon. . . . watch filmoguls beat a path to her agent's (Louis Shurr) office. . . ● Wilson (Bud) Foster, station manager and announcer of NBC's KFAR in Fairbanks, Alaska, was recently elected to that city's council. . . ● One of the most popular of all music men, namely Frank Kelton, has been named General Professional Manager of all Peer Musical Enterprises.



— Remember Pearl Harbor —

Lowest-Watt Stations Down 76% In 5 Years

(Continued from Page 1)

California and three in the state of New Mexico.

Of the 39 stations, 29 have filed annual reports for 1943, revealing an increase of 21.5 per cent in net time sales for 1943 over 1942. Last year's total was \$861,000, as compared with \$708,000 in 1942.

Eight of the stations showed a decrease in net time sales, with the largest showing increases from \$22 to \$60.9. Of the eight showing losses, the biggest loss was reported to be \$5,091.

Five stations reported increases between one and five thousand, eight reported increases between five and ten thousand and three did better than \$10,000 over the previous year.

Twelve of these stations have no network affiliations—one Blue, two CBS and two NBC and seven MBS.

Personnel Changes Announced By Mutual

(Continued from Page 1)

Personnel changes were announced yesterday. Other changes are: transfer of Edwin Otis, formerly Manager of Eastern Division of Station Relations, to Sales Service Dept. as Eastern Supervisor.

George Lewis, Press News Editor, has been put in charge of Exploitation for the Public Relations-Publicity Department, and Jean Baer, a member of the department, has been named News Editor.

WFLA Night Power Up; Other Activities By FCC

(Continued from Page 1)

WFLA is to shift its frequency from 1,430 to 1,190 kc. and increase its power from five to 50 kilowatts.

Sale of KTBC, Tacoma, Wash., from C. C. Cavanaugh to Harold S. Woodworth was approved, with a purchase price of \$13,080, for 54.5 per cent of the stock.



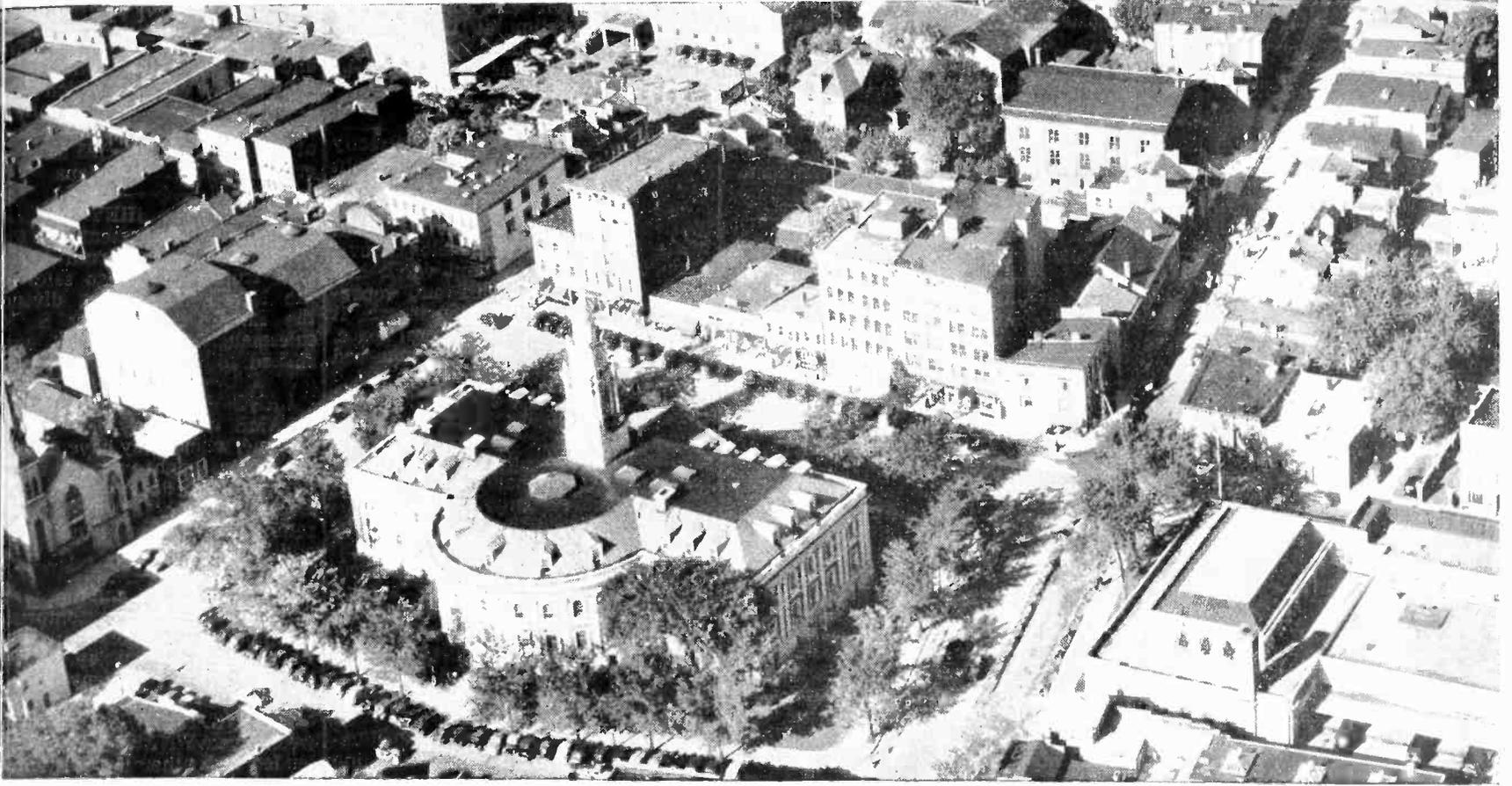
Of the nation's 3000 counties, Worcester County, the WTAG Market, stands 12th in total egg production. WTAG is a BIG station inside of a BIG market.

WTAG

WORCESTER



A bit of thread . . .



. . . and the Schenectady Market

WHAT HAS a bit of thread to do with Schenectady? Well, from a bit of thread, carbonized, Thomas Edison made the first electric light bulb; and from his principle of a glowing filament in a vacuum came our light bulbs and radio tubes of today.

Millions of them are made in Schenectady. This city of highly-skilled labor, of well-trained executives, of rich, outlying country. Today, it is one of the great war-work centers of America. Tomorrow, when the war comes, Schenectady will resume its immense peacetime industry. There will be plenty of work for years to come in Schenectady . . . plenty of buying-power for our commodity.

In Schenectady, WGY covers the entire market represented by central New York and western Massachusetts. In this area—the "Hudson Circle"—lie nine

leading cities where employment is at an all-time peak and some of the richest farming country in the entire East. WGY delivers this market to advertisers both by day and by night.

WGY—SCHENECTADY

One of Eleven Essential Stations
in Eleven Essential Markets

Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first.

Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.

2. They are in markets whose buying power is 34.2% higher than the country's average.

To every spot broadcaster in America these eleven stations are as essential as the filament of carbonized cotton was to the first electric light bulb—as the city of Schenectady itself is to the electrical industry today.

WGY is a great *time* buy every time.

WGY—SCHENECTADY

- | | |
|------------------|--------------------------|
| WEAF—New York | KPO—San Francisco |
| WMAQ—Chicago | WBZ-A—Boston-Springfield |
| KYW—Philadelphia | WTAM—Cleveland |
| WRC—Washington | WOWO-WGL—Fort Wayne |
| KOA—Denver | KDKA—Pittsburgh |



NBC SPOT SALES

A SERVICE OF RADIO CORPORATION OF AMERICA

GUEST-ING

GAIL RUSSELL, currently featured in Paramount's "The Uninvited," on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

NANCY WALKER, comedienne, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

MARY ASTOR, on the "Palmolive Party," Saturday (WEAF-NBC, 10 p.m.).

MARGO, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

MISCHA MISCHAKOFF, concertmaster of the NBC Symphony, on the program of the "General Motors Symphony of the Air," Sunday, WEAF-NBC, 5 p.m.).

LIONEL TRILLING, professor of English at Columbia University, and MARVIN LOWENTHAL, author and authority on medieval literature, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

RONALD COLMAN, on the "Silver Theater" show, Sunday (WABC-CBS, 6 p.m.).

EILEEN FARRELL, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

MARJORIE LAWRENCE, soprano, on the "Great Artists Series" of the Telephone Hour, Monday (WEAF-NBC, 9 p.m.).

BENAY VENUTA, on Louis Sobol's "Light of New York," Monday (WOR-Mutual, 7:30 p.m.).

SIR CEDRIC HARDWICKE, on Johnny Morgan's "Broadway Showtime," Monday (WABC-CBS, 10:30 p.m.).

PAUL LUKAS and OLIVIA DE HAVILLAND, on the "Lux Radio Theater," Monday (WABC-CBS, 9 p.m.).

MALCOLM AINSWORTH, manager of the Asheville, N. C., Chamber of Commerce, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

KAY PENTON, vocalist, on Alfred Drake's "Broadway Matinee," Monday (WABC-CBS, 4 p.m.).

American Radios In England

London—The first 10,000 radio receivers imported from the United States will be distributed to the British trade before the end of April, the Radio Manufacturers Association of Great Britain announced. Additional importations of 20,000 sets will become available probably during the following three months.

Kesten Defines Tele Policies
At CBS Luncheon To Press

(Continued from Page 1)

improvements even at the cost of scrapping pre-war investments. This Kesten stated, is up to the government, the manufacturers and broadcasters, and the public. Investments are heavy, Kesten admitted, but pointed out that if only 7,000 sets have to be scrapped in the early post-war period, this would mean that the public is out a possible \$2,000,000. However, should the post-war period of television proceed along the standards now set and changes are made a little later, the public may stand to lose a possible \$200,000,000.

Manufacturers and broadcasters have invested more than \$20,000,000 Kesten stated, but before the first 100 broadcasters have completed their first two years of television broadcasting, their investment will probably represent another \$50,000,000. Thus it was pointed out that the total investment to date in television on the old standards "is trivial compared to the billions of dollars" which must go into television in the next 10 years, "if it achieves its full potential." This road of course, Kesten said, required courage in all quarters interested in television, in referring to possible changes in post-war standards.

"Public In Dark"

Kesten believed that the whole business of television, its standards and post-war status should be aired and the public taken into the confidence of all concerned. The "hard road," he said might be so for the television broadcasters "but the road of good faith with the public." Eventually, it was indicated, CBS sees the manufacturers receiving handsome dividends by being frank with the public.

Withal, Kesten saw the "powerful force of inertia" being the greatest enemy to a prosperous post-war era of television.

Just before bringing on Dr. Peter Goldmark, CBS' chief television engineer, Kesten explained that a special booklet and report had been prepared and these would be passed around to those at the tables. Purpose of the report Kesten said, is:

"a. To state and describe and approximately to visualize the tremendous opportunity which the war has given post-war television, and

"b. To state and describe the problems which lie in its path."

The report and booklet was prepared by CBS, the speaker said, for three reasons:

"1. To bring into the open discussion which has largely gone on behind closed doors;

"2. To make clear to the layman what has hitherto been almost wholly the inside knowledge of engineers;

"3. To inform the purveyors of television programs (the broadcasters) and the users of television programs (the advertisers) how much that is vital is at stake."

Important item however said Kes-

ten was for CBS to decide which side of the fence to take and also, that it did not necessarily advocate that others take their viewpoint entirely. The basic question as CBS saw it was, "Shall the public have coarse-screen pictures or fine-screen pictures after the war?"

Color Tele Angles

Dr. Goldmark without directly quoting the complete text went through the book which was illustrated in parts to indicate the comparative quality of pre-war black and white vs post-war full-color television. Thus the black and white had 250,000 picture elements and represented a 525-line television image. It uses six megacycles of spectral space, "about as many as can be squeezed out of this narrow band."

Same picture of a reclining damsel on a chaise-longue, with a French phone at her ear and a vase of cut flowers on the end table, is reproduced in color television. This picture however is produced on wide-band television (16 megacycles) and contains 900,000 picture elements and only slightly finer screen is used. Three basic colors comprising the picture contain 300,000 separate elements in red, blue and green. It is noted further on in the book that CBS had demonstrated color-television before the war, but that few receivers had been designed to receive it.

On this basis the book gives illustrations similar to that of using a fine screen half-tone cut in a periodical or newspaper, or the use of a coarser line cut.

Screen equivalents for half-tones and those for tele are also given in the book by way of illustrating the points brought out by Dr. Goldmark. Many questions and answers are also contained in the book, some of more technical nature. Problems facing the manufacturer, the broadcasters, the public and the government are contained in the booklet also in easy-reading style.

Large screen tele for theaters is also mentioned in the book, which takes the position that present-day tele if used on the large screen goes back to the early part of the book which says: the larger the picture the coarser the screen. Thus it is believed that the picture would be good on a large screen for only a limited part of the theater audience as it is. Enlarged on a finer screen, that is televising on the 16 megacycle band would improve the theater-sized screen.

Not Up to Engineers

In concluding remarks following Dr. Goldsmith's talk, Kesten said that the problem lies not with the engineers now, "but in the offices where policy is made." Along this line, the CBS exec believed that if all manufacturers and broadcasters spent a year in bringing to a head new standards and developments gained as a result of wartime knowledge of elec-

AGENCIES

SINCLAIR REFINING CO., through Hixson-O'Donnell, is expanding present contract with the Mutual work, to include a thrice weekly elementary by Frank Singiser, effective Tuesday, May 2, 8 to 8:15 p.m., on 30 Eastern stations. Singiser will be heard every Tuesday, Thursday and Saturday. The broadcasts Singiser will be in addition to Art Hale's "Confidentially Yours," sponsored by Sinclair and broadcast at the same time for 125 middle western and southern stations.

JOSEPH HERSHEY MCGILLV INC., national representative for radio stations, has transferred N. P. O'Connell from its Chicago sales station to the New York selling division. At the same time, Robert S. Russell, salesman in New York, has been shifted to the Chicago territory.

LANG-WORTH FEATURE PROGRAMS have moved from Madison Avenue, where they have been located for the past eight years, to new offices on the 16th floor of the Stein Building on West 57th Street. The new setup gives them muchly needed additional space.

WESSON OIL announces a radio-transcribed campaign, comprising approximately 80 spots per week starting Irene Beasley. Drive has been launched by Kenyon and Eckhardt, Inc. Campaign is aired daily over WJZ and WMCA, six days a week over WNEW, and will be extended into other important markets according to the agency.

Shortwave Demonstration
For Visiting Editors

Demonstration of shortwave news pick ups from war zones will be made tomorrow morning at NBC to more than 1,000 editors and reporters from New York City high school publications.

Event, arranged by the net's public relations department, will feature addresses by Niles Trammell, web prexy; Ed Cantor; John F. Royal, vice-president in charge of television, and William F. Brooks, director of news and special events. If her commitments permit, Mrs. Eleanor Roosevelt will speak to the guests on "The World Problem in Wartime."

electronics the "dilemma" would be solved.

Approximately 250 representatives of the press, radio and television will be present as well as many CBS officials. Those on the dais included, in addition to Kesten and Dr. Goldmark, Frank Stanton, CBS vice-president; Worthington Miner, manager of CBS television; Gilbert Seldes, director of the network's television programming; Joe Ream, Frank White, vice-presidents.

Number of out-of-town radio men from CBS affiliated stations were also present at the various tables.

Blacks Will Send Strong Delegations To Ohio 'U' Radio-Education Meeting

CBC Grants Newsmen Latitude Of Expression

(Continued from Page 1)

(Continued from Page 1)

ing is "Radio—Sword and shield share!"

Kobak, executive vice-president of the Blue, will head the list of network's speakers, Kobak being scheduled to participate in a symposium on the subject, "How Free is Radio?", on Friday May 5. Dorothy Blue, Blue's continuity acceptance speaker at a roundtable discussion "Radio and Recruitment," on Friday. Dr. Harrison Summers, manager of the Blue's public service division, will participate in a discussion "Setting Standards for College Courses in Radio" and in a panel discussion on "Commercially Sponsored Radio Service To Homemakers and Farmers," both on May 6.

Gre Johnsen, director of women's activities, will speak at the session on children's programs May 6. Dr. L. Robinson, of the public relations division, will participate in a session on public health broadcasts May 6. Alma Kitchell, Blue's commentator, will be a panel participant in a discussion on "Broadcasting to Women" May 6, and Bob Johnsen, director of the Blue's "Farm and Home Hour" will participate in a agricultural session May 6.

Other Blue Speakers

George V. Denny, Jr., moderator of the Blue's "America's Town Meeting of the Air," will preside at a pre-meeting May 5 on "Development of Democracy Through Radio Discussion." Institute members have been specially invited to attend the "Town Meeting" broadcast of May 4 which will originate on this special occasion at WCOL, Columbus, instead of WJZ, New York, as usual. The subject of the broadcast discussion, "Does the Government Want Social Security from the Grave?" will be taken up the following day at the meeting presided over by Denny, with the four high school students who participated in the broadcast giving a demonstration of a typical junior town meeting. Representatives of Blue affiliates attending the meetings will be guests at a dinner to be given by the Blue at Columbus May 6 at the Deshler-Wallick Station representatives scheduled to attend include: Kenneth B. Johnson, manager; Wallace Beavers, program director; J. E. Lowe, program department; Frank Jones, Jack Bell and Anise Knight, of WCOL, Columbus; Mrs. Viola G. Berk, editor-director, station WAKR, Akron; Helen A. Hudelson, continuity supervisor; and Thomas Wheeler, WOWO, Fort Wayne, Ind.; James Leonard, program director; Katherine Fox, public service director; and James H. Hays, special events, WSAI, Cincinnati; Arch Shawd, manager; Betty Orill, women's program director; and Richard Mosier, WTOL, Toledo. Robert T. Mason, president, and Wade Cooper, assistant program director, WMRN, Marion, Ohio.

Many CBS execs will join the other

broadcasters and civic leaders in discussing the problems of radio and pertinent matters as they concern the public at large. New York will send the largest group while key cities holding CBS affiliated or Columbia Owned outlets will also send delegations.

Those from CBS in New York will include:

William C. Ackerman, Reference Department Director; Lyman Bryson, Director of Education; John Daly, correspondent returned recently from the Italian battlefronts; Mildred Game, Editor of the "American School of the Air" Teacher's Manual; Frank Ernest Hill, producer of current events programs of the "American School of the Air"; Elinor Inman, Director of Religious Broadcasts; Oscar Katz, Assistant Director of Research; Robert J. Landry, Director of Program Writing; Leon Levine, Assistant Director of Education; William N. Robson, producer; Dorothy Rowden, Assistant to the Director of Education; Gilbert Seldes, Director of Television Programs, and Helen Sioussat, Director of Talks.

CBS-Owned Outlets Represented

Representatives of CBS owned stations throughout the country who will join the New York delegation at Columbus are:

From WBBM-Chicago: J. L. Van Volkenburg, Asst. General Manager; Jack Burnett, Director of Special Events; Shepard Chartoc, Press Information Director and Florence Warner, Midwest Director of Education for CBS.

WCCO-Minneapolis-St. Paul: Larry Haeg, Farm Director and Max Karl, Director of Education.

WEEL-Boston: J. H. Buffum, CBS-New England Agricultural Director and F. H. Garrigus, CBS-New England Director of War Programs, Education and Religion.

WTOP-Washington: Elinor Lee, Director of Women's Programs and Charles (Chuck) Worcester, CBS Farm Editor.

KMOX-St. Louis: Ellen Lee Brashers, special feature writer; Charles Stookey, Agricultural Director and Rosamond Filfley, Educational Director.

KNX-Los Angeles: Frances Farmer Wilder, Columbia Pacific Network Educational Director.

Lyman Bryson will participate in scheduled Institute session on "Broadcasting By National Organizations," "College Courses in Radio," in which he is to be joined by Landry, and "Radio And Post-war Problems."

Gilbert Seldes is slated for a panel discussion titled "How Free Is Radio?" with executives of other networks and a member of the FCC.

John Daly will speak on "How Radio Covers the War." He will draw on his personal experiences and observations in the Mediterranean theater.

Leon Levine will participate in sev-

eral panels on the use of radio in education and agriculture. He will also share in arrangements for two CBS broadcasts in connection with the meeting. These will originate in the studios of WBNS, Columbia's outlet in Columbus.

Educational directors of CBS affiliates also will meet with Bryson and Levine to study the accomplishments, problems and projects of the network Education Department.

Mutual Representative

Tom Slater, director of special features and Sidney Fishman, manager of the Research department, together with representatives of Mutual network affiliates, will participate in the meeting at Columbus, May 5-8.

Fishman will address the Radio Research Group on Saturday, May 6, and will be a member of the roundtable on Audience Research problems May 7. Slater will take part in five panel discussions during the meeting.

Representatives of Mutual stations who will be present include: John L. Carpenter, KALE, Portland, Oregon; E. J. Content, assistant chief engineer of WOR, New York; Elsie Dick, WOR; Dr. Judson McKim, WKRC, Cincinnati; five officials of KSO, Des Moines; Bert Hanauer, WFBR, Baltimore; Martha Ross Temple, WFBR; Clifton Daniel, WCAE, Pittsburgh; Myrtle Stahl, WGN, Chicago; and John Tinnea, KWK, St. Louis. On Sunday, May 7, Mutual will play host to its network delegates at a breakfast at the Deshler-Wallick Hotel, convention headquarters.

NBC's delegation is expected to be headed by Clarence Menser, vice-president in charge of programs. Additional names are being set and possibly ready by the end of this week. H. V. Kaltenborn, NBC commentator is to preside at the discussion "How Free Is Radio?"

Fly Among Those Invited

Washington Bureau, RADIO DAILY

Washington — Chairman Fly has been invited to participate in a free speech panel discussion before the Institute for Education by Radio in Columbus, Ohio, on Friday, May 5, at 8 p.m., along with E. L. Bushnell of Canadian Broadcasting Corporation; Thomas R. Carskadon, Civil Liberties Union; Paul Kesten, CBS; Edgar Kobak, executive vice-president of the Blue; J. Harold Ryan, NAB head; Niles Trammell, president of NBC and Sen. Burton K. Wheeler. Fly has not yet given definite word that he will attend the institute sessions.

To The Colors

Corporal Harry C. Lytle, Jr., former program director of WMAN in Mansfield, Ohio, for 15 months with the 351st Engineers Regiment stationed in England, has been transferred to the American Forces Network with headquarters in London.

recognized that there are two approaches to the preparation of news commentaries, and that each may have a valid place in our service to the listener.

"The first is the short, interpretive commentary which is linked with the news developments of the day. Such a commentary should bring into sharper focus the varied developments in the day's news, and provide authoritative factual background information for any new developments. Any strong personal bias or expression of opinion should be avoided. If two interpretations of some developments of a controversial sort are possible, these should be indicated, and with special emphasis. Such a commentary is essentially designed to provide listeners with information, to form their own opinions.

Contrasting Views Treated

"The second approach, in which the commentator may interpret the news from a quite frankly personal viewpoint, and express opinions freely, demands a balanced panel of commentators of contrasting views. In such commentaries, the speakers should be given as complete freedom of expression as possible. This method should not be adopted unless we can obtain the services of fully qualified individuals capable of presenting between themselves all major points of view.

"In either case, the speakers should be responsible persons, who can be expected not to transgress the Defense of Canada Regulations, or the rules of the Corporation governing good taste and judgment.

"If a daily commentator, of the type first mentioned, is genuinely objective, and does not attempt to win converts to a personal and particular viewpoint, there seems no reason why he should not be carried daily.

Free Expression Permitted

"For the opinion type of commentary, a program like 'Week-end Review' would appear to be the logical vehicle, in which one viewpoint may be balanced by others in rotation. Free expression of opinion, if presented in an intelligent and rational way, should be encouraged. If, however, any commentator invited to express his views in this way, should commit any glaring indiscretions, and show consistently bad judgment, he should not be asked to take part in such a panel again.

"In neither type of commentary, so long as the commentator enjoys the confidence of the Corporation, would it seem desirable to read or review scripts in advance, although commentators might be invited to take the precaution of checking with the CBC Newsroom or the Talks Producer with regard to censorship directives. Since new directives are constantly being issued, the commentator might in some cases, not be fully informed and such a check would be in the mutual interest of the commentator and the Corporation."



COAST-TO-COAST



— CALIFORNIA —

LOS ANGELES—Jennifer Jones, 1943 Academy Award winner, and Edward Arnold, film character actor, signed the "Since Pearl Harbor" guest register over KECA recently.... Frances Scully's recent airing over KECA was devoted to a discussion of beauty aids. Her specific topic was aids to diets.... **SACRAMENTO**—Hill Armfield, new to radio, is the platter jockey on the midnight to dawn shift on KFBK.... Tony Koester, KFBK sports announcer, is doing the public address work at Doubleday Park for the Sacramento Baseball Club. He reviews each game played at the park at 10:30 p.m. over this station.

— COLORADO —

DENVER—KLZ and the Denver Tele-news Theater engaged in co-promotion for the Denver showing of "The Ukraine In Flames," Russian documentary film with narration by CBS correspondent, Bill Downs. A direct mailing of 5,000 newspaper ads, theater marquee and foyer displays and spot announcements were used to tie the film in with CBS' "The World Today" aired over KLZ.... Doris Templeton, secretary to the KOA sales staff, joined the station's group of recent newlyweds by pulling a sneak marriage tie while on week-end leave in Omaha, Nebraska.

— NORTH CAROLINA —

CHARLOTTE—Program Director Charles Crutchfield has been appointed to the publicity committee of the 15th Annual Industrial Safety Conference of the state of N. C.... **ASHEVILLE**—WWNC has added Norman Young to its splicing staff. Young was formerly with WAYS. Charlotte.... Ruth Barth, of Young and Rubicam, in this city to set the stage for a pick up on Gulf Oil's "We the People" which will originate from WWNC Sunday, April 30.... WWNC will broadcast excerpts from an original play by a student of Black Mountain College for the Children's Theater presentation next Wednesday.

PICTURE OF THE WEEK



An American made "Handie-Talkie" intrigued Prime Minister Winston Churchill of Great Britain when he used the portable radio transmitter to listen in on the orders and directions given to paratroopers making a trial descent. The portable radio unit, will make its post-war debut at sporting events and other places where large crowds gather, according to U. S. Signal Corps radio engineers.

— KANSAS —

SALINA—It was one of those believe-it-or-not coincidences when a young man walked into KSAL and asked to speak to Program Director Herb Clark. His own name, he said, was Herb Clark, Jr. The elder Clark last heard from his son about a year ago, when he was in the Navy, and believed Herb, Jr. to be in the South Pacific now. Instead, the son has a medical discharge and has situated himself in this city.... Kellogg's of Battle Creek has taken to the air three times daily over KSAL.

— KENTUCKY —

LOUISVILLE—Will Sales, the diamond store of Louisville, has renewed its sponsorship of Dick Tracy over

WINN for the coming year.... Frances Ferguson, WINN woman commentator, has added two more participating sponsors to her program: the Seligman Fur Store and Smilin' Scot cleaning powder.

— MASSACHUSETTS —

BOSTON—Twelve-year-old Reid Loudon of Holyoke who has been playing the organ since he was three years old was the guest soloist with "Youth On Parade" recently. Seated at the console of WEEL's great organ, this youngster, veteran of many performances, played Bach's Prelude in C Major.... Shirley Newman has replaced Brenda Ross in the continuity department of WORL.... Michael Harmon, formerly associated with Ed Wynn, Gus

Edwards and Milton Berle, paid "About Town" a guest visit recently in an engagement at Boston's Quarter.

— CONNECTICUT —

HARTFORD—Milt Berkowitz's ing resume, sponsored by How Cleaners, has moved from 6:15 p.m. to 6:25 p.m., nightly. The Yankee work "news and sports round-up" heard for 10 minutes starting at 6:25 p.m. With this change, WNBC takes the lead in giving its listeners on the best all around sports review of the supper hour in New England.... Because of the apparent imminence of invasion, WDRC has made sharp reorganization of its morning news schedule. From 7:00 on, there's a full half-hour of news from 7-7:30 a.m., and a straight minutes of news from 7:55 to 8:35. A heavy publicity build-up accompanies the change.

— FLORIDA —

MIAMI—David S. Trear, transmitter engineer for WIOD, has resigned to join the U. S. Merchant Marine. Edward Carr is his successor.... William D. Ley, organizer of the Flying Tigers, a guest of Leslie Balogh Bain, WIOD commentator, on the air recently. Ley gave a description of the airfighting in Burma, China and India. He has just returned from the Asiatic theater of war.

— NEW YORK —

NEW YORK—Wynn Racamora, Hollywood manager of Dotty Lamoreaux, Ilona Massey, Margo, Martha O'Driscoll, Patricia Morison and others, will tell some "interesting" stories about his clients to Maggie McNamara when she guest-interviews him on her regular WINS airing tonight. The appearance marks Racamora's radio debut.... Muni Diamond's "My Mother" will be produced by Edward L. Lum on his "Unusual People" program over WEVD next Tuesday night. Gloria Hoffpauir has the lead.... Walter Aitken, noted pianist, tickled the keys brilliantly during his WQXR airing last Sunday.... Charlie Verner, popular sportscribe, is returning to sportscasting for WBYN.

CBC Program Schedule To Stress Agriculture

Montreal—Radio presentations to keep pace with the season and current agricultural scene are scheduled for the month of May by CBC farm broadcast department. The program is part of the spring summer series launched in April. The broadcasts are intended to give a comprehensive picture of the international importance of Canadian agriculture. The first program will be a dramatization entitled "Maritime Dykelands," to be presented on Monday, May 1 at 8:30 p.m., EDT. In the program listeners will be told about the part that Dykes are playing in the agricultural economy of the Maritime Provinces.

HAPPY BIRTHDAY TO YOU

April 28

Lionel Barrymore Jay Heitin
Joan Blaine Michael Fitzmaurice
Hugh McCartney Marion Taylor

April 29

Lieut. Charles Benter Ian Martin
Duke Ellington William Stoess
Dick Leibert Robert Eastman
Harry M. Dittman Mary Chase

April 30

Frank Abbott Ed Krug
Jules Nassberg Bea Wain